

Communications and Marketing (Marcom) @ SPPL

February 5, 2025

Marcom team



Stacy Opitz – Marketing & Communications Manager



Claire Huber – Marketing & Communications Specialist



Michaela Sy – Marketing & Communications Specialist

John Larson – Digital Library Coordinator

Social Media Team

Canva Creator Team

Brand Ambassador Team

Marcom's Goals

- **Tell the Library's story**, creating relevancy and connections
- **Steward SPPL's brand** to be welcoming and accessible
- With an audience of Saint Paul residents, **increase awareness and use of libraries** and their many services, spaces, and programs
- **Support each library location** in their own hyperlocal outreach and communication efforts

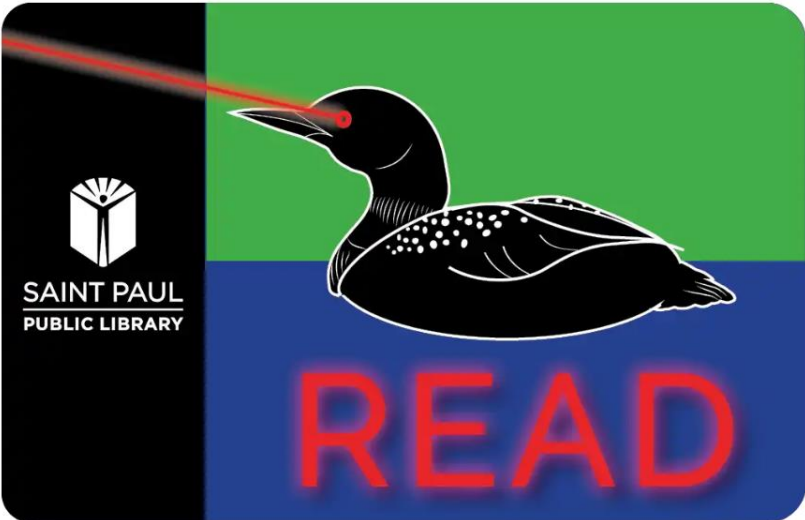
Marcom's work

- Annual communications strategy
- Media relations
- Social media
- Website
- E-newsletters
- Print materials
- Advertising
- Content creation
- Graphic design
- Copy writing
- Outreach materials
- Communications plans to support initiatives
- Merchandise shop
- The Friends collaboration
- Internal communications
- Data practices
- Editing
- Lead Read Brave
- Branding in our spaces
- Support public art
- Library card art
- Crisis communications
- Program promotion

Marcom's highlights

Arts and Culture
Estelle Timar-Wilcox · February 13, 2024 8:22 AM

New St. Paul Public Library cards feature beloved 'laser loon' state flag design




A limited-edition Laser Loon library card is available at St. Paul Public Library branches. Courtesy of St. Paul Public Library

BOOKS
Libraries!!! What Can't They Do?

You can check out books, sure. But you can also listen to LPs, get seeds for your garden, or even use a 3D printer at your local library now.

By Keith Harris
10:51 AM CDT on March 13, 2024



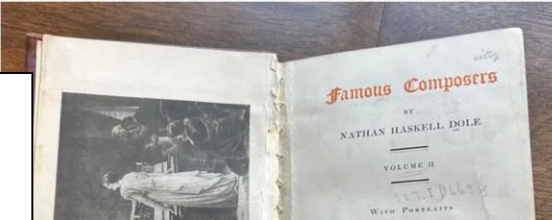
USA TODAY
BIRD FLU OUTBREAK
New strain in Calif.
TAP INTO THE NEWS
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U.S. Election Sports Entertainment Life Money Travel Opinion Crossword

104 years overdue: Book last checked out in 1919 returns to Minnesota library

'Famous Composers' was last checked out from the St. Paul Public Library in 1919. The librarian says he's never seen a book returned so late.

Doc Louallen
USA TODAY
Published 10:43 p.m. ET Nov. 20, 2023



Rondo Library updates children's area to reflect, celebrate community

This is the third St. Paul Public Library to redesign its children's area in recent years.



ST. PAUL

St. Paul libraries, home of the brave readers

There, a community gathers to read about things that can be hard to talk about – like mental health.

By Jennifer Brooks

MARCH 1, 2023 AT 5:09PM

Community feedback

"Survey commentors were not fully aware of what types of services and programs occur at their library. This can be correlated with patrons not extending energy to identify what new programs and services exist as they bring a more traditional lens of library expectations."
Facilities Direction, HGA

Library patrons need to understand what their library is: Consistent with the national paradigm shift of libraries, there is dichotomous opinion of what a library should be among library patrons." Facilities Direction, HGA

"Improve marketing of what is going on. [Teens] don't know a lot about what is going on." youth, Transforming Libraries

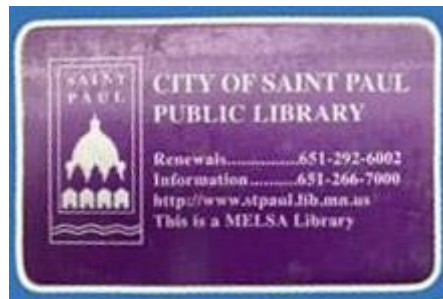
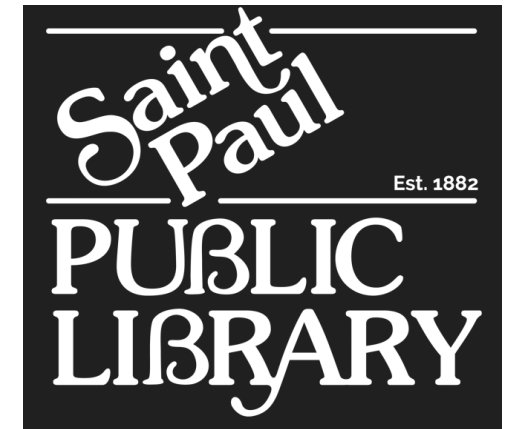
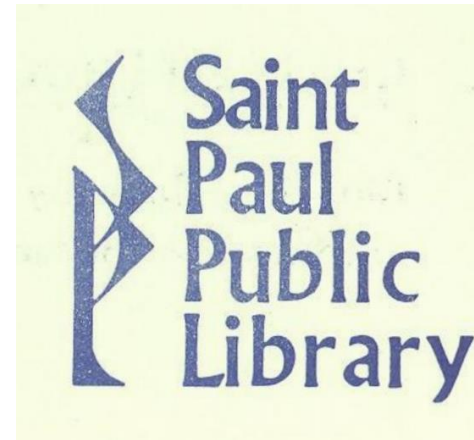
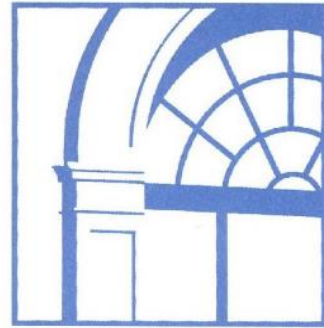
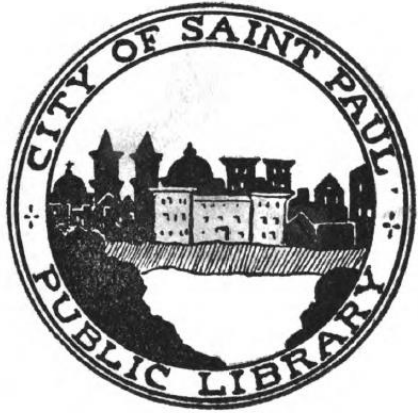
"Participants wish for a library designed to build joy through colors, sound, and greenery." strategic direction, Imagine Deliver

A space that reflects the cultures of my neighborhood was a top priority for community members. Transforming Libraries, LSE

Updating our brand

- **Why is it important:** Idea or image that comes to mind when thinking about a specific organization or product both in a practical way and emotional way.
- **Why now:** Reflect SPPL's evolution, more tools for effective communication, and contribute to welcoming and accessible spaces.

Libraries evolve, brands evolve



SAINT PAUL
PUBLIC
LIBRARY



SAINT PAUL
PUBLIC LIBRARY

Process with UNO Branding



- Creative brief
- Discovery
- Concepts
- Community and staff feedback on two concepts
- Refinement of final concept

Creative direction

- **Accessible** - Easy to use and not overly conceptual
- **Inclusive** - Ability to reflect audiences, services and convey belonging
- **Flexible** - Ability to adapt to audience or type of library service
- **Inviting**
- **Bold and bright**
- **Non-traditional**
- Brand system that supports **consistency AND** leaves space for **creativity and individuality**





<p>PANTONE 268 C HEX: #5A2C83 C:91 M:94 Y:0 K:23.5 R:90 G:44 B:131 CONTRAST: 10.0:1 CONTRAST: 2.1:1 ●</p>	<p>PANTONE 298 C HEX: #3AB5E6 C:76 M:8.5 Y:0 K:0 R:58 G:181 B:230 CONTRAST: 3.5:1 CONTRAST: 8.9:1</p>	<p>PANTONE 2925 C HEX: #009BDE C:87 M:23.5 Y:0 K:0 R:0 G:155 B:222 CONTRAST: 3.0:1 CONTRAST: 6.8:1</p>	<p>PANTONE 2655 C HEX: #9679D2 C:56 M:51 Y:0 K:0 R:150 G:121 B:210 CONTRAST: 3.6:1 CONTRAST: 5.9:1</p>
		<p>PANTONE 318 C HEX: #84DAE0 C:38 M:0 Y:15 K:0 R:132 G:218 B:224 CONTRAST: 1.6:1 ● CONTRAST: 13.1:1</p>	<p>PANTONE 245 C HEX: #E17FD2 C:15 M: 60 Y:0 K:0 R:225 G:127 B:210 CONTRAST: 2.6:1 ● CONTRAST: 8.2:1</p>
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		<p>PANTONE 130 C HEX: #F7A800 C:0 M:27 Y:100 K:0 R:247 G:168 B:0 CONTRAST: 2.0:1 ● CONTRAST: 10.6:1</p>	<p>PANTONE BLACK C HEX: #000000 C:0 M:0 Y:0 K:100 R:0 G:0 B:0 CONTRAST: 21:1</p>



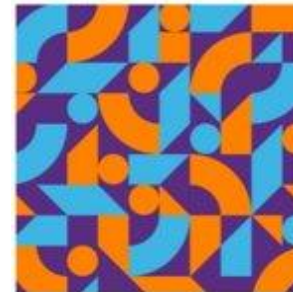
Community colors



Orange



Blue



Logo colors



Red



Teal



Purple



Green



**Saint Paul
Public Library**
Arlington Hills



**Saint Paul
Public Library**
Dayton's Bluff



**Saint Paul
Public Library**
George Latimer Central



**Saint Paul
Public Library**
Hamline Midway



**Saint Paul
Public Library**
Hayden Heights



**Saint Paul
Public Library**
Highland Park



**Saint Paul
Public Library**
Saint Anthony Park



**Saint Paul
Public Library**
Rondo Community



**Saint Paul
Public Library**
Rice Street



**Saint Paul
Public Library**
Merriam Park



**Saint Paul
Public Library**
Riverview



**Saint Paul
Public Library**
Sun Ray



**Saint Paul
Public Library**
West 7th



**Saint Paul
Public Library**
Mobile Library



**Saint Paul
Public Library**



SP PL Saint Paul Public Library

Fun Lab!

**Saturday,
August 10, 2024
2-4p.m.**

Dayton's Bluff
645 E. 7th St.
Saint Paul, MN
55106

Get hands-on at FunLab, a program for teens age 7-11.

- Clown around with Cahoot?!?
- Explore clowning arts like juggling and character creation
- Free drop-in program
- Safe space to meet new friends and take home creations each week
- Recommended for ages 5+

To learn more, visit our calendar of events: sppl.org/events




Flyer Example



SP PL Saint Paul Public Library

Sorry, I'm Out of Order :(

Signage Example



SP PL Saint Paul Public Library

Library Card Example



SP PL Saint Paul Public Library

Check out our 14 locations across Saint Paul!

Play and Learn:

Events for all ages, interactive children's areas, storytime!

To learn more, visit our event calendar: sppl.org/events



Poster Example

Awareness campaign

Goal:

- Challenge or evolve associations and perceptions of the library
- Invite more people to use their library

Creative partners: Ambio Branding and Slow Down Creative

Big idea: "Where great ideas collide"

- The library of today is hardly the quiet hall of books. Today, the Saint Paul Public Library is more vibrant, inclusive, and welcoming than ever. There are places to converse, ideate, play, rest, study, and get away from it all. It's a place where we can encounter new ideas, meet new people, and advance as a community.

Ours campaign

Whoever you are, **Saint Paul Public Library** means something **different to you**. It might be where you go to escape from the world or meet your neighbors to organize for change. It might be where you go to take a dance class or use the computers for printing.

The Library is many things to many people and that is the beauty of it. **Loud and quiet coexist**. All people are welcome.

**It's yours to explore. It's mine to discover. It's theirs to check out.
It's ours.**



**"As an extrovert, I go to get out and connect with folks."
– Odell**



**"It's where I go for peace and quiet when cafes are too noisy."
– Boonmee**

It's my **social place.
It's your **solo place.**
It's our library.**

Ours
SP PL Saint Paul Public Library

**Find your place
at the library.**



"It's my place to escape into hobbies and passions."

— Brigid



"It's my connection to knowledge."

— Dani

It's my **leisure place.**
It's your **printing spot.**
It's our library.

Ours

SP Saint Paul
PL Public Library



Culture

Celebrating the many ways people experience and create culture through literature and the arts, media, and more at the Library.

Community

Giving people an accessible space to meet with neighbors, connect across differences and progress together.

Curiosity

Inspiring both askers and answerers of big questions to pursue growth through exploration.

Change

Powering people to plan their next step, whether it's a new skill or career search as well as supporting people through life changes.

Questions?