

# Communications and Marketing (Marcom) @ SPPL

February 5, 2025

# Marcom team



**Stacy Opitz – Marketing & Communications Manager**



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**Michaela Sy – Marketing & Communications Specialist**

John Larson – Digital Library Coordinator

Social Media Team

Canva Creator Team

Brand Ambassador Team

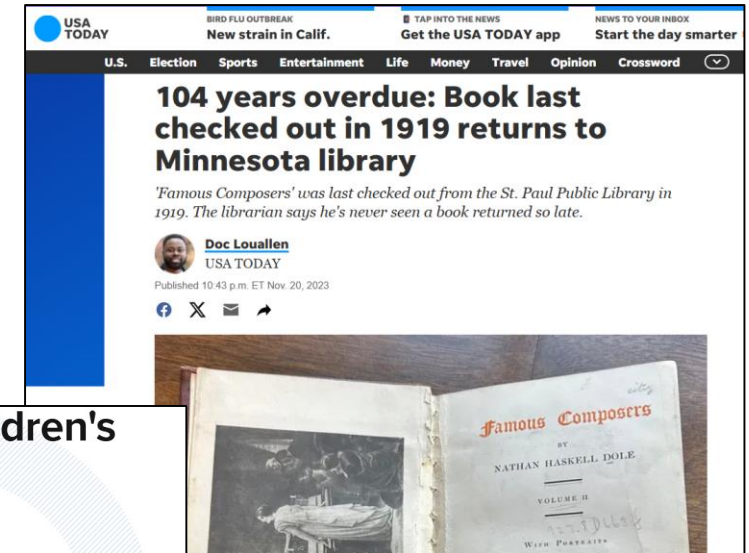
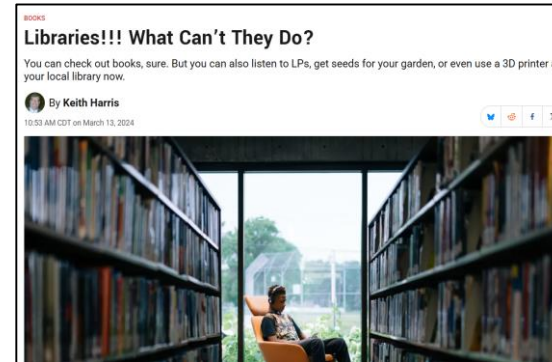
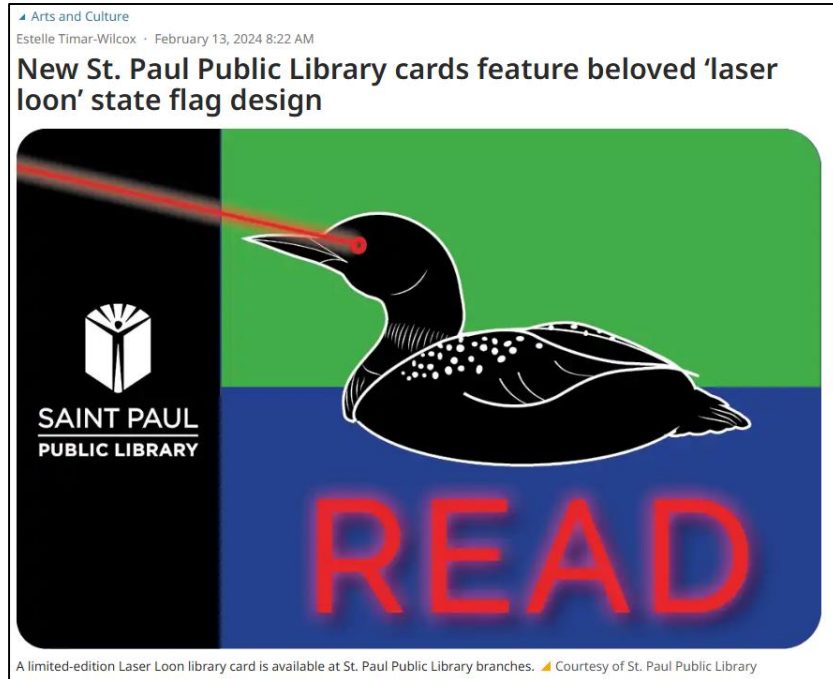
# Marcom's Goals

- **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



## 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

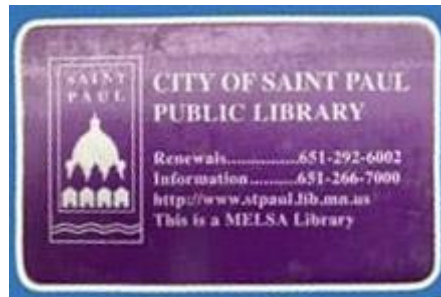
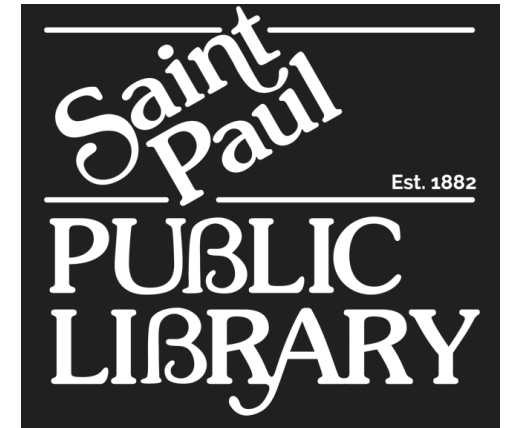
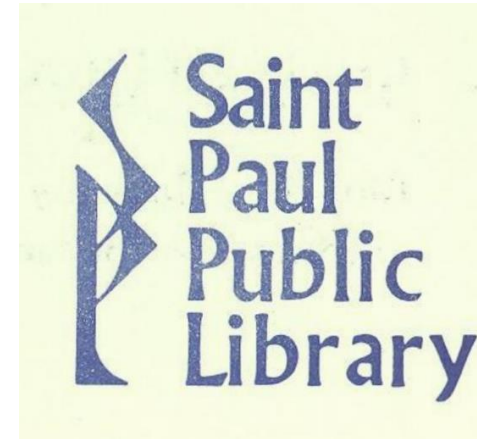
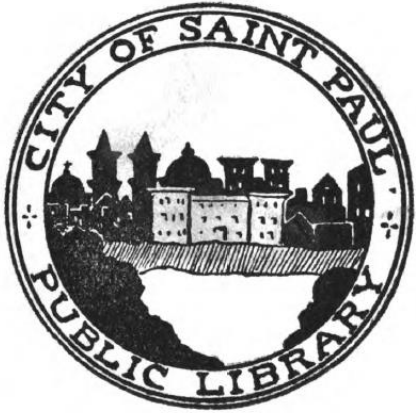
"Participants wish for a library designed to build joy through colors, sound, and greenery." strategic direction, Imagine Deliver

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**





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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



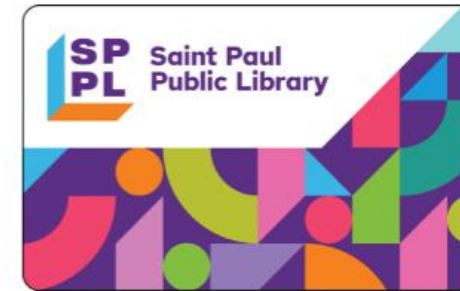
**Saint Paul  
Public Library**  
Mobile Library



Flyer Example



Signage Example



Library Card Example



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.**



stpaulpubliclibrary



**"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.**



**Saint Paul  
Public 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  
PL** Saint Paul  
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?