



CASE STUDY

Beyond Books: Leavenworth Public Library Is the Place Where People and Ideas Gather

The Library is inclusive of all people, a neutral guardian of ideas and a rich source of extensive information.

Introduction

When an organization decides it is time to rebrand, it's often not because they've experienced a major change to their environment, but, as is the case with Leavenworth Public Library, they are experiencing a host of changes.

In recent years, Leavenworth Public Library has become much more than simply a place to borrow a book. It has become a gathering place, a community hub. The community uses

the Library to access resources and collections, but the Library also draws interest because of the programs and meeting rooms available for resident use.

Many diverse groups of people are connected through the Library, an element of cohesion that has only grown with time. Diversity and inclusion are at the heart of the important role the Library plays in the community.

Challenges

Leavenworth Public Library recognized that they had an inconsistency occurring between their values and role in the community and the messaging communicated by their logo and website. Both were outdated and did not capture the entire vision and values of the Library.

In particular, the website needed to become vibrant and welcoming to match the atmosphere and purpose of the Library. It needed to be user-friendly, easy to navigate and accessible to all residents.

Leavenworth Public Library identified these two areas as opportunities to better capture the personality, nature and outlook of the Library.

Solution

Recognizing the need for updated messaging and an improved website, Leavenworth Public Library partnered with SJC Marketing. The team at SJC Marketing began by conducting research in order to understand

the perceptions of the Library and how they differed from the messaging the Library used.

The Library knew that there was a disconnect between its message and its role, and research

revealed some key ways that residents in the community recognized this, as well:

- As the overall community was experiencing a loss of rental meeting rooms and even entertainment options, residents were looking to the Library to fill these needs. There was interest in setting aside collaborative and flexible spaces for gathering.
- The residents were passionate about the Library as a guardian of ideas and its role supporting neutrality when it came to speakers and programming.
- Residents wanted to see the Library increase its presence outside of its

four walls, with an eye towards raising awareness about Library resources and benefits.

- While the residents believed the website was functional, they noted that it could be more creative and more active. It also lacked user-friendly calendar functions.

Armed with details about community perceptions, as well as the values and priorities of the Library, SJC created a new logo and website that would better capture the messaging of a vibrant and creative Library that serves as a community hub and a guardian of inclusivity and diversity.

Results

SJC Marketing developed a logo that features interconnecting circles and colors, a clear representation of the connectedness of the community and a celebration of diversity among Library patrons. The new logo included a fresh tagline: Where People and Ideas Gather.

The tagline's message was intended to capture the spirit of the modern Leavenworth Public Library. It is and will always be a place to borrow a great book, but it is also a place that functions as the heart of the community in a way many other places cannot. It is inclusive

of all people, a neutral guardian of ideas and a rich source of extensive information.

Likewise, the Leavenworth Public Library's new website is designed to reflect the vibrancy of the Library, as well as offer user-friendly access to a wide variety of resources and information. It is accessible to all users and invites the community into an improved experience.

The Library's new website features easy-to-navigate drop-down menus and a user-friendly calendar that displays events, which can be sorted by program type, age range, date and more.



About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

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