

Approach:

The King County Library System (KCLS) is ranked as one of the finest institutions of public information and resources in the United States. But local perception was simply that libraries are “the place to go and get a book.” KCLS wanted the community it served to know how much more they had to offer, and knew they needed to evolve their brand to do so. They hired GIRVIN to help them with this undertaking.



Identity |



Result:

GIRVIN lead the KCLS leadership through a BrandQuest® to crystallize their vision, mission and values – the key drivers of any brand. The team determined that they must verbally and visually communicate the diversity of their offering, their large network of facilities that supported this offering as well as the element of surprise a person would find when they came to a King County | Library. The results were a new landmark that speaks to the depth and breadth of the KCLS information offering. Newly branded exterior signage was also installed in and around all 42 libraries in the county. In addition, new library cards were designed that communicated the idea of opportunity and surprise. The new KCLS tagline that lives on the card reads, “Turn to us. The choices will surprise you.”



| Print



Environment |

“All of the library staff members associated with the KCLS grant project were impressed by the expertise and professionalism of the GIRVIN team. Beyond that, they took the time and effort to understand library needs – no small matter!”

Buff Hirko | Statewide Virtual Reference Project Coordinator
| Office of the Secretary of State, Washington State Library

“The Marketing Guidelines developed by GIRVIN for KCLS far and away exceeded my expectations and those of the KCLS Grant Committee. We immediately saw the universality of the approach taken and how the marketing guidelines could be easily adapted to market other library programs and services. I believe the professionalism and standards for performance of your staff enabled them to do an excellent job for us in an amazingly short amount of time...less than 3 months.”

Barb Pitney | Reference Services Coordinator | King County Library System