

Memorandum

Memorandum No: 24-108

Date: March 6, 2024
To: Honorable Mayor and City Council
From: Ryan Henderson, City Manager 
Re: Anna Community Library Logo and Messaging

In November 2023, the city contracted with Rhyme and Reason Design, LLC to develop the Anna Community Library's logo and messaging that will be instrumental in sharing what neighbors can expect from the Anna Community Library while leaving room for the library to grow and develop over time. The scope of work included research and immersion, logo design, development of a messaging system, and creation of a messaging standards guide.

In order to visually display the identity and story of the Anna Community Library, Rhyme and Reason Design conducted an in-depth analysis of the City of Anna. Their research laid the foundation for the development of the Anna Community Library's logo and messaging strategy.

Anna Community Library

The Anna Community Library aspires to be a vibrant and modern hub for connection, where neighbors meet, ideas are sparked, information is learned, children play freely and everyone feels a sense of belonging.

The Anna Community Library's target audience was defined as:

- Families of children and teens
 - This is Anna's largest demographic and the current audience that attends functions.
 - Anna Public Schools are closed on Fridays, which means school-aged children and teens will likely spend more time at the library.
- Adults - Anna neighbors who championed the library from ballot to vote to fruition.
- Community groups in the surrounding area/county - Individuals and groups who live outside of Anna are always welcome.

The character and personality of the Anna Community Library was defined as:

- Community
- Welcoming
- Cozy
- Inviting
- Warm
- Educational

- Friendly
- Nurturing
- Open
- Engaging
- Accessible
- Safe
- Spacious
- Creative space
- Engaging
- Interactive
- Relaxing
- Atmosphere

Logo

While Rhyme and Reason developed and presented multiple logo and messages, the one concept stood out above the rest as one that was unique, creative, simple and playful. It offers flexibility and fun while being professional and clearly shows the Anna Community Library is not an uptight, stuffy or boring space. The color palette attached offers a friendly lavender to keep it feeling fresh, orange for energetic, interactive and playfulness, and blues for the calming, friendly and ability to go modern or corporate without feeling dark and moody.

Attached is the finalized logo design for the Anna Community Library, incorporating primary, secondary, and acronym logo marks, as well as color palettes and additional graphical elements.

Next Steps

Rhyme and Reason Design will be finalizing the messaging standards guide that will include three key messages tailored to resonate with our target audiences. This system will establish the tone and voice of the Anna Community Library and guide our communications across print and digital marketing materials such as brochures, letterhead, cards, posters, social media posts, and more. The messaging system will be the key to introducing the library to the community and educating them as to who/what the Anna Community Library is to Anna.

Additionally, the messaging standards guide will provide comprehensive guidelines for maintaining consistency in telling the story of the Anna Community Library. The guide will include detailed information on the organization overview, messaging, logo usage, typography, color palettes, and other essential elements to ensure credibility and longevity.

Moving forward, Rhyme and Reason Design will be working closely with our team to refine and finalize these deliverables. We anticipate the completion of the messaging standards guide and messaging system by the end of May.

Exhibit 1 – ACL Messaging Guide

- c: Frances La Rue, Public Affairs Manager
 Marc Marchand, Neighborhood Services Director
 Taylor Lough, Assistant City Manager
 Greg Peters, Assistant City Manager
 Management Team

PRIMARY LOGO

Full Color

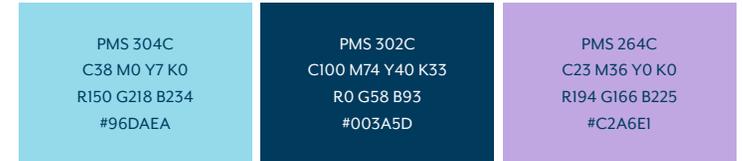


COLOR PALETTE

Primary



Secondary



LOGO VARIATIONS

Secondary



Monogram



FONTS

DM Sans

Download at license at <https://fonts.google.com/specimen/DM+Sans>

PRIMARY LOGO COLOR ALTERNATES

Color Reverse

White

One Color



