

Brand Strategy

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Ottawa Public
Library  Bibliothèque
publique d'Ottawa

Introduction

Welcome to the brand strategy brief for Ottawa Public Library (OPL). This document outlines the strategic direction and foundational elements that will guide our brand's growth and positioning in the community. Our goal is to develop and create an integrated, marketing-focused brand strategy and brand identity to demonstrate and promote the value of OPL.

Brand Promise



Brand Promise

Ottawa Public Library (OPL) is where literacy, exploration, and inspiration flourish. Here, everyone can find information, entertainment, and connection.

We believe in serving the people of Ottawa. By supporting clients when and how they need, we collectively strengthen the cultural and social fabric of our community.

OPL provides welcoming places for everyone so that we can all find what we are looking for, free from fees, and free from judgement.

Everyone is welcome at the Library.

Brand Attributes

We promote Wonder

OPL is inspired by the look on a child's face during Storytime, by the excitement of new Canadians when they discover what support we can provide, by the laughter heard and conversations started at one of our programs. We seek to reflect the emotion that people feel when they visit a library—so that more people get to experience the sense of endless possibility that only public libraries inspire.

We spark Imagination

Whatever you are imagining, we are here to help fuel your dreams. Whether researching your next career move, learning about different cultures and traditions, hoping to lose yourself in a land of fantasy, or wanting to make new friends, OPL helps imaginations run wild and free.

We are Helpful

We are here to help our community. Whether improving digital literacy, attending a speaker event, learning a new language, coming into a branch to rest and relax, or using our technology to print, conducting research, or connecting online; at OPL, everyone is supported in achieving their goals.

We provide Connection

We are a connection point for our community, providing our clients with an inclusive public space to access information, support, and inspiration. We provide a place where everyone in our community can co-exist, no matter their beliefs, background, income, or interests.

OPL assists with our clients' needs for today, and inspires their dreams for tomorrow.

We are Trusted

We understand that building and maintaining trust in our organization is vital. We are committed to helping our clients find the resources, information, and inspiration they seek.

Our staff ensure clients feel welcome and respected, our leaders provide transparency and accountability, and we all passionately uphold the public's freedom to read.

We stand for Access

OPL is free—free from fees, free from judgement, free from censorship. We protect our community's right to access information, ideas, and opinions, and we actively offer a wide range of resources, information, and source material.

Brand Story



Brand Story

You are welcome at the Library.

At Ottawa Public Library (OPL), our doors are wide open to the curious and the creative, the seekers of knowledge and the learners of A-B-Cs. Whether a reader, a writer, a thinker, or a dreamer, OPL is a warm, welcoming source of inspiration and discovery, both in-branch and on-line.

Step into a world where the sound of turning pages mingles with the hum of conversation among neighbours. Lose yourself in cozy reading nooks immersed in tales of adventure, while activity and event spaces buzz with the energy of shared learning and creativity. Access the library from home with our digital offering, where everyone can conveniently connect to virtual programs, e- and audiobooks, and much more.

Access information, ideas, and opinion at OPL—a place where everyone is free to think, learn, and dream.

Value Propositions

Overall Value Proposition

Ottawa Public Library, where everyone can find information, inspiration, and entertainment.

We're here for the curious and the creative, the seekers of knowledge, the readers and researchers, and the lovers of literature. OPL supports those who need assistance connecting to community, expanding a skillset, or accessing free technology.

We provide welcoming public spaces for our community, so that we can all find what we're looking for.

OPL, where everyone is free to think, learn, and dream.

KEY IDEAS:

- A place for all
- Find personal enrichment
- We have what you need
- We can help you enhance your life

Newcomer Value Proposition

Ottawa Public Library, where everyone is welcome—a place where you can find the free resources and support you need to help build a bright future in Canada.

At OPL, you can find information, community, and inspiration; our extensive collection includes materials in multiple languages, and you can trust our staff will help you access the free services and resources that you require.

We understand the unique situations faced by newcomers and can help find the required supports—language programs, cultural orientation workshops, or a place to connect with others—for free.

In-person or online, at Ottawa Public Library everyone is welcome.

KEY IDEAS:

- Help with transition to Canada
- Free
- Help to be successful
- All are welcome

Teen Value Proposition

At Ottawa Public Library, you have the freedom to explore your interests, spark your imagination, or simply hang out.

We offer free access to graphic novels, video games, digital resources, and space to chat with friends or daydream. Our friendly staff will support you in finding the services, resources, programs, and events that you are interested in.

Everyone is welcome at OPL. We're dedicated to providing the services and programs that support you—homework help, free WiFi, gaming, employment tips, or events that connect you with friends.

In-person or online, at Ottawa Public Library, there is always something for you.

KEY IDEAS:

- Changed, not old fashioned
- All are welcome
- We have teen specific offerings
- Friendly staff

Seniors Value Proposition

At Ottawa Public Library, you are free to read, think, learn, and connect with others in our community.

Our extensive collection includes large print books, audiobooks, and digital resources. Our friendly staff will support you in finding the resources, books, events, and programming that will enrich your life.

We provide free access to services, resources, and programming such as book clubs, technology classes, or events. Whatever you are looking for, we'll help you find it.

In-person or online, at Ottawa Public Library everyone is welcome.

KEY IDEAS:

- Easy to access
- Community connections
- Free
- Tailored offering for seniors

People on Limited Income Value Proposition

KEY IDEAS:

- Community connections
- Respite
- Welcoming and Supportive
- No judgement

Ottawa Public Library, where you are free to read, think, rest, recharge, and connect.

We provide free services and programs specifically for your needs—access to Wi-Fi and computers, connections to community services, or programming to help find employment and gain new skills.

At OPL, you can enjoy a welcoming environment, and our friendly staff will help you find what you are looking for.

In-person or online, at Ottawa Public Library everyone is welcome.

Former Clients Value Proposition

Ottawa Public Library (OPL) is here for everyone—for the busy and overscheduled, for those looking for a moment of calm, or for people seeking a welcoming public space. We offer a vast collection of popular books, new releases, audiobooks, e-books, music, movies, games, and more. Our easy-to-use online hold system lets you order titles from the convenience of home.

For those needing a break from hectic modern life, for those who want to slow down, and for those on the go, you are always welcome at OPL.

OPL makes things simple for our clients—return books to any branch, access digital resources from anywhere on your mobile device, and put popular titles on hold as easily as ordering from online retailers. We also provide interesting programs, endless resources, and exciting events for an affordable (free!) night out.

KEY IDEAS:

- Personal enrichment
- Convenience
- We have what you need
- Responsive

Brand Voice

Brand Voice

Ottawa Public Library—Empowering and Inclusive

Our brand voice uses words, concepts, and ideas to convey our brand promise—that everyone is welcome at OPL to find whatever it is that they are looking for. We use language that is inclusive, making it clear that we are here for everyone in our community, no matter what. Our focus is on using language to ensure people feel welcome.

What makes OPL special is its welcoming and inclusive atmosphere, combined with services that empower people to achieve their goals. Our brand voice reflects this idea.

Usage Guidelines

- Our brand voice is clear and well spoken, using plain language without jargon
- Our brand voice is inclusive; we are careful to use language that does not alienate our diverse audience
- Our brand voice displays our pride in the Library, and its services, programs, collections and more. We will clearly communicate what we have to offer without coming off brash or boastful
- Our brand voice is not affected by fads, we don't use the latest slang, ensuring that our brand voice is timeless while being aware of trends and the public's interests
- Our brand voice is not stuffy or boring, we are warm, welcoming, and inclusive

Think

Feel

Do



What do we want people to THINK

THINK

I start at the Library. No matter what I'm searching for, OPL can help me find it. Whether it's a new title from my favourite author, support with research, or a new skill using OPL's collection of instruments telescopes, and more, OPL supports me in finding what I want to discover.



What do we want people to FEEL



FEEL

Whatever I am interested in, OPL can help me find it. I come as I am, and the staff make me feel welcome. I am free to be myself at OPL.

What do we want people to DO

DO

At OPL, I use the library services and engage with my community. OPL supports me, and I tell everyone that OPL is a place where you can learn, think, explore, connect, and belong.