



A
BRAND
New Day

Douglas County Libraries
Brand Positioning Document

Background & History

- First library board established in 1966
- First library opened in 1967
- Jamie LaRue became library director in 1990, the same year that the independent library district was established
- Currently funded by a 4.0 mill levy approved by Douglas County voters in 1996
- Fourth-largest library system in Colorado
- Seven locations
- Circulation of more than 8 million books, CDs, DVDs, magazines, eBooks, and audiobooks annually
- Circulation of more children's materials than any other Colorado library
- Serves the seventh most educated region in the U.S.
- Ranked for several years among the best-performing U.S. public library systems per population served

Mission

Douglas County Libraries is a passionate advocate for literacy and lifelong learning.

Vision

Through engagement, education, and entertainment, Douglas County Libraries transforms lives and builds community.

Core Values

- **Deliver Books & More:** Maintain and display a current, high-quality collection that meets our public's needs
- **Serve All:** Ensure accessibility and services for all members of our diverse community
- **Build Literacy:** Be champions for literacy and our role in it
- **Explore & Discover:** Provide people, experiences, programs and spaces that inspire exploration and discovery
- **Be Friendly & Helpful:** Maintain a high-level of friendly, supportive services and interactions that are helpful and impart knowledge
- **Blaze a Trail:** Create future relevance by being innovative and visionary while respecting our past
- **Create Connections:** Communicate to create engagement, collaboration, meaningful connections, community, growth and trust
- **Make It Work:** Ensure functioning and well maintained equipment, technology and facilities, for organizational success

Guiding Principles

- Through our collections and technology, we provide access to the content of our culture.
- Our people—our patrons, volunteers, board and staff—are among our most important assets.
- We provide welcoming and comfortable places.
- We facilitate exploration and discovery for everyone.
- We provide high quality services and programs.
- We are champions for literacy and public libraries.
- We actively engage with internal and external communities.
- We embrace open communication and diverse thought and opinion.
- We are innovators and leaders in the library industry.

Competition

- Online Content Resources
For example:
Amazon
Apple
- Online information/Research based resources (Internet)
For example:
Google
- Organizations offering similar programming
For Example:
Recreation centers
Universities
Bookstores
- Social Hubs/Gathering Places
For Example:
Coffee Houses

Personality

Innovative	Helpful	Engaging	Adaptable
Knowledgeable	Approachable	Accessible	Responsible
Friendly	Accepting	Inspirational	

Properties

- | | | |
|--------------------------------|-----------------------------|--|
| • Seven Locations/Buildings | • Collections | • Name |
| • Staff, Board, and Volunteers | • New Visual Identity (TBD) | • eBook Movement |
| • Storytime | • Internal Signage | • Home to the Douglas County History Research Center |
| • Programs | • Communication Tools | |

Differentiating Features

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|---|--|
| • Response to patron collection requests | • Retention of staff and board members |
| • High percentage of cardholders among citizens, as compared to national statistics | • Well-funded; no immediate need for active operational fundraising |
| • Circulate a large number of children's books, as compared to national statistics | • High attention to collection currency |
| • Pioneer in eBook purchasing and negotiations | • History collection and preservation; DCL houses and funds Douglas County History Research Center |

Brand Promise

Douglas County Libraries is passionate about literacy in all its forms; we facilitate exploration and discovery through many channels. We are a vibrant network of welcoming and comfortable places that provide access to a relevant, enlightening and entertaining collection of materials. Through capable and friendly staff, we provide access to quality services and dynamic programs that serve our community. We are an innovative role model and leader among public libraries, and a dedicated advocate for them and their futures.

Brand World or Emotional Connection

We inspire the exploration of that which is engaging, entertaining and transformational, and facilitate connections among individuals and communities.

Brand Positioning Statement

To our community, Douglas County Libraries is a network of skilled people, comfortable spaces, and dynamic programs, dedicated to providing relevant resources and quality patron services, because we believe in discovery, exploration, and literacy.

Brand Corridor

We are a library leader because we innovate, advocate and respond.

Brand Activators

- At DCL, we allocate a large percentage of our annual budget toward collection development and stewarding our collection.
- At DCL, we strive to retain quality staff with both competitive intangible and tangible benefits.
- At DCL, we are thoughtful about program development.
- At DCL, we provide clean, comfortable, multi-use library spaces.
- At DCL, we provide meaningful and consistent communications.
- At DCL, we encourage having fun.
- The Douglas County History Research Center collects and preserves the history of Douglas County, the High Plains, the Divide area of the Front Range and the State of Colorado in order to provide historical research resources to the public.