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Brand Foundations

Our brand foundations lay the strategic bedrock for the new Cincinnati & Hamilton County Public Library brand. These elements anchor the brand, while also propelling it forward. Think of these as the DNA of the brand and use them to guide all communications and design.



Brand Purpose & Position

Purpose

As we think about the purpose, we try to encapsulate the core of our idea in a simple, memorable phrase. For us, this idea for the library centered around ways to encourage creativity in learning and connection with others as crucial part of the process.

Connect. Create. Collaborate.

Position

In our positioning, we try to capture what the brand stands for and how it will compete. While there are many centers for learning, gathering knowledge and growth in Cincinnati, how can the Cincinnati & Hamilton County Public Library provide a unique point of view and offering in this vein?

For the curious, social learner, Cincinnati & Hamilton County Public Library is the catalyst for 'learning without limits' in the community: bringing a variety of diverse individuals together for a unique experience every time.

'Learning without limits' is an important part of the puzzle: the library providing the guardrails of a safe space to explore ideas and make connections, while still leaving the landscape unstructured enough for individuals to pave their own path.

Brand Voice

With the character and tone of voice, we think of how customers experience interactions with the Cincinnati & Hamilton County Public Library. What are the words we choose and actions we take?

Brand Character

Distinct personality of the library itself (not staff). Ensuring a consistent experience interacting with the library every time.

Playful Co-Conspirator

Ready to support (and join!) you in any endeavor, with gentle passive guidance, while ensuring you have fun along the way.

Tone of Voice

This is the verbal dimension of our brand character. It guides not only the words we choose, but also their order, rhythm and style.

- Quirky (not weird)
- Smart (not cocky)
- Friendly (not overeager)
- Fun (not flippant)

Brand Attributes & Benefits

When we think of our “category,” we consider other spaces where the community might go to learn, grow, and connect with each other. These organizations show us where we are similar (points of parity), and where we must differentiate (points of difference) to own a unique space in the city.

Points of Difference (PODs)

These are attributes or benefits that consumers strongly associate with the library, and believe that they could not find elsewhere.

- **Equity: a space for everyone**
- **Reach: throughout the county**
- **Justice: for every person**
- **Respect: care & attention of our staff**
- **Fun: the joy of learning**

Points of Parity (POPs)

These are the attributes or benefits that are common to the category.

- **Access to knowledge**
- **Community gathering space**

Examples of organizations in our category: Museums (e.g. Children’s Museum), Fine Arts (e.g. Playhouse in the Park), community centers, interest groups (e.g. clubs, classes.)

Reasons to Believe (RTBs)

Below is a list of tangible examples that support the claims of our PODs.

- **41 neighborhood branches**
- **850 helpful faces**
- **23,000 meals**
- **10,000 homework help sessions**
- **17,000 programs and events**
- **19 million check-outs**

Beliefs & Behaviors

Beliefs

Beliefs communicate our distinct point of view in the category, bring to life our purpose and articulate our most firmly held convictions.

- Empathy: we believe in everyone's innate value and potential.
- Enjoyment: we believe there is no prescribed path to knowledge—so why not make the journey fun?
- Connection: we believe we go farther, together.
- Community: we believe libraries are the incubators of community.

Behaviors

Guided by the brand beliefs, behaviors are the actions that bring the beliefs to life for customers and the category.

- Empathy: foster a social environment of respect between staff and customers, and customer to customer.
- Enjoyment: find little ways to make the everyday fun.
- Connection: cultivate connection between customers to build a support network for individuals.
- Community: provide programming that not only focuses on learning, but community roots.

Brand Story

The brand story captures the foundation of the brand and strategically articulates it using the intended tone of voice to resonate with all audience groups.

For minds of all kinds

At Cincinnati & Hamilton County Public Library, we've always done things differently. We make noise. Explore in full color. Encourage discussion, deliberation, collaboration. We believe books are meant to be unfurled and explored as the wild worlds they are. To be celebrated and shared by the ones who devour them. And we also believe that books aren't the only way—that learning happens in a million magical forms.

That's why we insist on being a library for all. All minds. All modes. All needs. We're a linked chain of homes for the curious and quirky, wherever you might live. A place to connect and create—in whatever way you choose.

At CHPL, every one of us is devoted to every one of you. To lending an ear. To pointing the way. To serving as a springboard for curiosity, uniting diverse people around a common love. We're here for the playful hearts who want to connect. The hungry minds eager to collaborate. And the wide-eyed ones who wonder what they'll discover next.

We're here for all.
And we'll never quiet the curious.

Cincinnati & Hamilton County Public Library: *learning without limits.*

Naming Conventions

Written: Long Form

Cincinnati & Hamilton County Public Library

Written: Abbreviated

CHPL

Spoken

Cincinnati & Hamilton County Public Library

Messaging Strategy: Overview

What It Is

- A high-level blueprint of the verbal strategy, audience segments and versions of messaging to focus on for CHPL's rebrand and near-term goals.
- A priority guide, designed to empower the CHPL team to craft communications based on unique audience mindsets, desires and needs.

Defining Our Audience: Internal

- Aligns with motivations of internal stakeholders
- Focuses on core business benefits
- Sparks excitement and unites everyone
- More operational and empathetic
- Connects dots between key decisions

What It Isn't

- A verbatim script. While the framework is meant to provide the intent and gist of messaging, it is not a mandate on exact language for marketing communications.
- The full extent of CHPL's messaging. While we are providing a road map for initial communications, we see this strategy evolving as CHPL's work continues year over year.

Defining Our Audience: External

- Aligns with motivations of external stakeholders
- Focuses on core personal benefits
- Communicates the points of difference
- More emotive and persuasive
- Connects the heart and mind

Messaging Framework

Purpose	Connect. Create. Collaborate.			
Position	For the curious, social learner, Cincinnati & Hamilton County Public Library is the catalyst for 'learning without limits' in the community: bringing a variety of diverse individuals together for a unique experience every time.			
Audience	INTERNAL			
Segment	Staff	Board Members	Library Foundation	Friends of the Library
Motivation	Empower me as an expert and source of support so I can help my peers and customers.	Inform me with strategic and fiscal intel so I feel aligned and part of the journey.	Affirm me by showing how my contributions to the library contribute to this next chapter.	
Key Messages	Creating a place for minds of all kinds. Evolving for the future to maximize access, education and inclusion.	Shaping the next decade for CHPL. Meeting stakeholder demands, such as transparency and industry-leading operations.	Continuing the legacy of CHPL. Extending the impact of our work to more people in more communities.	
Channels	Paid Media, Collateral, Email, PR, Social, Website			

Messaging Framework

Purpose	Connect. Create. Collaborate.				
Position	For the curious, social learner, Cincinnati & Hamilton County Public Library is the catalyst for 'learning without limits' in the community: bringing a variety of diverse individuals together for a unique experience every time.				
Audience	EXTERNAL				
Segment	Dedicated Customers	Potential Users	Community Partners: Businesses, Organizations	Donors & Supporters	Elected Officials
Motivation	Inspire me to deeper levels of devotion and advocacy for the library.	Convert me to engage, appealing to my interests and broadening my understanding.	Compel me to reconsider the library as an ally and partner for diverse opportunities.	Incentivize me to increase my support and campaign on behalf of the institution.	Persuade me to spotlight the library as a key community tool and advocate for its funding.
Key Messages	Continuing the legacy of CHPL. Extending the impact of our work to more people in more communities.	Creating a place for minds of all kinds. Evolving for the future to maximize access, education and inclusion.	Creating a place for minds of all kinds. Evolving for the future to maximize access, education and inclusion.	Shaping the next decade for CHPL. Meeting stakeholder demands, such as transparency and industry-leading operations.	Shaping the next decade for CHPL. Meeting stakeholder demands, such as transparency and industry-leading operations.
Channels	Paid Media, Collateral, Email, PR, Social, Website				

Voice in Action

Key messaging (For minds of all kinds; Learn without limits) can give way to a diverse collection of headlines. Using the brand strategy behaviors, language can swap in to convey the totality and spirit of the CHPL experience.

Empathy

*For minds
of all kinds.*

*For curiosities
of all kinds.*

*Learn without
barriers.*

*Evolve
without limits.*

Connection

*For students
of all kinds.*

*For dreams
of all kinds.*

*Learn without
bounds.*

*Connect
without limits.*

Community

*For neighborhoods
of all kinds.*

*For challenges
of all kinds.*

*Learn without
limits.*

*Partner
without limits.*

Enjoyment

*For friends
of all kinds.*

*For adventures
of all kinds.*

*Learn without
rules.*

*Celebrate
without limits.*

Voice in Action

Messaging examples can be applied to a wide range of channels and executions. Here, iterations of the brand's "Learn without limits" message are applied to a poster series, conveying the diversity of people and experiences available at the library.

Learn with
new tools.

Learn with
old books.

Learn with
familiar friends.

Learn with
newfound neighbors.

Learn with
those in your zip.

Learn with
those beyond it.

Learn with
bright young minds.

Learn with
bona fide greats.

Learn without
limits.



Voice in Action

To activate the brand's narrative about curiosity, discovery and diversity, messaging can also be used to convey "discovery pathways." Here, four different examples show how the library's many events, programs, materials and spaces help individuals unlock their ultimate potential.

Sees Alice Waters.

Reads Little Women.

Says she'll be *the city's next chef*.

Reads Stuart Little.

Reads Planet Earth.

Says he'll be *a future animal activist*.

Sees JD Vance.

Reads Between the World & Me.

Says he'll *run for local office*.

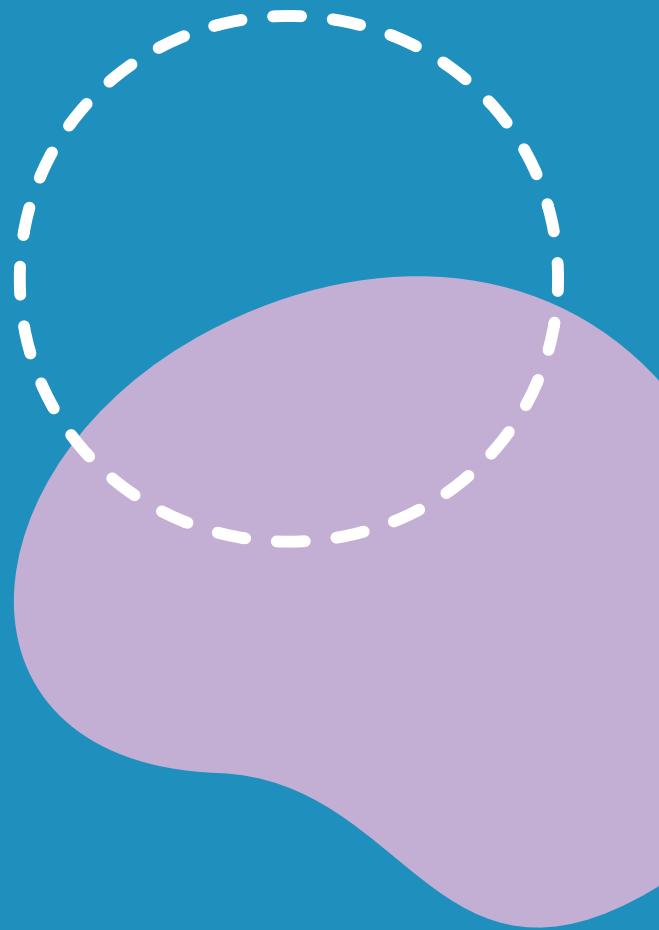
Reads Beloved in 1987.

Reads Beloved again in 2020.

Vows to be *a lifelong learner*.

Visual Assets

Our visual assets are the building blocks that create Cincinnati & Hamilton County Public Library's look, tone, and feel, as well as brand recognition. Use these guidelines to ensure that all elements are used consistently and effectively to strengthen our brand.



Brandmark

Primary

Mind of All Kinds.

Driven to cultivate an environment encouraging boundless curiosity, through individuals of all kinds learning and growing, together.

The brandmark reflects the diversity of individuals throughout the community with the activation of "i's" using different colors, brought together by the Cincinnati & Hamilton County Public Library. The staggered orientation implies movement and represents a library that is always evolving and never stagnant. With the unique emphasis of Hamilton county, it reinforces the extensive reach, and is a geographic reference to Cincinnati and the surrounding areas by accentuating the last dot of Cincinnati.



Secondary

Maintain the color of the dots when inverting the brandmark on a dark blue background

The colored dots in the brandmark should only be used on white, cream, or dark blue backgrounds.



Alternate Brandmarks

For flexibility, we have created the following one-color options to be used sparingly for instances relating to color limitations or readability. Alternate brandmarks should not be used in place of the full-color brandmark.

One Color Navy



One Color Black



Brand Architecture

Branch Locations

The location lockup is used when creating materials (poster, brochure, signage, etc.) for a specific branch. The name should always be right aligned underneath "library", and 1/2 the height of the L.



Clear Space

Proper use of clear space protects the integrity of our trademark. A clear area free of copy, graphic elements, inset imagery, or color must be maintained around the trademark to ensure legibility. No visual elements other than the background may violate this clear space.

Clear space of the trademark is determined by an area around the trademark equal to the height of the letter "p" in the Cincinnati & Hamilton County Public Library wordmark.



Minimum Size

Our minimum size guidelines have been established to ensure that the brandmark remains legible in all applications. The brandmark may be used as large as needed for communication materials.

When the brandmark gets below 1" in width, the location name should be taken off of the lockup. The full color brandmark has a minimum size of 0.75" in width. When a one color brandmark is used, it can get as small at 0.5" wide.

With Location



Full Color Brandmark



One Color



Incorrect Usage

It is critical to maintain the integrity of the brandmark at all times. The examples shown illustrate improper usage of the brandmark.

DO NOT

shift or change proportion of the brandmark elements



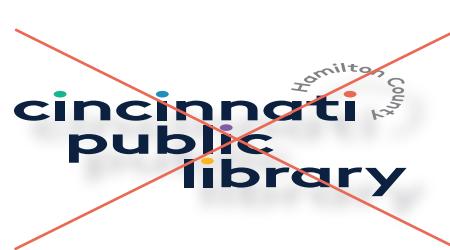
DO NOT

alter or mix the brand colors within the existing brandmark structure



DO NOT

skew, stretch, distort or add a drop shadow



DO NOT

adjust placement of location copy



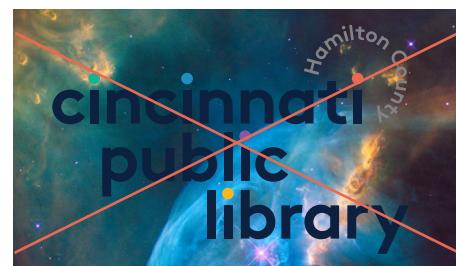
DO NOT

place the full color brandmark on colored backgrounds other than white, cream or navy



DO NOT

place the full color brandmark on complex backgrounds



DO NOT

add an outline to the brandmark or use alternate fill colors



DO NOT

remove "Hamilton County" copy



Color

When used consistently, color is a powerful brand identifier. Look for opportunities to use it to effectively reinforce the essence of our brand.

Primary Palette

CHPL Navy PMS 289 C CMYK: 100.66.0.76 RGB: 12.35.64 HEX: #0C2340		
PMS 2309 C (25%) CMYK: 2.3.6.0 RGB: 246.241.235 HEX: #F6F1EB		
CMYK: 0.0.0.30 RGB: 188.190.192 HEX: #BCBEC0	CMYK: 0.0.0.60 RGB: 128.130.133 HEX: #808285	CMYK: 0.0.0.0 RGB: 255.255.255 HEX: #FFFFFF

CHPL Navy is our core brand color, and should be used on headlines. Utilize large fields of white, cream, or navy to create impactful compositions. Use white (not cream) for all typography on colored backgrounds.

Secondary Palette

PMS 2183 C CMYK: 80.16.5.4 RGB: 0.146.189 HEX: #0092BD	PMS 297 C CMYK: 52.0.0.0 RGB: 113.197.232 HEX: #71C5E8	50%
PMS 2413 C CMYK: 71.0.55.0 RGB: 52.183.143 HEX: #34B78F	PMS 345 C CMYK: 40.0.38.0 RGB: 145.214.172 HEX: #91D6AC	50%
PMS 2076 C CMYK: 57.73.0.0 RGB: 134.89.181 HEX: #8659B5	PMS 2071 C CMYK: 19.29.0.0 RGB: 199.178.222 HEX: #C7B2DE	50%
PMS 1235 C CMYK: 0.25.94.0 RGB: 255.184.28 HEX: #FFB81C	PMS 2002 C CMYK: 0.3.58.0 RGB: 249.226.125 HEX: #F9E27D	50%
PMS 7416 C CMYK: 0.69.65.0 RGB: 229.106.84 HEX: #E56A54	PMS 169 C CMYK: 0.34.21.0 RGB: 255.179.171 HEX: #FFB3AB	50%

This secondary palette is derived from the logo – and can be used in CHPL graphics, subheads and choiceful background floods (if being used as a background, the typography must be either white or CHPL Navy.)

Typography

Typography is a visual expression of our brand character and supports our tone of voice in text form. BrownStd is the main CHPL typeface and should be used across applications created by the marketing department.

Headlines

Use BrownStd Bold for all headlines. CHPL Navy is the recommended color for headlines. The secondary palette may be used in specific use cases to draw attention to certain words (e.g., social media, signage, collateral).

AaBbCc 012345

Subheads

Use BrownStd Bold and Regular for subheads (depending on the size). The secondary palette can be applied here.

AaBbCc 012345

AaBbCc 012345

Body Copy

BrownStd is the primary typeface, the Light weight should be used for body copy. The CHPL Navy, Dark Grey or Black are appropriate. The secondary palette should never be used for body copy.

AaBbCc 012345

AaBbCc 012345

AaBbCc 012345

Licensing: Lineto

Please reference the licensing agreement between Cincinnati & Hamilton County Public Library and Lineto for approved uses.

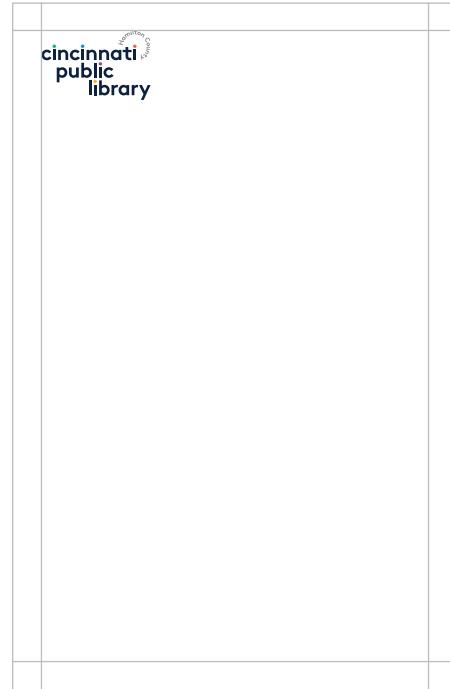
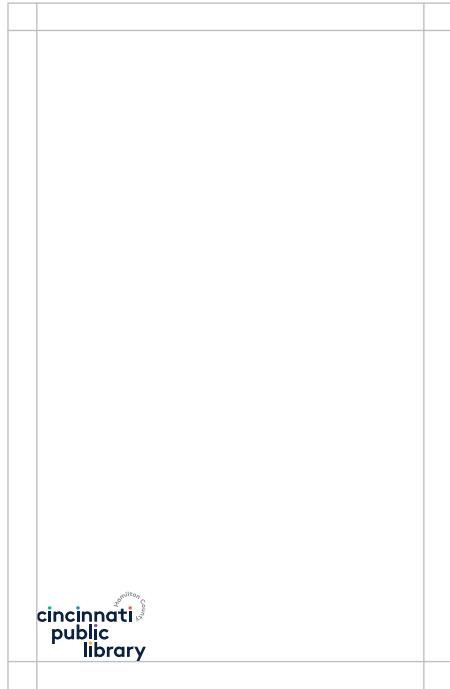
Alternate: Arial

Arial can be used as an alternate in digital scenarios when BrownStd is unavailable, and for day-to-day materials (e.g., a Word document, PowerPoint or email signature.)

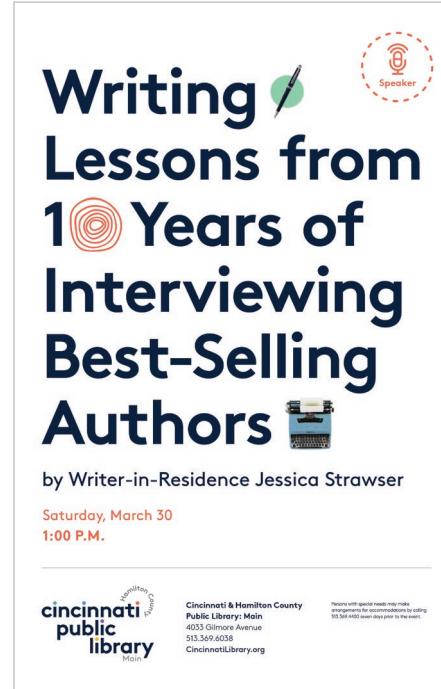
Staging

The brandmark should always be aligned to a corner of the layout. On the standard poster layout, it should lock into the bottom left corner. In other use cases, it can move to the top left corner.

Placement



Examples



Icons & Abstract Graphics

Icons

These icons are used to strengthen communication about Cincinnati & Hamilton County Public Library's offerings. Use them consistently as identifiers on print and digital applications.

Book



Audio Book



eBook



Music



Movies/TV



Speaker



Program/Learning



Event

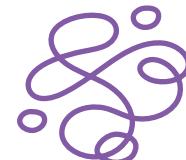
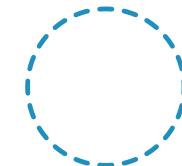


Research/Homework



Abstract Graphics

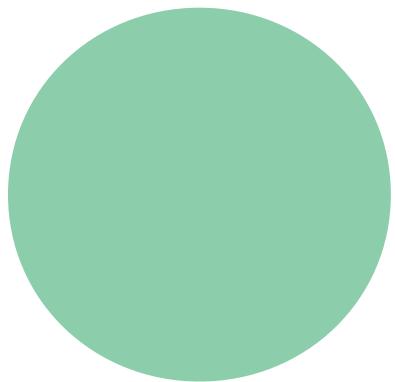
These graphics can be used to provide delight, activate lengthy headline typography, or invoke emotion or themes within a composition. Do not apply textured brushes to these graphics. They should always maintain a consistent thickness in stroke.



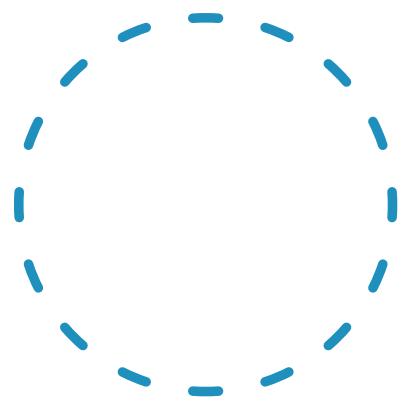
Visuals with Meaning

These three representations create the basis for our design system.

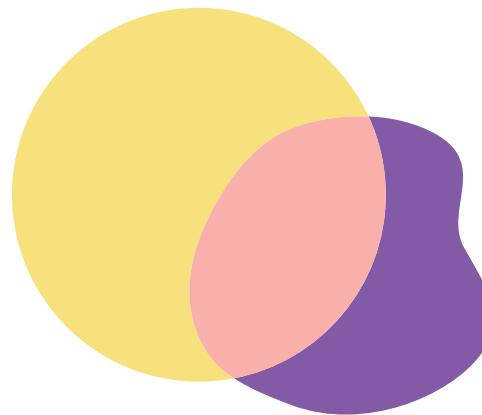
Individual



Space



Experience



The circle is the simplest form, which is present in the brandmark and representative of the individual. Use this as a holding shape for color and photography in applications.

The physical space is shown with a dotted outline that is open and inviting for everyone. This graphic can overlap and interact with other graphics, photography, type and color.

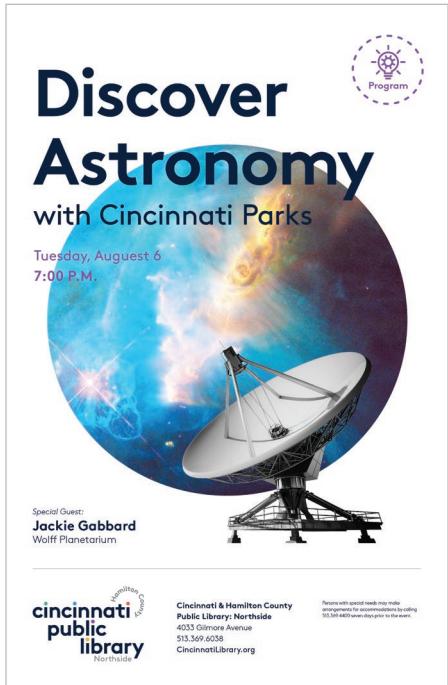
The interaction of multiple elements (e.g., people, information, etc.) brought together by CHPL are what creates unique experiences. Use a combination of graphics (individual, space), icons, photography, evolving shapes, and color to create interesting and dynamic visuals.

Visual Categories

The goal of the CHPL graphic system is to have flexibility and range to move from reserved to expressive. However, it needs to maintain a certain level of structure so CHPL materials do not feel disparate.

This can be achieved by keeping a consistent, structured layout, and flexing certain brand variables: color, photography, graphics, etc. The next few pages identify the variables than can flex, and which cannot. The resulting consistency was set in place to achieve greater brand awareness.

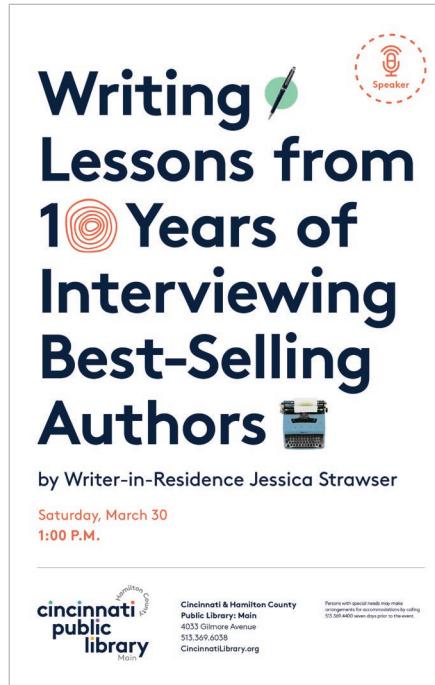
Bold Visuals



Nuanced Visuals



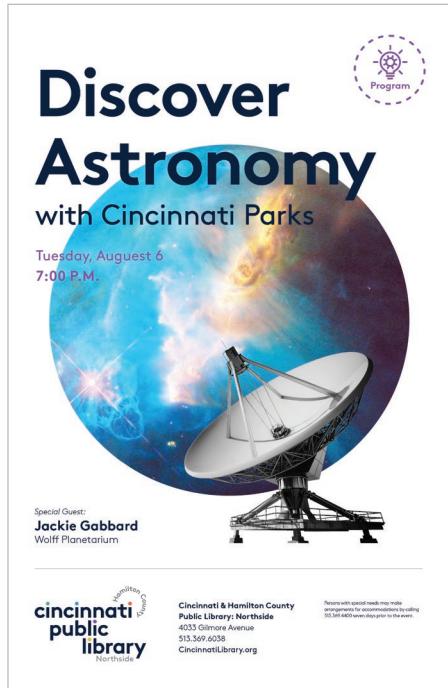
Simple & Integrated Visuals



Visual Categories

Bold Visuals

This category utilizes straightforward compositions by optimizing scale, color, and photography in impactful ways. Use a maximum of three layers to achieve this result.



Visual Categories

Nuanced Visuals

The nuanced category is the most complex of executions, but also the most fun. It requires the strategic blending of various elements through layering and a strong attention to spatial depth.



Visual Categories

Simple & Integrated Visuals

This category is activated through simple integration of graphic elements in a subtle way. Use typography as the key visual on these layouts.

Writing Lessons from 10 Years of Interviewing Best-Selling Authors

by Writer-in-Residence Jessica Strawser

Saturday, March 30
1:00 P.M.

cincinnati public library

Cincinnati & Hamilton County Public Library Main
4033 Clifton Avenue
513.369.6058
CincinnatiLibrary.org

Please let us know if you have any special needs or make arrangements for a wheelchair by calling 513.369.6050 seven days prior to the event.

Learn with Those Beyond Your Zip

cincinnati public library

Path to Discovery

Pleasant Ridge →

→ The Jungle Book →

Planet Earth →

→ Future Animal Activist →

Experience Clusters

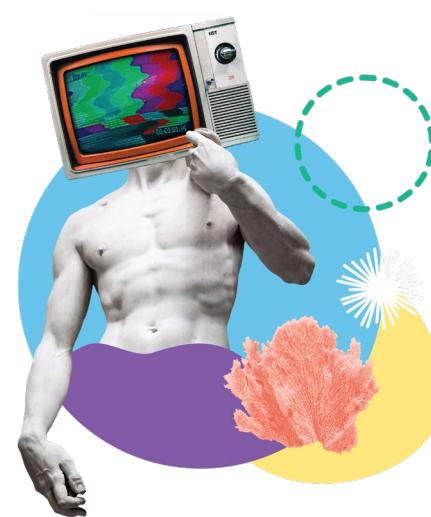
Experience Clusters represent each individual's path to discovery. They can be whimsy and fun or more infographic. Follow the guidelines below to create your own compositions and "See Where the Library Takes You!"

1. Develop Verbal Path

- Q David (Michelangelo) → 
- Rome
- Italian Peninsula
- Adriatic Sea → 
- Maritime Transport
- Piracy
- The Odyssey → 
- 1954 Film Adaptation → 

2. Assign Graphics/Photography

3. Combine, have fun!



Photography Style

CHPL photography should be bright and evenly lit to present an optimistic and inspiring tone. Use authentic staff, customers, and places whenever possible.

Staff

The staff is one of the strongest differentiators of Cincinnati & Hamilton County Public Library. Capture their desire to help customers, thirst for knowledge and information, and unique personalities when shooting photography.



Subjects should express real emotion, reaction, confidence, engagement, and interaction. Avoid overly posed or staged scenarios, by shooting in candid environments. Use the categories below as a focus for subject matter.

Customer

Customer photography should be diverse (age, sex, race), and showcase individuals and how they naturally interact with the library. This can range from large, group settings to individuals quietly reading by themselves.



Place

Utilize place photography to capture the uniqueness of each branch and the various offerings each entails.



LPK will develop guidelines for internal use only. The guidelines may include stock imagery or placeholder photography to demonstrate design intent. Imagery is not available for use in external-facing communications or any product outside of the guidelines without procuring the required image license. If imagery is used without proper license it will be the responsibility of CHPL to pay any associated fees for improper usage.

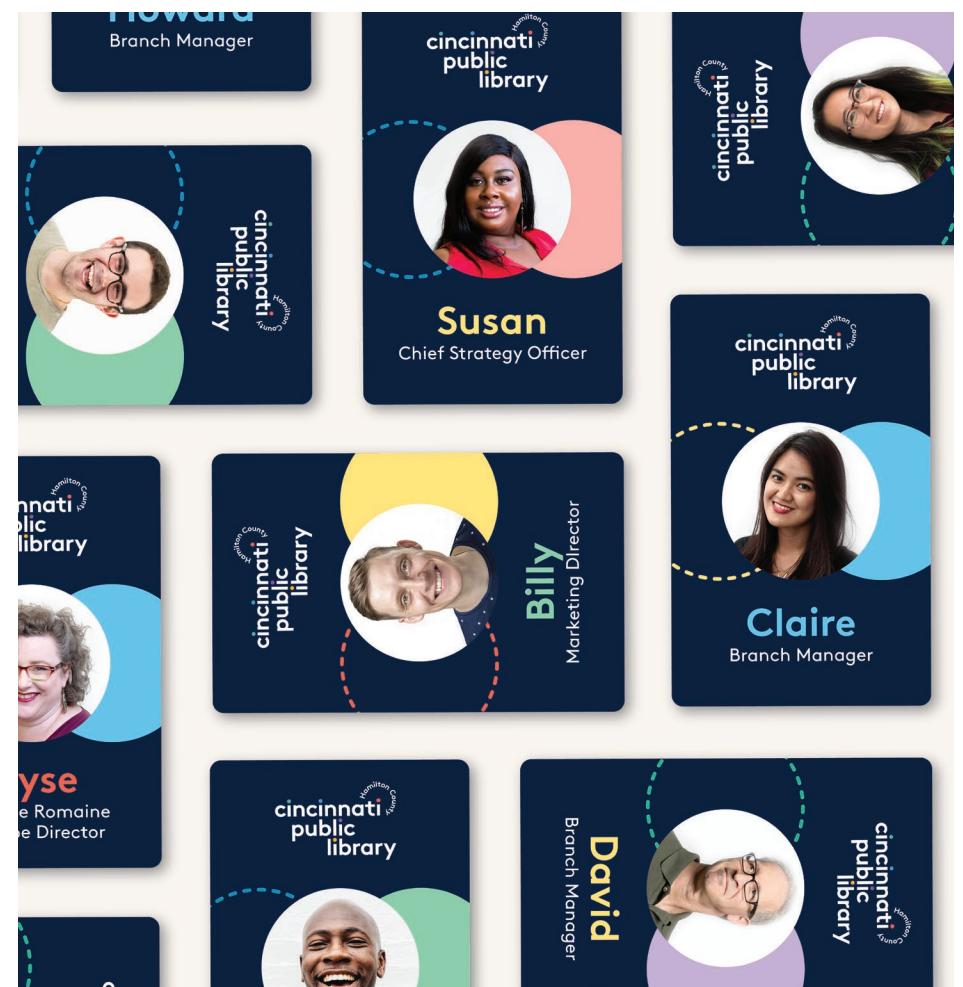
Brand Applications

Our visual and verbal assets give us the tools we need to effectively apply and elevate the expression of the CHPL brand. Use the content in the following section as reference when creating CHPL materials.



Employee Badges

The badge is designed to be a tool that allows for customization to express a bit of personality. Color combination can be chosen individually, per branch, or per title.



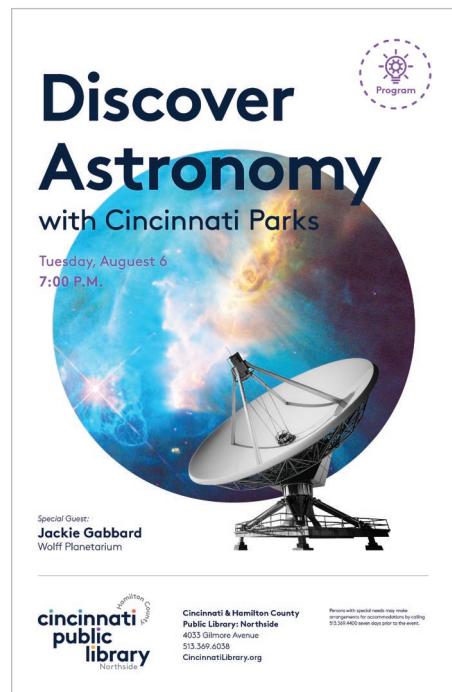
Customer Card

The design of the customer card represents the incredible access (across 41 branches) that an individual has with their account. The dotted line circles represent different locations, therefore all of the experience that can happen within them.



Posters

All posters should maintain a similar structure and flow. Utilize clear typographic treatments to direct the customers as they navigate the poster. Be clear and concise about information and placement. CHPL Navy and use of the secondary palette within typography and engaging photography help break up the intentional use of white space.



Reach out to the marketing team for requests relating to program, service or event graphics.



Poster Layout System

This poster layout system has been developed so the materials the library creates will be visually consistent. The system takes into account the wide variety of library offerings the posters could advertise.

Layout Basics

Insert Headline Here

Insert Subhead Here

Insert Date Here

Insert Time Here



1

The upper right-hand corner is reserved for an icon representing the library offering advertised in the poster. (Ex: program, event, or speaker.) Use of the icon system drives clarity.

2

Use the middle 1/2 of the poster to apply visual storytelling and make the poster more engaging. The graphics or photography used can overlap with the typography if it remains legible. (Ex: solid shapes, low contrast or textural photography.)

**If the headline extends longer than 1/2 of the page, do not place a graphic or photograph behind the typography. Instead, integrate smaller doodles or photography within the typography.*

3

The footer should remain consistent across all posters, with location information updated accordingly.

Color:
Use CHPL Navy as the base color for all headlines and typography. Additional secondary colors can be applied to accentuate the date and time, or other important information. Utilize the same secondary color in the icon and supporting copy.

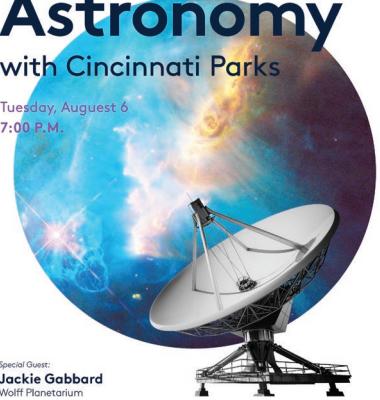
Cincinnati & Hamilton County Public Library: Northside
4033 Gilmore Avenue
513.369.6038
CincinnatiLibrary.org

Persons with special needs may make arrangements for accommodations by calling 513.561.4420 seven days prior to the event.

Cincinnati & Hamilton County Public Library: Main
4033 Gilmore Avenue
513.369.6038
CincinnatiLibrary.org

Persons with special needs may make arrangements for accommodations by calling 513.561.4420 seven days prior to the event.

Layout Examples



Discover
Astronomy
with Cincinnati Parks

Tuesday, August 6
7:00 P.M.

Special Guest:
Jackie Gabbard
Wolff Planetarium

cincinnati
public
library
Northside



Writing 
Lessons from
10 Years of
Interviewing
Best-Selling
Authors 

by Writer-in-Residence Jessica Strawser

Saturday, March 30
1:00 P.M.

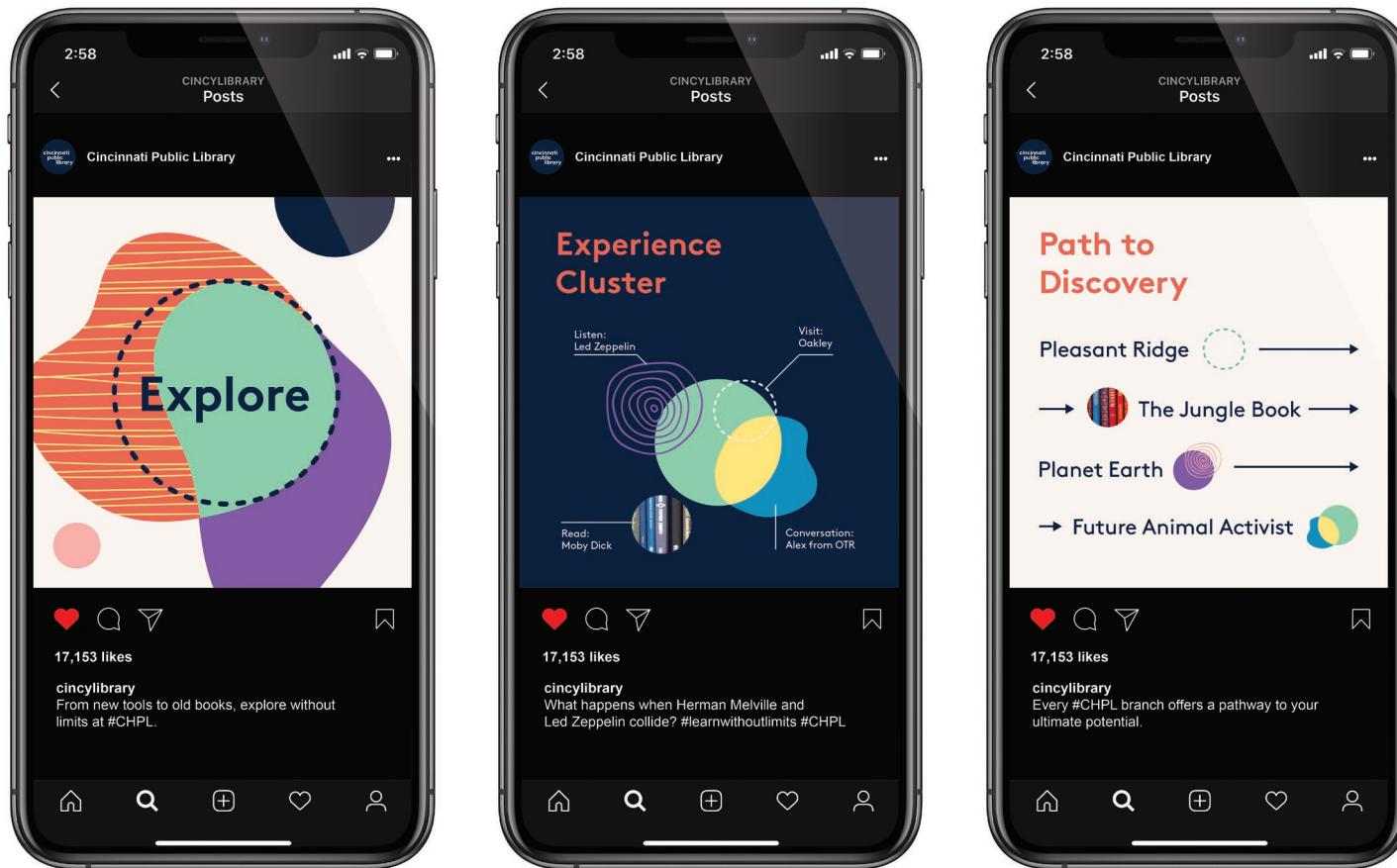
cincinnati
public
library
Main

Cincinnati & Hamilton County Public Library: Main
4033 Gilmore Avenue
513.369.6038
CincinnatiLibrary.org

Persons with special needs may make arrangements for accommodations by calling 513.561.4420 seven days prior to the event.

Social Media

Social media visuals should be used to elicit gut appeal. These can range from bold, text-driven executions to more elaborate graphics that tell a story (e.g., Experience Clusters, Path to Discovery).



Delivery Truck

Utilize the mobile billboard of a delivery truck to create intrigue and inspire customers by activating different paths to discovery. Each truck should tell a different story, and should revolve around strategic offerings or materials that the library wishes to promote.



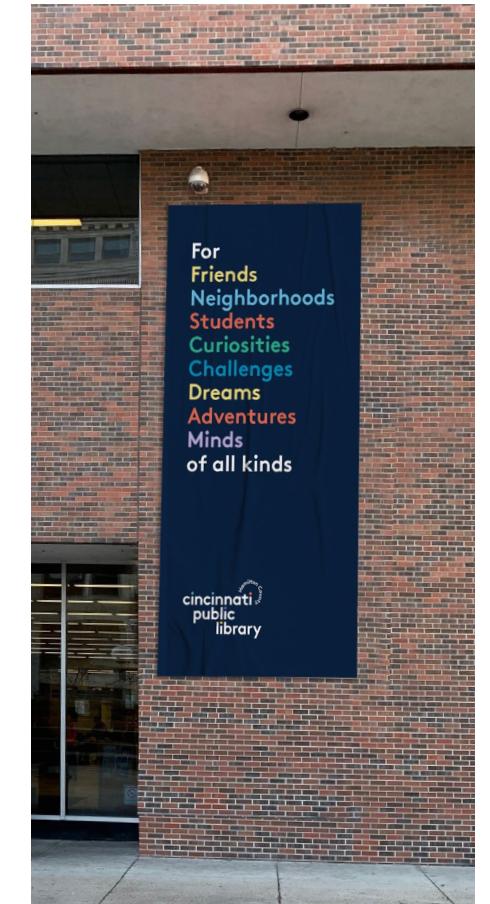
Signage

Display the CHPL brandmark prominently on main facades, as well as existing signage structures. Focus on contrast to create the most impactful signage applications.



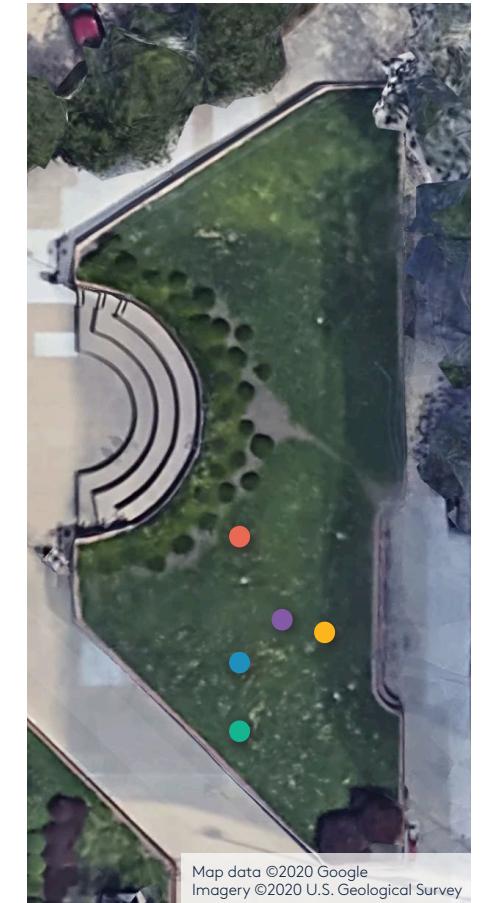
Environmental Graphics

Identify external spaces that can be used to bring the brand to life. Focus on impactful headlines that signify diversity, inclusive, and the unique experiences the library has to offer.



Brand Sculpture

Due to the varying styles of locations, this consistent set of brand sculptures (derived from the points in the logo's 'i') unifies them with graphics that are unique to the brand and stand out amongst their surroundings.



Map data ©2020 Google
Imagery ©2020 U.S. Geological Survey

Swag

This collection of CHPL swag shows the way the system can flex from expressive to restrained on a variety of items.



Thank You!

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