



# **Rebranding** **The New York Society Library**

**Carolyn Waters**  
Head Librarian

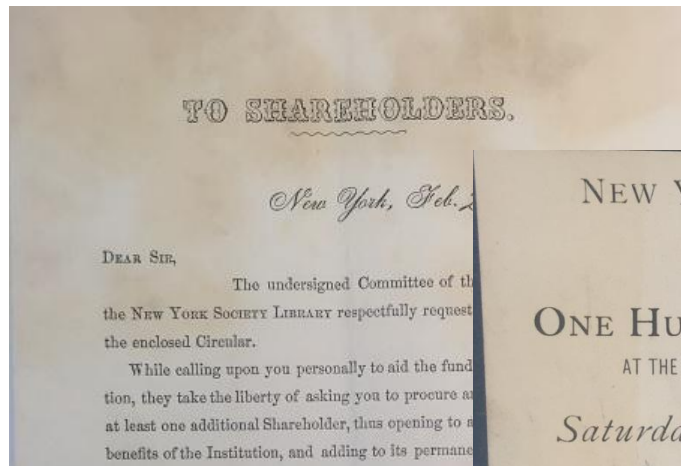


# Rebrand

**2. *trans.* Chiefly *Marketing*.** To apply a new brand identity, name, logo, etc., to (a product, service, or company). In extended use: to change radically the presentation of.



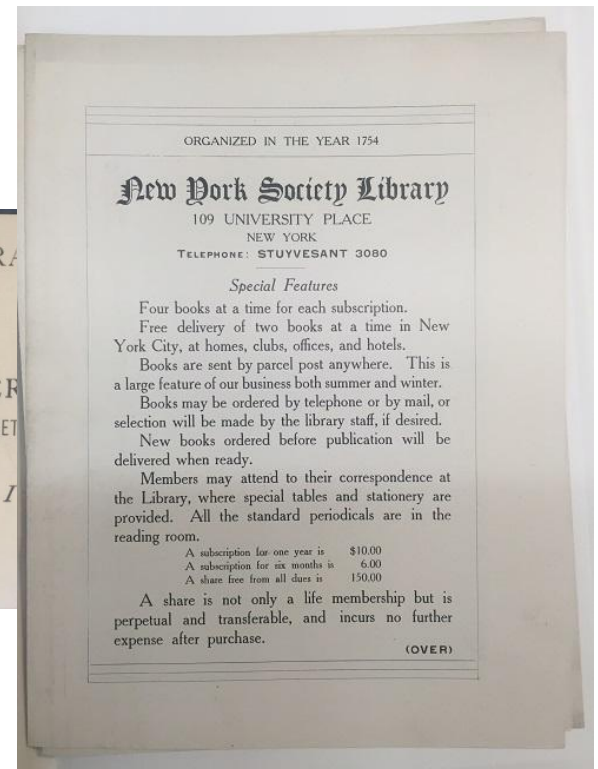
# Why Rebrand?



**1856**  
**shareholder appeal**



**1872**  
**party invite**



**1912**  
**membership promotion**



1999  
member newsletter



# LIBRARY NOTES

THE NEW YORK SOCIETY LIBRARY NEWSLETTER  
VOLUME 6, NUMBER 2, JUNE 1999



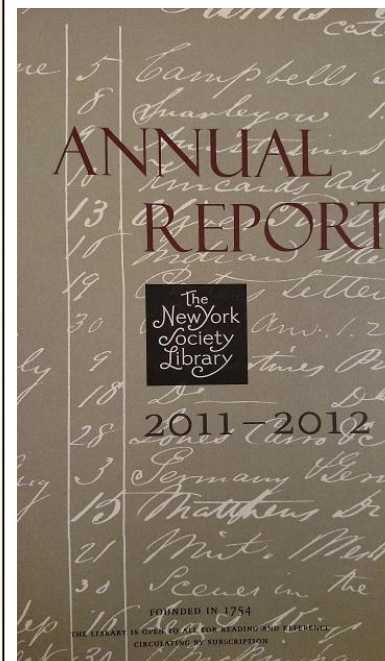
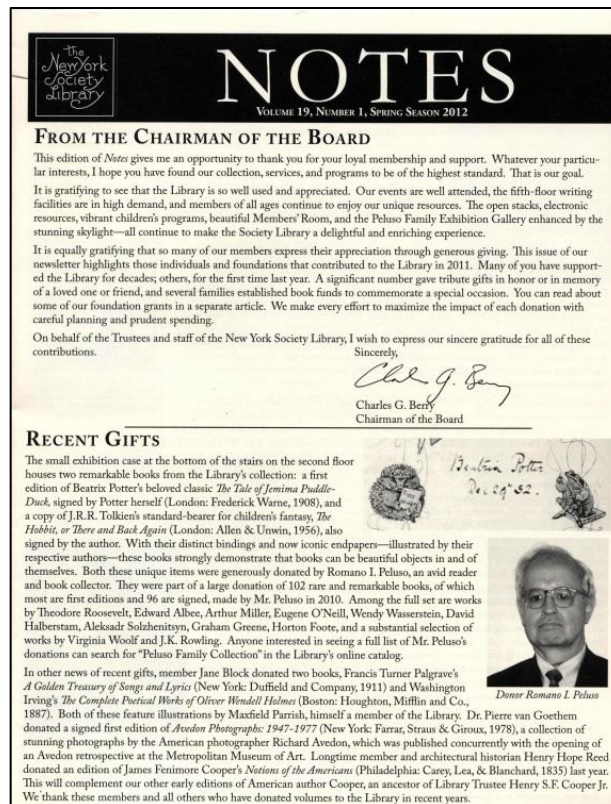
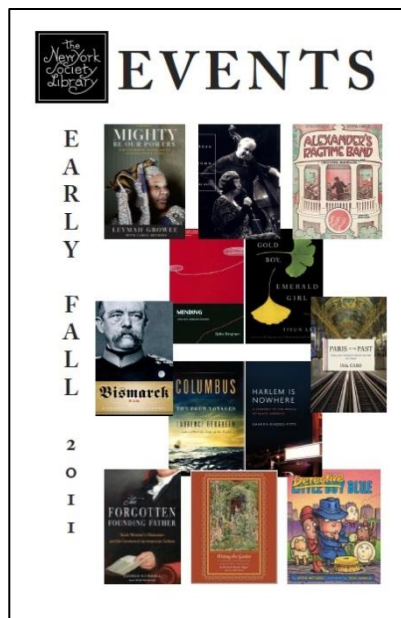
## NYSL's Home Page

The New York Society Library is pleased to announce the launching of its new web site at <http://www.nysoclib.org>. This site establishes our international presence on the web and provides continuous information to anyone with an internet connection interested in learning more about the Library. Our site contains general and member-specific information, including Library hours, upcoming events, and links to other membership libraries. The current editions of both the *New Books List* and *Library Notes* are also available on-line.

Web pages fuse text and graphics together and are dynamic in nature; the information on this site may be altered, added to, or removed at any time. Web pages are also non-linear, allowing the viewer the ability to skip (or "surf") to desired sections without having to read previous sections first. When you enter our site, you will see the main (or "home") page containing the master index to all subsequent pages. To enter these additional pages, click on the appropriate link (links will generally be underlined and a different color than the regular text). To return to the main page, click the "Return to NYSL Main Page" link at the bottom of the current page. At the bottom of the main page is the date when the web site was last updated and a guest book for viewer comments.

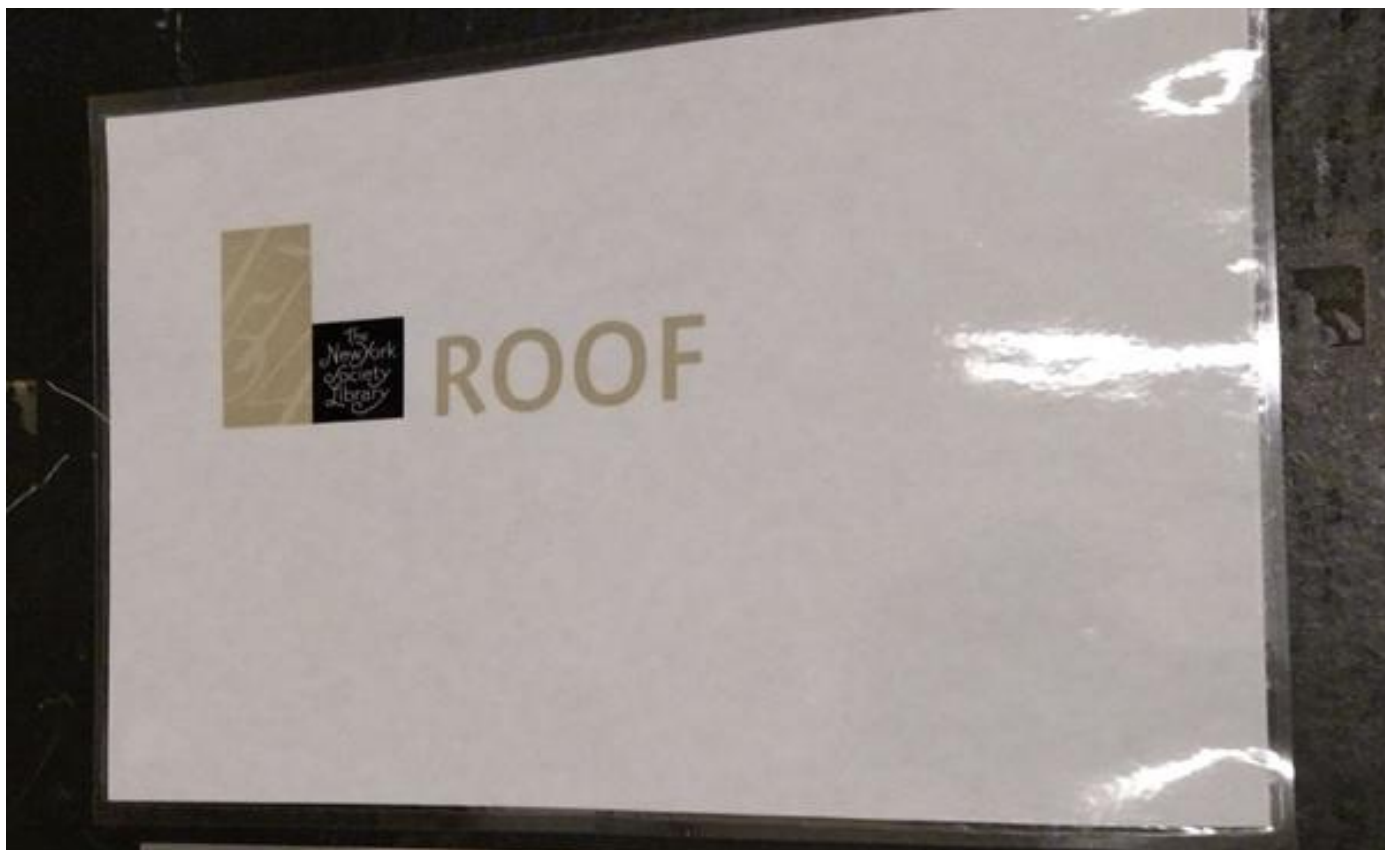
Please visit our site and add your comments. We know this is only a first step and look forward to your feedback.—Ingrid Richter, Computer Specialist & Webmaster

# Inventory all Communications





# Branded!



# Identify & Classify Objectives



The  
New York  
Society  
Library

# Collect Samples

The Charleston Library Society  
The South's oldest cultural institution, founded 1748

the PARIS REVIEW  
The Paris Review

COUNCIL *on*  
FOREIGN  
RELATIONS

FOUNDATION  
for LANDSCAPE STUDIES

THERE  
IS NO  
METHOD  
EXCEPT TO  
BE VERY  
INTELLIGENT.  
T.S. ELIOT  
PRESIDENT  
THE LONDON LIBRARY

THE  
LONDON  
LIBRARY

14 ST. JAMES'S SQUARE • LONDON SW1Y 4LG







# Define Objectives

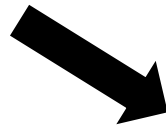
1. **Gracefully transition into a new visual identity** that that will be used in a variety of print and electronic communications and that evokes the welcoming, relevant, progressive, and dynamic place the Library is today
2. **Update the existing website** to incorporate the new design and to use the latest web technology to make it flexible, user-friendly, and intuitive

# Define Requirements



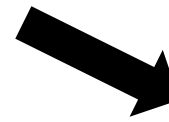
**1937**

**Paul Manship (1885-1966)**



**2000**

**Pentagram**

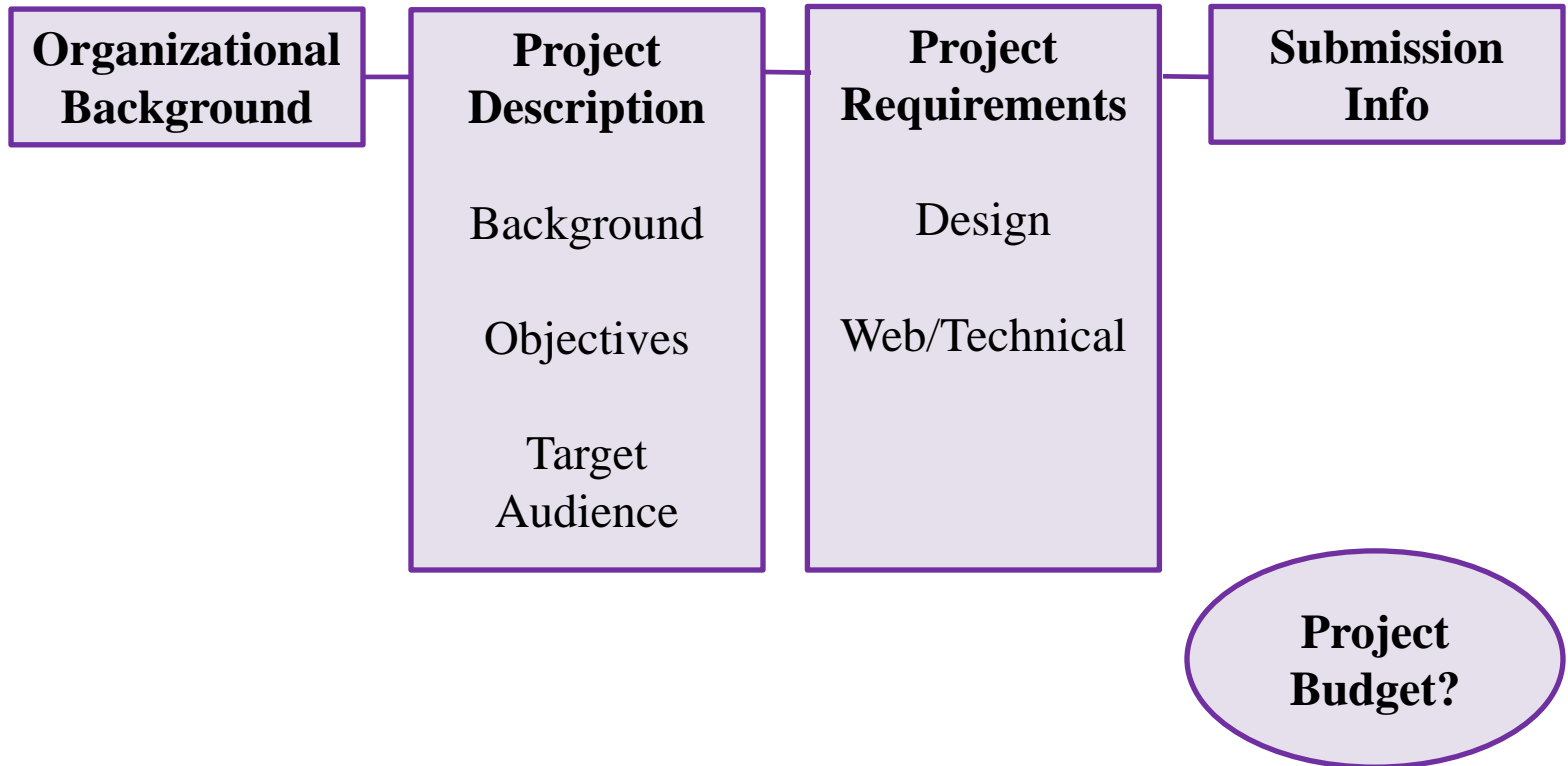


**2012**

**Bernhardt Fudyma  
Design Group**



# Request For Proposal



# Design Partner Criteria & Selection

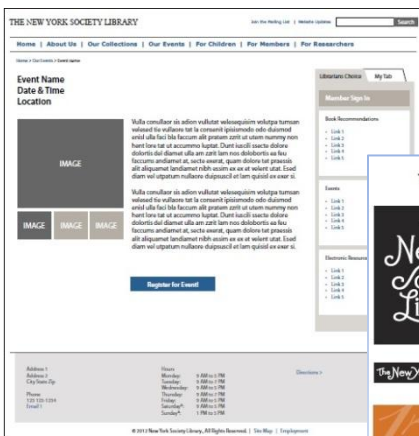
- ✓ Admire their work
- ✓ Nonprofit clientele
- ✓ Product set

CLUES

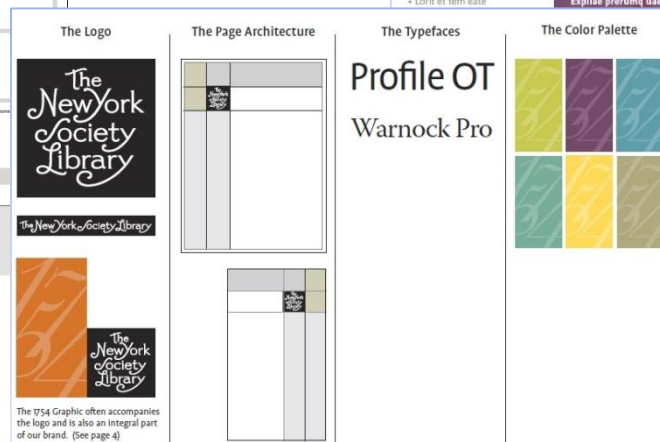




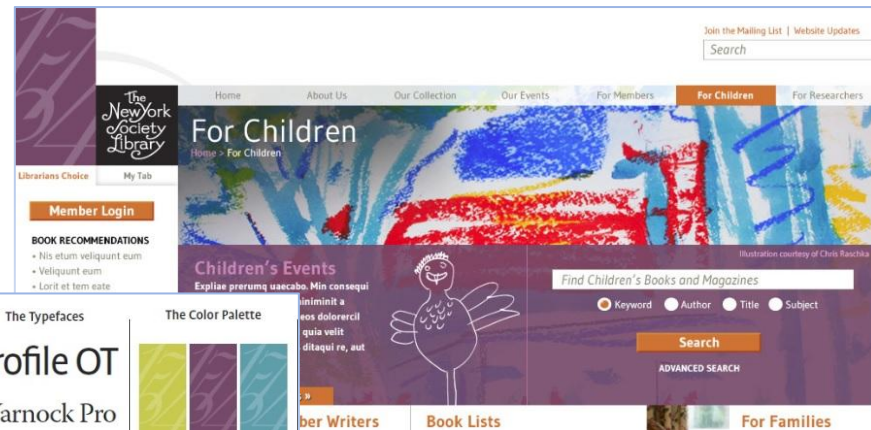
# Project Phases



User Experience  
Design



Brand Identity Development



Website Development

May 2012

June 2012

July 2012

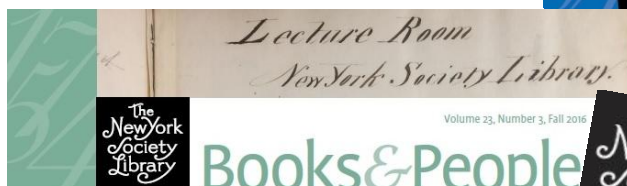
March 2013

# Project Requirements





# New Creative Identity



## The Accidental Venue: Library at the Library 1841-1853

by Sara Holliday, Events Coordinator

In 1840 the New York Society Library relocated to a grand purpose-built home on Broadway at Leonard Street in the neighborhood now called Tribeca. A part with the nascent New York Athenaeum motivated the move. Founded as the rival, the Athenaeum planned social-club aspects, a scientific laboratory, and series in addition to books. However, it soon ran into financial difficulty, and the two institutions consolidated, leaving the Library with a building designed for both its collections and patrons and the Athenaeum's multifarious activities. Our inheritance: a state-of-the-art auditorium seating several hundred.



Broadway and Leonard was a cultural crossroads, a mere stroll away from the Astor Place Opera House, and P.T. Barnum. It wasn't long before the Library put that spare space to work by the day to anyone with fifteen dollars and something to pay. New York Society Library: 250 Years puts it, "the Library for the entertainment business."



## New Books

**NOVEMBER 2016**  
**IN THE LOBBY NOVELTIES**  
**Akers, Beth** - Game of loans: the rhetoric and reality of student debt.  
**Altman, Elissa** - They: my life as an orthodox outcast.  
**Anander, Tyler** - City of dreams: the 400-year epic history of immigrant New York.  
**Archer, Jodie** - The bestseller code: anatomy of the blockbuster novel.  
**Bergner, Daniel** - Sing for your life: a story of race, music, and family.  
**The Bitch is back: older, wiser, and (generally) happier** (Cathy Narkiewicz, ed.).  
**Chit, Nigel** - Moscow nights: the Van Cliburn story: how one man and his piano transformed the Cold War.  
**Conason, Joe** - Man of the world: the further adventures of Bill Clinton.  
**Cooper, Artemis** - Elizabeth Jane Howard: a dangerous innocence.  
**De laet, Christopher** - Meetings with remarkable manuscripts.  
**Dodd, Warren** - The year of voting dangerously.  
**Eade, Philip** - Evelyn Waugh: a life revisited.  
**Fox, Joshua** - Atlas obscura: an explorer's guide to the world's hidden wonders.

## Children's Library



**Ongoing Events**  
Thursday, May 24, 2012 at 10:00 a.m.  
**Time for Twos**  
If you're two, this is a special storytime just for you!  
Wednesday, May 30, 2012 at 1:00 p.m.  
**Butterfly Tales and Craft**  
Join us for Father's Day stories and make a great gift for Dad.  
Thursday, June 7, 2012 at 10:00 a.m.  
**Nursery Rhyme Time**  
Join us for Father's Day stories and make a great gift for Dad.  
Wednesday, June 13, 2012 at 10:30 a.m.  
**Toddler Time**  
Join us for Father's Day stories and make a great gift for Dad.  
Thursday, June 14, 2012 at 10:30 a.m.  
**Father's Day Stories and Crafts**  
Join us for Father's Day stories and make a great gift for Dad.  
Wednesday, June 19, 2012 at 10:30 a.m.  
**Time for Twos**  
If you're two, this is a special storytime just for you!

Children's events are for Library members. Registration is required for all programs, and space is limited. Please make sure children meet the proper age requirements. To register, call 212-288-6900 x234 or e-mail children@nysl.org.

# New Website

Join the Mailing List | Find us on  

[Home](#)[About Us](#)[Our Collection](#)[Our Events](#)[For Members](#)[For Children](#)[For Researchers](#)[Marginalia](#)[My Tab](#)[Member Login](#)[SUPPORT THE ANNUAL FUND!](#)[NEW BOOKS LIST](#)[BOOK RECOMMENDATIONS](#)

- Neglected Books
- Westerns
- The Natural World of New York City

[UPCOMING EVENTS](#)

- One-on-One Tech Sessions (10/26/16)
- Mother Goose Magic
- One-on-One Tech Sessions (10/27/16)

[LIBRARY BLOG](#)

Even More Wisdom from New Novelists  
October 24, 2016  
On October 13, the Library had the pleasure of hosting a panel discussion with 3 wonderful, talented new novelists, m

Halloween Happenings at the Library



Founded in 1754, New York City's oldest library is a thriving community of readers, writers, and families. We are open to all for reading, reference, and many events.

[Become a member](#) to check out books, use our beautiful reading and study spaces, and enjoy other benefits.

☐ Keyword ☐ Author ☐ Title ☐ Subject

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## Exhibitions and Events



### Pop-Up Exhibition: Herman Melville's New York, 1850

Open to the Public in the Peluso Family Exhibition Gallery through November 7.

[Calendar of Events](#)  
[Children's Events](#)

## Support the Library

The New York Society Library relies on the support of members and friends to sustain its collection, adult and children's programs, exhibitions, and extraordinary personal service. The Library is a not-for-profit organization. There are many ways to contribute. [Find out more.](#)

## City Readers

Discover the Library's historic past through digital copies of materials from our print and archival collections. City Readers also offers a fully searchable database of circulation records for our early membership from 1789 to





# Questions?