

● West Gippsland Libraries

# Myli brand manifesto & what's next

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South Gippsland Shire Council

 **ICON AGENCY**

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## Today's presentation.

- Defining our new brand
- Establishing our new identity
- Naming development and evolution
- Brand manifesto
- Brand positioning / descriptor
- Where to next?



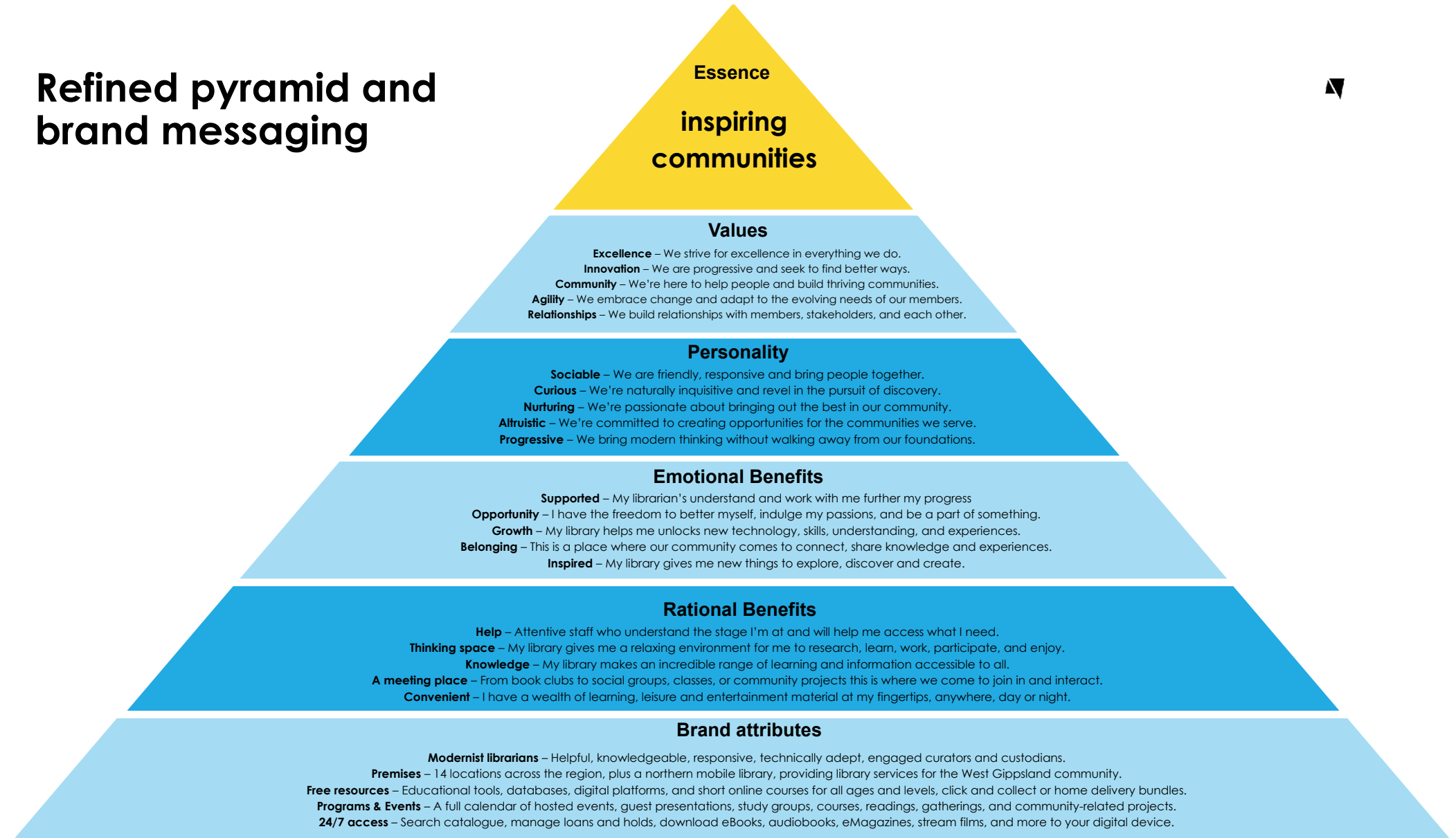
## Defining our new brand

- We have now developed an exciting new brand for West Gippsland Libraries that has been approved by the board - Myli.
- From here, we wish to help you define what the brand means and shape the story behind it, which we can take to employees, stakeholders and the general public.
- We have also had a think about your brand descriptor or positioning statement which really aims to tease what you can expect from Myli and provide a call to action.
- Finally, we've taken this one step further to give a first look at how we could introduce the new brand in the form of a short, emotive brand film.



# Establishing our new identity

# Refined pyramid and brand messaging





# Naming development



## **A new name to inspire a sense of community**

### **Insight:**

We offer an inclusive place for you to discover, learn, grow, and connect with your community.

### **Name idea:**

A name that greets you like a friend to inspire a sense of belonging and community. Whether I seek knowledge, new skills, inspiration, or connection, my library is the place for me to find it.



## A new name to inspire a sense of community

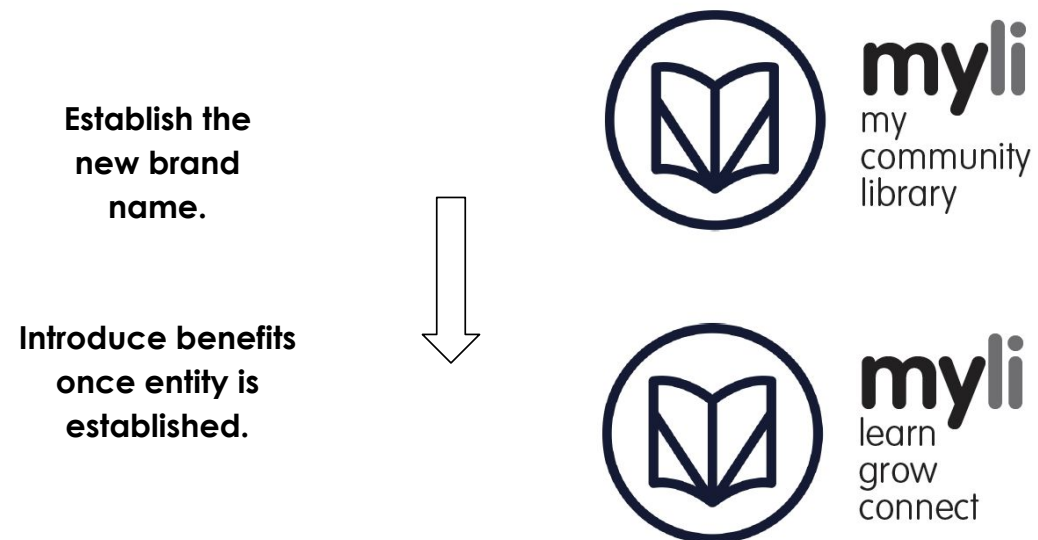


**Myli** is my community library. It's where they greet me like a friend and work with me.  
It's a space to inspire, learn, connect and join in. It's a place where I belong.  
It's at the heart of my community.





## Descriptor migration

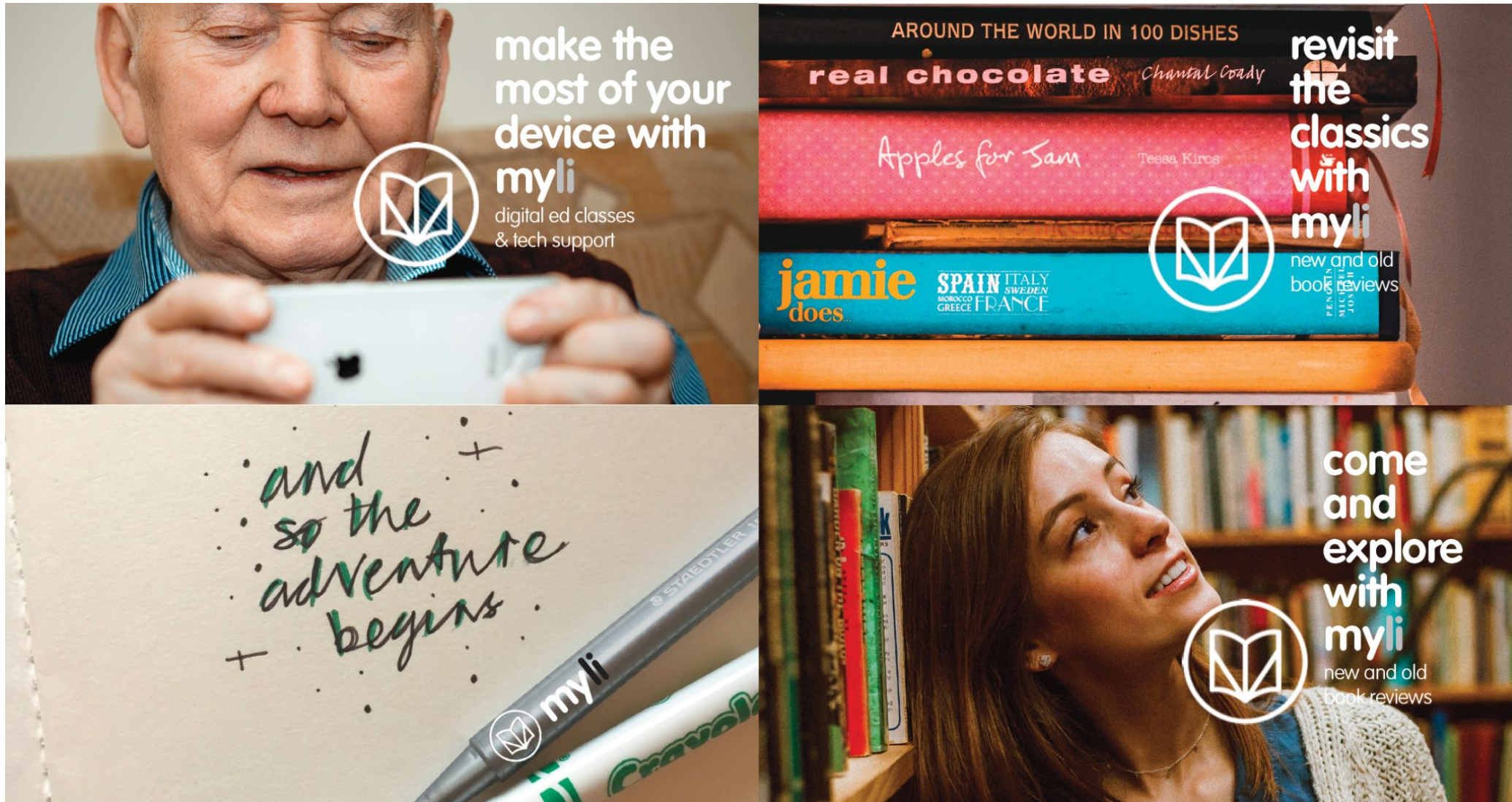














# Brand manifesto



## What is a manifesto?

A manifesto is a powerful and concise statement about what your business believes. It expresses the essence of your brand and helps your audience answer the question, “Why should I care?”

It's not a list of your favourite things; it's a rallying cry and a line in the sand. It describes your vision for the world and allows your talented people to join you on a mission to achieve it.

It is a fundamental part of launching a new brand and has the potential to shape future communications and messaging for years to come.



# A manifesto - to inspire who we are

## Our purpose

**myli is driven  
by one ambition.**

We are here to help people and build thriving, vibrant communities. We're a source of inspiration. A space to explore, discover and imagine. A place to belong.

Myli exists to create opportunities for people to learn, grow, and connect. We're the place to find your future, indulge your passions, or be a part of something. We believe that by fostering a more connected, inclusive, and resilient culture, we all prosper and flourish together.

Myli strives for excellence in everything we do. We embrace change and seek better ways to adapt to the evolving needs of our members. We know that investing in relationships leads to personal growth moving forward in leaps and bounds.

## What we do

**myli gets to know you.**

We listen and work with you, to unlock technology, knowledge, and experiences. Expand your mind, acquire new skills, discover and reimagine. We give you a space to research, learn, work, interact, and enjoy.

From book clubs to social groups, topical classes, or community projects, Myli is the place to meet, feel comfortable, join in, and take part.

With a wealth of learning, life and leisure at your fingertips, on your favourite device, all day, every day, day, and night. Myli inspires your needs, hopes, dreams, and ambitions with an incredible catalogue of tech, titles, and tools to enrich and empower.

## How we do it

**myli revolves around you**

Our librarians are keen, modernist, custodians, and curators. We're on first-name terms and we're here to help and guide you. We're technically skilled navigators, across all our digital platforms, online programs, and apps. We provide library services for the whole West Gippsland community in 14 locations, across the region, along with our mobile library operating in the northern districts.

Our resources are free and available to everyone of all ages and interests. You'll find educational tools, databases, digital platforms, and short online courses catering to pre-school, primary, secondary, VCE, and tertiary students. As well as resources, courses, and titles for parents, teachers, adults, and seniors. Myli also provides a convenient click and collect service and home delivers bundles to your door. You can also access Myli online 24/7. Search our catalogue, manage loans, download eBooks, audiobooks, eMagazines, and stream films to your digital device at your leisure.

Myli has an ever-changing, rolling calendar of hosted programs and events. Join in guest presentations, study groups, short courses, readings, gatherings and community-related projects, and more. Whether you seek inspiration, want to learn, grow or connect.

**Myli is here for you.**



# Myli is driven by one ambition – to help people, and build thriving, vibrant communities.

Our libraries are at the heart of community. A source of inspiration, space to let the mind roam free to explore, discover and imagine. But above all a place to belong.

We exist to create opportunities for people to learn, grow, and connect. Where people come to find their future, indulge their passions, or be a part of something. We believe that by fostering a more connected, inclusive, and resilient culture, we can all prosper and flourish together.

We strive for excellence in everything we do. We embrace change and seek better ways to adapt to the evolving needs of our members. We know that by investing energy into deeper understanding we can help people grow and move forward in leaps and bounds.

We take the time to get to know our members. We listen and work with them, to unlock technology, knowledge, and new experiences. We're the catalyst to expand minds, acquire new skills, discover and reimagine. We provide a space to research, learn, work, interact, and enjoy. From book clubs to social groups, topical classes, or community projects, Myli is the place to come together, join in, and take part.

More than a physical place we also live in the virtual world. With a wealth of learning, life, and leisure just a few clicks away on any device, day or night. Our users can access an incredible catalogue of digital titles and tools at their fingertips. Fuel to enrich and empower. The inspiration to reach out for hopes, dreams, and ambitions.

Myli revolves around our members. Our librarians are keen modernist, custodians, and curators, and here to help. We're technically skilled navigators, guiding users to and across our digital platforms, online programs, and apps.

We provide library services for the whole West Gippsland community in 14 locations, across the region, along with our mobile library operating in the northern districts. Our resources are free and available to citizens of all ages and interests, including educational tools, databases, digital platforms, and short online courses catering to pre-school, primary, secondary, VCE, and Tertiary students. As well as resources, courses, and titles for parents, teachers, adults, and seniors.

We constantly innovate to provide more convenient and streamlined services. We offer 'click and collect' and 'home-delivery' bundles. We were the first community library to provide 24/7 access, allowing users to search our catalogue, manage loans, download eBooks, audiobooks, eMagazines, and stream films to their digital devices at their leisure.

Our calendar of hosted programs and events is an ever-changing program of guest presentations, study groups, short courses, readings, gatherings and community-related projects, and more.

If you seek inspiration, learning, growth, or connection.

**Myli is here for you.**





# Brand positioning / descriptor



# Inspiring a journey of self discovery

## **User insight:**

My library is the place I go to find or take part in the things that interest me.

## **Positioning line idea:**

A line to inspire and stimulate people's curiosity.

A call to action that promises an exciting journey of self-discovery.



## Emotive positioning exploration

Learn grow connect

Inspire discover grow

Discovery, innovation, experiences

Find your inspiration

The adventure begins

Imagination meets innovation

Come discover

There's more to explore

Come to explore

Inspiration innovation imagination

Inspired learning

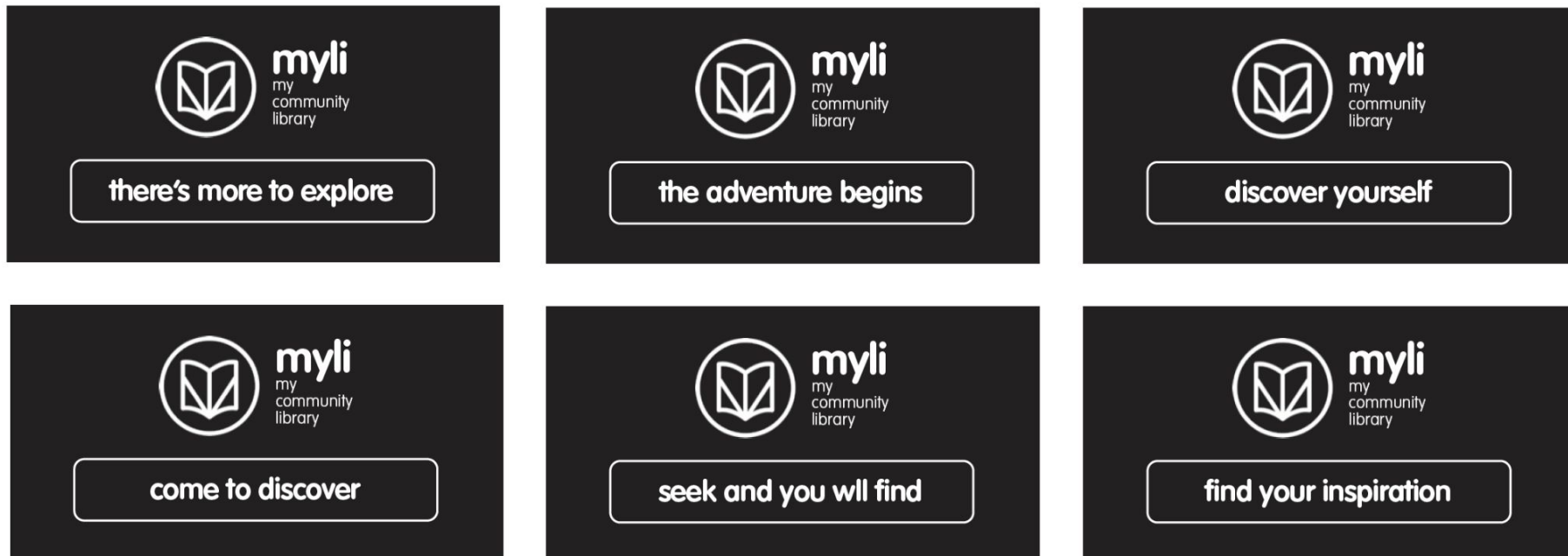
Inspire me

Discover yourself

Find your inspiration



**Myli is** inspired, innovative, modern, sociable, curious, community service, collaborative, a meeting place, shared experiences, a space to learn, interactive, and always accessible.





Where to next?



## 60 sec online film concept

**There's more to explore.**

**Treatment:** In this film we see quick cuts of library users exploring the library in their own way. In the process we see all the wonderful inspiration, learning, shared experiences, and opportunities to be unearthed with Myli.

An uplifting voiceover reads a monolog of words and metaphors, in sync with each scene. The overall effect is a vibrant world of discovery and a community of people who are thriving with all Myli has to offer. The film ends with a computer search bar and our positioning line being typed in: **Myli – there's more to explore.**



## 60 sec online film concept





## 60 sec online film concept

**Voiceover:** Search, seek, delve, hunt, ask questions, find answers, take up a challenge, challenge yourself, follow a lead, follow the trail, blaze a trail, have fun, laugh, cry, go forth, go beyond, open doors, open your pencil case, open your mind, expand your mind, log on, rock on, rock and roll, rock the boat, turn the rock over, share knowledge, share ideas, share passions, share stories, share secrets, share advice, connect the dots, connect with friends, connect wifi, go on a voyage, discover new lands, discover yourself, find inspiration, find treasure, find the truth, find adventure, venture into the unknown, climb mountains, conquer the universe.

**Come to learn, come to grow, come to connect. Come to the heart of our community.**

**Myli – there's more to explore**



# Thank you