

Frequently Asked Questions about EPL's New Brand

The New EPL Brand

1. Why is EPL rebranding?

The objective of our rebranding is to more accurately present EPL's value to our customers. While we have a strong and loyal base of customers, our research shows that many Edmontonians have a limited and dated understanding of the library and the value we offer. We're not just about books anymore. We do not want incorrect and often poor perceptions to be a barrier to accessing our incredible content and services.

Our new brand is a better reflection of the expert service, incredible content and unrivalled value that customers have come to expect from EPL.

2. Why did EPL have to change its logo?

As part of the rebranding process we conducted customer, non-customer and staff research to further understand our stakeholders' opinions of EPL. We learned that many stakeholders have negative or inaccurate perceptions of EPL enforced by our logo. Comments included that it looked unprofessional, old, "just books", stodgy, basic "clip art", not innovative or modern.

While the "bookstack E" logo is identifiable, it is associated with a historic view of what EPL offers – just books – and does not accurately reflect the modern reality of the diverse materials, services and programs available at the library.

To ensure that the new brand we developed accurately reflected our value to the community, revitalizing our logo was essential.

3. Should I expect to see the new EPL logo at my branch right away?

Physical signage is much more complicated and expensive to update. As a result the changes to indoor and outdoor signage required to implement our new brand cannot happen overnight.

It is common practice for rebranding, with particular reference to signage and physical building changes, to follow a multi-year schedule.

4. Will there be new library cards available? If so, will I be able to keep my existing library card number?

Yes. There will be new library cards available in our new colors and with our clever sayings. If you want to get one of the new cards, you will not be able to retain your current number. To get a new card, just visit the customer service desk at any one of our 17 branches.

5. How does the new brand affect our website?

EPL is currently redesigning our website to reflect the new brand, align better with our new catalogue and better serve our customers. The changes to the website are both visual and the underlying technology approach.

As you can imagine, it is not a trivial process, given the depth and breadth of our online resource, to transition from one site to another. We will provide additional details on the timing of our new website as we get closer to completion.

A website tutorial and view to the new site will be available a few weeks prior to going live which will allow customers time to familiarize themselves with the site.

Spread the Words Sticker Contest

6. What is the *Spread the Words* sticker contest and how does it work?

The *Spread the Words* sticker contest is a fun way to get Edmontonians involved in spreading the words about EPL's new brand. After all, it's your library.

We want you to take our low-adhesive stickers, with our new messages and new colors, stick them around the city, take pictures of the fun and fresh places you stick them, and post to www.spreadthewords.ca for your chance to win three great prizes.

7. Where do I get my stickers?

You can visit any of our 17 branches in Edmonton to pick up your stickers. Just ask at the customer service desk.

8. How long do I have to put my stickers up?

Round 1 of the *Spread the Words* sticker contest starts April 23 and goes to 12:00pm (noon) June 4. During this time you can upload all of your sticker photos to our website (www.spreadthewords.ca) and the public can rate your photos. Beginning June 8, the Top 10 photos (based on public rating) will go head to head in public voting until 12:00pm (noon) June 15 (Round 2). The top-three vote getters will be announced on June 18. For contest rules, visit www.spreadthewords.ca.

- 9. What are the prizes in the *Spread the Words* sticker contest?**
The top three entries, based on public vote between June 1 and June 8, will win one of three great prizes – a Sony eReader, Flip video camera or Netbook PC.
- 10. Can I select or trade my prize?**
No. Prizes must be accepted as awarded.
- 11. Who is eligible for the *Spread the Words* sticker contest?**
The sticker contest is open to all customers, excluding EPL staff.
- 12. How many photos can I enter into the contest?**
You can enter as many photos as you wish in Round 1. However, only a maximum of two (2) photos from any individual can move on to Round 2.
- 13. Can I win more than one prize?**
An individual can only win a maximum of one (1) prize in the *Spread the Words* sticker contest.
- 14. Where can we place the stickers?**
This contest is based on creativity, innovativeness, cleverness and fun (like the new EPL brand), so we encourage you to have fun and place the stickers in interesting places. The prizes will be awarded based on public vote so originality, inventiveness and humour are essential. Having said that, as always, it is imperative that staff behave safely, lawfully and respectfully. For contest rules, visit www.spreadthewords.ca.
- 15. Will photos edited with Photoshop (or any other photo editing software) be accepted?**
No. We are looking for real photos of real stickers in real locations.
- 16. Isn't putting stickers on things vandalism?**
No. We checked with the City of Edmonton and because the stickers are low adhesive (more like a decal than sticker) and not permanent, they are legal to use. But, as noted above, if you do not feel comfortable placing a sticker somewhere, don't do it.
- 17. Are people who put up the stickers responsible for taking them down?**
That's up to you. With the objective of having them placed in innovative and creative places around town, we don't expect there to be more than one (or a couple at best) in any particular location. If someone objected to the sticker it would be simple and fast for him/her to remove and put in the garbage. We also want them to stay up to generate interest and attention – not just be placed for

the photo and removed. Finally, we haven't produced a tremendous number of stickers so they shouldn't cause a litter problem.

EPL for Life Contest

18. How does the *EPL for Life* contest work?

The *EPL for Life* contest is an opportunity for new and existing EPL customers to win one of 15 lifetime EPL memberships. The contest is for any new membership or renewal generated between April 23 and June 5. It applies to both paid and fee-waived memberships. A random draw will be made and contest winners announced on June 7.

19. Who is eligible to enter the *EPL for Life* contest?

The contest is open to all customers, excluding EPL staff.

20. If my membership doesn't expire until after June 5, can I renew my membership early to be eligible for the contest?

Yes. Just visit any EPL branch during the contest period and we will renew your membership for a year from the original expiry date. For example, if your membership comes due on June 30, 2010, you can renew it to June 30, 2011 at any time during the contest period.

21. What if I already renewed my membership before April 23, 2010. Am I eligible for the contest?

If you have renewed your card within the week prior to the contest (i.e., between April 16 to 22 only), your name will be entered into the contest. Anyone with an earlier renewed date can choose to renew their card again for another year.

Here's an example: George renewed his card and his new expiry date is April 2, 2011. He hears about the contest and comes to the library on April 24, 2010 to find out how he can still be eligible to win the fantastic prizes. George can choose to renew his card again until April 2, 2012.

22. If I have an existing three year membership am I eligible for the contest?

Yes. Customers with existing three year memberships whose renewal does not come up during the contest period can visit any EPL branch and request to be added to the contest.

23. Are additional adult memberships in the household eligible for the contest?

Yes. Additional adult memberships are eligible for the contest.

24. If I purchase a library membership gift certificate for a friend, will I receive an additional entry into the contest?

No. The person purchasing a gift certificate will not receive an additional entry. Your friend (the person receiving the gift certificate), however, would become eligible for the contest if he/she redeems the gift certificate for a new membership or membership renewal during the contest period.

25. Are juvenile cards (under 18) eligible for the membership drive contest?

Yes. Juvenile cards are eligible if they register for a new card during the contest period.

26. Are L-Pass and Reciprocal users eligible for the membership contest?

No. L-Pass users register or renew their memberships online using the U of A website. Because L-Pass and Reciprocal Borrower cards are dependent on borrower agreements with other libraries they will not be eligible for the contest.