

# Montague Public Libraries Trustees      Ad Hoc Branding Committee Minutes

When: 4:00pm, Tuesday, April 23, 2024 / Where: Zoom

Attendees: Lydia Ievins, Margot Malachowski, Will Quale, Kristopher Langston

Designer: Liz Moran

Library Director: Caitlin Kelley

4:02 Call to order. Introductions.

4:05 Liz reviewed results from the surveys that she received: values, brand-feel, visual likes/dislikes, images, colors. Discussed the three branches and how to clarify and enhance the connection between them. Brand should be welcoming, inclusive, calm (blues, greens, stone, brick) with a splash of warm color.

4:23 Liz will create two mood boards for us to review. We discussed font and style guide.

4:28 Upcoming meeting: Wed, May 8 at 4:00pm on Zoom.

4:29 Adjourn

Respectfully submitted,  
Margot Malachowski, Trustee  
Montague Public Libraries Trustees