

Montague Public Libraries Trustees Ad Hoc Branding Committee Minutes

When: 4:00pm, Wednesday, May 8, 2024 / Where: Zoom

Attendees: Lydia Ievins, Margot Malachowski, Will Quale

Absent: Kristopher Langston

Designer: Liz Moran

Library Director: Caitlin Kelley

4:02 Call to order. Minutes approved.

4:05 Liz shared two mood boards. One with simple/clean design ideas, the other with illustrative design ideas. The committee discussed the advantages to both. We talked about brick buildings and canals/rivers as images, and about the staying power of more abstract symbols.

4:23 Liz will work with the feedback and create two new boards for us to review.

4:28 Upcoming meeting: Wed, May 29 at 4:00pm on Zoom.

4:29 Adjourn

Respectfully submitted,
Margot Malachowski, Trustee
Montague Public Libraries Trustees