



BERNHARDT FUDYMA DESIGN GROUP
Thinking about brands in transition

Books and People.

How we helped the oldest library in New York energize its brand while maintaining its distinguished character.

CONTEXT

GEORGE WASHINGTON READ HERE

In 1754, when there was no library in the city open to the public, the New York Society - a group of civic-minded individuals - formed a library in the belief that a subscription library which anyone could join,* and offering a broad range of books, “would be very useful as well as ornamental to the City.” It opened in a room in the old City Hall and for a century and a half, until the founding of the public library system, was known as ‘the city library.’

Broad Street looking north to Federal Hall. The Library was located on the 2nd floor in the west wing.



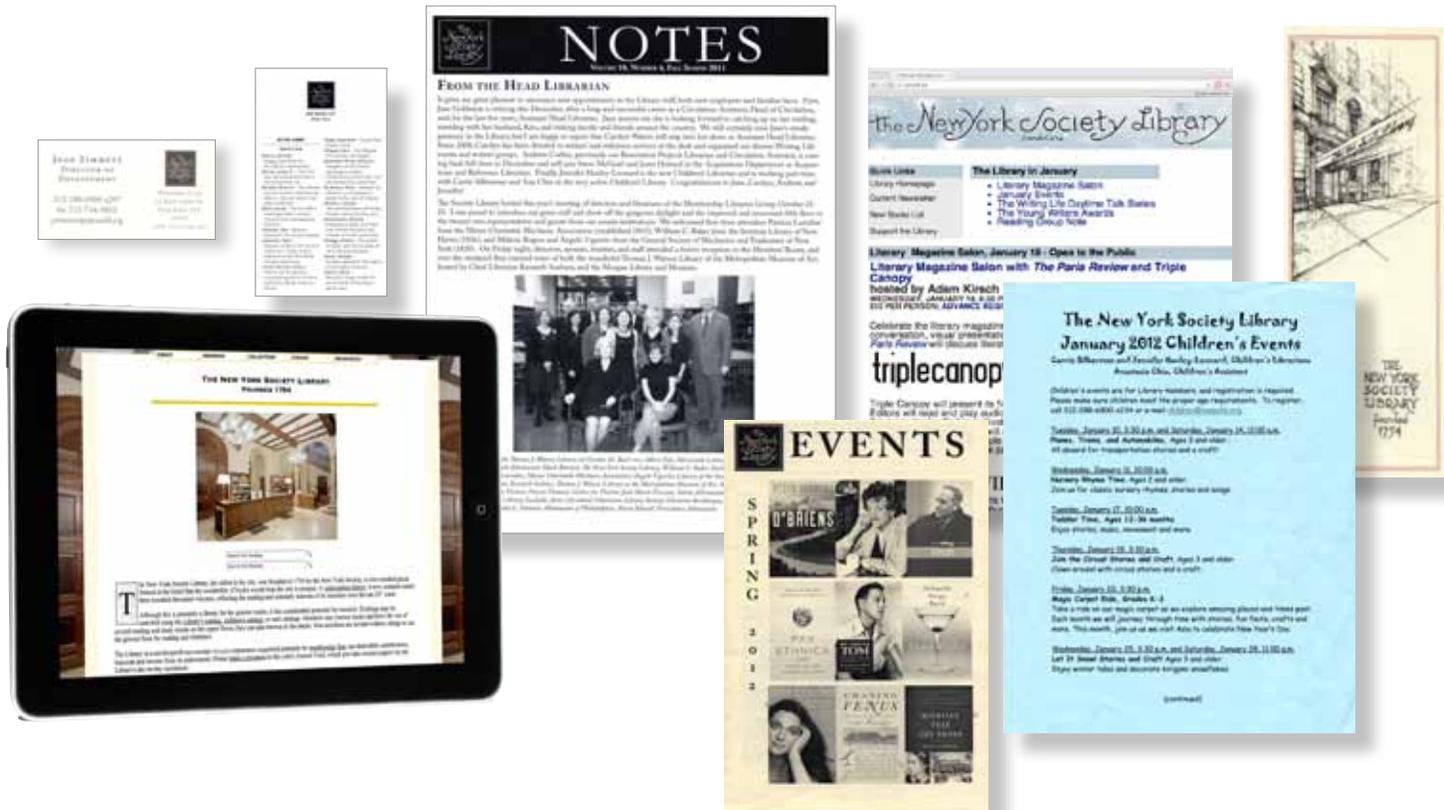
During the Revolution, the Library’s books were looted by British soldiers occupying Manhattan. Some were torn up to make wadding for rifles and others were sold for rum. After the war a few books that had been stored at St. Paul’s Chapel in lower Manhattan were recovered, and others were found through advertisement. In 1785 when New York became the nation’s capital and Congress occupied the building (then renamed Federal Hall), the Library served as the first Library of Congress and was used by George Washington, John Adams, Alexander Hamilton and Aaron Burr among others.

** Membership libraries began in the 18th century in America when societies or groups of individuals joined to purchase books for a commonly run library. The Library Company of Philadelphia was the first of these libraries, started in 1731 by Benjamin Franklin. With the advent of free public libraries in the 19th century most of the subscription libraries were replaced or taken over. Today there are only 18 membership libraries still in existence in the United States.*

CONTEXT

THE SITUATION

Over the years, the library utilized different staff members and outside design consultants to produce various materials when the need arose. With no established brand identity other than their logo, the result was an array of graphically unrelated member communications and a website with no visual consistency - and which did not evoke the relevant, progressive and dynamic place the library is today. Bernhardt Fudyma's mission was to transition and energize their overall brand and coordinate their various communication formats while maintaining the library's distinguished character and esteemed history.



CONTEXT

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THE LOGO BECOMES THE BRAND CORNERSTONE

The Library's logo is taken from the bronze plaque commissioned in 1937 when they moved into their current building. It was designed by the noted American sculptor Paulanship (1885-1966). His works also include the gilded bronze *Prometheus* in Rockefeller Center Plaza and the huge bronze double gates at the Bronx Zoo.

The calligraphy on the plaque at the entrance of their building was adopted as the Library's formal logo in 2001. Our branding effort made only subtle refinements for better legibility and reproduction accuracy and to simplify its overall appearance.



1937

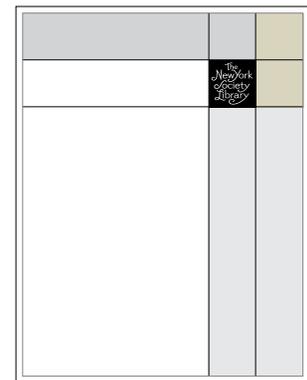
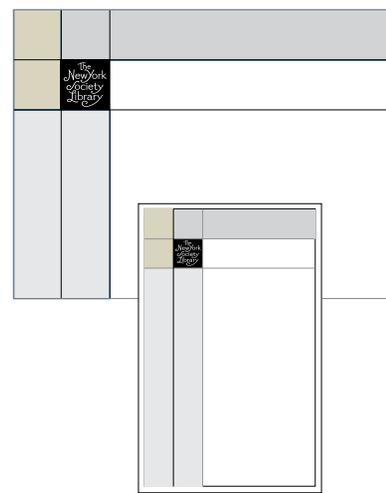
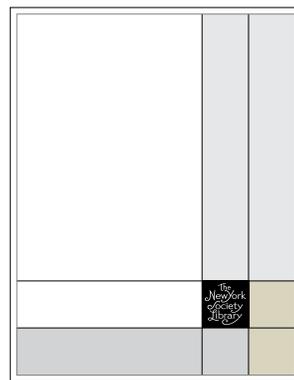
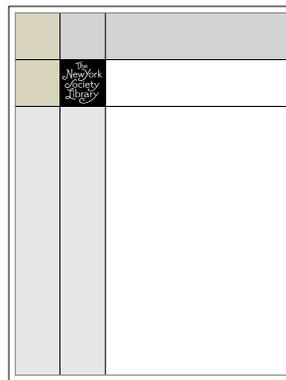


2001



Today

We developed a simple page architecture governed by an underlying grid based on multiples of the library's square logo. Its application is controlled by fixed dimensions and distances from the edge of the page and allows for numerous placement options, page orientations and document proportions.



CONTEXT

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OTHER BRAND SYSTEM ELEMENTS

In addition to a standard color palette and an array of compatible type fonts, the library's founding date became an integral brand element. We created a rectangular graphic – also based on multiples of the square logo – that could be locked-up with the logo in various orientations. One of those orientations and color options became the standard for the Library's business papers.

A palette of 8 colors was provided with their respective Pantone, CMYK and RGB formulas.



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COMMUNICATING WITH MEMBERS

We applied the new branding system to the full roster of library newsletters, event calendars and new book announcements - in print and online.

Books & People
 FALL 2012
 Volume 8, Number 4, Fall Season 2011

From the Head Librarian
 It gives me great pleasure to announce new appointments in the Library staff, both new employees and familiar faces. First, Jane Goldstein is retiring this December, after a long and successful career as a Circulation Assistant, Head of Circulation, and, for the last five years, Assistant Head Librarian. Jane assures me she is looking forward to her reading, traveling with her husband, Ken, and visiting family and friends in her country. We will certainly miss Jane's steady presence in the Library, but report that Carolyn Waters will step into her shoes as Assistant Head Librarian. Carolyn has been devoted to writing, and reference services at the desk, diverse meeting life events and writers' groups.

New Books
 APRIL 2012
IN THE LOBBY
 NON-FICTION

LIBRARY HOURS
 All areas except circulations room close 15 minutes prior to building closing time.

MON. | WED. | FRI.
 9:00 AM - 5:00 PM
TUES. | THURS.
 9:00 AM - 7:00 PM
SAT.
 9:00 AM - 5:00 PM
SUN.
 1:00 PM - 5:00 PM
 The Library will be closed Sunday, April 8th for Easter.

13 East 29th Street
 New York, NY 10017
 TEL: 212.288.6900
 FAX: 212.244.5832
 www.nysocl.org

Children's Library
 MAY / JUNE 2012

Ongoing Events

Thursday, May 24, 2012 at 10:30 a.m.
Time for Twos
 If you're two, this is a special storytime just for you!

Wednesday, May 30, 2012 at 3:00 p.m.
Butterfly Tales and Craft
 4015 1st Ave. 10018
 Learn how the caterpillar turns into a butterfly, and make a special craft.

Thursday, June 7, 2012 at 10:30 a.m.
Nursery Rhyme Time
 4015 1st Ave.
 Enjoy classic nursery rhymes, stories, and songs.

Wednesday, June 13, 2012 at 10:30 a.m.
Toddler Time
 4015 1st Ave. 10018
 Enjoy stories, music, movement and more.

Thursday, June 14, 2012 at 5:30 p.m.
Father's Day Stories and Crafts
 4015 1st Ave. 10018
 Join us for Father's Day stories and make a great gift for Dad.

Tuesday, June 19, 2012 at 10:30 a.m.
Time for Twos
 If you're two, this is a special storytime just for you!

Special Events

Wednesday, June 27, 2012 at 5:30 p.m.
Monkey Business Stories and Craft
 4015 1st Ave. 10018
 Join us for mischievous monkey tales and a craft.

Thursday, June 28, 2012 at 4:00 p.m.
Patriotic Stories and Craft
 4015 1st Ave. 10018
 Get ready for Independence Day with patriotic stories and a craft.

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@nysocl.org.

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THE LIBRARY ONLINE

We also performed a complete user experience, content architecture and graphic overhaul of the library's website that allowed members to create their own personalized member area, and which was built with a robust content management system that enabled library staff to easily update information, add pages and post alerts.



[Click here to visit The Library's website.](#)

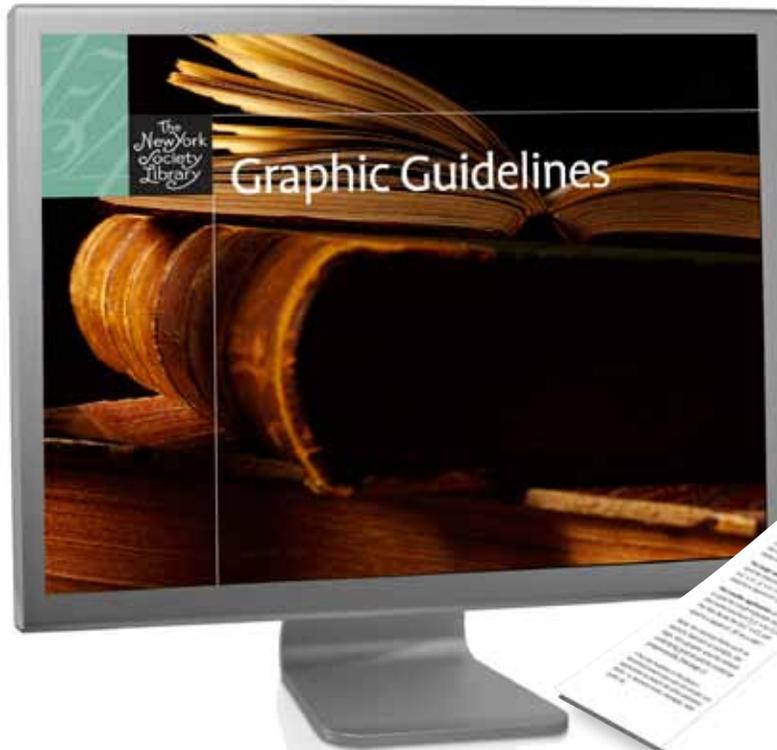
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LIBRARY RULES

In order for library personnel and other suppliers to maintain the new brand and produce materials on an ongoing – and consistent – basis, we prepared a guidelines document that outlined all of the brand elements and their application parameters.



Implementation guidelines were prepared in PDF format for easy distribution and/or printing of hard copies as necessary.



WHAT ABOUT YOU

The Bernhardt Fudyma Design Group creates branding and graphic solutions for organizations in transition – whether due to acquisitions or mergers, expansion into new markets, or the need for increased visibility or differentiation in existing markets. Each brand identity project we've encountered has inspired the client to move beyond business as usual and the results can be invigorating.

We look forward to helping you do the same.

To learn more about this and other brand positioning and identity systems created by Bernhardt Fudyma, contact Craig Bernhardt or Janice Fudyma:

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