









Every Child deserves rich early learning opportunities.

Every Child can be ready for kindergarten.

Every Child has potential and possibilities.







- Multnomah Council Early Learning Hub
- Early Kindergarten Transition Program
- Ready for Kindergarten Collaborative





 **Every Child**
Multnomah County Library



“Your brand is not your logo. It is all of the associations and projections your customers put on you either with your input, or without it .”

David Ogilvy



Process

- Research / review: Where are we? Where do we want to go?
- Focus groups: All library Youth Services staff
- Task force
- Collaboration with The Library Foundation
- Review + staff input + cultural review



Brand wheel

“Brand essence” document / “Brand wheel”

- Value proposition
- Vision and objectives
- Name and symbol
- Attributes
- Benefits
- Internal culture
- Positioning
- Personality

