



# WALPOLE town library

The Walpole Town Library is excited to debut a new logo and branding! Because the library belongs to all of us, and because we're so excited about the launch, we wanted to share some of what went into the design process.

## **Why Does the Library Need Branding?**

If you had a friend whose voice always sounded different, you wouldn't recognize them immediately when they called. It's the same with communications from organizations. Having consistent branding, including a logo, fonts, and colors, will help messages from the library feel more cohesive and recognizable, increasing awareness and engagement.

When Library Director Jane Malmberg originally joined the library back in 2020, she noted the lack of logo and branding, as all other library systems she's worked within before have these as part of their toolkit. Julie Rios, Technology and Children's Librarian, also lamented the lack of consistency in the printed and digital collateral the library was producing. Jane brought this concern before the Board and a subcommittee was formed!

## **Informed by Our Community**

The branding project kicked off with last year's survey in which 118 residents from Walpole, North Walpole, and Drewsville shared their thoughts on what the library and life in our community mean to them. Reading their responses, we were inspired to create branding that honored the history and beauty of our home while doing justice to the library as a modern community hub where all are welcome and information abounds.

## **Inspired by Our Home**

As we workshopped ideas, we drew inspiration from literal objects to abstract concepts and everything in between. In an effort to fully capture the way being in our library makes you feel, we searched through dozens of photos taken in and around the library. Soon, we noticed a common element in several of our favorite photos — the front window of the Main Library. The more we thought and the more we looked, the more we loved using this window as inspiration. So what is this shape we've adopted as our logo? First, the obvious — it's a window. But it's not a

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window looking inwards on the library, it's a window looking out. Out to our town, our little corner of the world. And what is a library, but a window to the world? Something that lets us look out to the wider world from a place that's cozy, comforting, and familiar?

Then we saw something more — it's also a bridge. And what does a bridge do? It makes connections. It takes you places. It makes difficult, even seemingly insurmountable tasks easier. Just like a good library. We also loved that this bridge concept evokes the old Arch Bridge in North Walpole and calls to mind the name Bridge Memorial Library.

Lastly, it's a bench. Benches are gathering places, a gift to the community, and a place to rest, to read, to take in the world. Just like our library.

## **The Colors of Our Lives**

As we shifted from the literal lines of the window to the representative shape that has become our logo, we were able to bring it to life in a rainbow of colors that were inspired by life in our community. The cool, calm blues echo the flowing Connecticut River while the lush, nourishing greens call to mind the rolling hills we call home. The rich reds evoke the barns dotting those hills, while the bright and sunny yellows represent the chickens found in many Walpole barns (and yards!). The pale yellow tint is an homage to the pages of a much-loved, well-worn book. The deep burgundy hues are inspired by the Fall Mountain Regional School District colors. Last but not least, the warm brown of the curved supporting pieces can stand for our rich, fertile soil or for the delicious local chocolate (depending on whether you're in the mood to dig deep or just dig in!).

Just like living in Walpole, it is the combination of all the colors together, complementing each other and coexisting in harmony that feels so joyful and wonderfully right. We also love how the range of colors evokes a sense of both diversity and community — a place where all are welcome and engagement is encouraged.

## **Come See for Yourself!**

Whether you see the Walpole Town Library as your window to the world, a bridge that connects you to your community and beyond, or a bench that beckons you to relax and crack open a good book, we hope you enjoy the new logo and we hope to see you soon!

## PROGRAMS

### Special Events:

Great Decisions Discussion Group: Monday, 3/13, 6 p, Main Library.

Caregivers Support Group: Tuesday, 3/14, 2 pm, Main Library.

Library Trustee Meeting: Tuesday, 3/14, 4:30 pm, Main Library.

20th Century French Songs with Bob Grenier: Wednesdays, 3/1, 3/15, and 3/22, 7 pm, Main Library.

### On-Going Adult Programs:

Knitting Group: Mondays 1-3 pm, Main Library. Beginners welcome!

Conversations With Friends: Mondays 2-3 pm, North Walpole Branch.

Library Book Group: Last Thursday of the month, 12 noon, Main Library.

Social Justice Discussion Group: 3rd Wednesday of the month, 6:30 pm, Main Library. This month special date, Wednesday, 3/22.

Crafternoon: Second Friday of the month, 1:30 pm, Main Library. All supplies provided.

Writing It All Down Writers Group: Third Saturday of the month, 10 am, Main Library.

### On-Going Kids and Families Programs:

Wiggle Time: Mondays at 10 am, Main Library.

Story Time: Wednesdays at 10 am AND 5:30 pm, Main Library.

Story Walk: Distant Hill Nature Trail. Dawn to dusk every day. New stories each month.

## Important Information for Overdrive Users

In April, the OverDrive app will be discontinued and you will need to switch to Libby. DON'T PANIC. It's time to give Libby a try! All your loans, holds, and wish list items will be waiting for you in Libby when you add your library card.

If you are a Kindle Fire user there is a Libby app for you.

We have lots of information and resources on our webpage to help with the transition. If you need additional information or assistance email Julie [jrios@walpoletownlibrary.org](mailto:jrios@walpoletownlibrary.org)

### Main Library

48 Main St., Walpole, NH 03608  
603.756.9806

Monday 10 am to 7 pm

Tuesday 1 to 6 pm

Wednesday 10 am to 7 pm

Thursday 1 to 6 pm

Friday 1 to 6 pm

Saturday 9 am to 1 pm



## Get to know our Board of Trustees Members

Each month we'll ask a Board member these five questions to get to know them better.

Jean Kobeski, Trustee and Secretary

1. What does your family look like? My family is fairly small. My husband Jan and I have a son and daughter. My son is married and has two daughters. They live in Walpole. My daughter and her husband have three sons, and their family lives in Stratham.

2. What's the last book you read?  
The last book I read was The Next Ship Home by Heather Webb. Those who know me know of my interest in the immigrant experience, and this is a novel of Ellis Island.

3. What 3 things would you bring to a deserted island?  
Wow, if I could choose three things to take to a deserted island, I would certainly take sunscreen, some good books, and lots of potato chips!

4. If you could travel anywhere, where would you go?  
If I could travel anywhere, I would go back to Europe. I would especially love to visit Ireland. I would also like to explore parts of Canada I've never seen.

5. What was your first job?  
Aside from babysitting, my first job with a paycheck was at Broadway Joe's hamburger restaurant in South Miami, Florida. It was no different from MacDonald's, but I did get to meet Joe Namath once when he came to the Grand Opening. And my uniform was a #12 football Jersey, green mini skirt, and white go-go boots!

The Non-Fiction and Fiction  
Spotlights will return next month.  
We felt it was important to share  
the new logo information.

### North Walpole Branch Library

70 Church St, North Walpole, NH  
03609 603.445.5153

Monday 1-4 pm

Tuesday 3-7 pm

Friday 9 am to 1 pm

Saturday 9 am to 1 pm