

# Rebranding update

# Strategy review

Three guiding ideas:

- 1) Sharing versus hoarding
- 2) Knowledge versus information
- 3) Partner versus subordinate role

**We're here to save the world.**

**To save you from a post-truth universe.**

**To save you from bias.**

**To save you from paywalls.**

**We're here to invite you to get your hands dirty with information.**

**To take us into the field. We're your embedded experts.**

**We invite you to create new knowledge. It's what we're doing every day.**

**We're here to safeguard the world's knowledge.**

**We're here to find and defend the truths of many voices, some new, some long silenced.**

**We're here to close the rift between theory and practice and the divides between disciplines.**

**We're here to share rather than to hoard, to open up rather than to seal off and shut tight.**

**Don't believe anyone who would have you choose between the physical and the digital.**

**We're way past that.**

**We're all in one place and that place is everywhere.**

**Some people think libraries need saving.**

**At MIT, we think libraries — big, small, neighborhood, academic, online and in-person — just might be the heroes you've been waiting for. Join us.**

**Saving the world, bit by bit**

**MIT Libraries**

**Visual identity**

# What's next

- **Pentagram provides visual and messaging guidelines**
- **Brigham creates brand toolkit and plans opportunities for learning/training**

# Public launch

## – mid-late January

- Presence on website homepage
- Social media accounts
- Library entrance signage
- Service desk monitors
- Letterhead and business cards
- SWAG

# **Winter/spring**

- **Continue updating/redesigning remaining materials**

# **For Fall '18**

- **Redesign of Map & Guide and Bibliotech**

**And now for some SWAG....**

