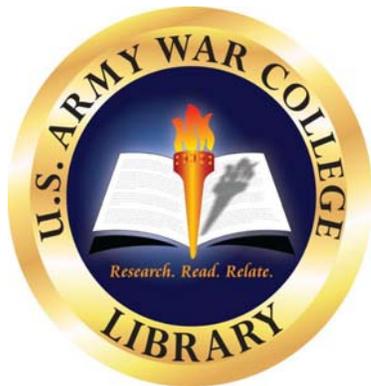


SHARING OUR IDENTITY

BRANDING THE U.S. ARMY WAR COLLEGE LIBRARY



OUR CHALLENGE: TO CREATE A NEW LIBRARY LOGO AND MOTTO; UPDATE LIBRARY'S CURRENT VISION AND MISSION STATEMENTS.

Recently when the U.S. Army War College made changes to its institutional vision and mission statements, adopted a new motto, and created a special coin, Library Director Bohdan Kohutiak rewrote the Library's current organizational statements to mirror these changes. He also set out to create an appealing motto and coin for our Library, embodying its unique character and purpose. Thus, the branding began.

OUR APPROACH:

We started by building the coin design around a simple book-torch logo we had created several years ago and then worked on finding the perfect motto to go with it. Signifying the enlightenment that our Library brings to students, staff, faculty, researchers, and others, we wanted this logo and motto to be the heart of a new image that would be used repeatedly for all of our brochures, cards, handouts, webpage, and tutorial slideshows.

Coin. The tradition of the challenge coin has evolved through the decades from a unit coin that a soldier might pull from his pocket and slap down on the bar to avoid buying drinks when challenged – to the present day's memento given for services delivered or at special occasions. A token of strength, camaraderie, and teamwork, these coins have been presented to our USAWC research librarians by appreciative military commanders, officers, and visitors for work well done. By encircling our own book-torch logo in a coin design, we aim to communicate similar qualities.

Motto. Mr. Kohutiak's request for his staff's short 'n sweet motto suggestions quickly resulted in over fifty enthusiastic responses, ranging in length from one to fifteen words! After a lively brainstorming session, followed by an email vote, the overwhelming winner was Research.Read.Relate. This succinct maxim symbolizes a learning process, which comes through using one's library to research, read, and then, to relate that acquired knowledge in subsequent writing, oral presentation, and all manner of critical thinking and interaction.

Vision and Mission Statements. With a few minor changes, they became part of our developing marketing strategy.

OUR OUTCOME:

We have only started to incorporate various colorful versions of the coin on our bibliography covers, webpage, and other products. For now, our Library's coin and motto are coming to life on paper and in cyberspace, but we have other more lofty plans in mind. Who knows – one day we might actually have real coins minted to carry in our pockets!

VISION

THE choice of strategic leaders for accessing and evaluating global knowledge.

MISSION

Furnish access to the world of knowledge through quality library services and resources, thus enabling the USAWC's mission to: educate select strategic leaders, support worldwide practitioners, conduct research and publication, support strategic communication, and provide comprehensive well-being.

MOTTO

Research. Read. Relate.
