



Camden
PUBLIC LIBRARY



Library Rebrand and Case Study by Naretiv

Client: Camden Public Library

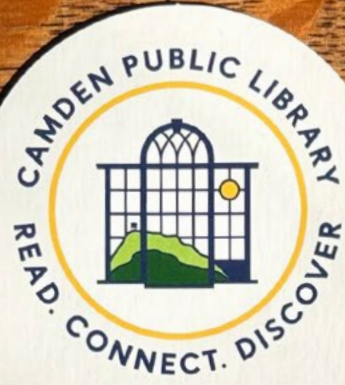
Location: Camden Maine

Website: www.librarycamden.org

Our Role:

- + Logo
- + Visual Identity
- + Brand Messaging

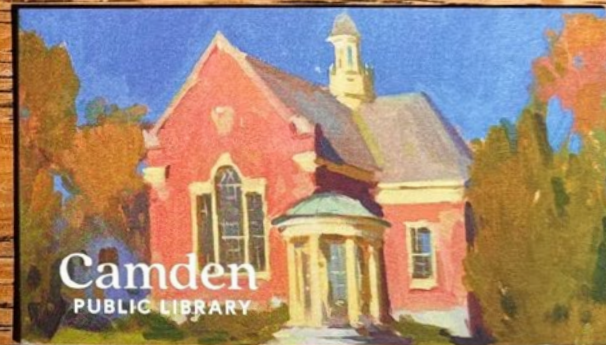




"All I could see from
where I stood
Was three long
mountains
and a wood;
I turned and looked
the other way,
And saw three
islands in a bay."

— Edna St. Vincent Millay

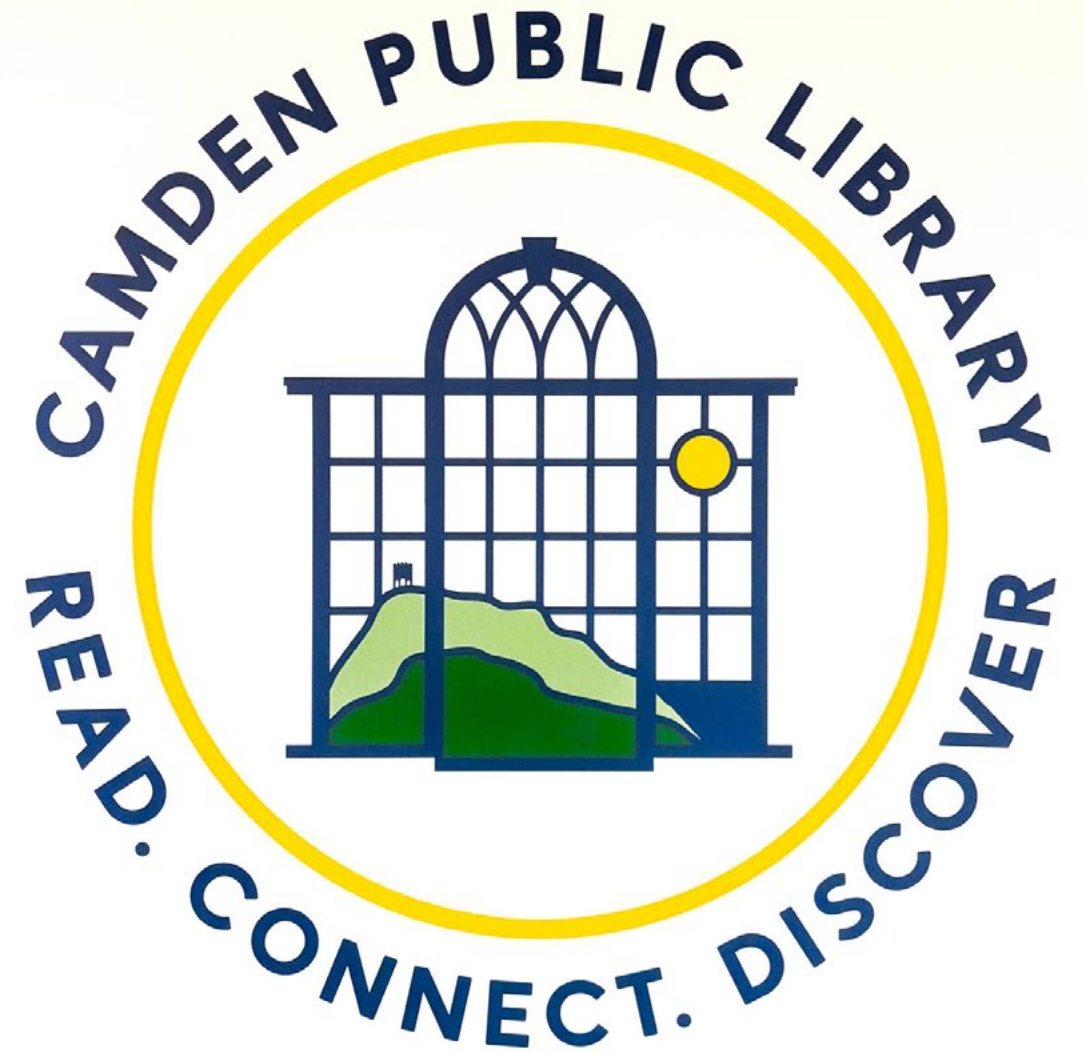
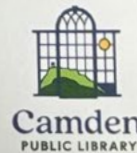
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www.librarycamden.org

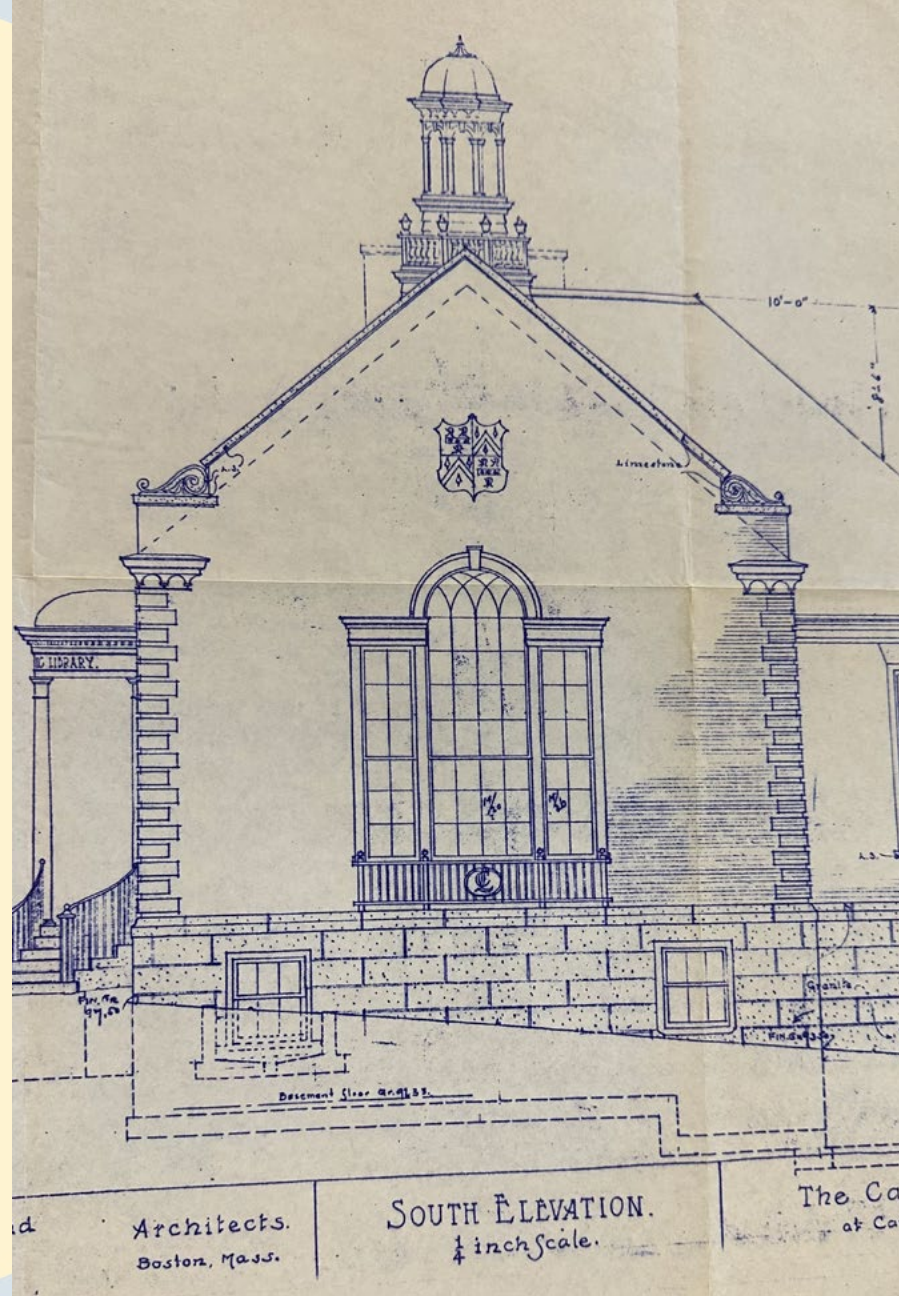


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Programs Director

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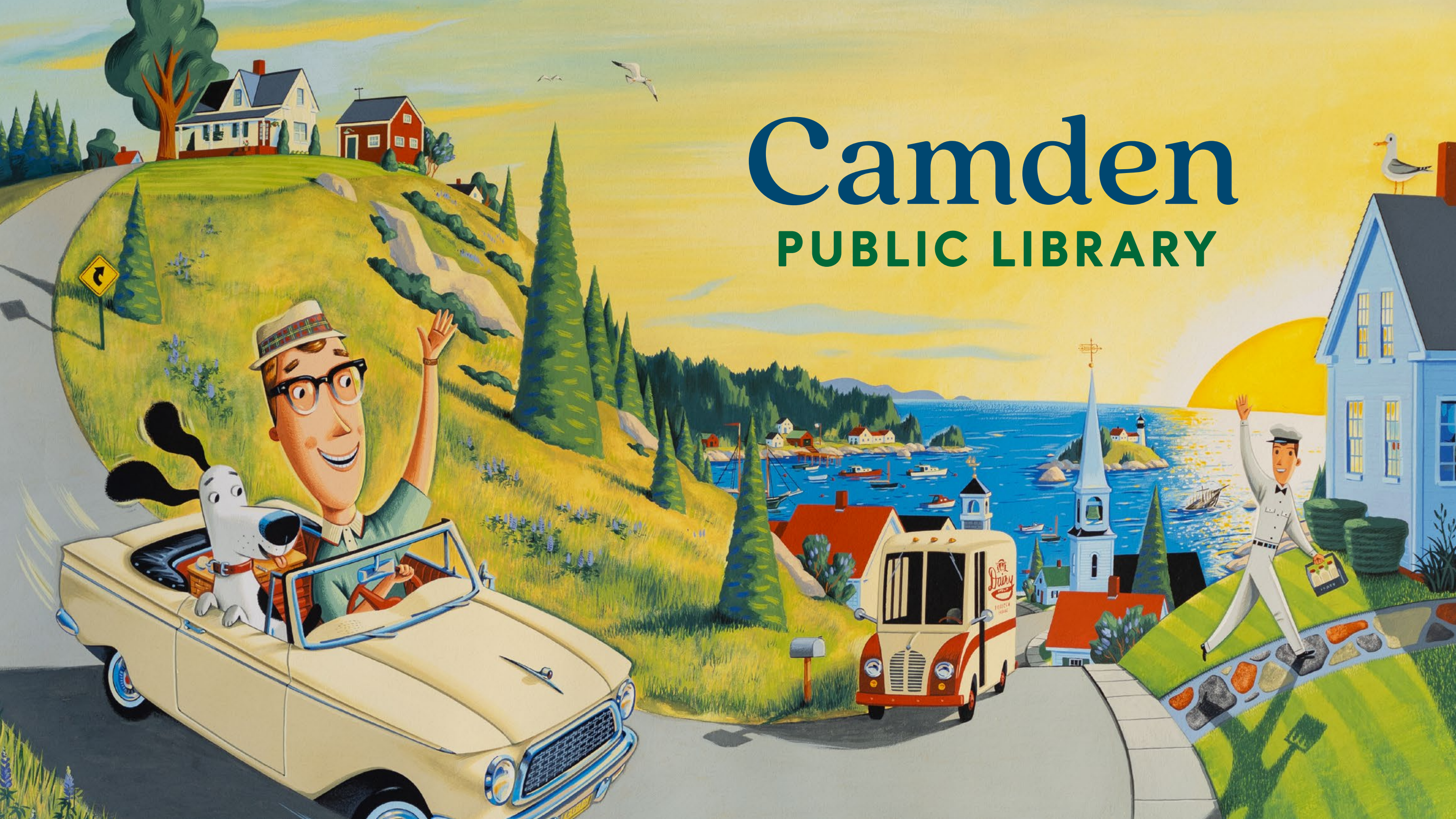


Buffing up a Coastal Gem

A new executive director took the reins at the Camden library in 2025, nearly 100 years after it was built. She immediately moved to address a library brand that felt like a historical artifact. The library today is a vibrant, ever-changing anchor of this Midcoast Maine community. The library brought in Naretiv to forge a brand that matched the modern mission. **The project required Naretiv to respect history, consider community values, and forge a brand that projected a colorful vision for the future.**

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The Library

The Camden Public Library is a haven for discovery, connection, and community overlooking picturesque Camden harbor. Its treasured architecture, vibrant gardens,

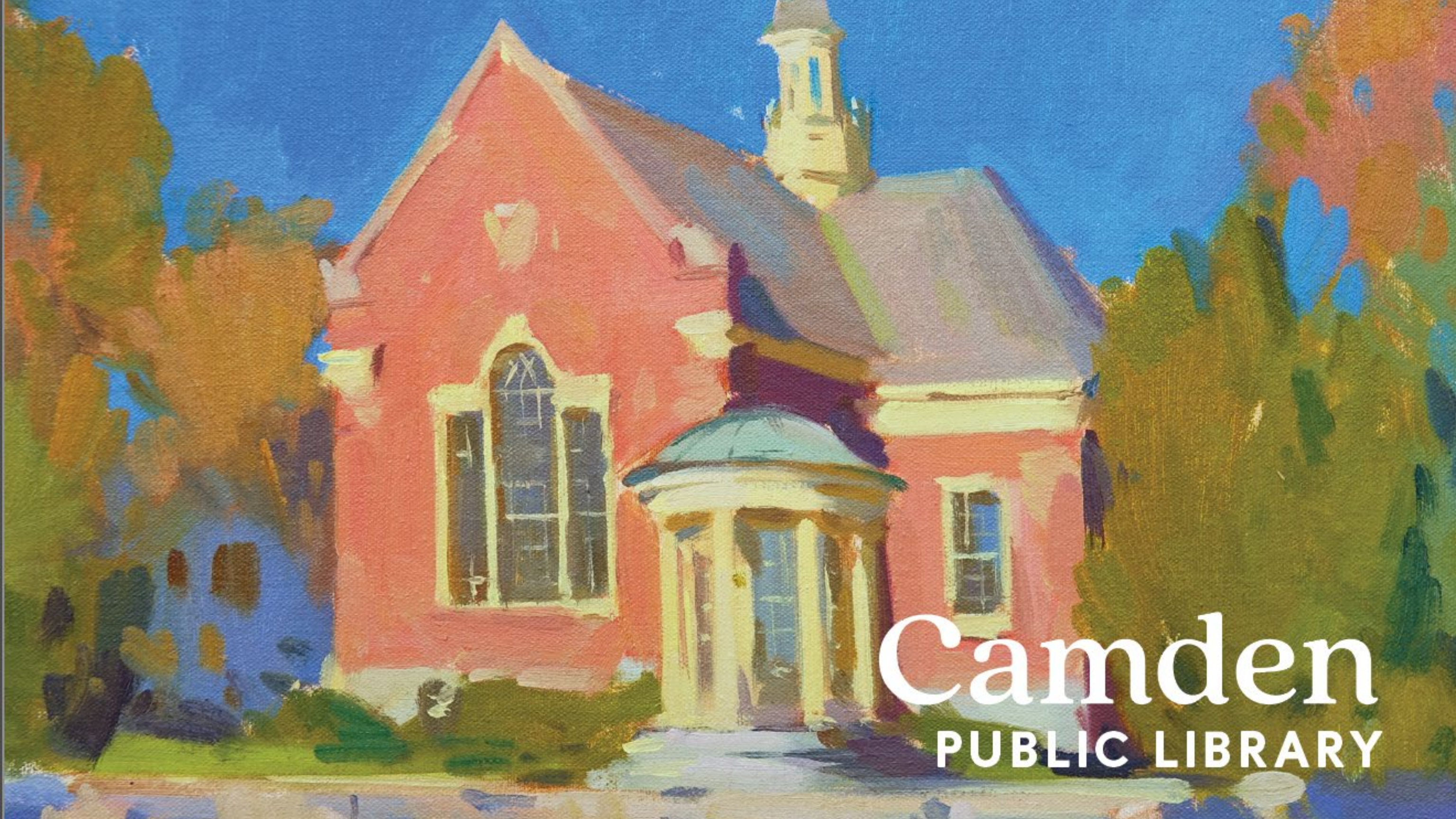
alluring collection, and dynamic programming are an anchor for locals and visitors. The library is a magnetic source of growth, illumination, and an invitation to explore where the mountains meet the sea.

Mission

The Camden Public Library is an anchor of our community. We bring people together to Read, Connect, and Discover.

Tagline

Read, Connect, and Discover



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Brand Spadework

Naretiv conducted weeks of historical research, reviews of library brands from across the country, and stakeholder meetings. A dozen library staff and the executive director participated in a series of carefully structured exercises and guided conversations to flesh out the pillars of the rebrand process.





Before



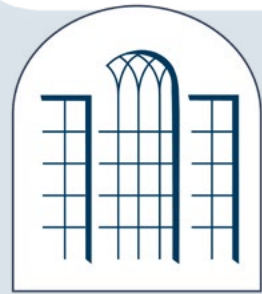
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After

A Beloved New Brand

The final logo features an artistic interpretation of the library's prominent front window, merged with graphics suggestive of Camden's beautiful Mount Battie and the nearby ocean. Natural tones of blue and green enliven the design, and the illustrations are thoughtfully interwoven into the window itself, highlighting natural beauty, imagination, and growth.





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Logo Evolution



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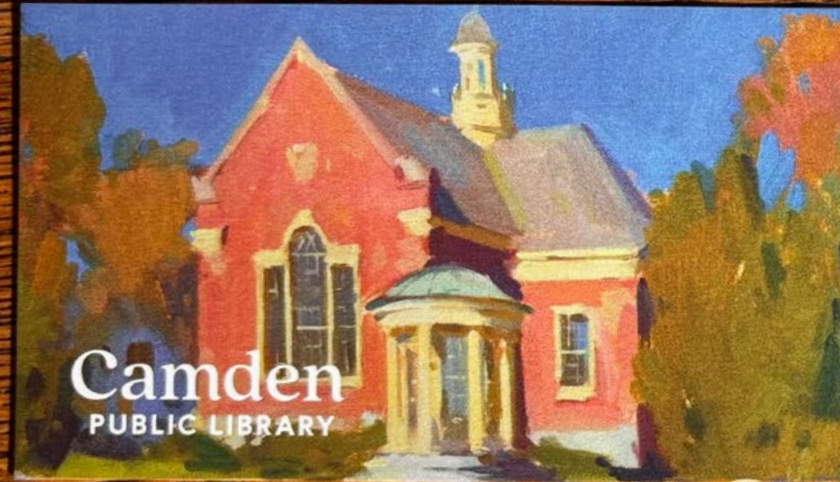
Consensus Building

Naretiv cultivated stakeholder consensus throughout the project, with the library executive director acting as a key interlocutor to library staff and a deeply invested board of directors.

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READ. CONNECT. DISCOVER

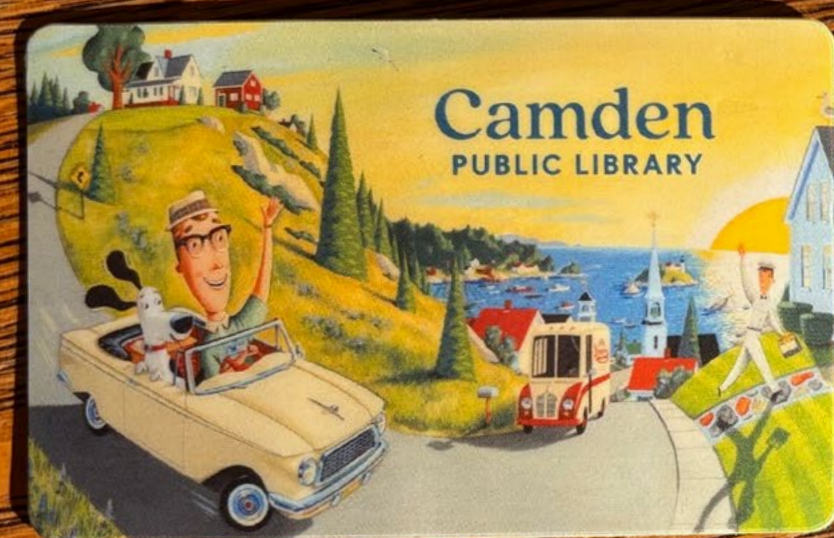
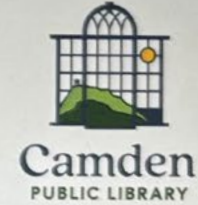




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This is your pass to books, music,
movies, magazines, programs,
workshops, and more. Just ask us!

READ | CONNECT | DISCOVER

I accept responsibility for all
materials borrowed on this card,
and I will abide by CPL policies.



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IMAGE BY COLIN PAGE

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Fun Brand Assets

Naretiv also built out a raft of potent brand assets including swag, signage, library cards, icons, seasonal logo variations, letterhead, business cards, newsletter templates, book plates, bookmarks, and more.



The Logo Variations



Seasonal Logos!



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And Super Fun Icons!



Camden Public Lirbary on One Sheet



Core Colors:



PANTONE 301 C/U
C=92 M=46 Y=7 K=48



PANTONE 349 C/U
C=90 M=30 Y=95 K=30

Secondary Colors:



PANTONE 359 C/U
C=48 M=0 Y=70 K=0



PANTONE 122 C/U
C=0 M=16 Y=82 K=0

Seasonal Logos:



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Libaray Cards:

