

Parkersburg & Wood County Public Library Naming and Branding Policy

Purpose

This policy establishes guidelines for naming and branding associated with Parkersburg & Wood County Public Library. It ensures consistent, respectful, and appropriate recognition of individuals, organizations, and entities that have made significant contributions to the library or the community it serves.

Authority

All decisions related to naming and branding, including naming of library facilities, rooms, collections, programs, or branding elements (logos, slogans, etc.), are solely the responsibility of the Library Board. No individual, staff member, or external body may authorize or implement naming or branding decisions without the express written approval of the Library Board. An exception is allowed for materials added to the collection as a memorial or honorarium as stated in the collection development policy.

Criteria for Naming

The Library Board may consider naming opportunities in the following circumstances:

1. **Significant Contributions**
 - Recognition of individuals or organizations who have made substantial financial donations.
2. **Honoring Individuals**
 - To honor individuals who have demonstrated exceptional service or impact to the library, community, or society at large.

Review and Approval Process

- All naming or branding proposals must be submitted to the Library Board in writing.
- The Library Board will review proposals on a case-by-case basis and may request additional information or documentation.
- Approval of any naming or branding opportunity requires a majority vote of the Library Board at a scheduled board meeting.

Duration and Revocation

- Naming rights or branding decisions are made at the discretion of the Library Board and may be time-limited or ongoing, as specified at the time of approval.
- The Library Board reserves the right to revoke or discontinue any previously approved name or branding at any time, for any reason, without prior notice or obligation.

Branding Guidelines

- All library branding (including but not limited to logos, colors, slogans, and visual identity) shall be developed or change by approval of the Library Board.

Adopted by the Parkersburg & Wood County Public Library Board on September 24, 2025