



**FOR IMMEDIATE RELEASE**

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**HANDLEY REGIONAL LIBRARY SYSTEM MAKES REBRANDING  
ANNOUNCEMENT, LAUNCHES NEW LOGO**

**Winchester, VA** (January 7, 2018) – Handley Regional Library System announces today their new rebranding with the launch of their new logo. The updated brand and logo will now begin to appear around the community and at all 3 libraries in Clarke County, Frederick County, and Winchester on physical materials, marketing brochures, and digital assets online available to the public.



“This change represents the exciting future of Handley Regional Library System with a direct focus on meeting the needs within the communities we serve,” says John Huddy, Director of Handley Regional Library System. “Libraries are evolving – reaching far beyond the traditional sense of only books. Our new branding and logo represents this change. We made intentional



decisions during the design process by holding conversations and soliciting feedback from staff, community members, library marketing consultants, and our Board. Our challenge was that many people are unaware that our branches are affiliated. We needed to ensure that we let the public know that we are a system of three libraries. The addition of the geographical locations showcases our reach within our communities. The circle in the middle represents the communities we serve as a central focus in everything that we do. Each color represents a library location surrounding the communities we serve. The hexagon shape represents a continuous link to our patrons and our mission as we continue to create connections to learning and entertainment.”

“This is an exciting time in the history of Handley Regional Library System,” adds Judy Lloyd Chairman of the Library Board for Handley Regional Library System. “The system has served the community for over 100 years. The new logo and branding will help communicate the future and importance of the programs, services, tools, and support available to all.”

Handley Regional Library System reports that the logo is the first step in the rebranding process, with a new website launching in 2019 plus events planned around the library message of creating connections.

In addition to free and equal access to reading, the system offers a wide-range of programs based on patron needs – from health screenings and art shows to science programs for kids and video games programs for teens. For more information on how Handley Regional Library System serves the surrounding communities, visit the library website at [www.handleyregional.org](http://www.handleyregional.org) or call Barbara Dickinson at 540.662.9041, extension 31.

### **About Handley Regional Library**

Handley Regional Library system aspires to be the center of information and learning. Our mission is to provide access to outstanding information, resources, programs and services to



enrich our diverse community. With a rich history, Handley Regional Library System operates Bowman Library (Stephens City, VA), Clarke County Library (Berryville, VA) and Handley Library (Winchester, VA). Explore more at [www.handleyregional.org](http://www.handleyregional.org).

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