

# Teen Leadership Council

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04 October 2023 @ 4:00 PM

## ATTENDEES

**Jay, Jackson, Abbott**

## AGENDA

- Discord Server
  - **Deemed not a usable means of communication for group at this time**
- Design brief exercise
  - A. Brand Values & Attributes
    1. What best represents TLC and the values it stands for?
    2. Who are your competitors? (competing for volunteers/time)
      - **Other fun activities**
      - **Busy schedules**
      - **Sports/school stuff**
    3. Who is your target audience?
      - **Kids/teens 11+**
      - **People that are already using the library**
    4. What characteristics best define TLC's image/brand?
      - **Tree (growth, knowledge)**
      - **Mt. Washington**
      - **Snacks/social gathering**
  - A. Abstract Values
    5. How would you describe TLC to a friend?
      - **Make choices that impact your community**
      - **Quick and easy way to make friends**
      - **Well intended peer pressure**
    6. What animal, plant, object would best represent TLC?
      - **Tree with Mt. Washington behind it**
      - **TLC carved on the tree trunk**
  - B. Design
    8. What existing logos/ads from other brands resonate with you?
      - **Include a QR code on the poster**
      - **Make TLC logo stickers to give away**
    9. What colors best represent TLC
      - **Dark teal (#E2571D) & Orange (#137A90)**
- Flier design – Leaf, Abbott, Jackson
  - **Design process ensued**
- Teen and TLC webpage redesign
  - **TLC will work this school year to update the Teen and TLC library webpages**

## ACTION ITEMS

- **Jay to make mock-ups of poster design for next meeting**
- **Jackson & Abbott – begin work on slogan and website text edits**

## NEXT MEETING'S AGENDA

01 November 2023 @ 4:00 PM