Rebranding with Purpose

Fostering Belonging and Connection through Library Identity

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February 11th 2026

The Université de Montréal Libraries at a Glance

- Second in Canada for research activity
- Québec's leading higher education hub, alongside with HEC Montréal and Polytechnique Montréal
- Serving 45,000+ full-time students
- 14 libraries across 4 campuses

The **Strategic Plan** as a Turning Point

- Extensive consultation with teams and key stakeholders
- 2023–2028 Strategic Plan as a shared roadmap
- A clear diagnosis: strong work, limited visibility
- Communication, engagement and outreach identified as strategic priorities

Where Do We Start? **Brand Positioning**

Key points

1. Academic libraries are often perceived as functional support services rather than institutions with a distinct identity
2. The libraries are deeply valued, but the full breadth of services and expertise remains insufficiently visible and articulated
3. The human factor — librarians and staff — is the strongest and most under-communicated asset

From **Insights** to **Intentional** Positioning

From custodians of collections and publications ➔ to catalyst for curiosity, development, and academic success

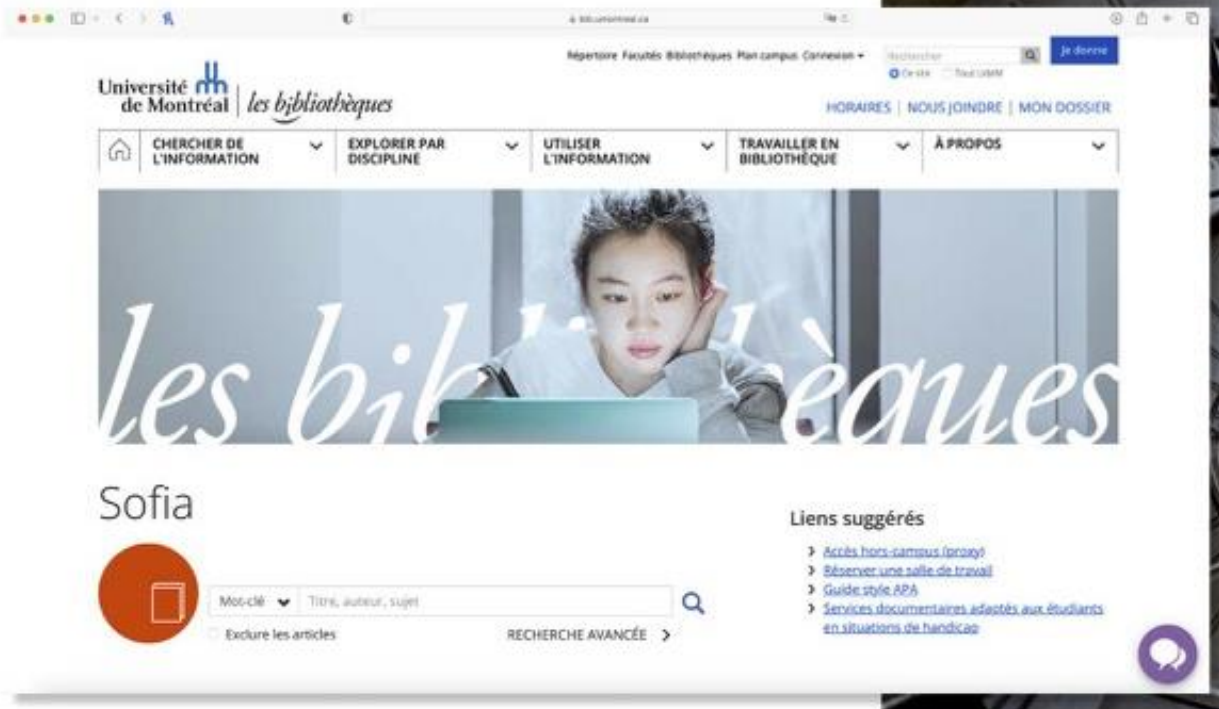
Our brand essence:

"Là où on nourrit la curiosité et on transforme des vies, pour le plus grand bénéfice du monde · A place where curiosity is nurtured and lives are transformed in service of the greater good"

Bringing the **Brand** to Life

- New **visual identity** and **logo**
- New **brand voice**
  - Personality: curious, dynamic, competent, and approachable
  - Tone: passionate, simple, human, and confident
  - Imagery: human-centered, dynamic, and modern
- **Key messages**
- New branded **merchandise**

Where We **Started**



The **Journey**

Where We **Landed**

Les
bibliothèques
Curieux, curieuses,
soyez les bienvenus.
Université
de Montréal
et du monde.

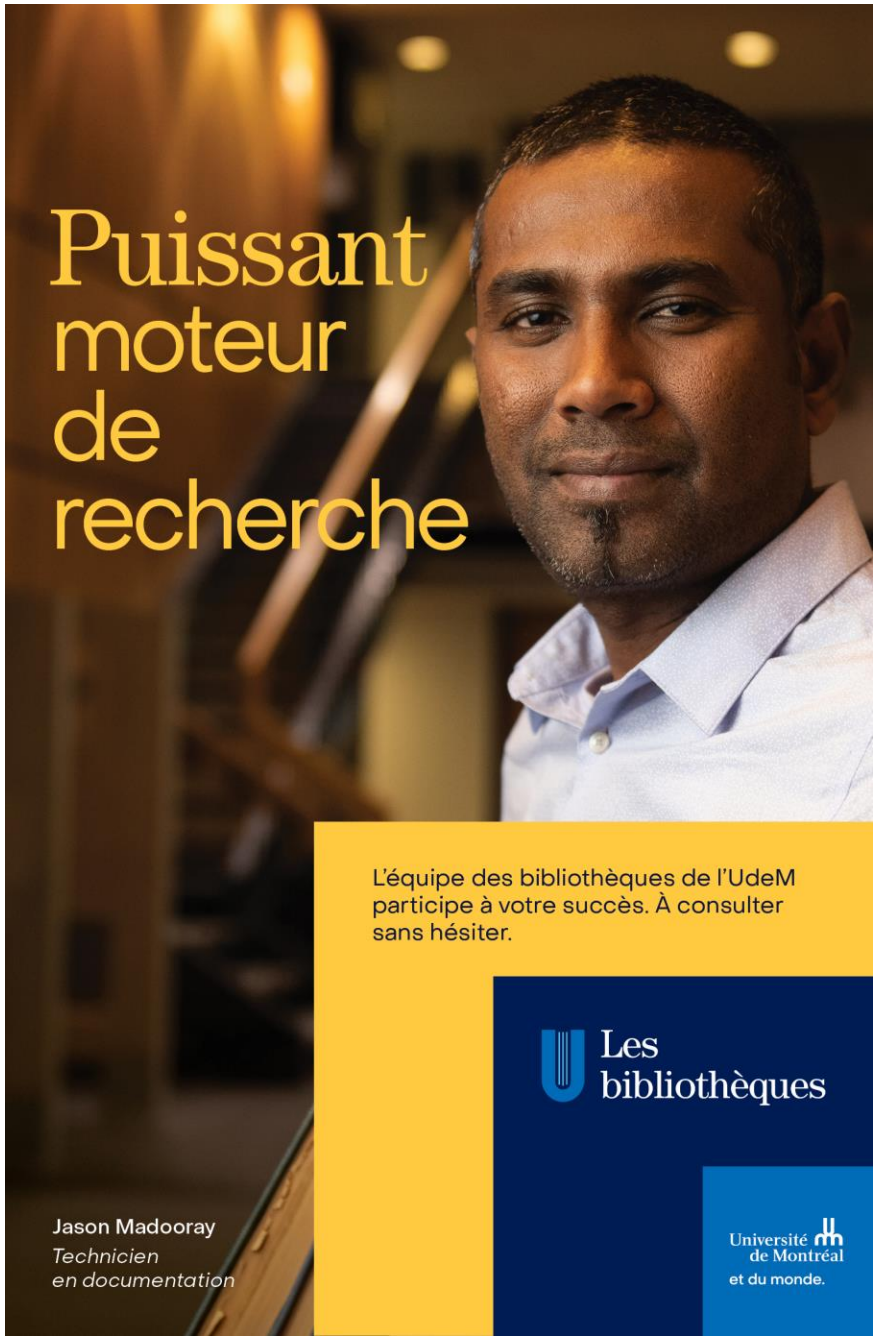
Les
bibliothèques
Curieux, curieuses,
soyez les bienvenus.
Université
de Montréal
et du monde.

deM - Les bibliothèques
UdeM - Les bib

Institutional Branding **Campaign**

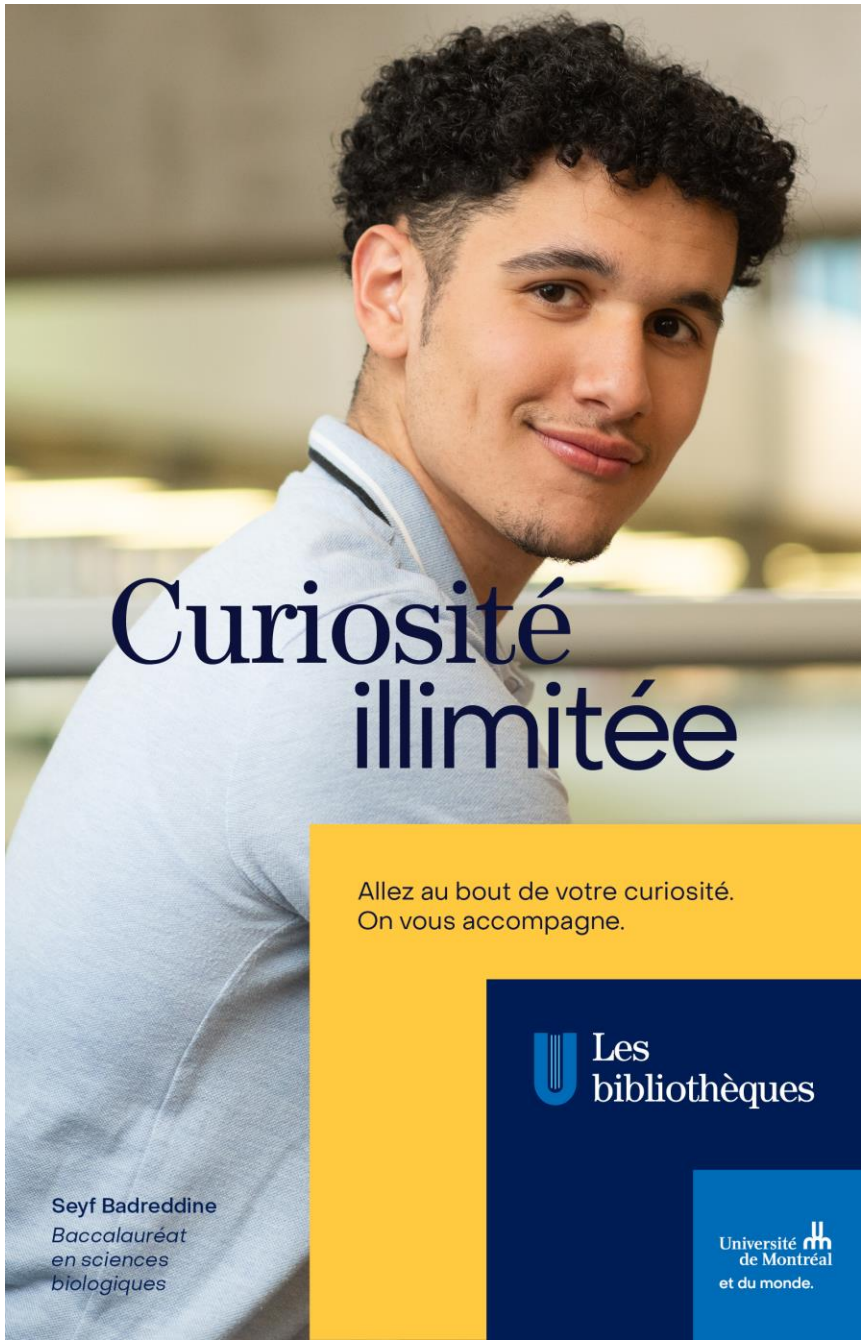
Mobilizing **internal stakeholders**

- UdeM Office of Communications and Public Affairs
- Professional photographer
- Copywriter / content strategist
- Graphic designer
- Students and staff


Puissant moteur de recherche
L'équipe des bibliothèques de l'UdeM participe à votre succès. À consulter sans hésiter.
Les bibliothèques
Université de Montréal et du monde.
Jason Madooray
Technicien en documentation

Curiosité illimitée
Questionnez, doutez, remettez en question. Les bibliothèques, à fréquenter sans retenue.
Les bibliothèques
Université de Montréal et du monde.
Luna Barrois De Sarigny
Baccalauréat en traduction

Puissant
moteur
de recherche
Les bibliothécaires des 14 bibliothèques
de l'UdeM, vos meilleures ressources.
Les
bibliothèques
Université
de Montréal
et du monde.
Julia Généreux Randall
Bibliothécaire
Science politique |
Démographie


Curiosité
illimitée
Allez au bout de votre curiosité.
On vous accompagne.
Les
bibliothèques
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Seyf Badreddine
Baccalauréat
en sciences
biologiques

Puissant
moteur de recherche
Emir Chouchane
Conseiller en médiation
technologique
Les
bibliothèques
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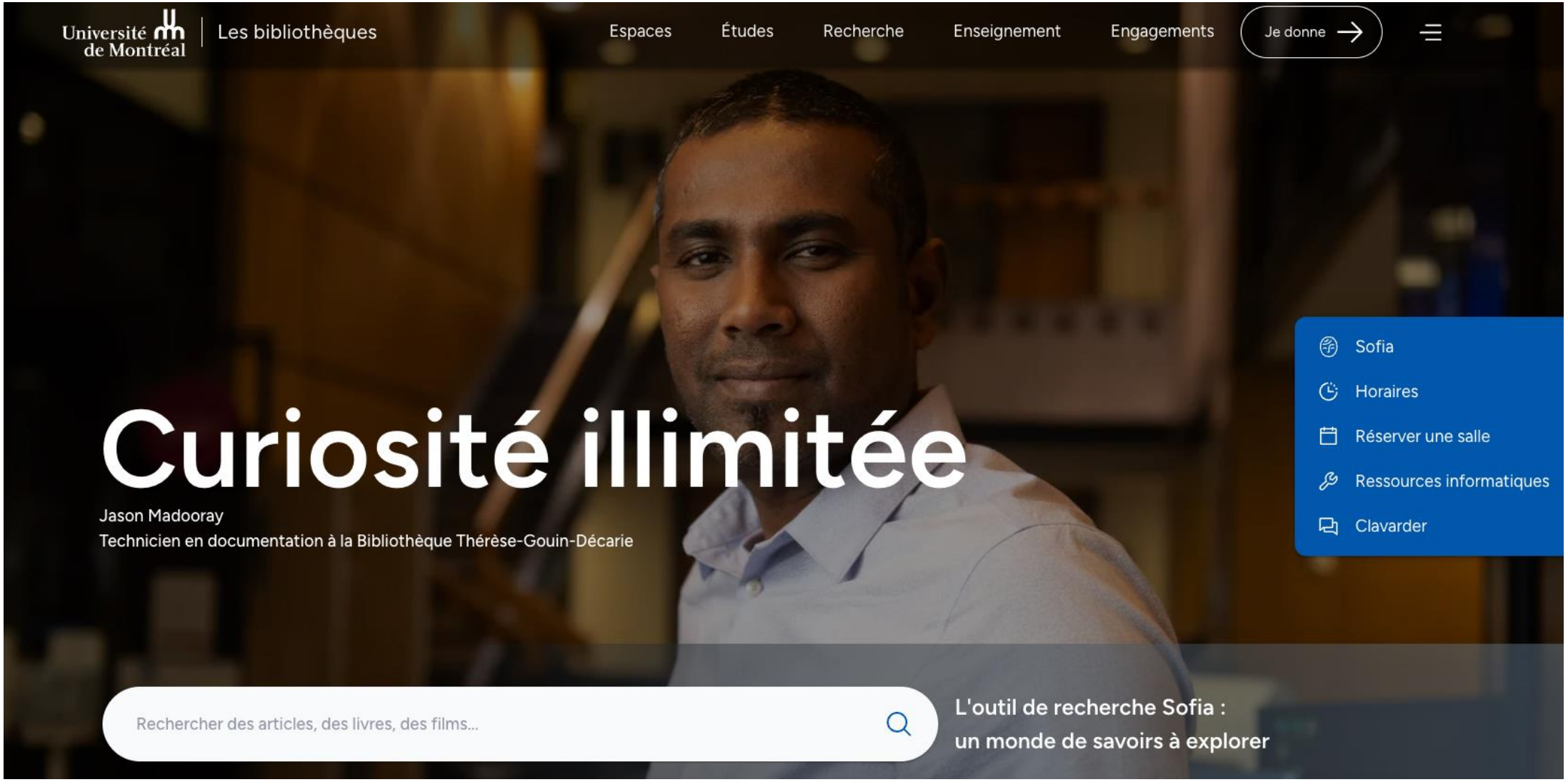
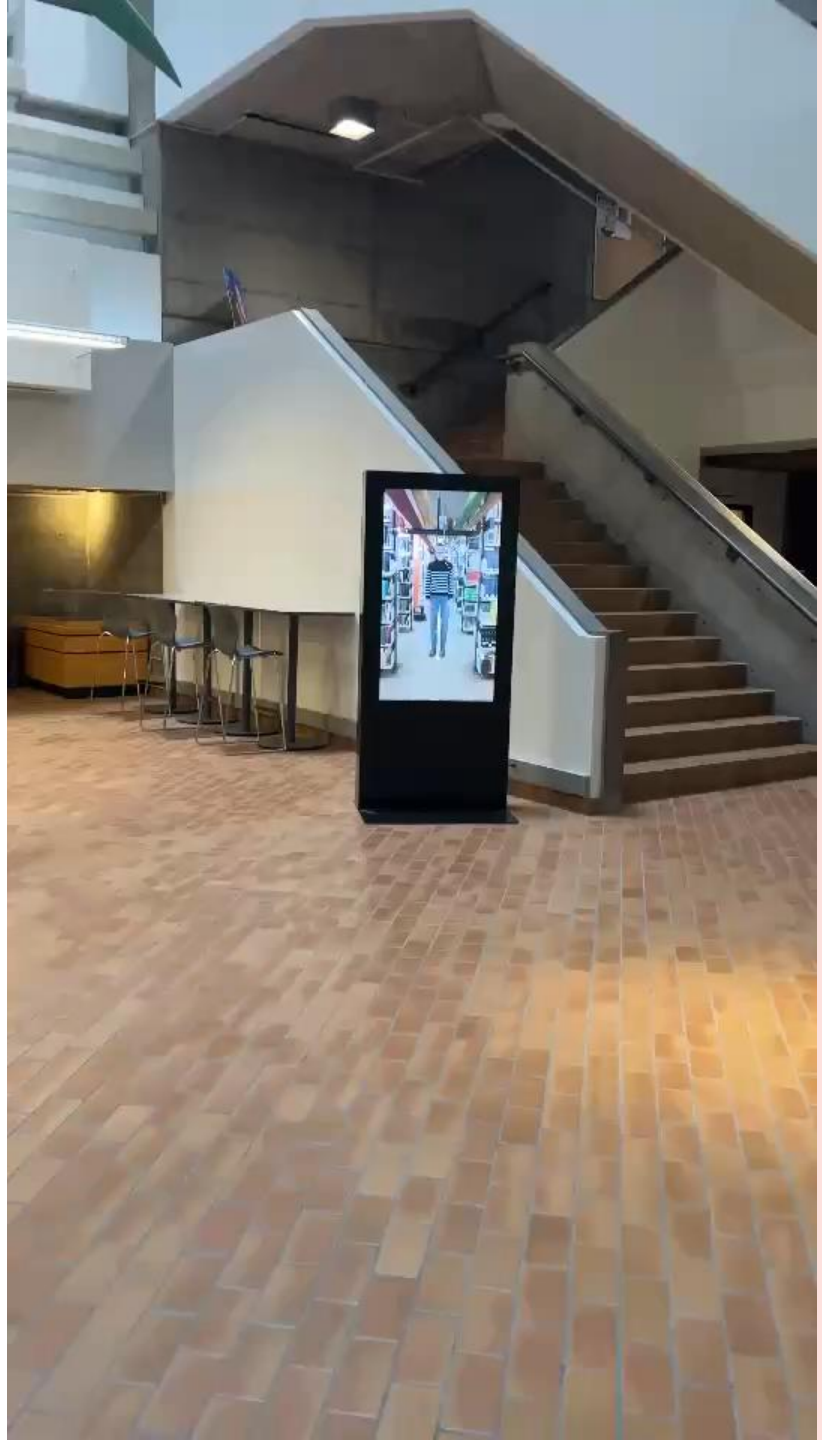
A New **Website**



New **Social Media** Strategy

Libraries as **Communication Platforms**

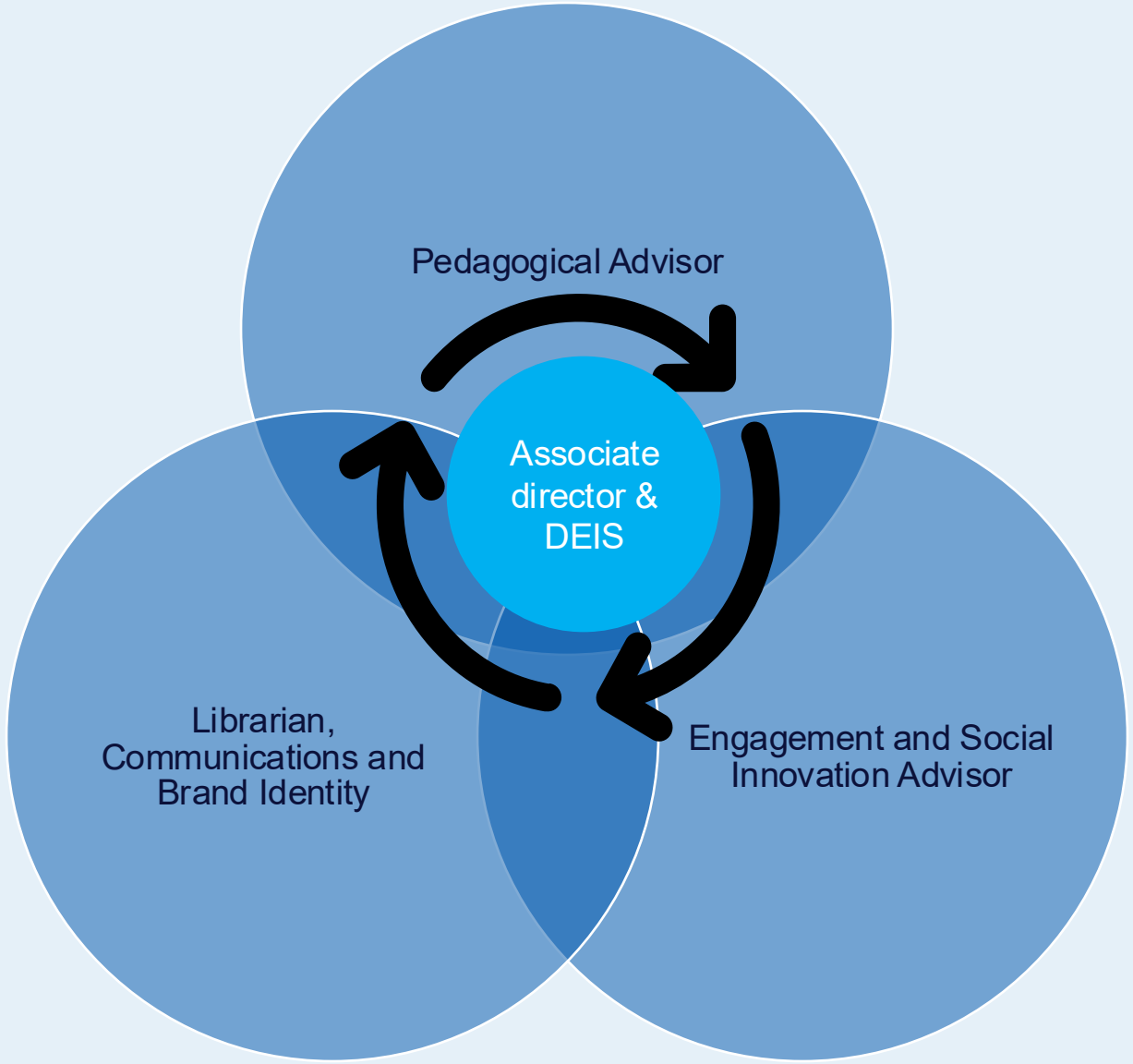


Our Brand Across **Spaces**

Direction of **Engagement** and **Social Innovation**

- Institutional anchor for engagement and social innovation
- Project incubator and accelerator
- Interface with institutional partners

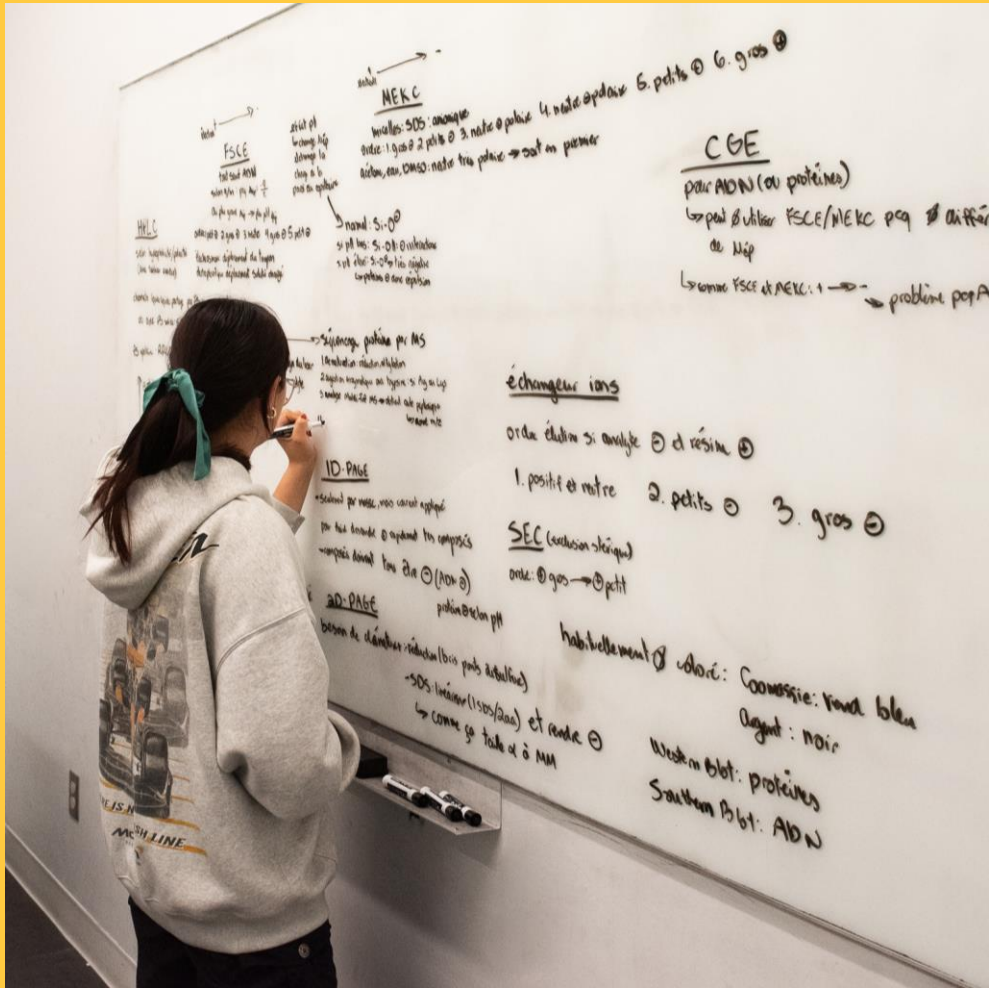
➔ *Engagement as a holistic process: from ideation to delivery to impact*



Key learnings

- Seek external expertise
- Centralize and harmonize communication practices
- Less is more
- The audience is not us

➔ *Branding is a leadership and governance exercise, not just a communication project*



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