

## BELIEFS:

### Empathy

We believe in everyone's innate value and potential.

### Enjoyment

We believe there is no prescribed path to knowledge—so why not make the journey fun?

### Connection

We believe we go farther, together.

### Community

We believe libraries are the incubators of community.

Beliefs communicate our distinct point of view in the category, bring to life our purpose and articulate our most firmly held convictions.

## BEHAVIORS:

### Empathy

Foster a social environment of respect between staff and customer, and customer to customer.

### Enjoyment

Find little ways to make the everyday fun.

### Connection

Cultivate connection between customers to build a support network for individuals.

### Community

Provide programming that not only focuses on learning, but community roots.

Guided by the brand beliefs, behaviors are the actions that bring the beliefs to life for customers and the category.