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The Design of Library Things: Creating a Cohesive Brand Identity for your Library

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The Design of Library Things:

Creating a Cohesive Brand Identity for Your Library

Stacy Taylor & Maureen Rust,
Central Washington University

*Why your library needs
a **brand identity***



Define a clear vision



Create a cohesive look



Professional appearance



Builds trust

*Putting it **together***



Our goals

Confusing workflow





Assembling the team

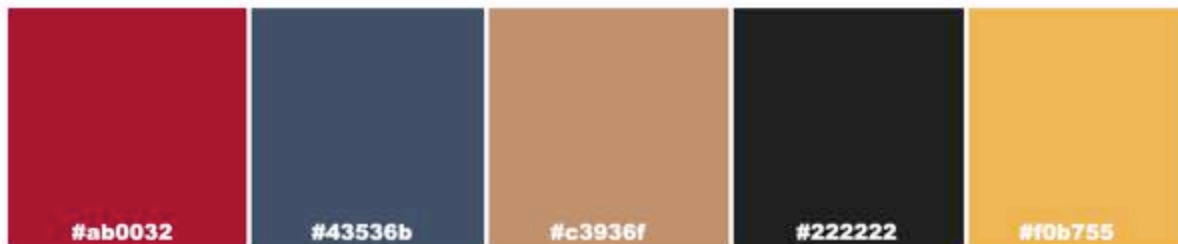
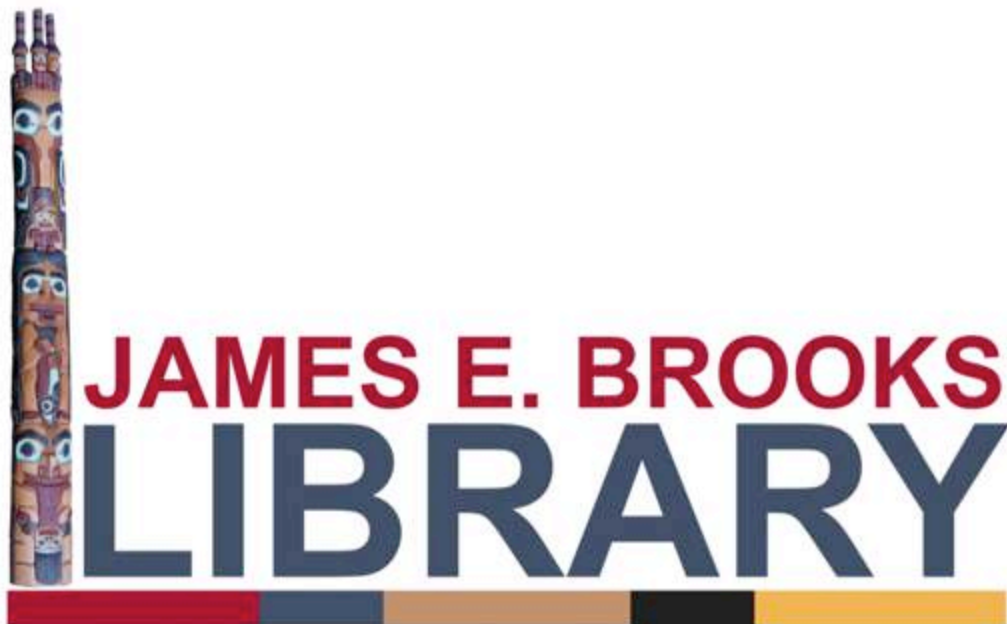


Background research, librarian style



Putting the pieces together

Logo and color palette



Font selection

League Gothic

Arial Black

Geosans Light

Roboto

Josefin Slab

Lobster Two



University requirements



Start with why

to be best in a
point of view.

Empathy

understanding

feelings, the

Voice and tone guidelines



Please
turn **OFF** your
cell phone!
NO CELL
PHONE USE IN
THE LIBRARY!

Thank you for your cooperation!

Library Director

The newspapers and magazines are provided for everyone to read and enjoy. However, to those of you who are tearing out pages and taking the newspapers and magazines; be advised that according to city ordinance 7.0502 this is THEFT and you may be fined up to \$200 and/or jailed for up to 30 days.

A copy machine is available to make copies of articles of interest to you.

DO NOT

CHEW ON THE
HEADPHONE CORDS

These headphones are provided as a courtesy so you child can play the games with sound.

If they are damaged, they will no longer be provided.



In light of recent events, NO CREDITS will be allowed in the library.

The First Floor
is food and drink friendly.
The Second and Third Floors
are just friendly.



PLEASE DO NOT TAKE
FOOD OR DRINK BEYOND
THE FIRST FLOOR



Please do not
stand, sit, climb,
or sharpie on
sleeping students.

A new way to think J Atkins Library

Yes you can!

eat & drink in most areas

Want to use our computers? You'll have to eat elsewhere. And please only covered drinks while using our computers. The same goes for our Silent Reading Room and Storyline Room. Otherwise, enjoy and clean up afterwards.

talk in our Social Zones

Here to read, study, or socialize? Find the Noise Zone that meets your need. We have Social, Quiet, and Silent Zones in this building.

ask we love finding answers

Did you come with questions? We have answers. We can help you with research, job hunting, or finding a fun book, movie, or CD.

welcome! to the Oak Park Public Library

Help us make your Library a great place to visit by respecting the people around you. Find our complete rules of behavior at www.oppl.org/about/policies.htm.

DISCOVER, PARTICIPATE, CONNECT

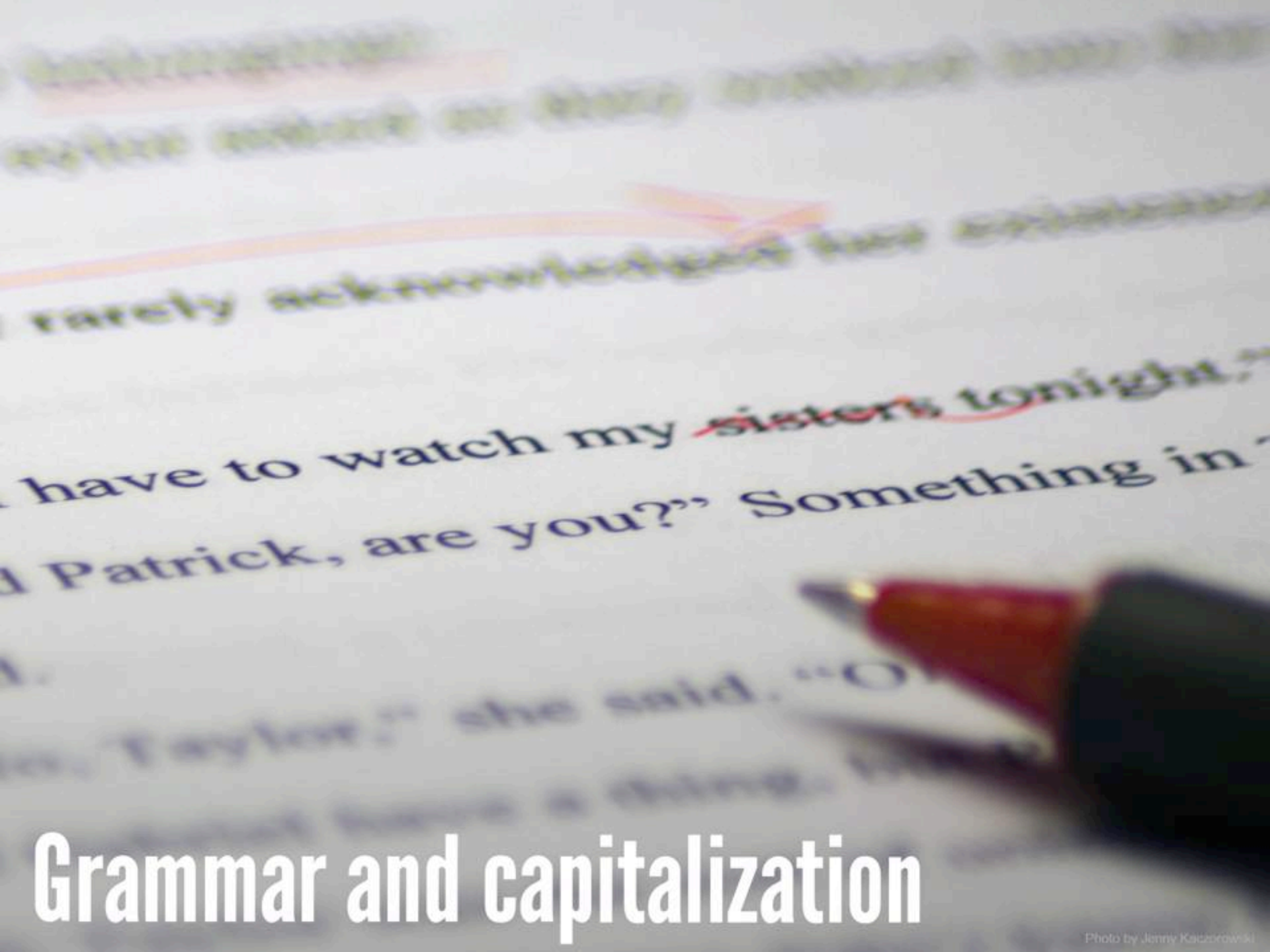


Library &
Learning
Centre



RESERVE BOOKS NOT SEATS

Leaving your belongings unattended
puts them at risk of theft and
denies others use of vital study space.



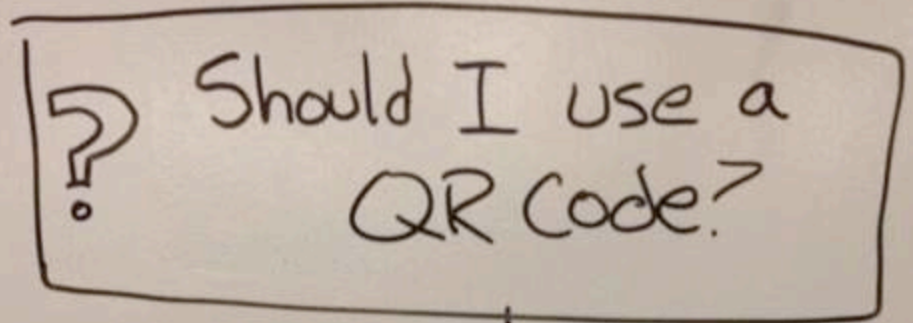
Grammar and capitalization

QR Codes

Social Media

Web content

HELPFUL FLOW CHART



No.

But what if...

OMG NO.



It got a little messy

*Getting it **approved***



It was a challenging process



Resistance to change



Loss of control



Standards vs best practices



Concerns about repercussions

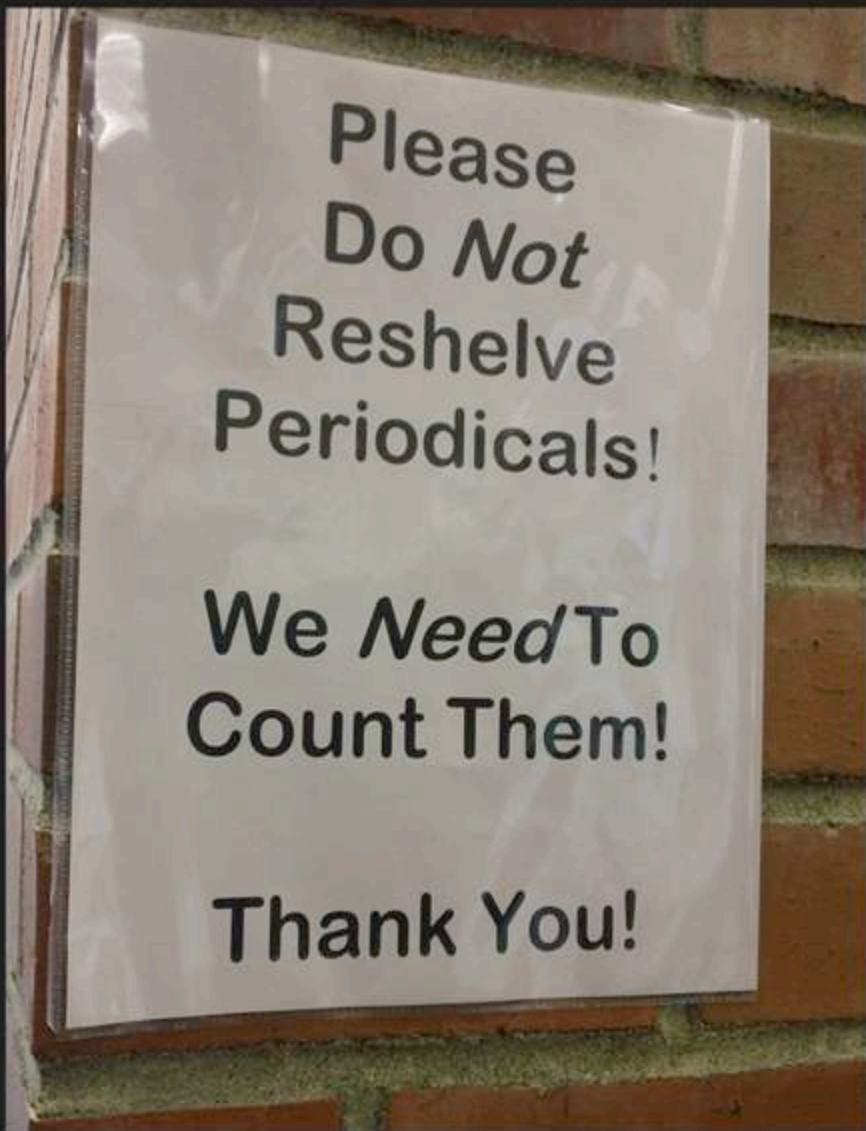


Lots of give and take



It passed! Now what?

Implementation



Please
Do *Not*
Reshelve
Periodicals!

We *Need* To
Count Them!

Thank You!

**FINISHED?
WE'LL TAKE IT
FROM HERE.**

Please allow us to
reshelve materials.

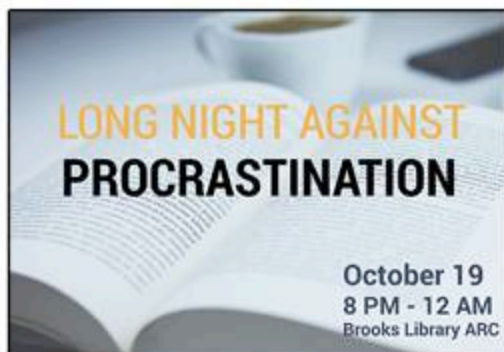
Updated signage



Clarified workflow



Cohesive look



LONG NIGHT AGAINST PROCRASTINATION

October 19
8 PM - 12 AM
Brooks Library ARC

TIME MANAGEMENT AND
RESEARCH STRATEGY WORKSHOPS

MATH, WRITING, AND
PHYSICS TUTORING

RESEARCH CONSULTATIONS
WITH LIBRARIANS

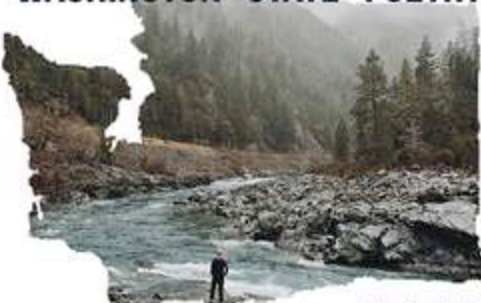
DE-STRESSING
ACTIVITIES AND SNACKS

Need a little motivation to get going on your projects?
We're here to help!

**JAMES E. BROOKS
LIBRARY**

More information:
509-963-2102

WASHINGTON STATE POETRY



May 4th, 6PM
Brooks Library ARC

Readings by Jim Bertolino and Joseph Green

**JAMES E. BROOKS
LIBRARY**



Welcome Back Cookies and Cocoa

@ Brooks Library


January 12th
10am-12pm

Welcome back students!
Stop by the Brooks Foyer for cookies and cocoa on us.

**JAMES E. BROOKS
LIBRARY**

Waffle Night


Join us Tuesday of Finals Week for
free waffles, coffee, and tea!



December 6
8:00 PM - 10:00 PM
Library Fishbowl
#CWUWaffleNight

**JAMES E. BROOKS
LIBRARY**

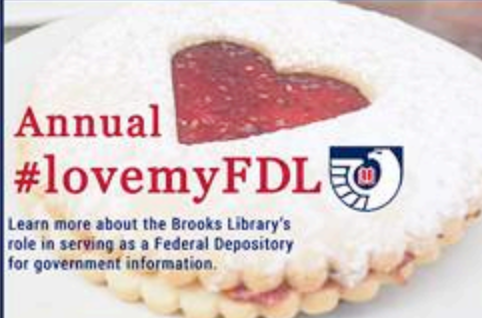
PAWS AND RELAX



Finals getting ruff?
Take a break with therapy dogs at the Brooks Library.

December 4 & 5 : 4pm - 7pm
Brooks Library, Room 152

**JAMES E. BROOKS
LIBRARY**




Annual #lovemyFDL

Learn more about the Brooks Library's
role in serving as a Federal Depository
for government information.

Cookie Giveaway!

Tuesday, February 14th
10am-12pm
Brooks Library



**JAMES E. BROOKS
LIBRARY**

Government
Publications
Services



Bringing in new designer



Continuing challenges

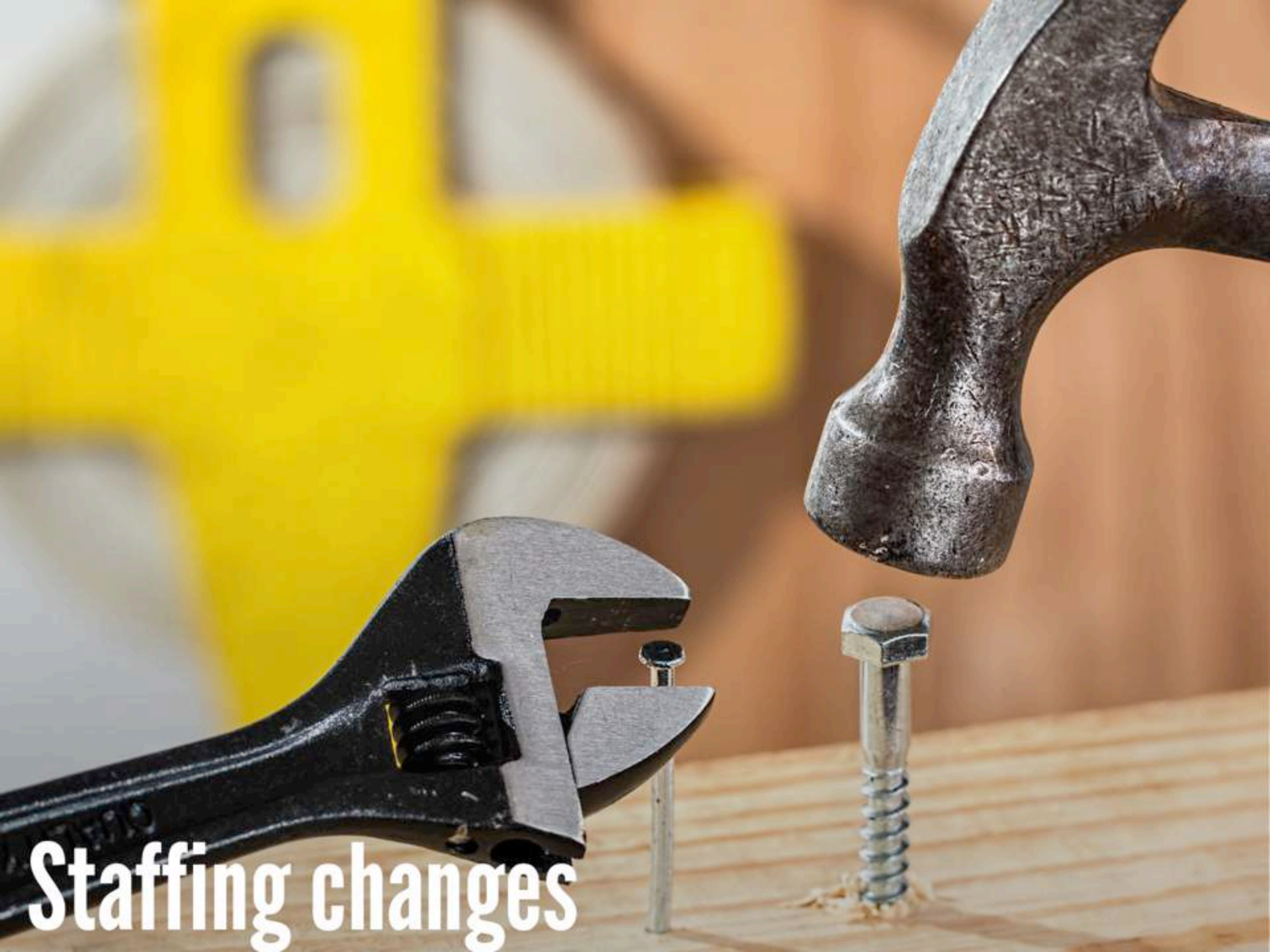


People going rogue

A close-up, slightly blurred image of a blue and white toothbrush. The brush head is in the foreground, showing the bristles which are coated with a thick, white, frothy substance of toothpaste. The handle of the toothbrush extends towards the upper right corner of the frame. The background is a plain, light color.

**“Standards are like toothbrushes.
Everybody agrees you should have one,
but no one wants to use yours.”**

– Joe Croser



Staffing changes

Lessons learned

THERE ARE NO MISTAKES

JUST HAPPY LITTLE ACCIDENTS

quickmeme.com



Clearly define scope



Our colours are what give us our personality. We're bright, bold, colourful and confident. They're simply loud and clear.

These are our primary colours for text and headers.

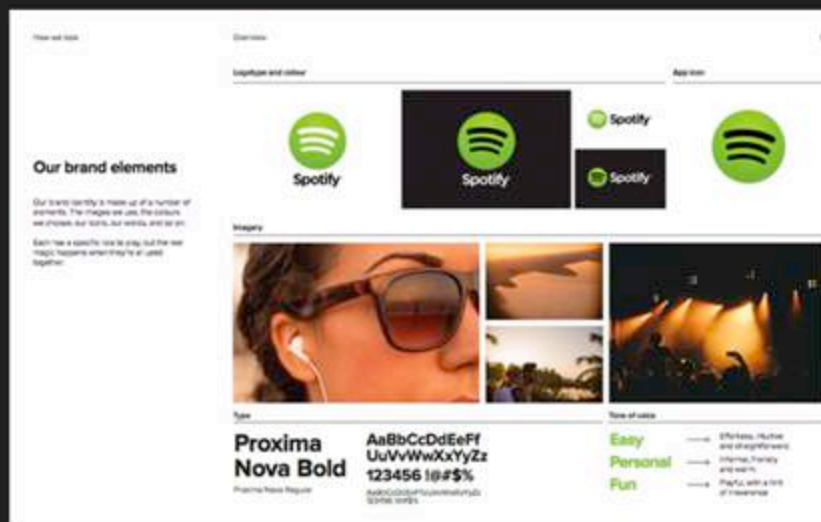


Skype Blue
 Pantone Pro Cyan C
 CMYK 100/0/0/0
 RGB 0/177/140
 HEX #00AEEF
 100% General Use
 50% Headline
 20% Screen



Skype Text
 Cool Gray 9 C
 CMYK 0/0/0/100
 RGB 128/128/128
 HEX #808080

Note: You can only reproduce the Skype logo using Skype Blue. (Oh yeah, we really don't like blue, so if it can be avoided... avoid it.)



Common mistakes

Think of these as the equivalent of wearing your shoes on the wrong feet: they're still shoes, they're basically where they're supposed to be, but it just feels wrong.



Current Firefox Logo



Firefox 3.5-3.7 (petrol)



Firefox 1.5-3.0 (petrol)



Firefox 1.0 (petrol)



Find inspiration



Get buy-in early



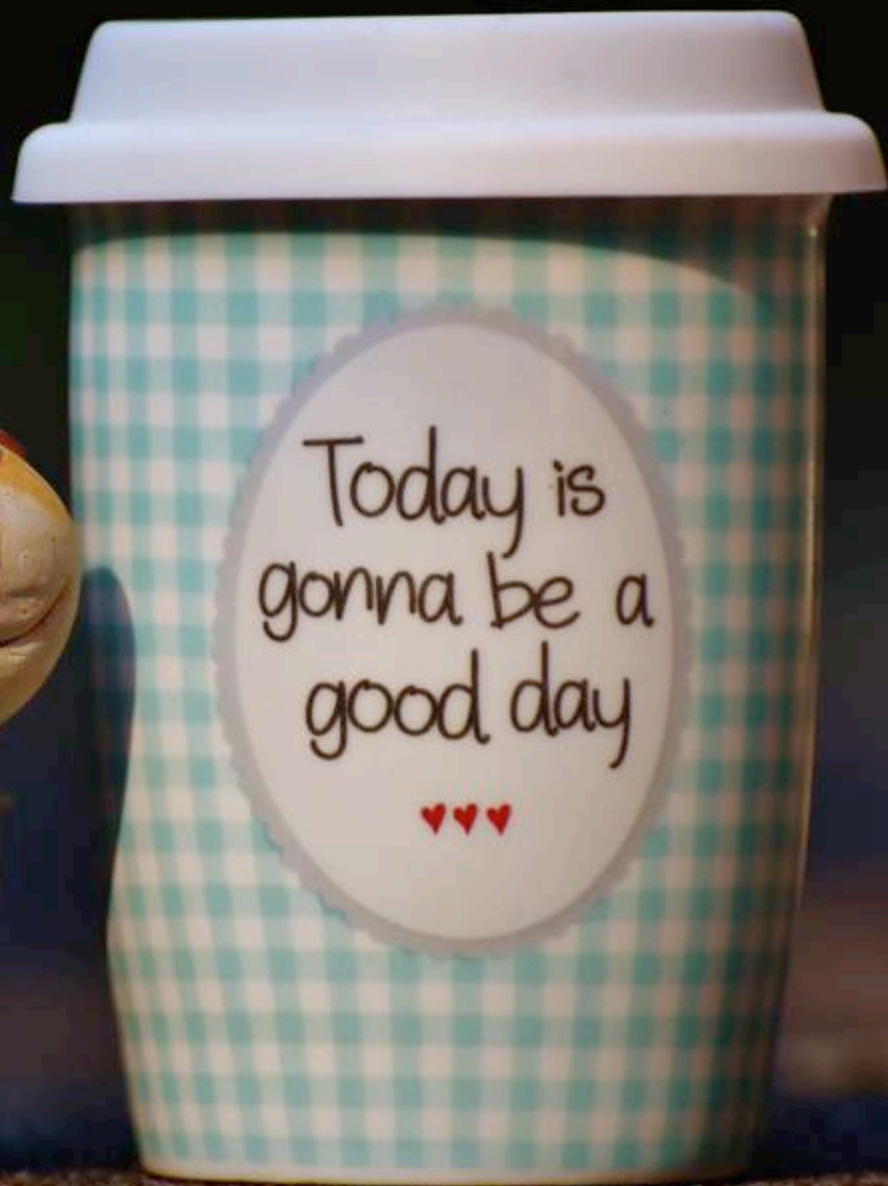
Use your allies



Anticipate pushback



Be patient



Stay positive

Questions?