

Putting Your Best Foot Forward: Your Library's Visual Image Part II

In the last issue of *Marketing Treasures*, we introduced corporate identity systems as tools for libraries seeking to project consistent visual communications to target audiences. This article concludes here as we review the components of an identity system.

One individual should be responsible for the identity system's internal coordination. It is very important that management supports the identity system, because there will be times when someone will want to deviate from the system. Without management support to enforce the application of the system's guidelines, the program may fail.

The library's identity system coordinator will be concerned with the consistent application of the following five elements:

1. Name of the library. The name of the library is the foundation of its identity program. A library often has both a legal name and a common name. If there are two or more names, you must develop strong guidelines regarding when to use which name. This is especially true for special libraries offering services outside of the organization. Within the organization the library may have a generic name, but outside the organization the library should have its own unique label, identifying it as a stand-alone entity.

When the library has divisions and off-site locations, consider the visual relationship of these subsidiary names to your library's full name. Sometimes subsidiaries are identified, and sometimes they are not. Also consider how the names of services and products are represented in relation to the library's name. Will the product name be predominant, or will it be secondary to the library name?

2. Graphic presentation of symbol and signature. Some logo designs have two elements: a graphic

symbol representing the entity, and the name of the organization in a special typeface, called its signature. Together these two elements comprise the logo. Sometimes the logo can be the name by itself, in which case the logo is known as a logotype. *Marketing Treasures*, for example, has no stand-alone symbol associated with it. The typefaces and design treatment comprise the logotype.

3. Taglines. Many times an organization will adopt a slogan that verbally communicates its service or business philosophy. These are taglines. If your library adopts a slogan, include a set of guidelines in the identity system to assure its consistent usage as a tagline.

4. Typography. One of the reasons for having an identity system is to ensure consistency in your visual communications. This applies not only to your logo and its placement on a piece of paper, but also to the accompanying typefaces. Guidelines for typography will ensure that typefaces used with your library's logo will not overpower it, but instead will complement its look and message. An identity system will list and show several typefaces that are to be used for headlines and body copy text.

5. Color scheme. By standardizing the colors used on library communications pieces, you will reinforce your audience's image of your library. There are several color systems that designers and printers use for communicating colors. One such system is the Pantone Matching System, frequently referred to as PMS. Developed by Pantone, Inc., this numerical reference system allows you to select, specify, match, control, and communicate any color to anyone in the graphic arts and printing industry. There are more than 700 PMS colors from which to choose. Your identity system should specify which PMS colors are to be used with your logo design, along with color chip samples.

Continued on page 6

Pearls of Wisdom

The January issue of *Marketing Treasures* provided pre-announcement information on marketing presentations planned for this Spring's library conferences. Here are several more to put on your calendar:

At the Special Libraries Association (SLA) conference in New York, the Library Management Division's, Marketing Section will sponsor its Marketing Swap & Shop, including poster sessions. On June 12th you can listen to informal presentations on fee setting, image enhancement, the newsletter's role in marketing and more.

The Continuing Library Education Network and Exchange (CLENE) Roundtable will host Jeffery Lant's marketing workshop on June 26th at the American Library Association (ALA) conference in Dallas. Jeff is a dynamic speaker who promises a practical "how-to" session. You're invited to bring samples of your materials for his critical analysis. Talk to Kent Mayfield (312/419-9094) for information.

The ALA Independent Librarians Exchange Round Table (ILERT) will hold a panel discussion — "Marketing Your Services" — at the ILERT membership meeting scheduled for June 25th. For more information, contact Mary Chobot (703/323-9402).

The latest volume of the *Annual Review of Information Science and Technology* (ARTIST Volume 23, 1988)

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Missing issues: Please report the nonreceipt of an issue within 30 days of normal receiving date. Missing issues requested after this time will be supplied at the regular back-issue price.

The Marketing Treasures office may be reached via FAX. Dial 301/647-0415.

includes Valarie Tucci's chapter, "Information Marketing for Libraries". She provides an overview on the last decade of marketing literature. ARTIST is published by Elsevier (\$79.50), ISSN 0-444-70543-0. Valarie will present "Marketing Information: A Review" at the National Online Meeting on May 1st (see The Crystal Ball).

The Neenah Paper Company has released a promotional package on their ARTONE Colour Text & Cover line of papers. The package includes an "Artist's Colouring Book". Contact Neenah Paper at 800/241-3405 or write to them at Neenah, Wisconsin 54956 for the name of the paper merchant nearest you who can send out the package.

The American Paper Institute is making its "The Cover and Text Book" available to those interested in learning about the creative potential of papers, graphic techniques, technical tips, how to specify papers, and more. Send \$9.20 per copy to American Paper Institute, Inc., Dept. MK, 260 Madison Ave., New York, NY 10016.

Looking for a winning logo design? Your *Marketing Treasures* editor might be just the resource you're looking for. Chris Olson & Associates has been notified that the logo they created for the Martin Marietta Business Information Center has been selected for inclusion in the book *American Corporate Identity/5!* The book is published annually and includes over 400 logo designs judged to be outstanding examples of corporate identity systems in use today.


Last fall your *Marketing Treasures* editor announced the development of a new seminar on desktop publishing design to be offered at the SLA New York conference. Unfortunately SLA's continuing education staff felt that a seminar on the design of promotion materials would have a wider audience. If you were planning to attend the desktop publishing seminar, you'll have to wait until it is offered at a local SLA chapter meeting or the 1990 mid-winter conference. Those who are planning to attend the design of promotional materials seminar should know that attendance is limited to the first 30 registrants, so get your tickets early, and bring examples of your promotion materials!

Make-Over

Information Please! The Newsletter of the Alameda Hospital Library.

The mail brought many responses to my call for Make-Over candidates. Deborah Hunt, the Medical Librarian for the Alameda Hospital in Alameda, California sent her newsletter and a bookmark along with a letter that noted: "Enclosed are two publicity pieces I use to promote the Alameda Hospital Library. The hospital has 142 beds and no graphics department. I work 10 hours per week. I needed something to publish a newsletter and Newsmaster II has been great as I only have a dot-matrix printer."

While Deborah noted there is no graphics department at the hospital, the bookmark has a strong graphic image that had been carefully designed. The *Marketing Treasures* graphic artist and your editor agreed that the image on the bookmark would lend itself to whatever newsletter design we would develop. Using the existing image would accomplish several objectives: it would strengthen the visual image of the library, it would provide a link between the two pieces the library uses for promotion, and because the artwork already exists for the bookmark, it would be inexpensive to adapt the image to the newsletter.



WHERE TO FIND—

JOURNALS— Journals are arranged alphabetically by title. A list of currently held journals and their locations—either in the Library or in various hospital departments—is available.

BOOKS— The book collection is cataloged using the National Library of Medicine classification system. The card catalog is the key to books held in the collection. Listings are arranged by author, title and subject.

REFERENCE— The reference section consists of current directories, dictionaries, indexes, and statistical information.

If you cannot find the information you need, please ask the librarian for assistance.

Alameda Hospital
2070 Clinton Avenue
Alameda, CA 94501

The new masthead design (see page 5) demonstrates the adaptation of the bookmark image to a full-page banner. Both the title and subtitle of the newsletter have been typeset: the title in the Garamond Bold typeface, and the subtitle in the clean sans serif face, Helvetica Light. Pasted down on an artboard, this masthead could be used to print newsletter "bases" in any color.



Information, Please!

A PUBLICATION OF THE ALAMEDA HOSPITAL LIBRARY

September 1988 Volume 1, Number 1

Library Newsletter

This is the first issue of *Information, Please!*. It will be published on a quarterly basis and will include information on library services, new books, software and the Computer Users' Group.

Open House

In July, the Library and Inservice Education Department moved from 3242 to 3243 to make room for the Hospital's administrative offices.

To celebrate the move, the Library and Inservice Education Department held an open house on Thursday, September 15th, from 1pm to 4pm. Demonstrations of the Skillmaster Assist, the Patient Education Library, Greatful Mind and Newsmaster II were presented to the many staff who came. History provided a delightful assortment of goodies to eat. Doorprizes were awarded as follows:

- California Photo T-shirts
- Sandy Davis, Auxiliary
- Carrie Glasgow, J South
- Carole Maddams, J West

Tis of better wishes:

- Pat Milliken, Post Ward Clerk
- Valerie Vogel, Resp. Therapy

Dr. Ralph Derovatsis
Sandy Summers, Auxiliary
Linda Johnson, Laboratory
Diane Tolson, Medical Records

Carl's Textbook of Medicine
Henry Kurovick, EKG

Computer Software
Steve McLeod, Engineer (Health)
Mary Shurtan, C.S. (SD about)
Maggie Smith, SD (Residence)

Computer Users' Group

The Hospital Computer Users' Group (CUG) will hold its next meeting on Friday, October 14, from 12:00pm to 1pm, in Room A. The speaker will be Dave Kibben, the Hospital's computer consultant. The topic will be "maximizing IBM's OS/2 applications". All are invited to come. Bring a baggie waitress.

New Books

Aids: what is now known by Peter Selwyn, MD. 1986. (New Book Shelf)

Basic anesthesiology by Gail Webber, 1986. (WB 18 92216, 1986)

Alameda's newsletter before make-over.

Deborah could create the text for each issue of the newsletter, pasting it on a board in the correct position. Then this board could be photocopied onto the pre-printed bases, producing as many as needed. This approach is a cost-effective way to create a colorful newsletter. If the budget won't allow for pre-printed bases, she could photocopy the masthead board with the correctly positioned text. After Deborah has finished photocopying that issue, she can strip the text from the masthead board, and it will be ready for the next issue. (If you follow this route, use rubber cement to paste down the text so it will lift off the board without tearing.)

We show our Make-Over with typeset headings. The headings can also be produced on Newsmaster, but select a sans serif typeface such as Helvetica. The body copy is currently in a serif typeface, which we felt was fine. (Note: Don't try to read the text in our make-over; it is meant only for demonstration, and uses random letter patterns, known as "Greeking", to show body copy.)

Continued on page 4

Make-Over Continued from page 3

Notice that we have established a margin around the perimeter of the newsletter. This prevents the text from looking like it's running off the page. Also notice that the body copy does not use any paragraph indentations. With such small paragraphs of copy, having such indentations confuses the eye and sends mixed signals as to where to start reading. Formatting the body copy into blocks of text is visually pleasing. Blocks of body copy also make it easier to place the headings flush left, as opposed to the indented treatment in the original newsletter.

Deborah used a mixture of ragged right and justified text styles. We recommend using the ragged right style throughout the newsletter. This will eliminate awkward spacing in the body copy.

The original newsletter was photocopied on blue/gray paper with black ink, giving a dingy appearance. We recommend that Deborah print the masthead on crisp white paper, with blue ink for the masthead and black

ink for the text. If the masthead bases cannot be printed ahead of time, she should photocopy the entire newsletter in black ink on white or a bright blue paper. Be sure to select a paper stock that won't allow the other side of printing to show through.

Information, Please!



A PUBLICATION OF THE ALAMEDA HOSPITAL LIBRARY

September 1988

Volume 1, Number 1

Open House

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Alameda's newsletter after make-over.

Computer Users' Group

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New Books

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We hope our Make-Over comments have helped you, Deborah. Thank you for sharing your design challenge with *Marketing Treasures* readers.

If you would like to have your promotion materials considered for an upcoming *Marketing Treasures Make-Over*, mail them to: Make-Over, c/o *Marketing Treasures*. We can't make-over all submissions, but we will try to select examples that will be helpful

to many of our readers. Please note that we only can make-over finished printed pieces. Sketches, rough drawings, and unfinished pieces will not be considered for make-overs.

Marketing Treasures can now be reached via FAX. To send us messages dial 301/647-0415.

Worth Its Weight in Gold

This issue of *Marketing Treasures* includes your new Cut & Paste clip-art sheet. The sheet includes original artwork in camera-ready form. If you would like previously offered clip-art sheets, send \$7.50 for each sheet, c/o *Marketing Treasures*.

Clipboard. Here's an image you can use to frame announcements of interest. You can also use it for a brochure or flyer that has a checklist theme. To use the artwork, blank out all the other images, and photocopy the clipboard with its sheet of paper.

News From. If you're looking for a ready-made newsletter masthead or flyer heading, here it is. You might reduce the image and place the banner across the top of the piece of paper on the clipboard.

Library Power. Here's a different interpretation of a common phrase. Use this message to acquaint people with your library's information resources. Of course, the electric plug image lends itself to the theme of "plugging into information".

Phone. Most *Marketing Treasures* readers offer reference information services over the phone. Here's a "friendly" phone to emphasize the friendliness and helpfulness of your library staff.

Books. You frequently request book images. Here are a couple of more to add to your collection.

Dot pattern. If you use the "News From" image as a masthead for a newsletter, these dotted lines will complement the design. Use the dots as space dividers between news articles or at the bottom of the page to indicate a margin.

Information Satisfies Your Need to Know. If you don't like this year's National Library Week theme of "Ask a Professional. Ask a Librarian", you might consider this phrase instead. Imagine the impact you could make by printing this phrase in black ink on fire-engine red paper!

Books reviewed in *Marketing Treasures* are available for three week loan.

Promotion Gems

Amy Greenwold of the California Family Study Center Library phoned the *Marketing Treasures* office with an interesting promotion idea to share.

She received a catalog from the 20th Century Plastics Company in the mail. Among other plastic items, it advertised a bag designed for carrying audio cassettes. Amy thought the plastic bags could be carried around by the library customer and would make an excellent medium for advertising the Library. Amy wondered if there were other sources of plastic bags and if they could be imprinted with advertising slogans.

While many libraries use plastic bags with advertising messages for carrying books, most libraries use open-handed bags that do not close. We decided to investigate sources for plastic bags that were either specifically designed for audio cassettes, or were resealable. Here's what we found: (Each company will send you a sample and a catalog.)

20th Century Plastics
(resealable bags)
3628 Crenshaw Blvd.
Los Angeles, CA 90016
800/421-4662

DEMCO
(see page 193 of their latest catalog;
item cannot be imprinted)
Box 7488
Madison, WI 53707
800/356-1200

Chiswick Trading Inc.
(the whole catalog is filled with plastic items, including
litter, handle, and resealable bags.)
31 Union Ave.
Sudbury, MA 01776-0907
800/225-8708

Plastic Manufacturers, Inc.
(resealable plastic bags)
3510-30 Scotts Lane
Philadelphia, PA 19129
215/438-1082

Sparkling Reviews

Cash Copy: How to Offer Your Products and Services So Your Prospects Buy Them—Now! by Dr. Jeffrey Lant. JLA Publications, Cambridge, MA 02138 (617/547-6372), 1989. \$27.95 ISBN:0 940374-14-5

Every marketing-oriented librarian should read this book! It will help you start thinking about how your brochures and flyers can be more effective. For those *Marketing Treasures* subscribers who haven't had overflow crowds at recent on-line database demonstrations nor has the phone been ringing off the hook after a new service announcement — this is the book for you.

Author Jeff Lant, who is scheduled to talk at the American Library Association conference this June, (see Pearls of Wisdom) has a direct writing style. He offers practical advice on writing persuasive copy and provides annotated checklists of "do"s and "don't"s. The book is entertaining, informative, and sometimes provocative in its attempt to inspire the reader to write brochures, letters, ads, annual reports, and proposals that move the targeted audience to immediate action.

This book is not for librarians who want to produce materials to be stored in reference folders and file cabinets. Jeff discusses testimonials — how to get them and how to use them. He includes chapters on how to translate products and services into benefits, the attitude and skills you need to produce action-oriented copy, finding out what you need to know about competitors, and understanding your target market. And there are plenty of helpful examples throughout the text. *Cash Copy* is MUST reading!

Identity Systems Continued from page 1

Each of these identity system elements will form a chapter in your library's Identity Manual, a written document outlining guidelines for each element. Other elements — such as paper stock, stationary layouts, signage, and promotion items — can be added. But the elements listed in this article are the basic components of most identity systems.

Ideally, identity systems are developed at the same time a logo design is created. If you're thinking about adopting a logo for your library, consider requesting the graphic designer to create an identity system for you at the same time. If your library already has a logo design, but no identity system governing its usage and application, it's not too late. An identity system can be developed after the logo design process, even by a different graphic designer.

Costs will vary greatly according to the comprehensiveness of the system. Not all graphic artists have experience in developing identity systems, so be sure to inquire about prior work. But do get professional assistance. Identity systems are not "do-it-yourself" projects!

If you would like to learn more about corporate identity systems, I recommend reading *Corporate Identity Design* by Veronica Napoles, Van Nostrand Reinhold Company 1988, ISBN: 0-442-25844-0. Its approximate cost is \$16.00.

The Crystal Ball

March 5 "Making or Breaking the Image: National Library Week 1989". Presentation by Linda Wallace, Director, ALA Public Information Office, at the Library Public Relations Council meeting in New York. Contact: Stephen Kochell 212/254-4454.

March 30 - 31 "Getting the Very Best: Public Relations for Public Libraries". One of seven Public Library Association Spring cluster workshops scheduled for Chicago. Contact: Pamela Brown 301/298-6120.

March 31 "Marketing Strategies for Libraries in the Information Age". Led by Chris Olson and sponsored by the Pacific Northwest Chapter of Special Libraries Association in Seattle. Contact: Kay Derfeld 206/543-7484.

April 5 "Marketing Management for Libraries". Led by Chris Olson and sponsored by the White Pine Library Cooperative in Saginaw, Michigan. Contact: Marsha Warner 517/792-0001.

April 18 "Judging a Library Service By Its Cover". Presentation by Chris Olson at the Georgia Health Sciences Library Association meeting in August. Contact: Jett McCann 404/721-3491.

April 19 "Design of Promotion Materials". Led by Chris Olson and sponsored by the Georgia Health Sciences Library Association in Augusta. Contact: Jett McCann 404/721-3491.

April 28 "Managing Meetings". Led by Charlene Ezell and sponsored by the Mountain Plains and Montana Library Associations in Billings, Montana. Contact: Georgia Lomas 406/756-5688.

May 8 "Marketing Your Library Services". Led by Barbie Keiser, Sharon La Rosa, and Carol Galvin in New York City. Contact: 609/654-6266.

May 9-10 National Online Meeting, offering several marketing-oriented presentations. In New York City. Contact: 609/654-6266.

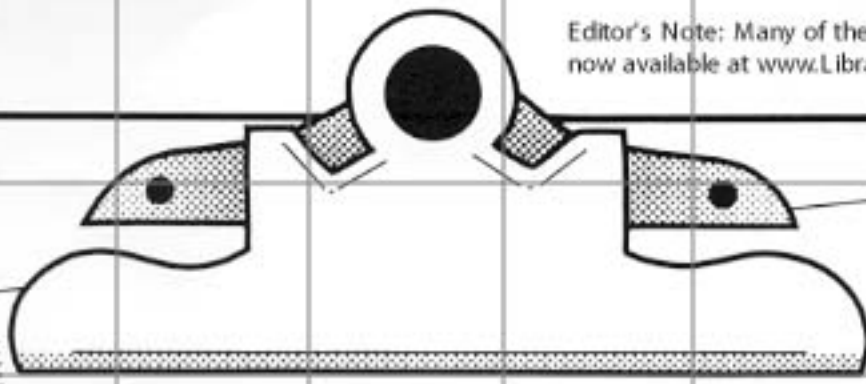
May 19 "Questionnaire Development: Collecting Data for Library Decision Making". Led by Charles McClure at the Medical Library Association (MLA) conference in Boston. Contact: MLA 312/419-9094.

May 20 "Marketing Library Services". Led by Lynn Ferthig at the MLA conference in Boston. Contact: MLA 312-419-9094.

June 10 "Writing Marketing Techniques". Led by Sharon Dean at the SLA Annual Conference in New York. Contact: Joy Leamer 202/234-4700.

June 10 "Design and Development of Promotional Materials". Led by Chris Olson at the SLA Annual Conference in New York. Contact: Joy Leamer 202/234-4700.

June 16 "Marketing Library Services". Led by Barbie Keiser and Sharon La Rosa in New York City. Contact: 617/671-4266.



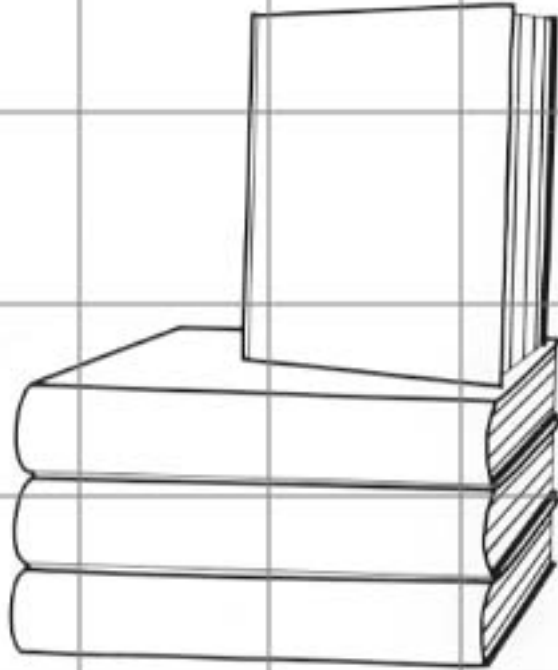
NEWS from

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48 pt. american typewriter bold

Library Power: Making New Connections



24 pt. sans
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INFORMATION

Satisfies Your Need to Know

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