

From McDonalds arches to Nikes swoosh, logos are part of the everyday landscape. These are the visual representations of brands extensive marketing stories, defining the meaning and message of the company. Branding is one part of the marketing process that focuses on developing a laser-clear message and the means to communicate that message to the intended audience. But as a library, where does branding fit? In the new media mix, libraries need to stand up and effectively communicate their benefits as a preferred provider of information and entertainment resources. By following the step-by-step guidance of Doucett, branding pro turned librarian, libraries can begin to develop branding that makes a difference. With branding scaled and tailored to the nonprofit public library arena, this guide# Clarifies marketing and branding# Explains where to start# Shows how to define the message and grab attention with visuals# Considers pitfalls

The book covers everything from working with outside experts to evaluating and maintaining your library's brand, illustrated by case studies from other libraries. For those who have made a start, the chapters stand on their own—librarians can pick up wherever they left off. End-of-chapter exercises enhance the feedback process. Tips, suggestions for success, and answers to frequently asked questions ensure your team collaborates on a library brand that will bring more patrons through the door!

Real Value: New Ways to Think about Your Time, Your Space & Your Stuff, Environmental Activism: A Reference Handbook (Contemporary World Issues), A History Of The Hebrew Monarchy, From The Administration Of Samuel To The Babylonish Captivity (Afrikaans Edition), Mapas Conceptuales (Spanish Edition), Floristry Basics: Materials, A Surprise for the Easter Bunny, How To Be Healthy With Yoga, Creating a Lean Culture: Tools to Sustain Lean Conversions, Third Edition, The Metaphysics of Creation: Aquinas Natural Theology in Summa contra gentiles II, Ultimate Visual Dictionary,

Second, the libraries that did branding often had very little experience in it but still managed to do a good job because they used common sense and trusted their. *A strong brand has: *A story and tagline that are compelling. *And that are relevant to the audience. *A logo that conveys that story without.

Creating your library brand: communicating your relevance and value to your target audience that you want to hear your library's story, (2) developing that.

Elizabeth Doucett (). Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons. Chicago: American Library Association. The explosion of the Internet and online resources is a double-edged sword. On the one hand, no librarian would want to go back to relying on print resources.

Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons by Elisabeth Doucett. Chicago: ALA Editions, pp. \$50 (ALA).

Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons. Front Cover · Elisabeth Doucett. American Library Association, Ways to use the @ your library brand Use the brand on flyers and brochures Create new library cards using an @ your library slogan. Creating Your Library Brand has 26 ratings and 7 reviews. Elaine said: A good introduction if this really is Step 1 in your approach to the whole branding. Table of Contents for Creating your library brand: communicating your relevance and value to your patrons / Elisabeth Doucett, available from the Library of.

Download Citation on ResearchGate On Jan 1, , Susan E. Thomas and others published Creating Your Library Brand: Communicating Your Relevance. Booktopia has Creating Your Library Brand, Communicating Your Relevance and Value to Your Patrons by Elisabeth Doucett. Buy a discounted Paperback of . Start with a name for your marketing campaign. Before creating an organizational logo, it's important to Example: The American Library Association uses the branding element @YourLibrary as a. Library branding is more than just a logo, but creating a consistent brand experience in the physical and digital world is challenging. These tips.

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