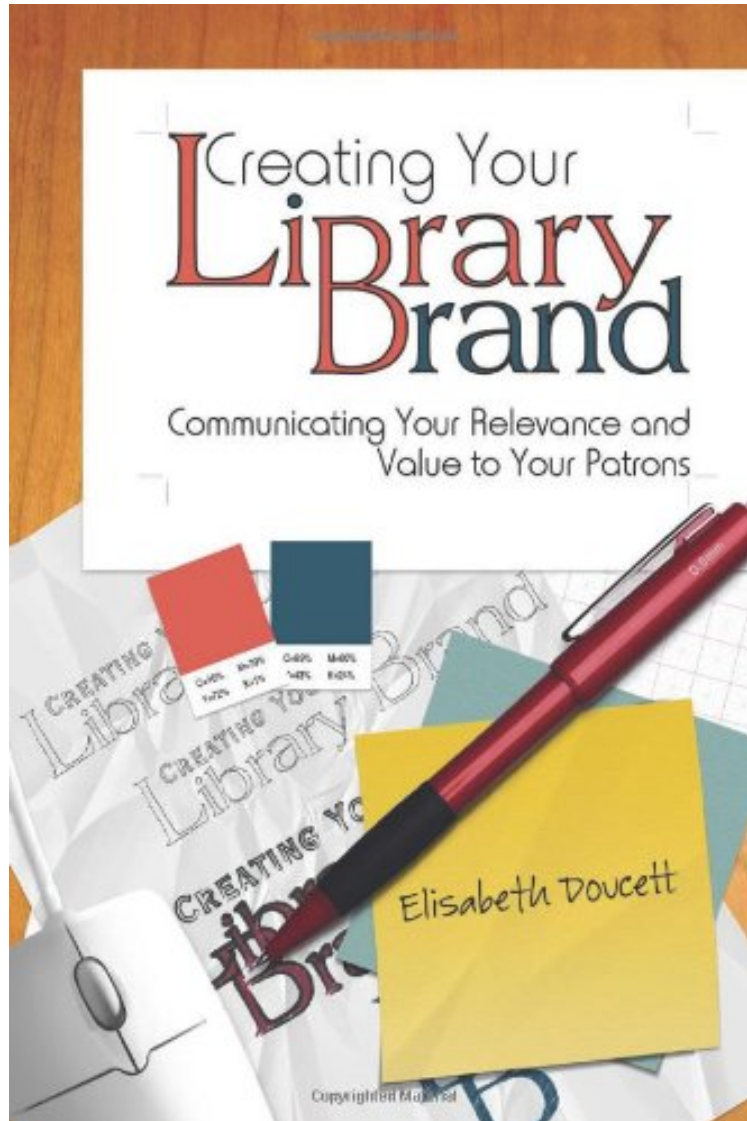


(Get free) Creating Your Library Brand

Creating Your Library Brand

Elisabeth Doucett

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Elisabeth Doucett : Creating Your Library Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Your Library Brand:

From McDonald's arches to Nike's 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; and, 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!

From *School Library Journal* Starred . As libraries compete with Netflix, Barnes and Noble, and Starbucks, they must use branding to remain visible in a saturated market. While creating a brand may seem like a daunting task (e.g., developing a logo, tagline, colors, typeface, signage, name tags, and library cards), Doucett (director, Curtis Memorial Lib., Brunswick, ME) has drawn an easy-to-follow road map. Besides clarifying the distinctions between marketing and branding, she advises on who to include in the branding process and explains how to do a brand audit (very helpful!) and write an honest tagline. She also offers tips for working with outside help and outlines common pitfalls. Doucett saves the best for last: Appendix A provides examples of library brands and tells their stories of the branding process; Appendix B is a word list to help your library find a unique tagline (a great resource to get the creative juices flowing!). Other pluses are suggestions for success, frequently asked questions, and end-of-chapter exercises. Highly recommended for professional collections. Carrie Scarr, West Fargo P.L., ND Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.