Discovering a New You: Re-Branding Your ARLIS/NA Chapter

Mikael Kriz (Coordinator of Web Services, Saint Louis Univ) & Ellen Urton (Visual Arts Librarian, Kansas State Univ)

ARLIS/NA Annual Conference, 23 April 2010
Workshop Outline

- Brand recognition quiz
- Branding: What is it? Why bother?
- Defining the brand identity
- Demo: Making a logo
- Elements of a brand
- Branding gone wrong … then right at K-State
- Demo: Microsoft Publisher
- Web & Software Resources
- ARLIS/NA Central Plains Chapter
- WordPress
Brand Recognition Quiz: Logos

- [McDonalds logo]
- [NIKE logo]
- [Microsoft Windows logo]
- [Pepsi logo]
- [Toyota logo]
- [Facebook logo]
- [NBC logo]
- [Rolling Stones logo]
- [Superman logo]
- [Public library logo]
Brand Recognition Quiz: Taglines

- “I’m loving it.”
- “Just do it.”
- “Where’s the beef?”
- “Reach out and touch someone.”
- “There’s an app for that.”
- “Snap, Crackle, Pop!”
- “The breakfast of champions.”
- “Gimme a break.”
- “Time to make the donuts.”
- “Because so much is riding on your tires.”
- “It’s everywhere you want to be.”
- “The fun develops instantly.”
What is a brand?

“Brand is the promise, the big idea, the reputation and expectations that reside in each customer’s mind about the product and/or the company. It is a powerful yet intangible asset. Brand is about making an emotional connection.”

Purpose of branding

- ARLIS/NA-CP motivation: Membership!
  - Wish to be easily recognized
  - Visually demonstrate connection to the parent organization
  - Construct a positive image
  - Communicate with current and potential members
  - Convey the ARLIS/NA-CP personality

- Other, additional benefits to K-State Libraries:
  - Clear message; increased clarity = increased effectiveness
  - Introduce services & resources more quickly
  - Shape perception
  - Instill confidence
  - Become reliable & memorable
Defining your brand

- Why are we branding (or changing our current brand)?
- What is our primary goal?
- What is our organization’s mission?
- What are the benefits and features of our products or services?
- Who is our audience?
- How is our organization currently perceived?
- What qualities do we want our audience to associate with our organization?
Implementing your brand

- Create a logo
- Create a brand scheme for marketing materials (print/online)
- Develop design templates
  - Letterhead
  - Brochures
  - Web content
- Consider a tag line
- Create a "voice" for your organization that reflects your brand
Logo demonstration: best practices

- Examine existing logos
- Analyze their construction and relationship to their institution
- Choose a style/approach
- Use existing elements
- Maintain simplicity
- Versatility of design
Logo Demonstration: continued

- [FedEx logo]
Logo Demonstration: continued

- [YouTube logo]
Graphic elements of a branding scheme

- Logo
- Font choice(s)
- Color palette
- Image(s)
- Uniform layout choices
- Other:
  - Size guidelines
  - Icon(s)
  - Parent organization’s brand elements
- You don’t need to be fancy, just consistent.
K-State Libraries Branding

Common Font Choices:
- Century Gothic
- Museo & Museo Sans
- Trajan Pro

Logo Restrictions:
- 4 x 6 (table tents)
- 8.5 x 11
- 11 x 17
- 12 x 18
- 21.75 x 28 (leave a 1" border for framing)
- 24 x 36

Color Palette:

Libraries’ Logo

University Logo

Floor colors:

Official K-State Colors:

Official library logo color:
K-State Libraries
K-State Libraries: Logo inspiration
K-State Libraries: Logo inspiration
K-State Libraries: First attempt
K-State Libraries Branding

**Common Font Choices:**
- Century Gothic
- Museo & Museo Sans
- Trajan Pro

**Logo Restrictions:**
- 4 x 6 (table tents)
- 8.5 x 11
- 11 x 17
- 12 x 18
- 21.75 x 28 (leave a 1” border for frame)
- 24 x 36

**Libraries’ Logo**

**Color Palette**

**University Logo**

**Floor colors:**

**Official K-State Colors:**

**Official library logo color:**

**Icons:**

- 1
- 2
- 3
- 4
- 5
K-State Libraries: brand implementation

STAFF ONLY

PLEASE KEEP THIS DOOR CLOSED.
Branding, Communications, and Outreach

Publications Policy
Exhibit and Poster Policy
Naming Conventions
Logos
Templates:
- Handouts
- PowerPoint
- Signs

©Kansas State University
Modified: April 1, 2010
Contact us | (785) 532-3014 |
K-State Libraries: brand implementation

Publications and Branding
K-State Libraries Logo

- Web: large small
- Print: large small
- Photoshop

K-State Libraries

- Web: large small
- Print: large small
- Photoshop

K-State Libraries

- Web: large small
- Print: large small
- Photoshop

Kansas State University
Saint Louis University Libraries

- Saint Louis University Libraries as entity
- Umbrella website
- Change in website policies & procedures
- Various levels of branding implementation
- Negative, disinterested, ambivalent internal attitude
- No clear authority
- Need direction & enforcement
Microsoft Publisher Demonstration

- What is Publisher?
- A common software application available in many places
- Publisher can be used:
  - For various print materials (i.e. bookmarks, pamphlets, stationery)
  - To create templates for other people to use
- Making a bookmark
ARLIS/NA – Central Plains

- Audience identified in the logo (states + name)
- Certain design elements retained
- Goals reflected in designs:
  - Easily recognized
  - Membership-eligible states
  - Visual connection to the parent organization
  - Professional networking (header/banner, logo’s graphic element, use of Web tools)
- Website conveys our chapter's personality
- Versatility: of the logo and the website
Save the Date: ARLIS/NA – Central Plains Chapter – Fall Meeting

Theme: Americana: This Land is Your Land in Museums and Libraries.

The fall meeting is planned for October 22, 23 and 24, 2009, in Kansas City, Missouri, to be hosted by Marilyn Carbonell, Nelson-Atkins Museum of Art, and M. J. Poehler, Kansas City Art Institute. The details are not finalized, but here is a preview of possible activities: Business Meeting, of course, a tour of the newly expanded suite of American art galleries just opened at the Nelson-Atkins Museum of Art, Visit the National Archives at Kansas City (in a recently renovated building located within the historic Union Station cultural district), and Kemper Museum of Contemporary Art will be hosting the WYETH: Three Generations of Artistry exhibition.

Programming – we’re working on it, and we’re open to requests and proposals. Have a topic you want to learn more about? Let us know... Maybe we can help. Want to share your expertise with your Central Plains colleagues? Let us know... We’re open to presentation proposals.
Contact M. J. Poehler at mpoehler@kcai.edu or 816-802-3393 with programming ideas, questions, and/or comments.

We look forward to seeing you in October.

Please see the Program for the meeting agenda and registration form.

Spring Meeting Dates, Location Announced

The Spring ARLIS/NA-CP meeting dates and location have been set. We will meet May 28-30 in Oklahoma City. Tori Gregory, Reference and Instruction Librarian at Oklahoma State University, is organizing the spring meeting. The theme will be “public art and installations.” Further details are forthcoming.

New Hours for Spencer Art Reference Library at the Nelson-Atkins

New hours for the Spencer Art Reference Library of the Nelson-Atkins Museum of Art are in effect starting 1 September 2008. The new schedule is as follows:
ARLIS/NA – CP Future Plans

- Create more marketing tools:
  - Letterhead
  - Pamphlets
  - Other ideas …

- Use our brand & marketing tools to promote the chapter to public institutions and library schools

- Establish better ways of communicating

- Use the blog as a professional network or newsletter (ex. make announcements, promote events, etc.)

- Establish a membership directory … with profiles?
Web & Software Resources

- Resources to promote marketing & communication
- Blogs: best practices
- Using blogs with RSS Feeds
- Podcasts
- Videos
- Google apps
- Public calendars
- Examples from ARLIS/NA-CP
  - Key web & software resources in use
WordPress

- Free communication tool
- Multiple authors & editors
- Uses: blog, newsletter, listserv, website
- Easy to use
- Customizable
- Offers advanced options
- Developer tools
Thank you for participating!

Please feel free to contact us:

**Mikael Kriz**  
Coordinator of Web Services,  
Saint Louis University Libraries  
krizmd@slu.edu

**Ellen Urton**  
Visual Arts Librarian, Kansas State University  
erurton@k-state.edu