

Who are We? Creating a New and Cohesive Graphic Identity for the Library

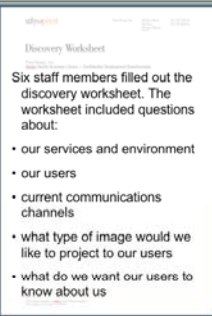
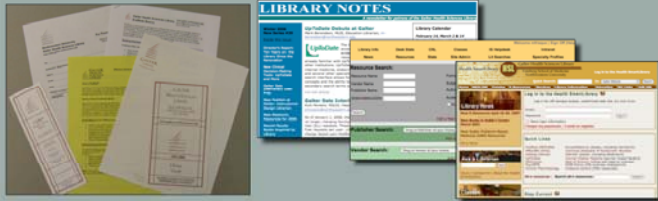
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WHAT IS A BRAND VISION?

The Brand Vision™ formalizes core identity elements such as the logo, color, typography and guidelines that should be used in a consistent manner across all communication mechanisms from the organization. This includes brochures, web pages, stationery, signage, pamphlets, etc.

DISCOVERY PHASE

The library sent Pivot Design, a graphic design agency, copies of our print and electronic publications including brochures, bookmarks, letterhead, cover sheets, web pages, online newsletters, etc.



OBJECTIVE

To develop a Brand Vision for the library that is engaging, progressive and professional. It will be applied across all library communications from printed brochures to the Website and everything in between.

TIMELINE

2005	
October	Task force created.
Nov/Dec	Task force reviewed proposals from 3 design firms.
2006	
January	Selected Pivot Design. Reviewed the proposal.
Jan-Mar	Negotiated terms of the contract.
March	Contract finalized.
April	Discovery phase begins.
April - May	Completed the Discovery Worksheet.
May	Pivot reviewed Discovery Worksheets.
June	Pivot presented their Brand Vision concept.
July	Pivot presented example documents using new Brand Vision concept. Pivot's revisions were presented to staff at the end of July.
August	Task force worked with Pivot to create a new Library Guide, Library Map, bookmarks and Education handouts.
September	Library received final Brand Vision document and related graphic files.

HANDOUTS CREATED BY PIVOT

Library contracted with Pivot Design to create handouts, brochures and bookmarks using the Brand Vision.



DOCUMENTS CREATED BY LIBRARY STAFF

Library staff are currently creating documents and templates using the guidelines outlined in the Brand Vision.



STAFF REVIEW PIVOT DESIGNS

Staff reviewed the 3 designs Pivot created. Staff feedback was gathered and sent to Pivot.



BRAND VISION DOCUMENTS AND GRAPHICS

Pivot Design created a document that outlines how the brand should be applied across all library publications. They also provided the library with a new logo. The Brand Vision and graphics are available to all staff on a shared network drive.



LESSONS LEARNED

Font Type. One of the font types Pivot suggested was expensive, especially if we had to purchase it for all staff. It was decided to use the special font type for specialty publications.

What are the deliverables? Make sure you understand what you get when the project is completed. Even though we asked for electronic copies of the handouts it was not included in the contract so we had to pay an extra charge to get the files.

Time: The process takes longer than you might expect.