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

Michelle Frisque, Head, Information Systems, Linda O’Dwyer, Education Librarian, James Shedlock, AHIP, Director, Galter Health Sciences Library, Northwestern University, Chicago, IL.

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.

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.

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.

LESSESNS 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.

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.