

# libraries. online. guidelines for use of designs and slogan

welcome to your Saskatchewan e-library services and resources



Libraries in Saskatchewan have a long history of working together to realize shared goals. The “libraries. online” campaign has been designed to capitalize on this strength. The more libraries that use the design and the slogan, the more effective the campaign will be in informing Saskatchewan people about on-line library services.

One of the major buzz words you may hear people who work in the marketing and communications fields use a lot is “consistency.” Basically, the more people you have saying the same thing and in the same way, the stronger your message becomes and the greater the impact it will have. Luckily, consistency of messaging will be helpful both to the campaign and to your library.

We encourage all libraries in Saskatchewan to use the “libraries. online.” slogan and design when promoting online services. A variety of products will be developed and distributed free to libraries that feature the design and slogan including: large posters, small posters, magnets, bags, temporary tattoos and a hybrid brochure bookmark. Also, print and radio advertising templates, prepared news paper articles and a variety of other communications products that feature the design and slogan will be available for your use as well.

There are options for you to either customize the prepared products or use the design and slogan for your own products. If you decide to make your own products, using the design and slogan, there are a few things we ask you to do to help us maintain consistency.

## 1. Contact

Please call or email Amy Rankin with the Provincial Library to discuss your designs. She is keeping track of activities going on throughout the province and is interested in getting your feedback on what activities and product designs are of interest to the library community. Also, any resizing of any design work you do can be posted to the website for other libraries to use later. Remember to post your ideas or projects to the promotions listserv as other libraries may be interested in developing extra promotional material with you, which will lower your per unit costs.

## 2. Colours

The design features four specific colours identified by a pantone number. You can either use a design that features the four pantones or, if you

want to stick to a one colour process, you may pick any one of the four pantones available for your product. You may also choose to use the design in black and white.

### **3. Slogan**

The slogan "libraries. online." should, when possible, be used in conjunction with the design. Some products were developed prior to the identification of the slogan and, instead, reference e-library services in a general way. We would like to move away from this and instead focus on the generic and descriptive "libraries. online." slogan instead.

### **4. Logos**

On products that were printed by the Government of Saskatchewan, two logos have been used to identify who was responsible for production. If you want to include your logo on any of these print products, please note that there is space on the print products to include a sticker with your logo printed on it. Your logo should be the same size as the two other logos existing on the product. Please note that, if you are printing up your own products, you should include your logo and leave off the Government of Saskatchewan wheat sheaf and the Saskatchewan Libraries logo.

### **5. User Response to the Call to Action**

We have developed a call to action for the "libraries. online." campaign that will work for all libraries. The [www.mylibrary.sk.ca](http://www.mylibrary.sk.ca) campaign web page describes the on-line library services available and then directs the user to their library's specific on-line library services webpage. We focus tested this splash page and it rated highly with users on usability and design. We strongly encourage you to include the splash page web address when producing products as the primary call to action as it is easy to remember, easy to use and will direct users to your web page at your library.