STEP UP YOUR LIBRARY SIGNAGE

March 21, 2019
Dr. Curtis Rogers, Communications Director for Indiana State Library
Outline

• My library signage philosophy
• How it all started...
• Library Signage 101
• Plus/Delta with Real Library Signs
• Customer Service Issues
• Equipment/Resources
• What about this sign?
My Library Signage Philosophy

• I want you to THINK CRITICALLY about your library’s signage and what it means.

• Less is MORE.

• Compare your signage to signs you see when you’re shopping or at the doctor’s office or at another retail location.

• I’ll show images of REAL library signs.

• Here’s a sign we’ve all probably seen in a library...
How it all started…

• “Do You See the Signs? Evaluating Language, Branding, and Design in a Library Signage Audit” by Amy Stempler and Mark Aaron Polger
  • http://www.librarymarketingconference.org
Library Signage 101

• Positive
  • Polite language
  • Not verbose – get to the point
  • Use library logo/branding (on most every sign – it depends)
  • No typos
  • Correct grammar
  • Font and font size
  • Image that supports content

• Negative
  • Handwritten
  • Too many words
  • Clip art – just. don’t. do. it. UNLESS...
  • Comic sans/Papyrus font (another no no)
  • Passive aggressive
  • Too many colors
  • Too much going on
IF YOU SPRINKLE WHEN YOU TINKLE
BE A SWEETIE WIPE THE SEATIE
sometimes

less is more
Let's Do the Plus/Delta!
I’ll read and describe some library signs then talk about what works (+) and what could be changed (Δ).
Follow These 3 Rules of Etiquette:

#1 NO FOOD
- allowed in the library

#2 NO DRINKS @
- computer stations
- the circulation desk
- the meeting & student study rooms

#3 BE QUIET
- the library is a quiet study space

- your fellow students appreciate your support!
THE CLOCK IS TICKING!
Each patron has 60 minutes on the computer.
Please monitor your time!
(Need more minutes? Tell a librarian!)
This Computer is for Printing ONLY!

No Internet allowed on this computer.

Thank You
PLEASE READ!

STOP

EMPLOYEES

ONLY!!!!!

ONLY DISABLED USERS ARE ALLOWED TO USE THE BATHROOM BEYOND THIS POINT.
The Library Signage Audit – How To

- Photos of every sign
- Compile visual report
- What is working well
- What to consider changing
The Library Signage Audit

And why is it so important?
Library signage sets the tone not only of the individual library branch, but also of the whole county library system. All library signage should be positive, brief, and consistent.

The following are both positive and negative library signage general rules of thumb:

Positive
- Polite language
- Not verbose – get to the point
- Consistently use library logo/branding
- No typos
- Correct grammar
- Font and font size
- Image that supports content

Negative
- Handwritten
- Too many words
- Clip art (try to use photography if possible)
- Comic sans font (use font that is similar to the library’s standard font selection/branding)
- Passive aggressive
- Too many colors
- Too much going on

A library signage audit is not only an audit of the library’s signs, but it may also relate to the library’s internal and external image including printed materials, customer service, grounds, and community perceptions.

Exterior Considerations
- Is the shrubbery or grass maintained?
- Are there areas flower beds could be created? If beds are there, are they maintained regularly?
- Are the signs for the library in good condition? Are they large enough? Do they need repainting? Do they need to be lighted?
- Is there trash on the grounds? Are attractive trash containers available? Are containers available outside for smokers to extinguish cigarettes?
- Is visitor parking prominently marked and plentiful?
- Is the entrance to the building clearly marked?
- Where are other directional signs to the library located in the community? Are the directions well marked and easy to understand?
- Is this a building you would be proud to bring friends and family to?
What does someone see when they first enter the building?

Where is the information desk? Is it well marked with signs? Is it cluttered or neat? Is it staffed at all times?

Is there a place such as a bulletin board to post special information? Is it attractively displayed? Is everything current? Is it regularly checked/updated?

Are the hours of operation posted clearly?

Are all areas of the library kept neat with books, magazines, and other materials shelved or attractively arranged? Is the furniture in good condition?

Are the floors or carpet cleaned frequently?

Are trash containers strategically placed throughout the library?

Are restrooms clearly marked and kept clean?

How attractive and inviting are the information desk, bulletin board, stacks, reading area, magazines, offices?

Communications and Customer Service...

• How is the library listed in a Google search? Has anyone reviewed the library?

• Do key points of contact such as the Chamber of Commerce, city hall, schools, and local service stations know where your library is located?

Do you have letterhead and envelopes for the library?

Does each staff member have business cards?

Do your printed materials have a special format? Do you have special colors for certain program areas or publications?

Does the staff know the library’s policies on printed materials, such as who approves printed pieces? Is there a review of all printed materials before they are finalized?

Are printed materials grammatically correct and spell checked?

Does the library have a recognizable and consistently used logo? Is it current and does it reflect the image you want of your library? Are there guidelines for use of the logo?

Is there a style guide for the library? How are media communications handled?

How is the library’s social media managed?

Things to Consider

Is staff dressed neatly? Is there a dress code and is it followed? Do you have dress-down days? Do patrons know this? Does the staff know what is acceptable and not for dress down?

Are staff members knowledgeable about their specific area as well as the library in general? Do they respond promptly and courteously to requests?

Do they speak positively about the library and promote its services to civic, church and business groups?

Are library directional signs on well-traveled roads? Are the directions clear to someone unfamiliar with the area?

What do you do to help patrons with special needs? Do staff members know what services are available for patrons with special needs?

Are the specific areas of the library easy to reach and well marked?

Do all patrons, regardless of needs or reasons for visiting the library, feel welcome?

Does the staff understand the importance of good customer service to the library?

Does the staff understand the role they play in developing and maintaining a positive image for the library?
Recommendations

What you’re doing well

• Outdoor sign is very attractive.
• Logo is present on many signs.
• Computer areas are clean and well maintained.
• Magnets are a great promotional item.
• Grounds and parking lot seem to be well maintained.

What to consider doing differently

• Use a sign template for all temporary signs that includes the library’s name/logo.
• Use consistent font on all temporary signs.
• Use acrylic sign holders on walls if needed for temporary signage.
• Consider removing verbose policy and Library Law signs and keep in a binder behind the desk and refer to as needed.
• Hours sign is a little difficult to read from a distance. Consider replacing.
• Consider removing multiple/duplicate signs such as No Animals sign on door.
• Replace or remove any damaged signs such as OLLI sign on door.
• Consider repainting or wrapping the book drop.

Signage Photos

On the following pages are photos of most of the library’s signage taken on May 18, 2018. It helps to view library signs through photos because as library staff, we tend to overlook signs we have posted and are used to seeing them every day.

Viewing photos of signs can help identify areas that are working well and areas that may need improvement.

Sign Removal Test

If you are trying to decide if a sign should be removed, use the one week test. Remove the sign for one week and if no one notices or asks about it then it is probably OK to remove it permanently.
The Salem Library is closed from 12 pm to 1 pm for lunch. Sorry for any inconvenience that this may cause.
Customer Service Issues and Library Signage

• Library Signage and Systemic Issues
• Reacting to problems with signage – Something to think about:
  • Does it work?
  • Why or why not?
• Is customer service training needed?
• Let’s take a look at two signs I came across in a small rural library branch men’s room...
To the person (because you are not a man) who continues to defecate on the floor on a regular basis.... Please be advised that this situation is to STOP immediately!! If you continue with this behavior I will station someone at the bathroom door who will enter the restroom with each and every person.

Branch Librarian

Please be advised that alcoholic beverages are NOT allowed on county property. Leaving empty beer cans in the men's restroom is being monitored. NO TOLERANCE!!
HOW...

Could you help solve this issue with signage?
THIS RESTROOM
FOR
CUSTOMERS
ONLY
Ask Attendant for Key
Signage Equipment

- Laminator
- Acrylic holders
- Floor signs
- Outdoor/Street level signs
- Banner Stands
- Ceiling mounted signs
- “Permanent” signs
- Suction cup signs

- Neon Signs (Lighted)
- Digital (wall mounted)
- iPad/Tablet interactive display

*The following images do not recommend specific brands – they are for informational purposes only.*
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$79.99 each (Reg)

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Extra coverage from day one

Choose a plan:

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- Easily adjusts up & down to your chosen height.
- Frame tilts to a desired viewing angle.
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Color: Silver
- Black
- Chrome
- Silver

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Ask a Question
Springer with Changeable Message Board - White, Standard Economy Springer Sidewalk Sign Holder - White, 24"x42"

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Standard Springer Sidewalk Sign Holder and Letter Kit - White - Springer with Changeable Message Board - White. ...

See more details at SmartSign.com »

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97% positive (840)

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Customer Reviews of Displays2go
8.9 / 10 Rating
View all 18590 reviews on Trustpilot
Workshop Series 8.5 x 11 Window Sign Holder with Suction Cups, Double-sided - Clear

Media Size: 8.5" x 11"
- 5.5" x 8.5"
- 8.5" x 11"
- 11" x 14"
- 22" x 28"
Orientation: Portrait

- Clear exterior matches any decor.
- Hard acrylic material secures and protects signage.
- Sized 8-1/2" x 11" to accommodate common printer paper.
- Four suction cups attach to non-porous surfaces.

Customizable With Your Logo!
This product can be imprinted with your custom logo. Email artproducts@display2go.com for a quote. Minimum quantities of 100 apply.

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Go to full description & specifications
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- 2 Faceplates & Foam Inserts for Compatibility Options

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Resources

- Flickr
- Pinterest
- PRTalk Listserv
- *The Accidental Library Marketer* by Kathy Dempsey
- *The Customer-Focused Library: Re-Inventing the Public Library From the Outside-In* by Joseph R. Matthews