



south carolina
STATE LIBRARY



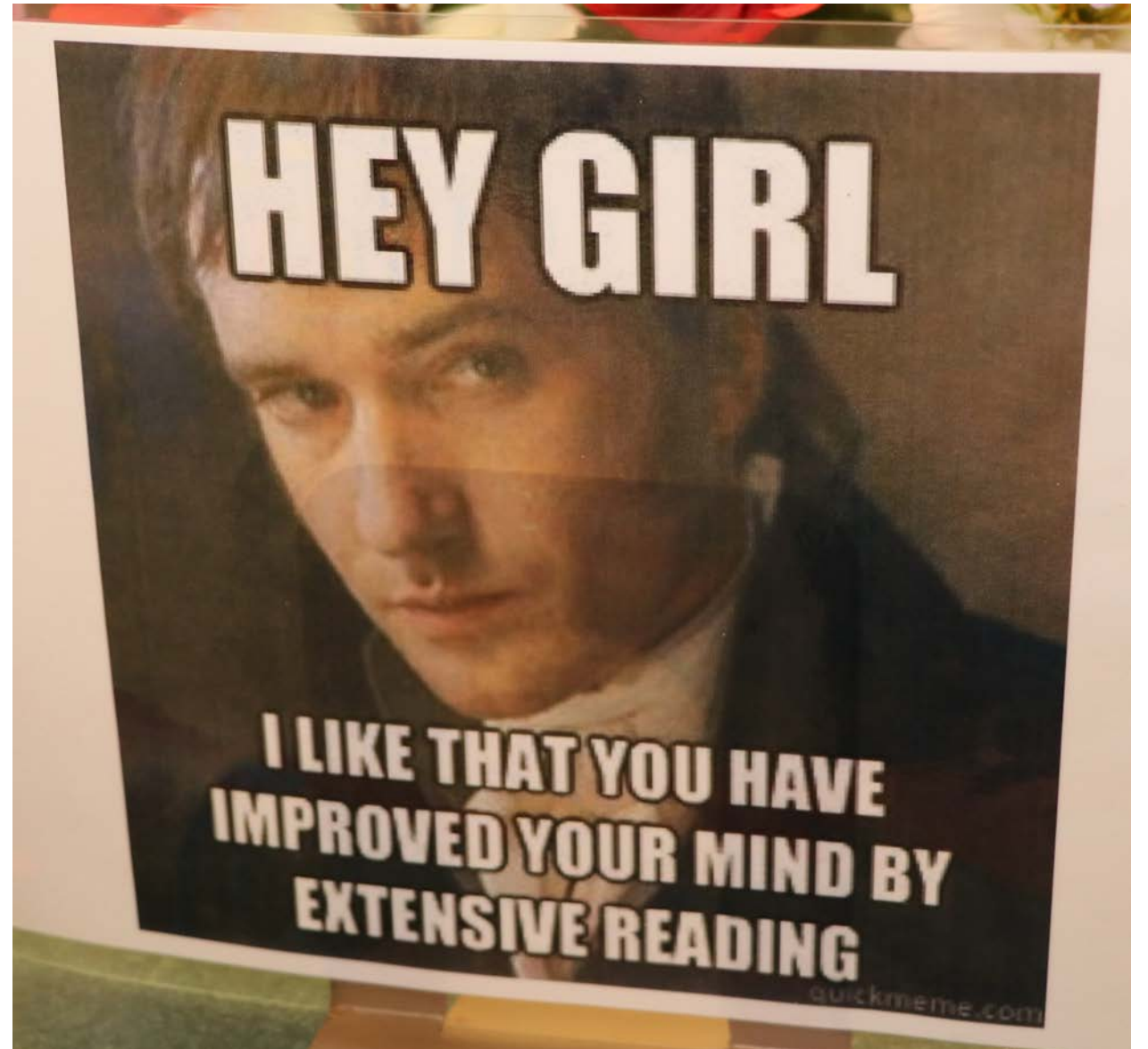
STEP UP YOUR LIBRARY SIGNAGE

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 Marketing and
Communications Conference**

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

TOPICS TRIVIA
CHAPIN MEMORIAL LIBRARY
400 LAKES AVENUE NORTH • MYRTLE BEACH, SC 29577 • 843-676-5320

We have been asked,
"What is Topics Trivia?"

It's a game that lets players show what they know. A team consists of 1 to 8 players. Teams are asked questions from different topics, such as literature, geography, sports, television, history, movies, etc. After a question is asked, the teams choose and submit an answer before the allotted time period ends. The correct answer scores points. The team with the most points at the end of the game is the winner and prizes will be awarded.

Join us and have some fun!
4th Tuesday of the month at 4-6 p.m.

January 24, 2017	July 18, 2017
February 28, 2017	August 22, 2017
March 28, 2017	September 26, 2017
April 25, 2017	October 24, 2017
May 23, 2017	November 28, 2017
June 27, 2017	December 19, 2017 *

* 3rd week of December

Enter your name once each month
for the Grand Prize Drawing in December.
Win a prize and have a chance to win a free topic trivia game.

Any questions, please contact Laura 843-676-5320 or email info@chapinlibrary.org. \$500's are appreciated. OUTSIDE FOOD OR DRINKS NOT ALLOWED.

Sec. 14-8 of the Myrtle Beach Code of Ordinances prohibits bringing in personal property into Chapin Memorial Library.

Personal property includes, but is not limited to backpacks, carts, wagons, luggage of any shape, size or configuration that evidences its function is the containment, storage and transportation of personal property, bedrolls, blankets, pillow, sheets, clothing, utensils, cookware, cooking preparation materials, tents or similar structures, hammocks, or other sleeping implements.

NOTICE



THIS PROPERTY MONITORED BY VIDEO SECURITY

REMEMBER OUR VETERANS

Chapin Memorial Library Presents
"Veterans Awareness Series 2017" (V.A.S.)
1st Monday of the month,
1:00 p.m. - 3:00 p.m.

TOPIC: Veterans Resumes in the Community

Meet with Peer Support Specialist Mr. Bernard McLaney from the Myrtle Beach Veterans Affairs Medical Clinic. This series is for veterans and their family members & friends. Topics range from resuming, re-entry, housing, mental health, education, transportation, and employment.

February 6, 2017
March 6, 2017
April 3, 2017
June 5, 2017
August 7, 2017
October 2, 2017
November 6, 2017
December 4, 2017

Chapin Memorial Library *Grand Floor Conference Room
400 Lakes Avenue North • Myrtle Beach, SC 29577
843-676-5320
\$500's are appreciated. Cash or by check. Donations accepted and will be acknowledged. This event is free and open to the public.

Are you looking for ways to manage your type 2 diabetes?


The Balance clinical research study is evaluating the use of an educational tool for patients living with type 2 diabetes.

You may be eligible to participate if you meet these criteria:


- Are over 18 years of age
- Are taking 1 or more non-insulin oral hypoglycemic medications for at least 6 months
- Have type 2 diabetes
- Are not using insulin or weight loss medications
- Own a smartphone with internet access

For more information about the Balance study and what qualified participants can expect please contact:

Family Medicine of Southcoast
100 Lantana Court
Myrtle Beach, SC 29578
Phone: 843-330-8800



The library will be closed
Monday, December 25th
&
Tuesday, December 26th
for
Christmas.
We will re-open
Wednesday,
December 27th.




Join the Horry County
Museum for the 24th Annual
Quilt Gala....

Friday February 23rd and Saturday February 24th, 2018
at Ocean Lakes Family Campground
10:00 am - 4:00 pm

What's Going on at the Gala!

- Demonstrations
- Quilting Vendors
- Door Prizes
- People Choice Awards
- Featured Quilter
- Challenge Quilts
- Wounded Warrior Quilt Display



Admission Adult: \$5.00
Children 12 and under: Free

For questions call the Horry County Museum at
(843) 915-5320
Email: hogmuseum@horrycounty.org



IF YOU SPRINKLE WHEN YOU ^{with}
_{your little} TINKLE

BE A SWEETIE WIPE THE
SEATIE



DO NOT
BOO
RES

PLEASE KEEP OUR RESTROOMS CLEAN FOR THE NEXT PATRON
PLEASE REPORT ANY PROBLEMS WITH THE RESTROOMS TO THE REFERENCE DESK

Hand Sanitizer Station
We are providing this hand sanitizer station to the public in an effort to limit the spread of infectious disease.

We suggest you use hand sanitizer before and after using the computer and/or handling books and toys.



TOPICS TRIVIA
CHAPIN MEMORIAL LIBRARY
and other events

TOPICS TRIVIA
CHAPIN MEMORIAL LIBRARY
and other events

ATTENTION CLAIMANTS
Please be advised that the agency is transitioning to our new benefits system.
ENSURE THAT YOU FILE YOUR WEEKLY CLAIM PRIOR TO 5 P.M. WEDNESDAY, SEPT. 6.
If you have not created your new account and registered in the new system please do so now at www.dew.sc.gov/bridge-to-benefits.
QUICKER. EASIER. MORE CONVENIENT.

Sec. 14-8 of the Myrtle Beach Code of Ordinances prohibits bringing in personal property into Chapin Memorial Library.
Personal property includes, but is not limited to backpacks, cars, wagons, luggage of any shape, size or configuration that evidences its function is the containment, storage and transportation of personal property, bedrolls, blankets, pillows, sheets, clothing, utensils, cookware, cooking preparation materials, tents or similar structures, hammocks, or other sleeping implements.

Attention Claimants
An Important Message Regarding NEW Work Search Requirements!
You **MUST NOW** complete 2 work searches through SC WORKS ONLINE SERVICES
You must register on the site for your searches to be counted in your weekly jobs.scworks.org

MISSING
DON'T HESITATE! CALL 911

JOIN OLLI@CCU FOR TWO EXCITING OVERNIGHT EXCURSIONS THIS FALL!
PHILADELPHIA | SEPT. 29-30, 2017
BALTIMORE | OCT. 6-7, 2017
PLEASE CALL EITHER SUPER OVERNIGHT LEARNING CENTER BY THE DEADLINES LISTED ABOVE IN ORDER TO ENROLL IN THESE EXCURSIONS: MYRTLE BEACH (843) 348-2727 OR LITCHFIELD (843) 348-0040

Drumming From the Heart
An American, South, Band
Drumming From the Heart is a unique program that provides a safe and supportive environment for people with mental health challenges to express themselves through the power of drumming.

Adult Dance Lessons: Ballet, Tap, & Jazz
SEPTEMBER 25—DECEMBER 8
FALL SESSION
Evening Session: Mondays 5:30-7:00 PM
Morning Session: Saturdays 10:00-11:30 AM
\$10/Week | \$42 Non-City Residents

Chapin Memorial Library Presents
"Halloween Adventure Series 2017" (7-10)
Let's make it a scary night!
10:00 pm
Halloween Adventure Series 2017
Halloween Adventure Series 2017
Halloween Adventure Series 2017
Halloween Adventure Series 2017

Family for Every Child
Becoming a Foster Parent
TAKE CONTROL of your prescription costs!
New Prescription Savings Plan



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).



Help Keep Your Library Quiet, Clean & Comfortable!

Follow These 3 Rules of Etiquette:

#1 NO FOOD

- allowed in the library

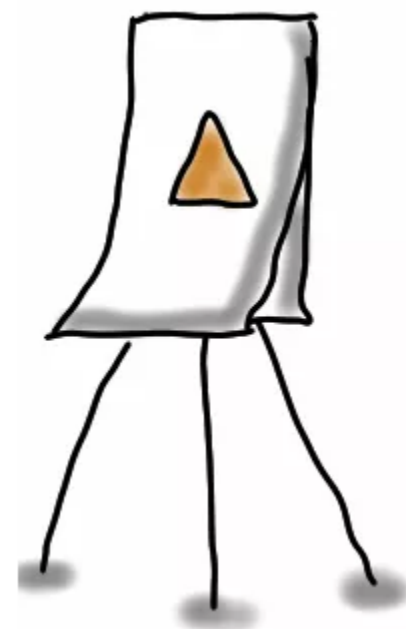
#2 NO DRINKS @

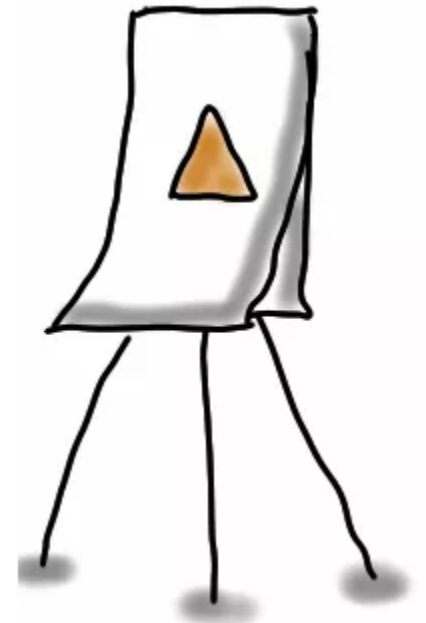
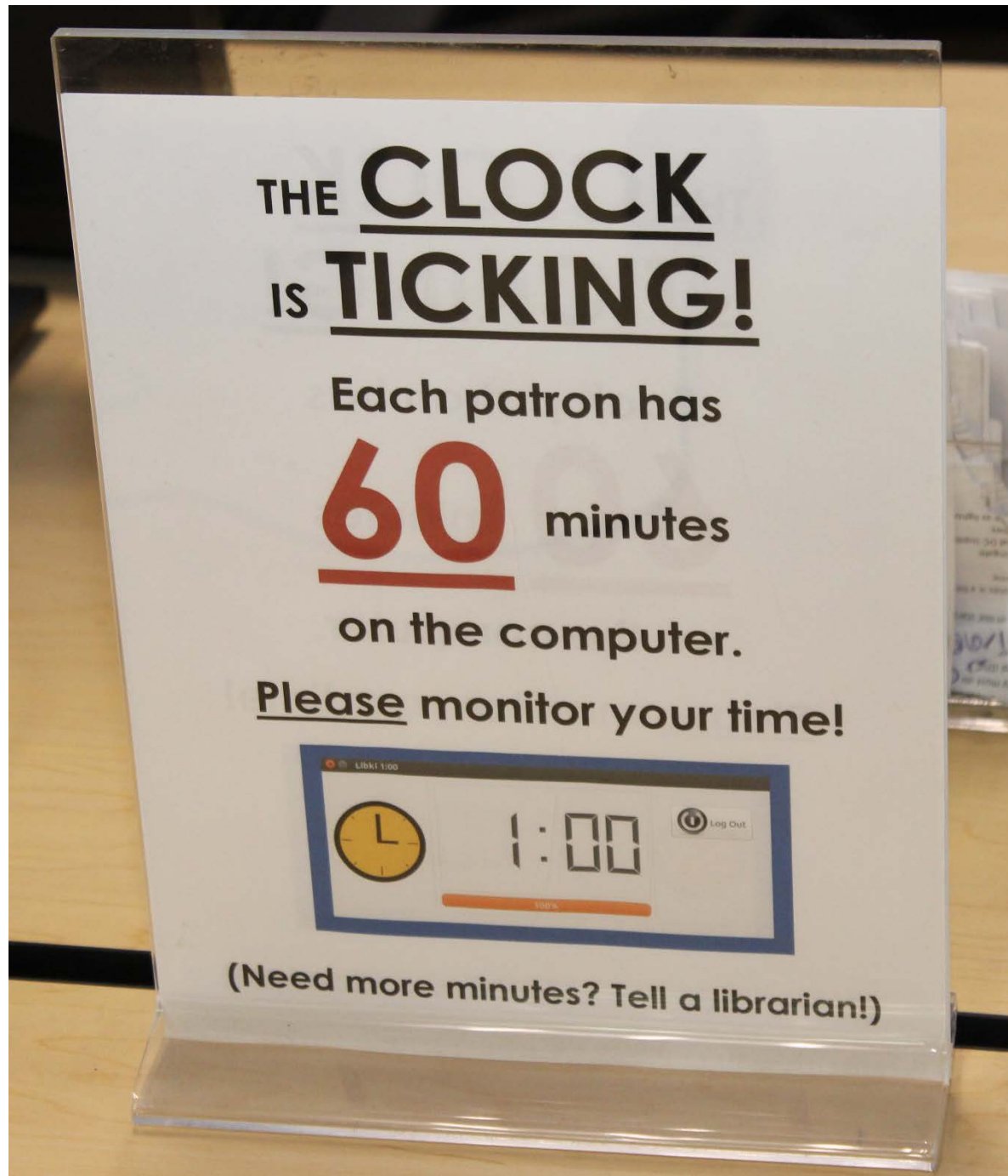
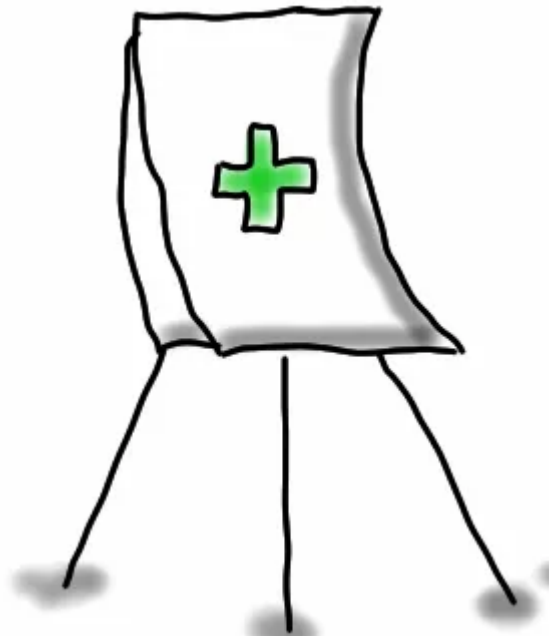
- computer stations
- the circulation desk
- the meeting & student study rooms

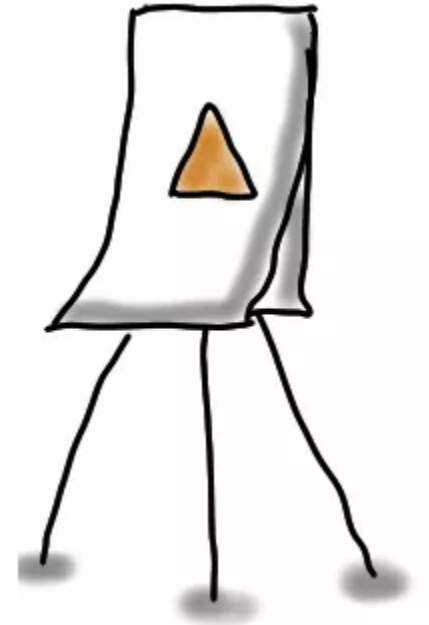
#3 BE QUIET

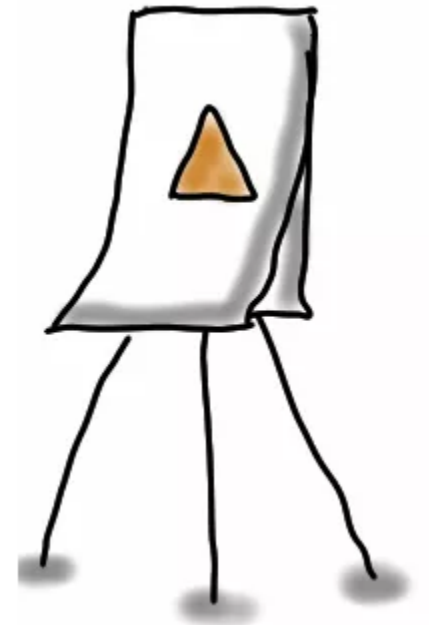
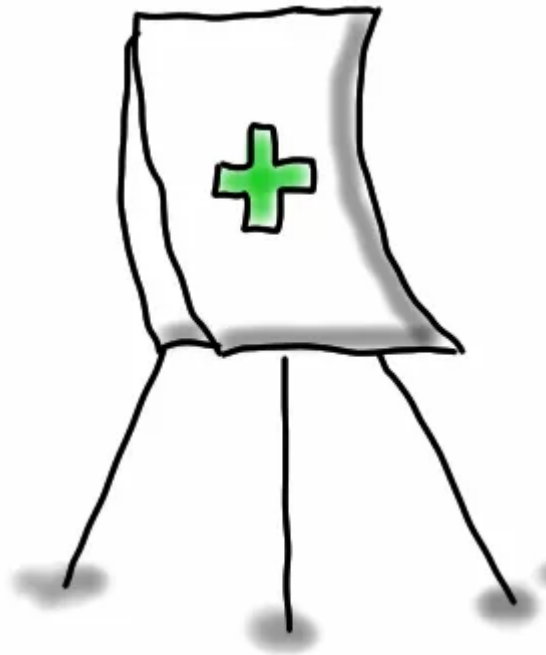
- the library is a quiet study space

*- your fellow students
appreciate your support!*









The Library Signage Audit – How To

- Photos of every sign
- Compile visual report
- What is working well
- What to consider changing

Oconee County

Salem Library
Signage Audit





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/cleaned?

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?

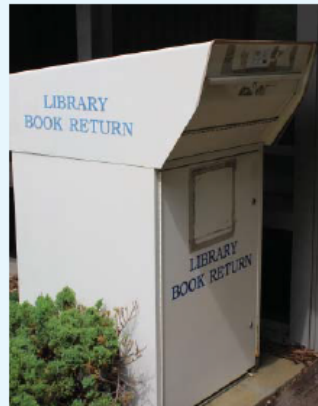
Are the floors or carpet cleaned frequently?

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?

Things to Consider



Is staff dressed neatly? Is there a dress code and is it followed? Do you have dress-down day? 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?

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?

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?


- 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.

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.




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

Signage Photos


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

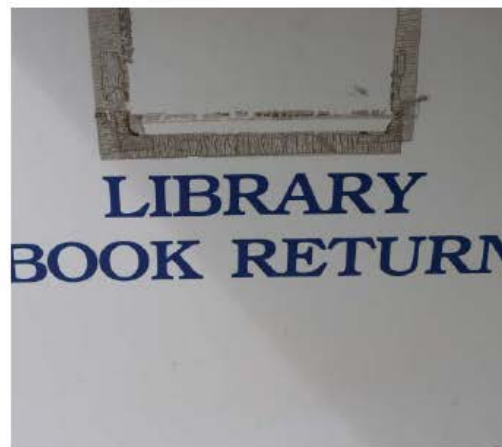
Viewing photos of signs can help identify areas that are working well and areas that may need improvement.



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.







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.*

Scotch™ TL906 Smart Thermal Laminator

Item # 430607

★★★★★ (41) | [Description](#) | [Share](#) | [Print](#)



~~\$79.99~~ each (Reg)

\$40.00 Sale (Save \$39)

Extra coverage from day one ⓘ

Choose a plan:

☐ **square trade** 2 Year Protection
\$2.99

☐ **square trade** Accidental Damage 2 Year Protection
\$6.99

Free next business day delivery ⓘ

Order in the next 2 hours 51 minutes and get it **Wednesday, September 5**



Qty



Add to Cart

[Add To List](#)

Acrylic Displays - Clear Shop Fixtures & Plastic Product Holders

Displays2go > Acrylic Displays

Specials

Ships Same Day Order Before 3PM ET	509
On Sale!	22
New Products	3

Select a product type to enable all filters.

Product Type

Signage >	205
Literature Holders >	128
Furnishings & Decor >	104
Store Merchandising >	97
Food Service >	59
Meetings & Presentations >	53

View 3 More

Price

Less Than \$25.00	258
\$25.00 - \$50.00	103
\$50.00 - \$100.00	63
\$100.00 - \$250.00	119
\$250.00 - \$500.00	51
\$500.00 - \$1,000.00	40

View 1 More

Color

Clear	385
Black	154
Silver	31
White	21
Mahogany	8
Smoke	7

View 14 More

Features

Double-Sided	91
Multi-Tiered	75



Acrylic Risers



Acrylic Poster Frames



Acrylic Sign Holders



Acrylic Table Tents & Menu Holders



Acrylic Jewelry Displays



Acrylic Podiums & Lecterns



Acrylic Display Cases



Acrylic Business Card Holders



Countertop Acrylic Brochure Holders



Acrylic Literature Displays



Acrylic Poster Stands



Acrylic Food Covers & Bakery Display Cases

11 x 17 Menu Floor Stand, Snap Open, Tilting, Adjustable Height - Silver

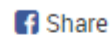
Displays2go > All Products > Poster Holders > 14 x 22 & Under > SKU: FST1711SLV



Email



Pin it



Share



Tweet



Share

Media Size: 11" x 17"

11" x 17"

18" x 24"

Color: Silver

Black

Chrome

Silver

- Easily adjusts up & down to your chosen height.
- Frame tilts to a desired viewing angle.
- Can be placed in vertical or landscape position.
- Snap-open edges for easy sign changes.

★★★★☆ (3 Reviews)

Write a Review

🔍 Q&A (3 Questions)

Ask a Question



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

from SmartSign.com

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

[See more details at SmartSign.com »](#)

\$117.99

Free shipping. No tax

[SmartSign.com](#)

97% positive (840)

[Visit site](#)



\$289.34

33.25" x 78"
Custom Graphic on Vinyl
Economy-Style Base
Slide-Together Pole
Black Carry Case



\$384.81

35" x 90"
Includes Custom Graphic on Vinyl
Friction Snap Clamp
Carry Case
Connectable Base



\$325.19

33.25" x 77"
Includes (2) Graphics on Vinyl
Double-Sided
Carry Case



\$363.90

31" x 90"
Custom Graphics on Vinyl
Carry Case
Connectable Base



\$344.30

31.5" x 82.5"
Custom Graphic on Vinyl
Black Carry Bag



\$176.70

34" x 80.25"
Hook-and-Loop Fabric Panel
Black Carrying Case



\$349.23

39" x 79"
(2) Custom Graphics on Vinyl
Outdoor
Double Sided
Carrying Bag Included



\$305.33

33.5" x 86.5"
Custom Graphic on Vinyl Banner
Cartridge
Carrying Case
Black Carry Case



\$395.27

39" x 90"
Custom Graphic on Vinyl
Snap Open Clamp
Black Carry Bag
Connectable Base



\$289.83

33.25" x 81.5"
Custom Graphic on Vinyl
Adhesive Connection
Black Carry Bag



\$666.84

58.5" x 113.5"
Custom Graphic on Vinyl
Black Carrying Case



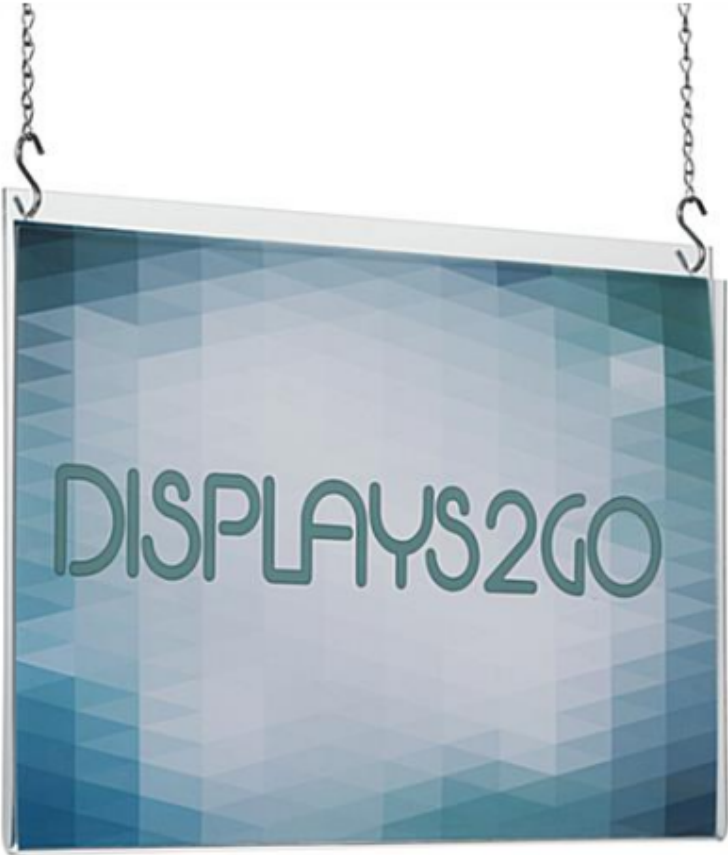
\$350.47

35.5" x 82.5"
Custom Graphic on Vinyl
Carrying Bag Included

Workshop Series 17 x 11 Hanging Sign Frame with (2) 10-foot Chains - Clear Acrylic

SKU: CHPH1711

Displays2go > All Products > Poster Holders > Single Panels > SKU: CHPH1711



Email Pin it Share Tweet G+ Share

Media Size: 11" x 17"

11" x 17" 22" x 28" 24" x 36" 30" x 40"

- Fits 17 x 11 Signs
- Includes (2) 10-foot Hanging Chains
- Great for Window Displays

Not Reviewed Yet

Write a Review

Q&A (2 Questions)

Ask a Question

IN STOCK

Order in the next 15 mins and this item will ship today.

Quantity	Price Each (USD)
1 - 3	\$33.54
4 - 9	\$31.40
10 - 30	\$29.97
31 +	Request a Quote
1	ADD TO CART
☆ Save To Wish List	

Customer Reviews of Displays2go

8.9 / 10 Rating



View all 16590 reviews on Trustpilot

Workshop Series 8.5 x 11 Window Sign Holder with Suction Cups, Double-sided - Clear

SKU: GWM8511

Displays2go > All Products > Poster Holders > Wall Mount Frames > Window & Glass Mount > SKU: GWM8511



Hover over the image to zoom in.

Email Pin it Share Tweet G+ Share

Media Size: 8.5" x 11"

5.5" x 8.5" 8.5" x 11" 11" x 14" 22" x 28"

Orientation: Portrait

Landscape 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@displays2go.com for a quote.
Minimum quantities of 100 apply.

★★★★☆ (38 Reviews)

Write a Review

Q&A (4 Questions)

Ask a Question

IN STOCK

Order in the next **13 mins** and this item will **ship today**.

Quantity	Price Each (USD)
1 - 10	\$9.67
11 - 34	\$9.05
35 - 105	\$8.65
106 +	Request a Quote
1	ADD TO CART
☆ Save To Wish List	
Select Optional Accessories	
	Printable Film Sheets for 8.5" x 11" Sign Frames \$9.26/ ea Add To Cart

Lighted Open Signs Tell Customers You Are Open for Business

Displays2go > All Products > Retail Displays & Store Fixtures > Flashing LED Window Signs > Open Signs

Specials

Ships Same Day Order Before 3PM ET	20
On Sale!	3

Select a product type to enable all filters.

Product Type

Signage >	20
LED Business Signs	20

Price

Less Than \$25.00	2
\$25.00 - \$50.00	5
\$50.00 - \$100.00	11
\$100.00 - \$250.00	3

Color

Red	10
Blue	8
Green	1
White	1

Features

Illuminated	21
Animation	12

Placement Style

Hanging	21
Wall Mounted	2



Items 1 - 21 out of 21

Items Per Page: 48

Sort: Relevance



Best Seller!

\$107.89

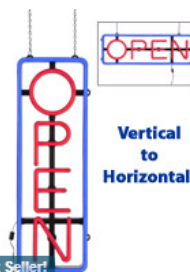
23" x 14.25"
Red & Blue Animation
Semi-Gloss Plastic Lens



Best Seller! your message here!

\$125.92

19" x 22"
Flashing Light
Write-On Surface
Markers Sold Separately
Hanging



Best Seller!

\$143.21

27.25" x 9"
Red & Blue Animation
Emulates Neon



\$86.40

11.75" x 23.5"
Red & Blue Animation



\$59.25

17" x 9"
Red & Blue Displays



\$94.02

23.5" x 11.5"
Red & Blue Animation



\$27.63

18.875" x 9.5"
Red, Blue & Green Animation
Open-Face Economy



\$86.40

22" x 13"
Red & Blue Animation



\$62.22

17" x 9"
Red & White Display



\$28.06

18.5" x 9.5"
Red & Blue Animation
Open-Face Economy



~~\$50.83~~ **\$40.66**

19.375" x 11.5"
Red & Blue Animation
Open-Face Economy



\$31.11

18.5" x 9.5"
Red & Blue Animation
Open-Face Economy

Item #: 2106802 | Model #: CPF1909



Sungale 19" Wall-hanging Digital Signage

★★★★★ No reviews yet

[Add to List](#)

Share: [f](#) [t](#) [p](#) [e](#)

Each
[Special financing available](#)

☒ Delivered within 1-7 business days

\$249.99

This item not available in stores

► [Add a Protection Plan](#) | 2 available starting at \$20.79

Qty:

ADD TO CART

Staples memberships could save you more | [Learn More](#)

Product Details

- Send promo content to display on this 19" wall-hanging digital display from anywhere. Ideal for high traffic areas like lobbies, banks, & supermarkets
- Promotions and product introductions can be sent to display instantly on digital signage at all branches and store locations from one central location.
- Simultaneous loading and sending of content saves time and effort and reduces mistakes

[Go to full description & specifications](#)

iPad Floor Stand w/ Locked Enclosure, Rotating & Tilting Bracket - White

SKU: TABFLWH

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Color: White

Black

White

- Secured Steel Enclosure
- Compatible with a Variety of iPads
- Covered Home Button
- Rotating Tablet Bracket
- 2 Faceplates & Foam Inserts for Compatibility Options

★★★★☆ (1 Review)

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Q&A (0 Questions)

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IN STOCK

Order in the next **4 mins** and this item will **ship today**.

Quantity	Price Each (USD)
1	\$115.02
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5 - 15	\$103.13
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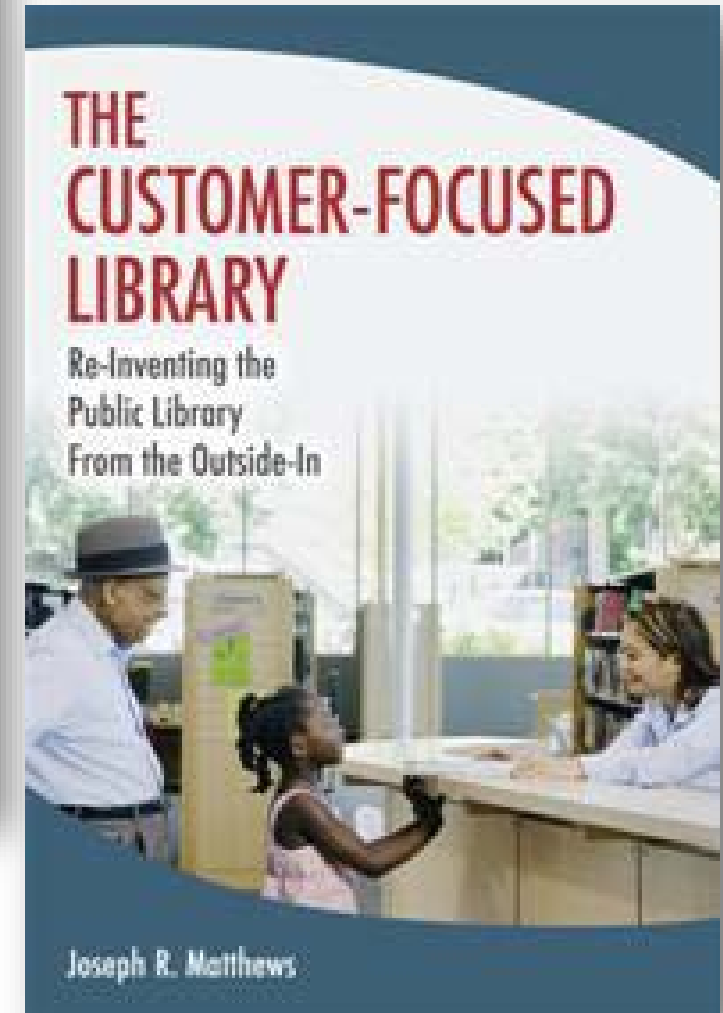
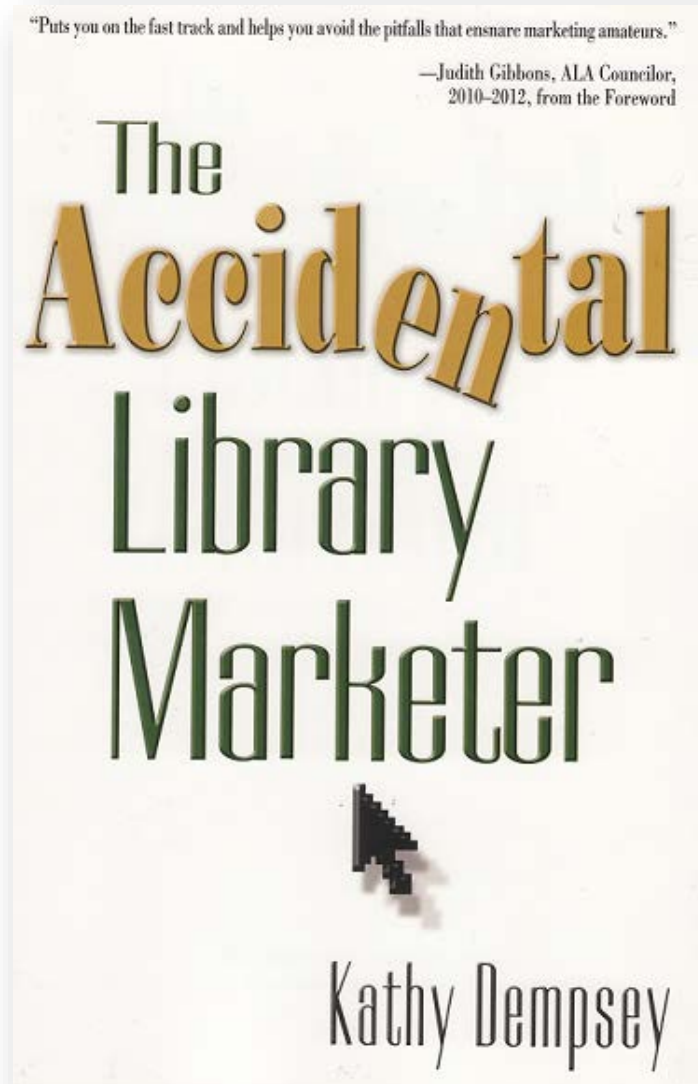
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THANK YOU!

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