Unlocking the Potential of PA Forward to Enhance Your Library’s Brand
We’ve enjoyed a long-standing, collaborative partnership with the PaLA brand.
What is a **BRAND**?

A **BRAND** is *not* a logo, a tagline or an advertising campaign.

*But each of these can play a role in support of the brand*.
To an ORGANIZATION, a brand is a **PROMISE**, delivered consistently over time.

To a CONSUMER, a brand is an **EXPECTATION**, resulting from that promise or their perceptions.
Branding

PROMISE

EXPECTATION
BRANDING is a JOURNEY.

WHERE YOU ARE NOW

WHERE YOU WANT TO BE
BRANDING is a JOURNEY.

WHERE YOU ARE NOW

Taken for granted by some ⟷ FULLY APPRECIATED by all
Part of the community’s heritage ⟷ A VITAL RESOURCE for its future
A place with books and computers ⟷ A COMMUNITY HUB for literacies
Underfunded, uneven support ⟷ CONSISTENT FUNDING streams

WHERE YOU WANT TO BE
Promoting YOUR LIBRARY’S BRAND and participating in PA FORWARD don’t require two separate journeys.
Promoting **YOUR LIBRARY’S BRAND** and participating in **PA FORWARD** don’t require two separate journeys.

- PA Forward is **YOUR STORY**.
- It provides a platform to talk in terms of **VISION AND RE-INVENTION**.
- It helps to **SIMPLIFY** a complex story and **FOCUS** on the benefits your Library delivers.
- It positions your Library as **INTEGRAL TO BOTH YOUR COMMUNITY’S AND PA’S FUTURE**.
- New messaging presents you with **FRESH WAYS TO TELL YOUR LIBRARY’S STORY**.
A SUCCESSFUL JOURNEY requires EFFECTIVE STORYTELLING.

- ENGAGE ALL from the start.
- DON’T ASSUME everyone knows what you know (What PA Forward is, what a literacy is, etc.)
- Make it REAL and RELEVANT.
- Devise ways to ENGAGE and REWARD.
- ENCOURAGE AND EQUIP LEADERS to take ownership of the messaging and the brand.
Become familiar with the PA FORWARD COMMUNICATIONS TOOLS you have at your disposal.

The PA FORWARD Website and iMovie
The Online PA Forward Toolkit

OVERVIEW

- Introductory Webinar
- Best Practices Database
- Libraries & 21st Century Literacy Task Force Report
- PA Forward Powerpoint Presentation
- PA Forward Flyer
- PA Forward Sell Sheet
- PA Forward Statewide Launch
- press release

PA FORWARD SELL SHEET — A good summary of what the initiative is and why it should matter to everyone
The Online PA Forward Toolkit

FACT SHEETS
- The Five Literacies of PA Forward
- Basic Literacy Rationale
- Information Literacy Rationale
- Civic & Social Literacy Rationale
- Health Literacy Rationale
- Financial Literacy Rationale

PRESS RELEASES
- Series of release templates that can be customized

LITERACY RATIONALE SHEETS –
Solid illustrations of the literacy challenges Pennsylvania’s libraries can help overcome
The Online PA Forward Toolkit

JUST DO IT

- PA Forward Shelf Talkers

SHELF TALKERS –
Help your members make the connection between your titles and the appropriate literacy
The Online PA Forward Toolkit

STANDARDS MANUAL AND LOGO

- Graphic Standards Manual
- Logos for External Use (Vendors & Design)
- Logos for Internal Use
PLENTY OF ROOM TO INNOVATE.

There are many ways to use the brand identity and its components – color, type style, logo.
Yes, the journey for both **YOUR LIBRARY’S BRAND** and **PA FORWARD** can take place simultaneously.

**Haverford Township Forward**

Please help us sustain the important work of the Haverford Township Free Library by making a tax-deductible donation today!

In 2012, the Haverford Township Free Library joined with libraries across the Commonwealth in the PA Forward initiative to help Pennsylvanians improve essential literacy skills.

HTFL knows that an educated public with better access to information is key to powering progress across the Township. With a commitment to lifelong learning, we are embracing new technology, community access, and fostering innovative partnerships to move us forward!

Through the emphasis of five areas of literacy – basic, information, civic and social, health, financial – HTFL is connecting the Haverford Township community with the tools we need for success!

**Basic Literacy**
- The Library’s collection has something for everyone from best sellers to cookbooks to graphic novels to eReader downloads.
- Each year, our storytimes and reading programs bring more than 15,000 children and caregivers together and emphasize the importance of creating lifelong readers.

**Information Literacy**
- Book a Librarian today and get one-on-one assistance from a professional reference librarian – anything from learning a new computer program to researching your family tree!
- Through the Delaware County Library System and the Power Library Network, we provide access to 75+ online research databases for 24/7 service.
- Customers of HTFL logged 18,500 hours on public access computers with high-speed internet connections and don’t forget our free WiFi!

**Civic and Social Literacy**
- Engaging with the community is at the heart of our mission.
- By partnering with local organizations the Library brings you the best possible programs and services.
- HTFL subscribes to more than 100 newspapers and magazines.
- Relax in our “Living Room” with the day’s news.
- National and local authors regularly visit the Township to connect with students and residents.

**Health Literacy**
- Working with local health care professionals, we’ve hosted discussions on hip and knee pain, sleep issues and other concerns.
- The collections of HTFL provide customers much needed health information through subscriptions to health and nutrition newsletters and access to medical reference materials.

**Financial Literacy**
- HTFL recognizes the important role that small businesses play in the local community and through our Annual Business Breakfast and Workshops we are connecting with these stakeholders regularly.
- Through workshops, webinars, and one-on-one assistance, we provide resume and job searching assistance.

**Help the Haverford Township Free Library move forward by making a contribution today! Your support will help enhance and enrich life in our community.**

Thank you from the Library Board of Trustees, Director, and Staff.

1601 Darby Road
Haverford, PA 19041
484-446-3082
www.haverfordlibrary.org

**Need a Library card?**
Do you want to sign up in a few years? Stop at the Circulation Desk and fill out your application! Need help? Call 484-446-3082.

Subscribe to the HTFL Connection newsletter at haverfordlibrary.org/newsletter
Not all communications are printed on paper or displayed on the Web. Consider **reaching out to your public** in attention-getting ways.
When your Library is making its presence known, make a place at the table for PA Forward.
Opportunities to promote PA Forward and your Library **AS A UNIFIED FRONT** abound on the Web.
Look for inspiration to develop your **MESSAGING PLATFORM**.

“We already do a lot for the communities we serve. But with more, we can do much more.”
Call out what you’re already doing in support of the literacies. PA Forward is **YOUR STORY**.

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<tr>
<th><strong>PA Forward</strong></th>
<th>This week’s <em>focus on the Five Literacies @ Your Library</em> to help <em>power our community’s progress</em>.</th>
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<tr>
<td><strong>MONDAY</strong></td>
<td><strong>TUESDAY</strong></td>
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How can YOUR LIBRARY’S BRAND and PA FORWARD help power progress in your community?