Identity Level

Messaging Platform:
The library’s tagline, vision, mission & values statements, key messages, boilerplate copy, terminology and elevator pitch.
Style Guide

Boilerplate

Key Messages
Build Community
Innovative programs that educate & enrich
Access to information & technology
Personalized Service—your library

Elevator Pitch
Program Descriptions

Jack-o-Lantern Display
Even pumpkins need play dates. Bring Jack to the library to mingle, gossip and play with other pumpkins, then pick him up after he decorates our annual Halloween Bash.

Wine Tasting Event
Buttery. Complex. Earthy. Jammy. Or, well, just wet. Regardless of your wine preference, the West Pittston Library’s Annual Wine Tasting event is the social function of the season you don’t want to miss.

Tech Thursdays
Spam, cookies and java...it’s not just what’s for dinner. Each Thursday at 6:30pm this fall we’ll be answering your tech quandaries.
Fizz, Boom, Read

What do you get when you mix together fun experiments and crafts, immerse them with fun-loving librarians and ignite children’s imaginations with books? A chemical reaction that fosters a love of reading that will last a lifetime!

407 children and teens participated in Fizz—Boom—Read, the 2014 Summer Reading Program. Not only did they participate in an array of science-based activities like creating a tornado in a bottle, identifying scat, simulating a burp and solving a crime, they also read a total of 1,399 hours throughout the summer. That’s the time it takes to walk from West Pittston to Dodge City, Kansas!
Battered library looks ahead

and has been set up to help the West Pittston Library come back from massive flood losses.

By Kristen Guydos
STAFF WRITER

It began with the largest flood of books, in the West Pittston post office, almost a century and a half ago. This autumn, patrons at the West Pittston Library can check out e-books. The West Pittston Library marks its 140th anniversary this year, overcoming two major floods to reach that milestone. To mark the occasion, a celebration will be held Saturday at the Fox Hill Country Club in Exeter.

“We are the oldest library in Luzerne County,” said Anne Bramblett-Barr, the current West Pittston Library director. “We keep bouncing back. We’ve come a long way.”

The library staff, volunteers and trustees represent some of the generations that have found entertainment, comfort and knowledge inside the building at Exeter Avenue and Warren Street. Bill Rowe has belonged to the library board of trustees for 25 years and started coming to the library in the mid-1950s.

“When I was growing up, it was a lot of shelves and a lo of books,” he said, adding that he got his first library card around then at 5 years old. “The librarian was the late Mrs. (Myra) Simons, who I’m still afraid of. She bought and got, order in the library. She was a great lady.”

Marie Jimla Heck, the circulation coordinator, said silence was still the rule a coupe decades later in the 1970s. She walked to the library every few days to pick out new books.

“That was in the day and time when you had to whisper, and I was not wired that way,” Heck said. “I got thrown out every three days.”

Jennifer Kuman, adult programming coordinator, seemed destined for a job at the library even as a child in the 1980s - “They taught me how to use a card catalog, and I used to force the other kids,” she said.

Amy Retso, also on the board of trustees, recalled the story times she attended as a 1980s child.

“I was on the board with people who used to read me stories,” she said.

“We’re certainly not a quiet library now,” Barr said as patrons come in and greet staff members. “It’s a small-town library. We get these types of stories all the time.”

“No more shushing,” Rowe said.

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Identity Level

Visual Identity:
Includes the library’s logo, color palette, typography, imagery (photographs) and preferred use of graphics.
Graphic Design

2-dimensional design that focuses on communication through text, pictures and symbols.
Type Design

Why is type design so important?

It is extremely influential in how information is received and interpreted.
Library Laboratory

Library Laboratory

LIBRARY LABORATORY

Library Laboratory
Style Guide: Fonts

- Fun library = fun fonts
- Don’t stick to pre-loaded fonts
- No script in capital letters
- No more than three fonts on a page
- Serif fonts for body copy
- Sans-serif/decorative fonts for headings
# Serif vs. Sans Serif

<table>
<thead>
<tr>
<th>Serif Fonts</th>
<th>Sans Serif Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Helvetica</td>
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<tr>
<td>Bookman</td>
<td>Arial</td>
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<tr>
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<tr>
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<td>Skia</td>
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<tr>
<td>Adolphus</td>
<td>Geo Sans Light</td>
</tr>
<tr>
<td>Footlight</td>
<td>OzHandcraft</td>
</tr>
</tbody>
</table>
Style Guide: Colors

• Use your logo as a guide
  – Ties in your identity
  – Gives a more cohesive look

• Use a photo as your guide
  – Still gives a cohesive look
  – Can make your logo pop
Style Guide: Design/Layout

• Don’t overwhelm with text
• Find a balance with white space
  – Too much and it looks busy
  – Too little and it looks sparse
• Allocate work to one or two people only
• Choose someone not involved in the design process to review items
Organizational Level

Identity Level

Experiential Level

Vision
Mission
Values
Objectives
Audiences
Positioning
Personality

Visual Identity
Messaging Platform

Online
In Print
On Air
In Person
Mobile

Brandraising
How Nonprofits Raise Visibility and Money through Smart Communications
Sarah Durham

bigduck smart communications for nonprofits
West Pittston Library

grow • with • us

OUR MISSION
IS TO ENRICH THE LIVES OF OUR
COMMUNITY MEMBERS BY CREATING
AN ENVIRONMENT FOR GROWTH,
DISCOVERY AND CONNECTION.
West Pittston Library

Growing readers for 140 years 1873-2013
Electronic Marketing

• Website
• Facebook
• Twitter
• Pinterest
“you see, I don't believe that libraries should be drab places where people sit in silence. That has been the main policy of employing wild animals librarians.” … Monty Python
dirty little secrets always come out.

SCANDAL.

coming soon...
I take library books into the bathroom...

I'm 140 years old
And I have had a lot of work done.
West Pittston Library
Posted by Jen Moran 9/17

When you find good yarn, you fight for it!

Join us for our Yarn Swap on Saturday, September 20 at 11AM. Bring your yarn overflow to the library & swap with other yarn-aholics! —with Maria Junti Heck and Anne Bramblet Barr.

Like · Comment · Share

Katie Randles I think you guys have too much fun at work! Lol
September 2 at 7:13pm · Like

Maria Junti Heck So far so good...
September 2 at 9:25pm · Like

Debbie Barr You do know that you ruin yarn by pulling on it like that
September 3 at 10:56pm · Like

Write a comment...
“you see, I don’t believe that libraries should be drab places where people sit in silence. That has been the main pole employing wild animals as librarians.” - Monty Python

West Pittston Library
@westpittstonlib

Pinned Tweet

It’s everybody read in 3, 2, 1, NOW! at West Pittston’s Montgomery Ave. Elementary - Times Leader timesleader.com/apps/pbcs.dll/… via @TLNews

West Pittston Library @westpittstonlib
2h
facebook.com/13573024311614… The Wine Tasting Fundraiser was a great success! Sorry you missed it if you weren’t there!

West Pittston Library @westpittstonlib
Sep 11
fbcdn-sphotos-a.akamaihd.net/hphotos-ak-xaf… Our annual NYC Holiday Bus Fundraiser is Sat., Dec. 6, 2014! It’s $30/person. Details are...