

## Signage at The Library

Updated 2/23/15

Goal: The signage goal of the Community Relations Department is to be able to provide 99% of all signs needed whether they are display, computer, collection, directional or general signs to all eight of our libraries and their staff. We also strive to standardize this signage across all eight of our libraries in an effort to support our brand image.

To achieve this goal a signage system was created that works within our brand standards by a committee that had representation from throughout the library system. This signage system includes collection signage, computer signage, directional signage, general signage and display signage. These are defined in the following way:

**Collection Signage:** Any sign that relates to the books, audiobooks, magazines and many other materials that we offer for borrowing in our libraries.

**Computer Signage:** Any sign related to our public computers including numbers and instructions. These signs are all printed in black and yellow as determined by the committee.

**Directional/General Signage:** Signs that provide information to help our library users find their way around our libraries. These also include holiday closing signs, bathroom signs, sale item signs, copier signs and many more. We have tried to standardize these signs across the system but do realize that various libraries may need extra signs beyond the standard set.

**Display Signage:** Posters and signs that are used to promote a group of books with a specific theme that has been collected by a staff member and put on a specific display area whether that is a table, slat wall, customer service desk top or other creative options that staff can come up with.

### Library Signage Colors

#### ESA

General/Directional – Teal    Adult Collection/Teen – Green    Children's Collection – Blue

#### EV

General/Directional/Adult/Teen - Magenta    Children's Collection – Green

#### MRL

General/Directional/Adult/Teen – Purple    Children's Collection – Blue

#### MOM

General/Directional/Adult/Teen – Purple    Children's Collection - Orange

#### AFL

General/Directional/Adult/Teen – Magenta    Children's Collection – Teal

#### JOH

General/Directional/Adult – Teal    Teen/Children's/Collection – Green

#### KL

General/Directional/Adult/Teen – Teal    Children's Collection – Purple

#### ND

General/Directional/Adult/Teen – Purple    Children's Collection – Magenta

## **Guidelines for ordering collection signage, computer signage, directional signage, general signage**

1. It is important that the majority of the signage in our libraries is designed and produced by the Graphic Artists in the Community Relations Department. This way signage is consistent with The Library brand standards which have been put in place to create a consistent look and feel to all of our printed materials including our signage. This includes all collection, directional, general, computer and display signage.
2. If a sign you have currently in your library is starting to look worn and needs to be replaced please submit a Print Request Form indicating the size and color of the current sign. If there are no changes needed you should have your new sign in about two weeks.
3. If you find that you need to replace a sign immediately, possibly because of damage or that the information needs to be updated, you may use one of the preprinted signage templates temporarily to replace the sign. Your temporary sign should be submitted to Printing Services for quick approval. See guidelines for using these templates below. Please submit a Print Request to have this sign replaced. If you make us aware of any urgency regarding replacing the sign on the Print Request we will do everything we can to get your sign back to you quickly.
4. If you find that you need a new sign in the area of collections, computers, directional and general signage submit a Print Request with the copy you want and the size that will work in the space that you have. Check the chart on the previous page to see what color the sign should be. Give us about three weeks and you should have your new sign. Make sure you also indicate if you need lamination or mounting with easels. Other special needs can be indicated in the description box of the Print Request

## **Guidelines for Display Signage**

### **Standard Display Sign Sizes**

11 x 7 – horizontal orientation (used mostly by ESA YS)

8.5 x 11 - vertical orientation

11 x 8.5 – horizontal orientation

11 x 17 - vertical orientation

35 x 11 – horizontal orientation

Again, Community Relations strives to produce 99% of all display signage used in our libraries. The department is well-equipped with staff that is talented and creative to provide you with all of your display signage needs. There is also a plethora of display signage that ESA and other libraries have already requested that we will be giving you access to.

Steps for planning a book display:

1. Visit the Community Relations page of The Library Staff page online at [dcls.org/staff/Community\\_Relations](http://dcls.org/staff/Community_Relations).
2. Access the Display Signage Order Form by clicking on the link provided. <http://www.dcls.org/displaysignage/> Samples of all available display signs are shown on this form. You can click on them to enlarge.

3. Display signage is sorted into 4 categories: Seasonal, Observances, Any Time and Banners. Here you will find all of the options for display signage available for ordering and using for book displays in your library.
4. The samples (other than the banners) are all shown as 8.5 x 11 but are all available in the five formats listed above.
5. Once you have decided which display sign or signs you would like, you have the ability to place your order for the sign(s) right from this page – no print request required. The order form is built right into this page. The form asks some very basic information including name, location, size and quantity. You may order as many of the signs as you like of the same size. If you would like to order additional signs at a different size you will have to place another order choosing the new size.
6. Since you all have 11 x 17 and 8.5 x 11 acrylic holders for display signs, these should not need to be laminated. If, however, you are using slat wall or another wall mounting application you may request lamination using the box at the bottom of the page above the submit button.
7. Once you place your order you can expect your display sign in about two weeks.
8. If you don't find the theme you are looking for you can always submit a Print Request to have a new sign designed. Keep in mind that this process will take four weeks and you should plan your display timing accordingly.

### **Guidelines for using the Signage Template**

Signage template paper, 8.5 x 11 in size, has been provided to each library in both a vertical and horizontal format to be used only under the following circumstances:

- a. For book display purposes: Some type of current event occurs that requires a quick sign and book display – for example an author, musician or prominent leader passes or a local event requires your library to provide materials for assistance.
  - i. Some guidelines for using the templates:
    1. Images should be black and white/grayscale – contact CR if you need help with this – we can convert it and send it back fairly quickly.
    2. Text should be either Arial or Georgia and black
    3. There is a blank signage template on the Bucket in the Community Relations Folder/Print on Demand and Templates/Templates that you can access to help you lay out your sign for printing on the template paper.
- b. Directional use: If a temporary sign is required to help the public find our materials more easily the signage template can be used. If this sign will become permanent a Print Request should be submitted to have a permanent version of the sign produced by Community Relations.
- c. General/directional use: Template paper can be used to let user know that your library will be closing early or if catalog access is unavailable etc.
- d. Collection use: Template paper should never be used for collection purposes. Please make sure as you move your collections around you plan accordingly by submitting the necessary Print Requests for collection use.

**Note: Any signage that is created using a Signage Template needs to be sent to the Printing Services email address for approval prior to posting.**