

AD/LIB

A WEBSITE FOR SHARING LIBRARY MARKETING, BRANDING & DESIGN

WWW.ADLIB.INFO

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WHAT IS AD/LIB?

Ad/Lib is a website that shows off great library marketing and design. Founded in 2014, it has over 50 posts (to date) that feature marketing from the past and present. It combines submissions from readers and content curated from all over the internet.

Because library marketing tends to be hyper-local, most if it is never seen outside of its target market. Advertising is also transient by nature: it does its job, then goes away—sometimes never to be seen again. Ad/Lib seeks to be a corrective for this.

SO COOL. HOW DO I CONTRIBUTE?

Yes! Please share! If your library is doing great work, you can make a submission at adlib.info/submit-stuff. There's a handy form there that you can fill out. Alternatively, email info@adlib.info. If you've seen some great marketing you think should be featured, please send it in!

OTHER RESOURCES? OK!

- ACRL Marketing Interest Group on Facebook ([acrl.lmao](https://www.facebook.com/acrl.lmao))
- Librarian Design Share (librariandesignshare.org)
- Librarian Marketing Toolkit (www.librarymarketingtoolkit.com)
- + lots more at adlib.info/design-resources

SAMPLE SUBMITTED CONTENT

RYERSON U - DIGITAL SIGNAGE



Designed in-house by Ryerson Library's graphic designer for the new Ryerson Student Learning Centre, these digital signs seek to be vibrant and welcoming, while also fulfill important directional and informational requirements. A second post on Ad/Lib features wayfinding kiosk designs.

UBC OKANAGAN - POSTERS



The Okanagan campus library at UBC worked with an external design group on these posters, which were part of a larger marketing campaign. The goal was to connect the library to other units and groups on campus, while also being simply design and catchy. This post (like the Ryerson signage) was posted with a Creative Commons licence attached for easy sharing.

SAMPLE CURATED CONTENT

SEATTLE PUBLIC LIBRARY



Seattle Public Library's recent failed rebranding generated an incredible amount of buzz, and was easily Ad/Lib's most viewed post in 2015. The community was asked for input on the name change and new logo, and the conversation ended up being about costs instead.

U VIRGINIA LIBRARY ANNUAL REPORT



Annual reports are not usually considered great art, but the University of Virginia Library doesn't let that stop them. This beautiful document from 2012, illustrates the great care put in into each report (created with design firm Design Army).

DARIEN LIBRARY - AMERICAN GIRLS



Created to support an American Girl-themed children's program, these posters featured portraits replicating the look of the girls on the book covers, then cleverly Photoshopped to look like an original book cover itself. Darien Library was awarded Outstanding Public Relations—Poster from the Connecticut Library Association for this design.

KLIC - CODE OF CONDUCT



Posting a code of conduct for users and students is becoming more popular. The Kolywyk Library and Information Commons at Chattanooga State Community College created this code to describe expectations with a positive tone. Not just rules, the sign includes things that users can do in the library.

SASKATOON PUBLIC LIBRARY MARKETING



Following a successful and award-winning rebrand in 2012, Saskatoon Public Library launched 100th anniversary marketing campaign a year later: "SPL the Beans". A series of images featured unusual facts (all exactly approximate) that made for great drink coasters at local eateries.

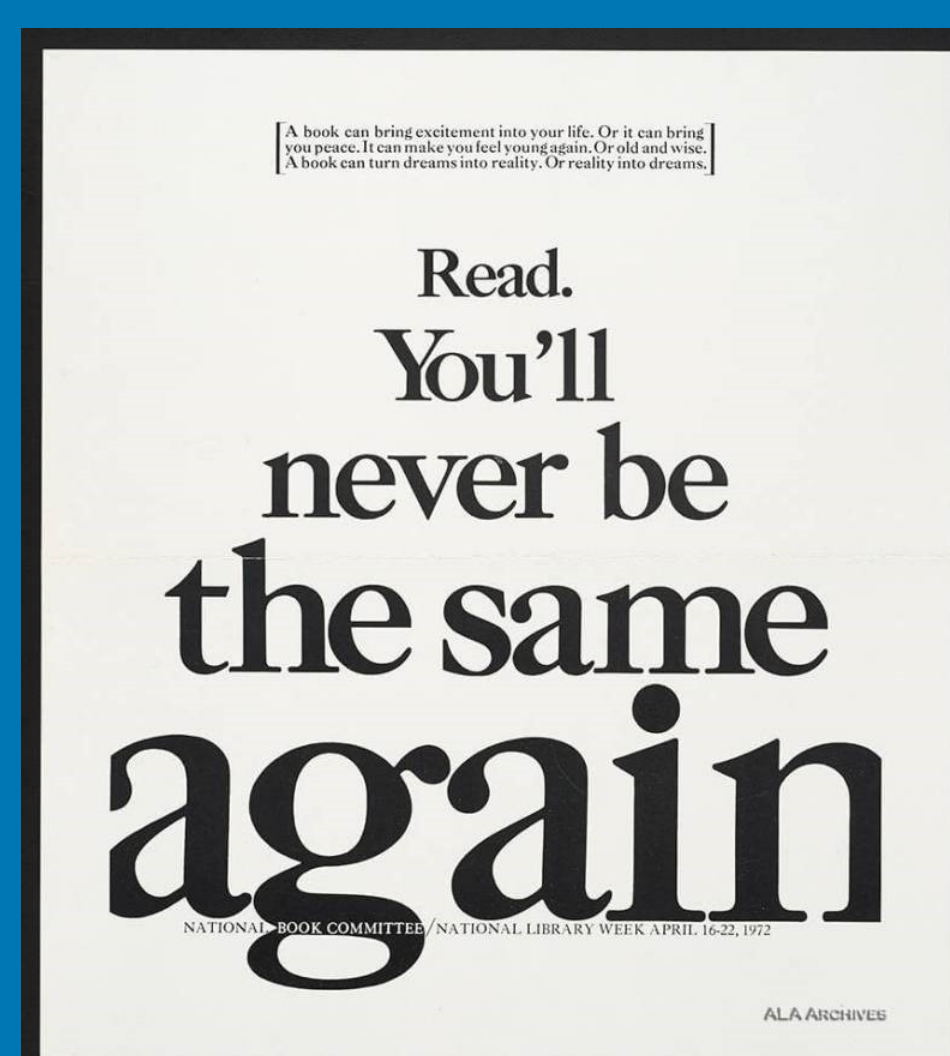
GUELPH PUBLIC LIBRARY LOGO



If there's a new library logo being unveiled, then Ad/Lib is on the scene. Guelph Public Library revealed a new logo and tagline in 2015. You'll notice there's not a book anywhere to be seen—a trend in library rebranding. Symbolic representations of community, forward motion, and creativity are very common in modern logos.

NATIONAL LIBRARY WEEK POSTERS

It can be difficult to dig up older library marketing without venturing into an archive (which I haven't done—yet). The exceptions tend to be large campaigns like ALA's National Library Week poster series, or Canada's Book and Periodical Council's Freedom to Read Week poster series, both featured on Ad/Lib.



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