

An Invitation To Everything Libraries Offer.

GRAPHIC GUIDELINES FOR USING THE NEW MARKETING TAGLINE

FOR: FOPL (Federation of Ontario Public Libraries), SOLS (Southern Ontario Library Service), OLS -NORTH (Ontario Library Services North) and OLA (Ontario Library Association)

INTRODUCTION

As part of a three-year marketing effort, FOPL, SOLS, OLS-North and OLA, have developed plans for increasing relevance and engagement with Ontario's 18-40 year old target market (both users and non users of the library system). Research shows that this audience has outdated perceptions of all that public libraries have to offer and are more inclined to rely on the Internet for their information needs.

The job of building greater engagement with this group will include many communication tools. The library community specifically asked for a tagline to help in this effort and therefore this is the first tool we are pleased to deliver to you.

A Tagline For Ontario Libraries:

Our goal is to reach out to people between 18 and 40 years of age who have an outdated notion about what we offer in terms of programming. We want them to rethink those perceptions and engage with all that we have to offer them.



This line was developed through research with this audience and then tested with the same demographic. It scored highly in terms of likeability and intrigue.

This new line can help your marketing efforts by adding a clear "call to action" to any marketing programs you promote or brand positioning you create.

Your adoption of this line is important to us all. Most research shows that people need to see a message over eight times before it registers. In today's very mobile society, the more we use the line the more we help each other and ourselves. Envision this tagline uniting all public libraries in a common goal.

GRAPHIC GUIDELINES

Within this document we have provided you with a few simple to use graphic guidelines. We want to make the adoption of this marketing asset easier for everyone. There are two formats and guides:

1. An “official” font treatment that will appear on all FOPL, SOLS, OLS-North and OLA marketing efforts.
2. A “generic” font treatment if there are concerns about how the design might clash with your own graphic standards.

A Line That Gets You Thinking.

The beauty of this marketing asset is that it can be used as a headline, theme or even on a fun t-shirt...and we encourage you to be creative and find many uses. Our Ontario library system touches our communities in many ways. We have an “on-the-street” communication network that would make many corporate brands envious. Let’s use that network and our new line to get people thinking about visiting us!

**A Visit
Will Get You
Thinking.**

USING THE TAGLINE

This is the “official” font treatment that will appear on all FOPL, SOLS, OLS-North and OLA marketing efforts. We encourage you to use it too.

There are three options for display that are available:

**A Visit
Will Get You
Thinking.**

1. Vertical orientation

(optional: colour of your choice to coordinate with marketing efforts)



2. Bounded within circular background

(optional: colour of your choice to coordinate with marketing efforts)

A Visit Will Get You Thinking.

3. Horizontal orientation

(optional: colour of your choice to coordinate with marketing efforts)

USING THE TAGLINE

If the official tagline format won't work for your purposes, feel free to use a tagline created using Avenir or a similar sans serif font.

DO - follow the type guidelines below and use a similar font if you don't have Avenir.

i.e. Arial, Proxima Nova, Myriad

A Visit Will Get You Thinking. ✓

2 point sizes bigger & bolded text

Every word capitalized

Period at the end of the sentence

The words "Visit" and "Thinking" are bigger and displayed in bold type and are slightly bigger than the "A" and the "Will Get You" in the tagline.

DON'T - change the format of the tagline.

i.e. uncapitalized words, change the punctuation, set in all caps, use a serif or novelty font

A visit will get you thinking. ✗

A VISIT WILL GET YOU THINKING. ✗

A Visit Will Get You Thinking! ✗

A Visit Will Get You Thinking. ✗

A Visit Will Get You Thinking. ✗

USING THE TAGLINE



Feel free to:

change the colour of the tagline to work with your library's branding.

use the tagline on promotional materials for your library.

add the tagline to your website or to any posters you may create.

