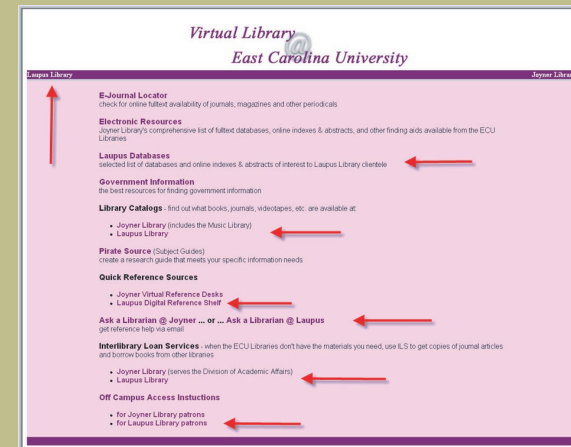


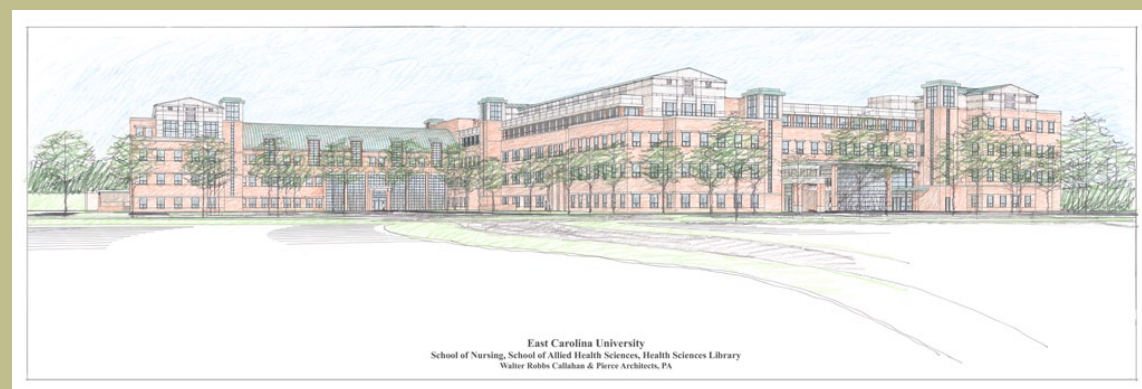
Problem Statement:

Laupus librarians determined that their unique resources, expertise, and services be indentifiable and distinct from Joyner Library, ECU's academic library.



The Project:

A “branding” project was initiated to highlight the identity and raise recognition of Laupus Library. At the same time Laupus Library began planning for a new library building to be completed in 2006.



The Challenges:

- Create a distinct and readily recognized visual “identity” for the William E. Laupus Health Sciences Library at East Carolina University
- Promote the new identity
- Adopt the identity by library’s primary clientele
- Use the identity in a successful fund raising campaign for the new library building



Como Se Llama? What’s in a Library Name and Logo?

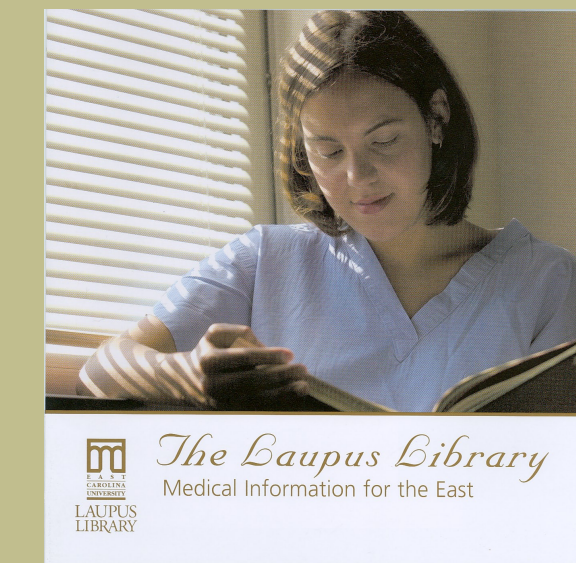
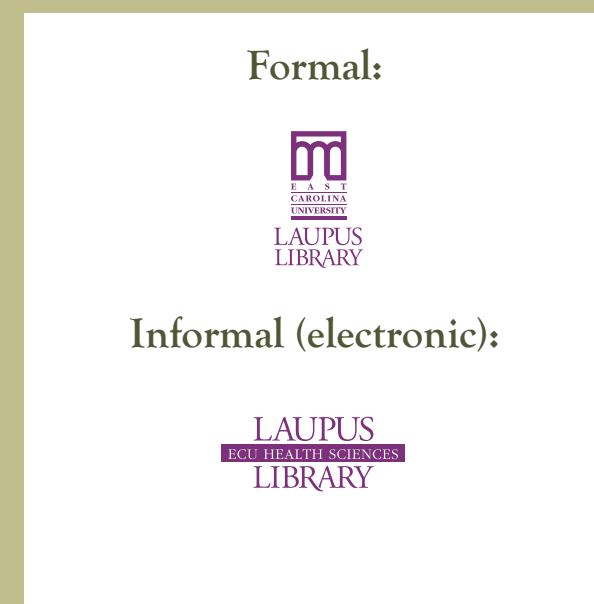
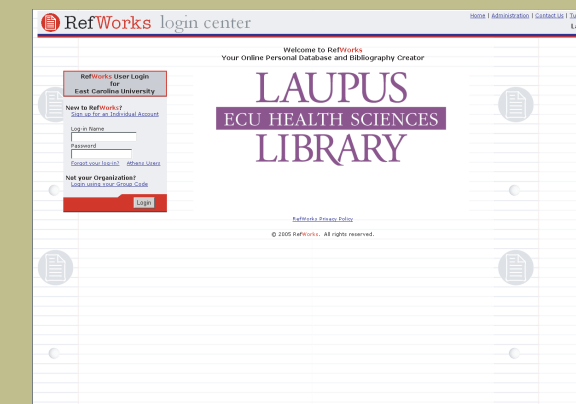
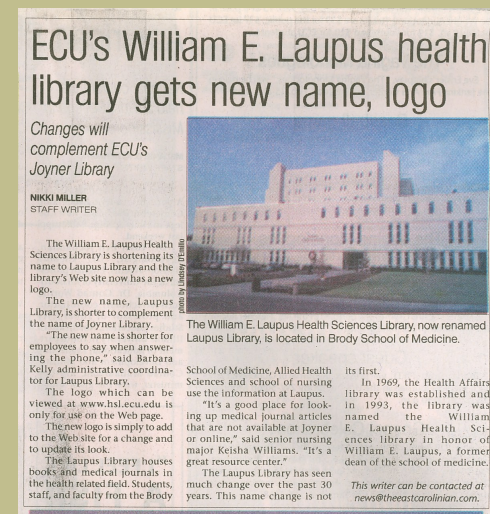
Laupus Library East Carolina University

Susan Nash Simpson, AHIP, Associate Director
Jeff Coghill, AHIP Collection Development Librarian
Elizabeth Ketterman, Eastern AHEC Librarian/Head, Outreach



Tasks:

1. Adopt the name “Laupus Library”
2. Define desired perception of the library
3. Create an “identity” (logo) to represent Laupus Library which conforms to ECU guidelines:
4. Collaborate with ECU’s School of Medicine News & Communication Department
5. Promote and adopt name and identities
6. Use identity on commercial database pages so users know the source
7. Create a “glossy” brochure with initial slogan



Project Results:

To date Laupus Library has raised over \$150,000 toward enhancing the new library.

Development efforts use the products and the identities created by the branding project to create a library image.

A brief survey indicated that users recognized the identities as representing Laupus Library and knew that Laupus Library was an entity, distinct in purpose and services from Joyner Library.

Indicators of Success:

Recognition of Laupus Library as a separate entity from Joyner Library

Project’s contribution to successful fundraising for new library

Tips for Effectiveness:

- Use existing professional expertise in the organization
- Follow organizational guidelines for external communications and identities
- Solicit input on branding products before launching
- Put the brand on everything
- Require the use of brand name, and identity at every opportunity
- Make the slogan as visible as possible
- Promote and advertise branding products