Why Guidelines?
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THE GEORGE MASON UNIVERSITY BRAND PROFILE
A guide to messaging and visual identity
**WHO’S WHAT**

- Marketing Team
  - Chair, AUL – RES
  - Head, Copyright/Scholarly Communication
  - e-Resources Coordinator
  - Head, Research Services, Fenwick Library
  - Head, Teaching + Learning Services
  - Head, Special Collections + Archives
  - CUA intern (Spring 2015)
- Staff
  - Library Admin position
    - Development Communications Officer *(vacant – currently interviewing)*
  - Research + Educational Services position
    - 30% of Head, Research Services time *(currently covering above position too)*
THE GIVENS

Identity and Logo.

Headlines, Themelines, Proof Points
HUH?
A great university puts ideas into action. Want to start something?

Making a microcontroller to help people with speech difficulties.

A Force for Innovation
HEADLINES, THEMELINES, PROOF POINTS AND MAYONNAISE

• **A Force for Innovation**
  We seek new and better approaches in everything we do.

• **A New Definition of Excellence**
  We measure our success by the benefit we bring to our students, our community, and the world.

• **Making Discoveries That Make a Difference**
  We pursue research of consequence, focusing on pressing issues.

• **The Power of Many Perspectives**
  Our diversity creates intellectual energy and sparks innovation.

• **Ideas with Impact**
  We focus on teaching, research, and entrepreneurial ventures with real-world relevance.

• **Many Paths to Success**
  In every way possible, we create opportunities and open gateways of access, helping our students succeed.
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Proof Points / Telling the Story: Libraries Brand Audit

Awareness   Engagement   Satisfaction

Proposed questions
• What do the libraries’ stand for in your mind?
• What would you say is the libraries’ mission?
• What is it about the libraries that make them unique?
• What is the greatest value the libraries provide to you?
• What are the libraries’ greatest strengths?
• What are the libraries’ greatest weaknesses?
• What need do the libraries fulfill?
• Do you trust the libraries?
“Marketing libraries is like marketing mayonnaise.”
- Ned Potter
TO MARKET, TO MARKET

Target Audiences
• Faculty
• Administrators
• Undergraduates
• Graduate students
• Professional programs
• Alumni
• Donors
• Visiting students, faculty and scholars
• Media
• Independent scholars and/or general public
WHAT TO MARKET

- Librarians
- Services, programs
- New Fenwick Addition
- New Acquisitions
- E-Resources (new & existing)
- TextSelect
- Preservation / Digitization activities
- Fenwick Gallery
- Mason Publishing
- UDTS

- Workshops
- Libraries’ Places/Spaces
- Special Collections & Archives
  - Exhibits
  - Symposia
  - Notable Collections
- Scholarly Communication & Copyright
- One Button Studio
“Marketing” = Really Publicity

- Needed “instant” infrastructure – classes starting late August
- Focused on “consonance” with Mason Brand Profile for existing and new print items
- Based on Team Observations, Head, Research Services
  - Revamped Marketing section of Intranet
  - Instituted and implemented Marketing Project Calendar
  - Instituted and implemented Marketing Request Form
  - Created templates, etc.
WHEN DO YOU NEED IT?
Marketing Project Calendar
Mason Libraries Marketing Request Form

A Marketing Request Form must be completed and submitted in a timely manner to schedule brainstorming, design and layout, development, review, and production of basic marketing pieces.

- Please check the Marketing Project Calendar for the most current schedule of what's in production.
- Early is on time; on time is late. PLAN the marketing items you need BEFORE you need them.
  - Production is in relationship to other marketing requests, other job responsibilities, etc.
  - It is imperative that you plan ahead for your needed item(s) and request them early.
- You will be contacted within 1-3 business days to obtain any needed information and confirm your production timeframe.
- Spontaneous, last-minute pieces will be negotiated with requester.

Library Marketing: Lead Times & Production

- Production lead times are added to the time you've allotted to advertise.
- All lead times are approximate. Production is done on Business Days.

- Time Allocation Formula & Example
  - Your deadline for the item(s) PLUS
  - the stated Lead Time (see below) PLUS
  - 5 business days from your request submission date.
  - Example:
    - You want to publicize something which occurs March 31.
    - Two weeks to advertise = March 17 start date (flyers, web, etc)
    - Two weeks to produce marketing pieces = March 3
    - Your request should be submitted ON or BEFORE February 25

Library Products and Lead Times

- Bookmark [Lead Time = 3-4 business weeks]
- Brochure, 8.5x11 Tri-fold [Lead Time = 3-4 business weeks]
- Flyer, 8.5x11 [Lead Time = 2-3 business weeks]
Marketing Section

Libraries Intranet

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**Posters and Images**
- Poster Session Poster, other sizes [Lead Time = as soon as poster is accepted]
- Program, Event [Lead Time = as soon as date(s) scheduled]
- Signs, Facility [Lead Time = Negotiated]
- Slide, LCD, Fenwick [Lead Time = 1-2 business weeks]
- Slide, Library Home Page [Lead Time = At least 1 business week]
- Table Tent: [Lead Time = 3-4 business weeks]

**Logos and Images**
- Official University + University Libraries Logos
- Images
  - Mason standards prefer Mason photo images
  - For copyright purposes, the URL and/or source of any image used should be included on the item(s). For powerpoint, you can list on last slide with any other citations.

**URLs (print/web)**
- Use library website URLs as much as possible.
- Library URL too long? Marketing will work with web team for "useable" re-direct URL as needed/required.

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**Mason Libraries DIY / Ready-to-Print**

Templates and ready-to-print items. Templates are in Publisher at this point.
- Brochures
- Flyers & Handouts
- Powerpoint Template
- Sign Templates
- Stickers
  - Gateway Library

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**University Standards / Guidelines**

Branding, Logos, Editorial Style, etc.

brand.gmu.edu (Mason Brand Profile & Standards). Provided and maintained by University Communications & Marketing.
- Read the profile for appropriate use of design elements!
- Official University Logos (print and web)
- Official University Stationery (letterhead, FAX cover, Powerpoint Template)
- Letterhead with green logo
Marketing Request Form

Libraries Intranet

Mason Libraries Marketing eRequest Overview

Complete this form to schedule development, design, review and production of your item(s) within current project workflow and timeframes. Check the Marketing Project Calendar on the Libraries' intranet to see what's in the works.

- All lead times are approximate.
- Production is done on business days.
- Time Allocation Formula = your deadline for the item(s) PLUS the stated Lead Time plus 5 business days from your request submission date.
- Time Allocation Example:
  - You want to publicize something which occurs March 31.
  - Two weeks to advertise = March 17 start date (flyers, web, etc)
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Today's Date

Your name

Your email

Your office phone #
Marketing Request Form

eMail received in Outlook
A HERDED CAT.

Before

- University event for faculty/staff enrichment day held right before Fall 2014 finals
- Some library staff created handout for event
- No URLs, not even library.gmu.edu
- No library locations
- Etc.
A Herded Cat.

After

- library.gmu.edu prominent
- Names of each library included (first entry)
- Additional programs and services included
- Each entry highlighted
- Direct URL provided in each entry
- In consonance with brand profile
CURRENT FOCUS: SOCIAL MEDIA

Social Media in the Libraries

- Twitter: Arlington Campus Library, Data Services, Femrick Research Services, Gateway Library, Mason Law Library, Mercer Library, Special Collections & Archives, Scholarly Communications, University Dissertation & Thesis Services
- Facebook: Arlington Campus Library, Femrick Research Services, Gateway Library, Mason Law Library, Mercer Library, Special Collections and Archives, VIVA, The Virtual Library of Virginia
- YouTube: Gateway Library, Mercer Library, Special Collections & Archives, VIVA, The Virtual Library of Virginia
- Blogs: Arlington Campus Library, Mason Law Library & Technology, Digital Programs & Systems, Special Collections & Archives
- Flickr: Special Collections & Archives
- Pinterest: Special Collections & Archives
- Instagram: Mercer Library
CURRENT FOCUS: SOCIAL MEDIA

• Applied for CUA Library School Intern Fall 2014
• Selected for Internship by Student
• Project: All for One or One for All? Developing a Social Media Marketing Infrastructure for George Mason University Libraries
• Deliverables
  • Draft Social Media Policy
  • Draft recommendation for which social media account “set up” the Libraries should pursue (all for one? one for all?)
  • Draft Libraries Best Practices Guidelines
CHALLENGES

• Shift from current publicity / public relations mode to marketing?
  • Determining metrics - “data driven”
  • Applying findings
  • Who? What? When?

• Communicating library value based on brand audit

• Employ marketing related job skills – or training? Can marketing skills be acquired or are they a “talent”? 

• Breathing new life into traditional metrics – how? Social media? Other?

• Evidence that collaborates with the future direction of Mason
Questions?
Comments?

Thank you.
Sources


Images