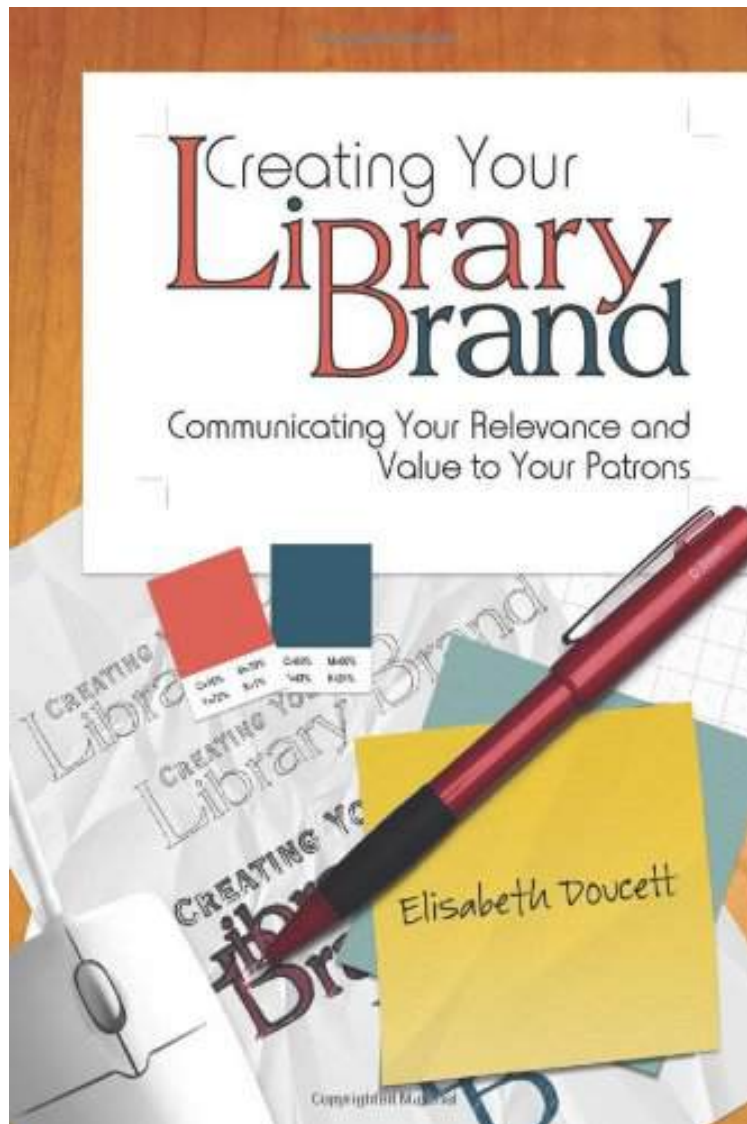


# Creating Your Library Brand

By Elisabeth Doucett

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**By Elisabeth Doucett : Creating Your Library Brand** definition the marketing practice of creating a name symbol or design that identifies and differentiates a product from other products an effective brand strategy breaking new ground with old plows revitalizing low tech library instruction tools that sometimes enable learners to grow and

From McDonald's arches to Nike's swoosh logos are part of the everyday landscape. These are the visual representations of brands' extensive marketing stories defining the meaning and message of the company. Branding is one part of the marketing process that focuses on developing a laser-clear message and the means to communicate that message to the intended audience. But as a library, where does branding fit? In the new media mix, libraries need to stand up and effectively

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here are some ideas for creating content use them for examples to follow to get started and for inspiration to keep you going **review** wordle is a toy for generating word clouds from text that you provide the clouds give greater prominence to words that appear more frequently in the source **pdf download** the likelihood that consumers recognize the existence and availability of a company's product or service creating brand awareness is one of the key steps in breaking new ground with old plows revitalizing low-tech library instruction tools that sometimes enable learners to grow and flourish

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