

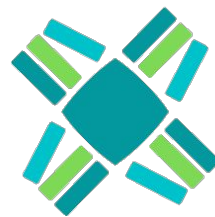
Library  
Signage:  
The Good, The  
Bad, and The  
Ugly

Florida Libraries  Online



**Libraries Have Heart**

THE HEART OF CUSTOMER SERVICE



CURTIS ROGERS  
*Consulting*

**June 2023**

# Session Outline

- Welcome/Introductions
  - In chat: Library name/Job title
  - <https://www.linkedin.com/in/drcurtisrogers/>
- My library signage philosophy
- How it all started
- Library Signage 101
- Plus/Delta with real library signs
- Customer service issues
- Equipment & Resources





## My Library Signage Philosophy

- I want you to THINK CRITICALLY about your library's signage and what it means.
- Less is MORE.
- Compare your signage to signs you see when you're shopping or at the doctor's office or at another retail location.
- I'll show images of REAL library signs.
- Here are some signs we've all probably seen in a public library...

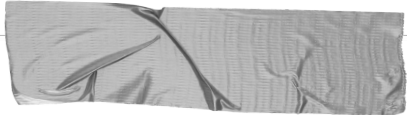






# Library Marketing and Communications Conference

## How it all started



Session Title: “Do You See the Signs? Evaluating Language, Branding, and Design in a Library Signage Audit” by Amy Stempler and Mark Aaron Polger



# Library Signage 101

- Positive
  - Polite language
  - Not verbose – get to the point
  - Use library logo/branding  
(on most every sign – it depends)
  - No typos
  - Correct grammar
  - Font and font size
  - Image that supports content



## Tip

Try using Grammarly.com to double check your grammar, punctuation, and spelling.



# Library Signage 101

- Negative
  - Handwritten
  - Too many words
  - Clip art – just. don't. do. it. UNLESS...
  - Comic sans/Papyrus font (another no no)
  - Passive aggressive
  - Too many colors
  - Too much going on



## Tip

After creating a sign, go back and start deleting useless or redundant words. Try to get it down to as few words as possible.





**TOPICS TRIVIA**  
 CHAPIN MEMORIAL LIBRARY  
 4th Tuesday of the month at 4-6 p.m.

January 16, 2017  
 February 20, 2017  
 March 20, 2017  
 April 25, 2017  
 May 22, 2017

June 19, 2017  
 August 22, 2017  
 September 19, 2017  
 November 14, 2017  
 December 19, 2017

Sec. 14-8 of the Myrtle Beach Code of Ordinances prohibits bringing in personal property into Chapin Memorial Library.

Personal property includes, but is not limited to backpacks, carts, wagons, luggage of any shape, size or configuration that evidences its function is the containment, storage and transportation of personal property, bedrolls, blankets, pillow, sheets, clothing, utensils, cookware, cooking preparation materials, tents or similar structures, hammocks, or other sleeping implements.

**NOTICE**

**THIS PROPERTY MONITORED BY VIDEO SECURITY**

Chapin Memorial Library Presents  
 "Veterans Awareness Service 2017" (V.A.S.)  
 1st Monday of the month, 1:00 pm - 3:00 pm

February 6, 2017  
 March 6, 2017  
 April 3, 2017  
 May 1, 2017  
 June 5, 2017

Are you looking for ways to manage your type 2 diabetes?

The balance a clinical research study is evaluating the use of an educational tool for patients living with type 2 diabetes.

You may be eligible to participate if you meet these criteria:

- 18-65 years of age
- Diagnosed with type 2 diabetes
- Not taking insulin
- Not pregnant
- Not on 2 diabetes medications
- Not taking any other medications
- Not taking any supplements
- Not taking any other medications

Family Medicine at Parklands  
 100 Parklands Blvd.  
 Dallas, Texas 75245  
 Phone: 972-355-3300

The library will be closed Monday, December 25th & Tuesday, December 26th for Christmas. We will re-open Wednesday, December 27th.

Join the Horry County Museum for the 28th Annual Quilt Gala

Friday February 23rd and Saturday February 24th, 2018 at Ocean Lakes Family Campground 10:00 am - 4:00 pm

What's Going on at the Gala:

- Demonstrations
- Quilting Vendors
- Door Prizes
- People Choice Awards
- Featured Quilter
- Challenge Quilts
- Wounded Warrior Quilt Display

Admission Adult: \$5.00  
 Children 12 and under: Free

For questions call the Horry County Museum at 843.676.4300  
 Email: hcpmuseum@horrycountymuseum.org



**Tip**

Less is MORE!

Use the two week sign removal test.





IF YOU SPRINKLE WHEN YOU <sup>with</sup>  
<sub>your little</sub> TINKLE

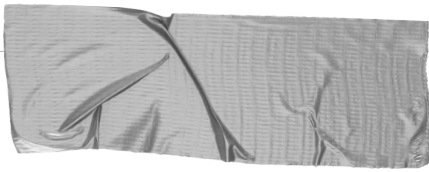
BE A SWEETIE WIPE THE  
SEATIE



## Tip

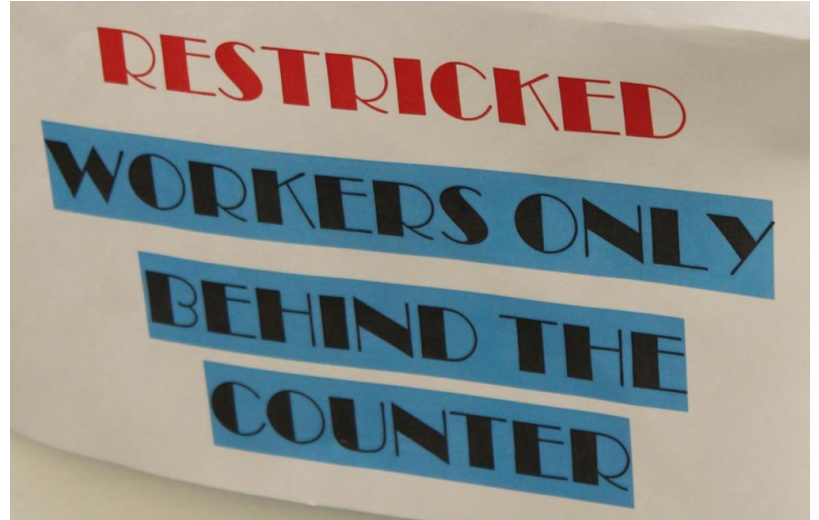
If someone can write on a sign, they will. Use acrylic holders.



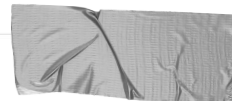


# Fonts Matter

- What is your library's recommended set of fonts?
- What is your library's recommended color scheme?
- *For example: add a Media Kit web page to your library's website in the About Us section. You can add logos, colors, fonts, etc. These can be used by printers, staff, and others who are promoting the library.*
- Does your library have a signage policy, style guide, or communications manual? Does it include crisis communications?



- Site: [www.Michigan.gov/LibraryofMichigan](http://www.Michigan.gov/LibraryofMichigan)
- Individual pages within the Library of Michigan website
  - Library Card Application: [www.Michigan.gov/LibraryCard](http://www.Michigan.gov/LibraryCard)
  - Family History Resources: [www.Michigan.gov/FamilyHistory](http://www.Michigan.gov/FamilyHistory)
  - Databases for Library of Michigan Cardholders: [www.Michigan.gov/LMdatabases](http://www.Michigan.gov/LMdatabases)
- Social Media accounts:
  - Facebook (@libraryofmichigan): <https://www.facebook.com/libraryofmichigan/>
  - Twitter (@LibraryofMich): <https://twitter.com/LibraryofMich>
  - Instagram (@libraryofmichigan): <https://www.instagram.com/libraryofmichigan/>
  - YouTube (playlist under Michigan Department of Education account): <https://bit.ly/35EAyZt>
- Social Media hashtag: #LibraryofMichigan
- Color Codes for LM Blue:
  - CMYK: 100/35/0/0
  - RGB 0/110/182
  - HEX: #006EB6
- Logo Files:
  - Stacked: **Blue**
  - Stacked: **Black**
  - Horizontal: **Blue**
  - Horizontal: **Black**
  - Additional color variations and file types are available.
- Credit Text: Use for source information retrieved from the Library of Michigan for use in publication - "The Library of Michigan, an agency of the Michigan Department of Education."



## Tip

Make sure your signage templates are accessible offsite.



**Beware!**  
**The dreaded**  
**sign barrier**







# Libraries Rock!

**Who:**  
Programs for all ages!  
Babies—Age 18

**When:**  
May 21st—August 1st

**Where:**  
Owens County  
Public Libraries

**Programs**  
Cloud Crave Music,  
Clemson University  
Paleontology, and much  
more!

**Get started**  
May 21st—  
Search a reading list and program calendar,  
Join in the reading list to any Owens County Public Library branch  
and receive your prizes.

**See website for more information and calendar of events.**

OWENS COUNTY PUBLIC LIBRARY  
303 N. Main Street  
Fulton, KY 40001



944.631.4111  
www.ocpl.org

**Win prizes for  
Completing the  
program!**

**Babies/Preschoolers:** Play Doh  
and a chance to win a Wooden  
Mia Castle

**Children:** 1C Reading Medal and a  
chance to win a 1,000+ piece LEGO  
set and LEGO book

**Teens:** 15 Minute gift card and a  
chance to win a Kindle Fire 8

**Everyone who completes will receive  
a ticket to the End of Summer  
Reading Bash!**

Borrow eBooks & Audiobooks  
free from any library  
OCPL  
www.ocpl.org

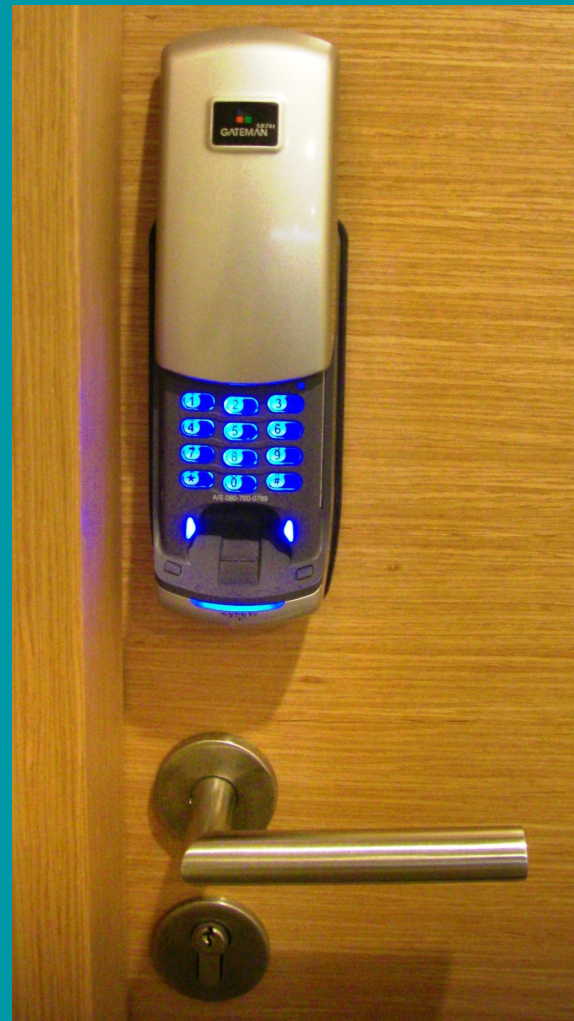
OCPL  
May 2018  
Programs & Events







Sometimes  
the best sign  
is no sign...





# PLUS/DELTA Exercise

I'll read and describe the following 3 library signs.

Use chat to say what you think works well (+) and what could be changed ( $\Delta$ ) for each one.



**ADULT  
FICTION  
A-MOR**





# SMILE!

---

Photos and videos taken at CCPL may be used for promotional materials by the library and its partners. By attending, you consent to media recording, waive all rights and royalties, AND help us share our wonderful library programs and events with the community! If you don't want to be photographed, please alert a CCPL staff member. Thank you.

---



[www.ccpl.org](http://www.ccpl.org)  





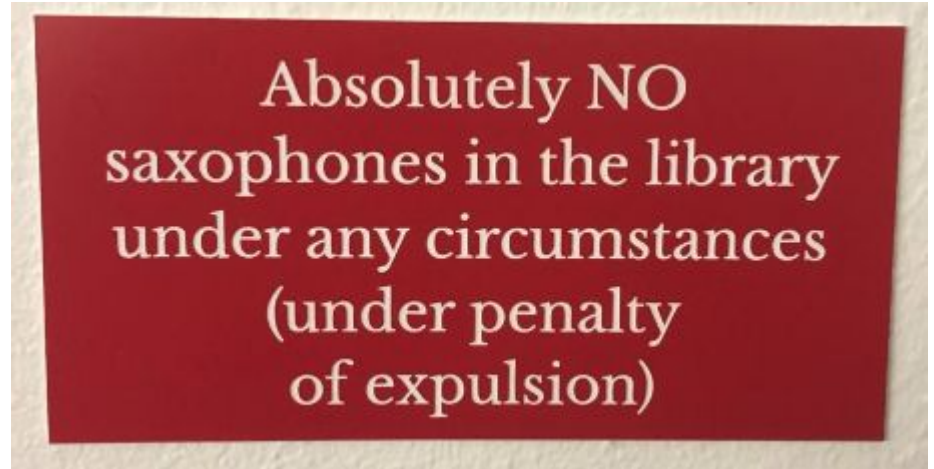
# Signs as Art

## *The Anti-Saxophone Sign at SSE*

Can a library sign be  
considered a work of art?

<https://www.atlasobscura.com/places/anti-saxophone-sign-stockholm-school-economics>

May 8, 2023





# The Library Signage Audit

- Photos of every most every sign
- Compile visual report
- What is working well
- What to consider changing

-See chapter 3 of Polger's *Library Signage and Wayfinding Design*

## Oconee County

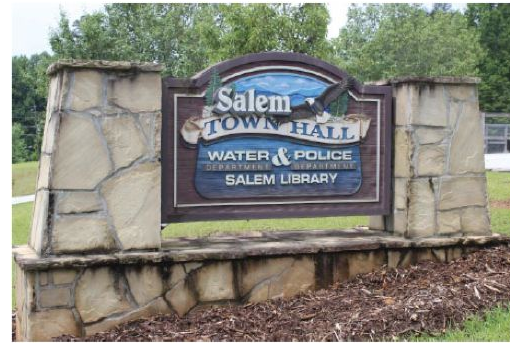
---

Salem Library  
Signage Audit



# Library exterior

- Walk around the library exterior
- What is your overall observation?
- Look at parking signs, smoking areas, seating
- Can hours be seen from the road?



## The Library Signage Audit

### And why is it so important?

Library signage sets the tone not only of the individual library branch, but also of the whole county library system. All library signage should be positive, brief, and consistent.

The following are both positive and negative library signage general rules of thumb:

### Positive

- Polite language
- Not verbose – get to the point
- Consistently use library logo/branding
- No typos
- Correct grammar
- Font and font size
- Image that supports content

### Negative

- Handwritten
- Too many words
- Clip art (try to use photography if possible)
- Comic sans font (use font that is similar to the library's standard font selection/branding)
- Passive aggressive
- Too many colors
- Too much going on

A library signage audit is not only an audit of the library's signs, but it may also relate to the library's internal and external image including printed materials, customer service, grounds, and community perceptions.

## Exterior Considerations

- Is the shrubbery or grass maintained?
- Are there areas flower beds could be created? If beds are there, are they maintained regularly?
- Are the signs for the library in good condition? Are they large enough? Do they need repainting? Do they need to be lighted?
- Is there trash on the grounds? Are attractive trash containers available? Are containers available outside for smokers to extinguish cigarettes?
- Is visitor parking prominently marked and plentiful?
- Is the entrance to the building clearly marked?
- Where are other directional signs to the library located in the community? Are the directions well marked and easy to understand?
- Is this a building you would be proud to bring friends and family to?





# Considerations

- Review your library in a google search.
- Are there reviews?
- Hours and location correct?
- How welcoming is the library?
- Are there any unofficial social media pages/groups?

*What does someone see when they first enter the building?*

*Where is the information desk? Is it well marked with signs? Is it cluttered or neat? Is it staffed at all times?*

*Is there a place such as a bulletin board to post special information? Is it attractively displayed? Is everything current? Is it regularly checked/cleaned?*

*Are the hours of operation posted clearly?*

*Are all areas of the library kept neat with books, magazines, and other materials shelved or attractively arranged. Is the furniture in good condition?*

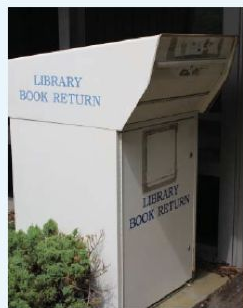
*Are the floors or carpet cleaned frequently?*

*Are trash containers strategically placed throughout the library?*

*Are restrooms clearly marked and kept clean?*

*How attractive and inviting are the information desk, bulletin board, stacks, reading area, magazines, offices?*

## Things to Consider



*Is staff dressed neatly? Is there a dress code and is it followed?*

*Do you have dress-down day? Do patrons know this? Does the staff know what is acceptable and not for dress down?*

*Are staff members knowledgeable about their specific area as well as the library in general? Do they respond promptly and courteously to requests?*

*Do they speak positively about the library and promote its services to civic, church and business groups?*

*Do you have letterhead and envelopes for the library?*

*Does each staff member have business cards?*

*Do your printed materials have a special format? Do you have special colors for certain program areas or publications?*

*Does the staff know the library's policies on printed materials, such as who approves printed pieces? Is there a review of all printed materials before they are finalized?*

*Are printed materials grammatically correct and spell checked?*

*Does the library have a recognizable and consistently used logo? Is it current and does it reflect the image you want of your library? Are there guidelines for use of the logo?*

*Is there a style guide for the library? How are media communications handled?*

*How is the library's social media managed?*

## Communications and Customer Service...

- How is the library listed in a Google search? Has anyone reviewed the library?
- Do key points of contact such as the Chamber of Commerce, city hall, schools, and local service stations know where your library is located?

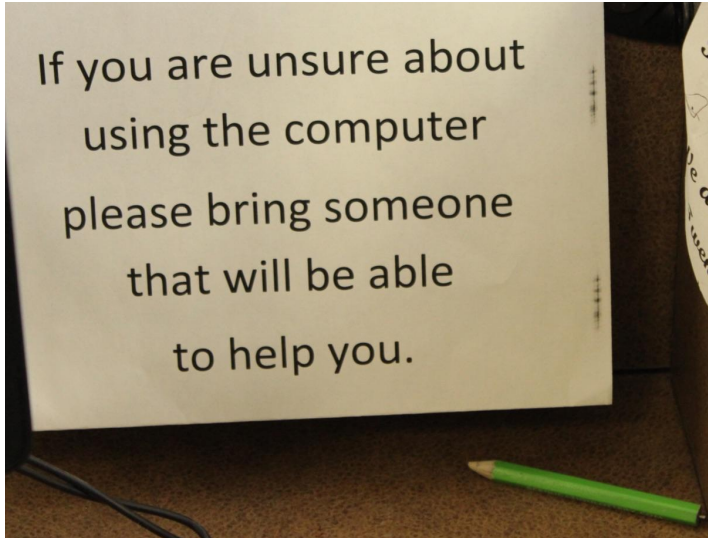
- Are library directional signs on well-traveled roads? Are the directions clear to someone unfamiliar with the area?
- What do you do to help patrons with special needs? Do staff members know what services are available for patrons with special needs?
- Are the specific areas of the library easy to reach and well

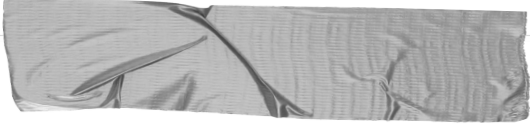
marked?

- Do all patrons, regardless of needs or reasons for visiting the library, feel welcome?
- Does the staff understand the importance of good customer service to the library?
- Does the staff understand the role they play in developing and maintaining a positive image for the library?



# Customer Service Issues



- 
- Library Signage and Systemic Issues
  - Reacting to problems with signage
    - Something to think about:
      - Does it work?
      - Why or why not?
  - Is customer service training needed?



Yes, the following two signs are actual signs that were in a library men's restroom... brace yourselves!



To the person (because you are not a man) who continues to defecate on the floor on a regular basis....

Please be advised that this situation is to STOP immediately!! If you continue with this behavior I will station someone at the bathroom door who will enter the restroom with each and every person.

Branch Librarian

Please be advised that alcoholic beverages are NOT allowed on county property.

Leaving empty beer cans in the men's restroom is being monitored.

**NO TOLERANCE!!**



How could you handle  
this situation with  
signage and a  
procedural change?





**THIS RESTROOM  
FOR  
CUSTOMERS  
ONLY**

**Ask Attendant for Key**



# Signage Equipment Review

- Laminator
- Acrylic holders
- Floor signs
- Outdoor/Street level signs
- Banner Stands
- Ceiling mounted signs
- Permanent signs
- Suction cup signs



## Tips

- Consider Neon Signs (Lighted) that can be seen from the street
- Consider Digital (wall mounted) signs only if your customers would stop and see them and if they are strategically placed
- Consider an iPad/Tablet interactive display but also consider everyone touching it





The following images do not recommend specific brands – they are for informational purposes only.



Roll over image to zoom in

## Scotch Thermal Laminator, 2 Roller System for a Professional Finish, Use for Home, Office or School, Suitable for use with Photos (TL901X)

[Visit the Scotch Store](#)

★★★★★ 35,892 ratings | 446 answered questions

**#1 Best Seller** in Office Presentation Laminators

Price: **\$21.99** Prime FREE Delivery & FREE Returns

Thank you for being a Prime member. Get a \$100 Gift Card: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.

May be available at a lower price from [other sellers](#), potentially without free Prime shipping.

Style: **Laminating Machine**

Bundle

\$51.98

prime

**Laminating Machine**

**\$21.99**

- #1 Laminating Brand\*
- Laminates items up to 9 inches wide
- Two heated rollers create high quality professional, bubble and wrinkle-free results
- Safe to use on photos to help preserve precious memories
- Will laminate pouches up to 5 mil thick. Two temperature settings
- Starter pack: contains 1 thermal laminator and 2 letter size (8.9" x 11.4") starter pouches.
- This machine is only suitable for use with a grounded 120V outlet, do not use laminator with a voltage or outlet converter





Plastic Counter Top or Wall Mount 4 Tier BiFold Pamphlet Holder

\$6.98



Plastic Countertop or Wall Mount Convertible Pamphlet Holder

\$5.50



Plastic Counter Top or Wall Mount 3 Tier Convertible Pamphlet Holder

\$9.49



2 Pocket Tri Fold Pamphlet Holder Clear Acrylic with Black Sides

\$15.46 \$10.82



Medium Oak 4 Pocket Wood Brochure Holder with Acrylic Front

\$51.26



Light Oak 4 Pocket Wood Brochure Holder with Acrylic Front

\$51.26



Mahogany 4 Pocket Wood Brochure Holder with Acrylic Front

\$51.26



Medium Oak 8 Pocket Wood Brochure Holder with Acrylic Holder

\$62.73



# 11 x 17 Menu Floor Stand, Snap Open, Tilting, Adjustable Height - Black

SKU: FST1711BLK

[Home](#) > [Food Merchandising Displays](#) > [Restaurant Signage](#) > [Menu Stands](#) > [Adjustable Height](#) > [FST1711BLK](#)



Hover over the image to zoom in.



[Email](#) [Pin it](#) [Share](#) [Tweet](#)

★★★★☆ (6 Reviews)

Media Size: 11" x 17"

11" x 17"

18" x 24"

Color: Black

Black

Chrome

Silver

- Easily Adjusts Up and Down to Your Chosen Height
- Frame Tilts to a Desired Viewing Angle
- Can be Placed in Vertical or Horizontal Position
- Snap Open Edges for Easy Sign Changes

**IN STOCK**

Ships on Friday, Sep 10 if ordered within the next 23 hrs 3 mins.

Quantity	Price Each (USD)
1 - 3	\$152.99
4 - 10	\$145.99
11 - 33	\$136.99
34 +	<a href="#">Request a Quote</a>

1

**ADD TO CART**

Users That Viewed This Also Viewed



\$134.99

11 x 17 Menu Floor St...



\$180.99

11 x 17 Menu Floor St...



# BigBoss Changeable Message Board: Pro Frame with Standard 4 Inch Letters and Numbers Kit, White Message Board (BOS-1001) [Learn More...](#)

★★★★★ based on 27 customer reviews



Orders over \$29.95 ship for free.

Part# BOS-1001

SPN# E6NH

## Contents:

Kit includes two white - 24" x 36" x 3/16" (600 x 900 x 4mm) message boards with 7 letter tracks on both sides and one set of 314 - 4" letters, numbers, and symbols (Black letters & Red numbers)

## 1 Select Material:

Quantity / Price (Per Kit)

For size: 24"x36" BigBoss

SIDEWALK SIGN

BigBoss Changeable Sidewalk Sign \$199.95

## BigBoss Changeable Sidewalk Sign

Configuration:  
(click to zoom)



**BETTER** Sep 14 (Hover for more details)

- Bundle includes two printed plastic sign panels, a frame, and changeable characters.
- Panels made from 160 mil thick corrugated plastic.
- Built-in wheels engage when frame is tilted. Frame folds flat for easy storage.
- Frame has a locking strut. Lift strut to fold frame shut.
- Ballast port accommodates water and/or sand, for enhanced stability.

[More Material Details](#)

## 2 Order Quantity:

Material: BigBoss Changeable Sidewalk Sign

Qty: - 1 + Kit

Total Price \$199.95  
Per Kit \$199.95

Add to Cart







**\$129.00**

Budget Narrow Base Retractable Banner Stand

+ More Options Available!



Save 20%

~~\$207.00~~ **\$165.60**

Premium Wide Base Retractable Banner Stand

+ More Options Available!



**\$283.00**

Silver Wing Retractable Banner Stand

+ More Substrate Options Available!



**\$268.00**

The Edge Retractable Banner Stand

+ More Substrate Options Available!



Best Seller!

**\$291.99**

Link Magnetic Retractable Banner Stand - Stay-Flat Vinyl

+ More Substrate Options Available!



Best Seller!

**\$313.99**

Custom Printed Swap-Out Retractable Banner

+ More Color Options Available!



Save 20%

~~\$492.00~~ **\$393.60**

Premium Double-Sided Retractable Banner

+ More Options Available!



**\$367.99**

Glow LED Illuminated Retractable Banner

+ More Height (in.) & Substrate Options Available!





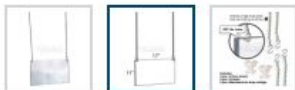


## Global Approved 172709 Acrylic Hanging Poster Frame, 17" x 11", Acrylic ,1 Piece

Item #: T9FB1104189

Not Yet Rated

Enter [zip code](#) for delivery date estimate



**Price: \$29.95**

or



**Save \$1.50** with 5% off when you use your Global Industrial Credit Card.

Save 5%<sup>†</sup> | [Apply Now](#)

1

**ADD TO CART**

Quantity

ADD TO LIST



Email



Print





Code: 11429

★★★★★ (1) [Read Reviews](#) ▾

## 8.5" x 11" Acrylic Window Sign Holder with Suction Cups

QTY

1



price: **\$9.57 each**

*Price and quantity above are per individual item. Order in multiples of 5 units to avoid \$10 case handling fee.*

[Add to Cart](#)

[Contact to Customize](#)

*Item ships in 3 to 5 business days.*

[Additional Product Options](#) ▾



# "OPEN/CLOSED" LED Sign with Business Hours, Hanging Chain - Red

SKU: LEDOPCL02

[Home](#) > [Food Merchandising Displays](#) > [Restaurant Signage](#) > [LED Signs](#) > [LEDOPCL02](#)



Hover over the image to zoom in.



[Email](#) [Pin it](#) [Share](#) [Tweet](#)

★★★★★ (1 Review)

- Open hours sign with LED lighting is more affordable and energy efficient than neon lights.
- (2) 28" Long hanging chain included for displaying in a window.
- Monday – Sunday hours listing clearly states when a business is open.
- Pulling chain switches the red "OPEN" text to orange "CLOSED" text.

## IN STOCK

Ships on **Friday, Sep 10** if ordered within the next 22 hrs 47 mins.

Quantity	Price Each (USD)
1 - 3	\$131.99
4 - 10	\$123.99
11 - 33	\$117.99
34 +	<a href="#">Request a Quote</a>

1

**ADD TO CART**

### Users That Viewed This Also Viewed



\$116.99

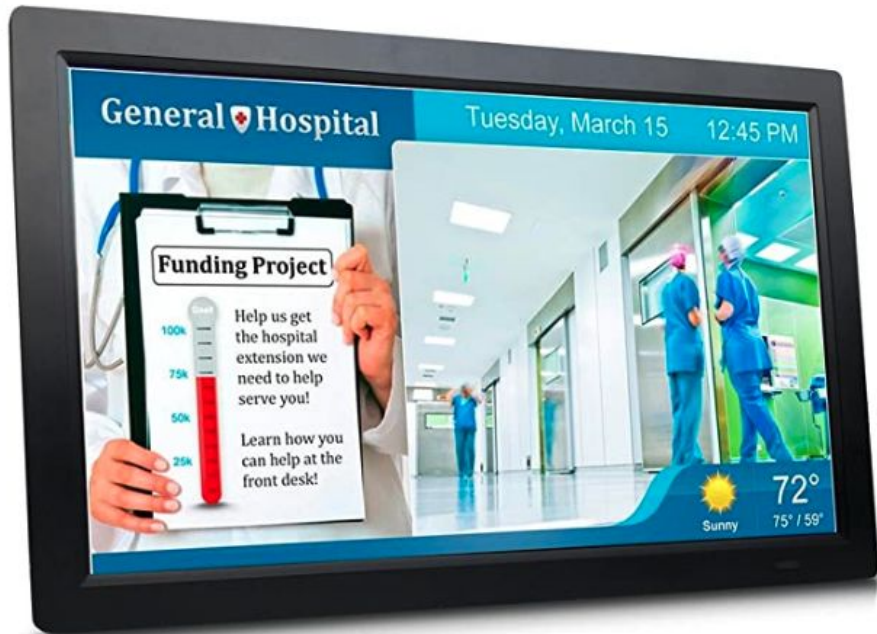
"OPEN/CLOSED" LED ...



\$76.99

"OPEN" LED Sign with...





Roll over image to zoom in

## Sungale CPF1909 19" Wall-Hanging Commercial Digital Signage; Promote Company, Product, Service, or Organization with Images, Music, and Videos

Visit the [Sungale Store](#)

★★★★☆ 7 ratings | 13 answered questions

Price: **\$219.99**

Not eligible for Amazon Prime. Available with free Prime shipping from other sellers on Amazon.

Size: **19 inch**

7 inch \$99.96 ✓prime	10 inch \$139.96	14 inch \$189.96 ✓prime	<b>19 inch</b> <b>\$219.99</b>
-----------------------------	---------------------	-------------------------------	-----------------------------------

**Specific Uses For Product** Business, personal

**Refresh Rate** 70 Hz

**Brand** Sungale

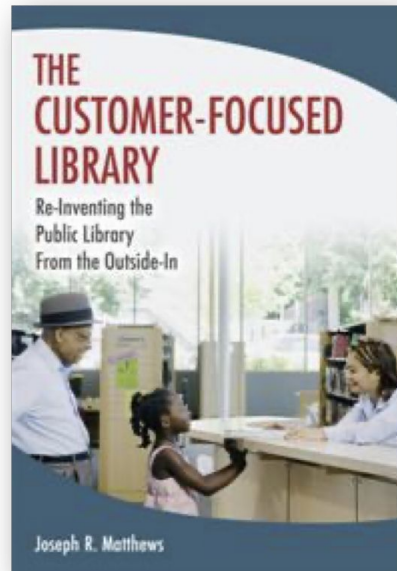
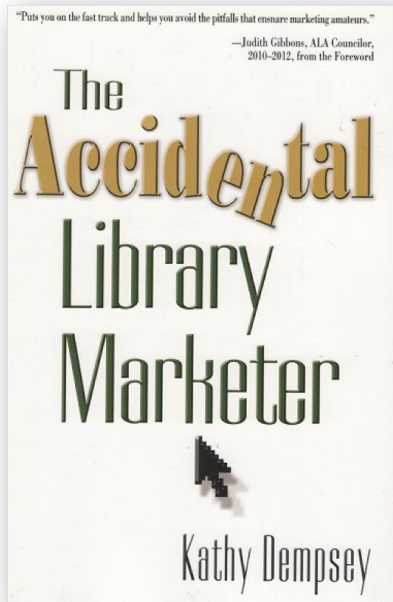
**Screen Size** 19 Inches

**Resolution** HD

### About this item

- Send PROMO content to Display on this 19" wall-hanging digital Display from anywhere. Ideal for high traffic areas like lobbies, banks, & supermarkets
- Promotions and Product introductions can be sent to Display instantly on digital signage at all branches and store locations from one central location.
- Simultaneous loading and sending of content saves time and effort and reduces mistakes. You can also assign Each unit its unique content to Display





## Resources

- Google “Bad Library Signs”
- *The Accidental Library Marketer*
- *The Customer-Focused Library: Re-Inventing the Public Library From the Outside-In*







## Resources

- *Library Marketing and Communications*
- *Library Signage and Wayfinding Design: Communicating Effectively with Your Users*



# Thank you!

Dr. Curtis Rogers

[www.curtisrogersconsulting.com](http://www.curtisrogersconsulting.com)

[curtisrogersconsulting@gmail.com](mailto:curtisrogersconsulting@gmail.com)



CURTIS ROGERS  
*Consulting*