



CITY OF SANTA BARBARA

LIBRARY BOARD REPORT

AGENDA DATE: October 13, 2022

TO: Library Board

FROM: Jessica Cadiente, Library Director
Molly Wetta, Library Services Manager
Erick Mendez, Marketing Coordinator

SUBJECT: Branding and Marketing Guidelines

SUMMARY:

In the Summer of 2019, the Santa Barbara Public Library hired a Senior Library Technician with a background in graphic design to produce marketing materials for the Library. Over the past three years, SBPL has been developing a set of brand guidelines to govern the Library's digital and print materials, visual signage, website, and communications.

REPORT:

Brand guidelines inform the composition, design, and overall look and feel of an organization's communications. Brand guidelines inform an organization's logo, website design, print flyers and materials, digital assets and social media, visual signage throughout the building, and voice and style in written communications.

In the Summer of 2019, SBPL had the opportunity to re-assign a vacant Senior Library Technician to create the bulk of the Library's marketing materials and hired a candidate with graphic design experience. This position was reclassified to a Marketing Coordinator as the scope and focus of the staff member evolved.

Over the past three years, staff have been creating branding guidelines to be more cohesive, distinctive, and reflective of the Library's mission. This has included an evolutionary logo design, the launch of a new website that reflects modern accessibility standards, and refining a process for marketing requests for the creation of any digital content, promotional print guidelines, and signage. The Library has also created a Web Style Guide, Web Content Style Guide, Spanish Translation Style Guide, and a number of templates for marketing materials. Brand guidelines and tools such as those outlined above ensure consistency across all platforms and mediums and increases efficiencies in producing content.

When creating the brand guidelines, it was essential that the brand complement the City of Santa Barbara's brand as well as the brand of support groups (i.e. the Friends of the Santa Barbara Public Library and the Santa Barbara Public Library Foundation) and that it be adopted by all SBPL locations.

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