The Library is the Brand: Managing the Library Brand Across E-Resource Platforms
Columbia University Libraries

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Background

Libraries are so effective at providing ubiquitous and low-barrier access to our e-resources that users are often unaware they are connecting to library resources.

When users say they "never use the library," our continued funding for e-resources is put at risk.

Prominent and consistent library branding of e-resources is critical.

"Research indicates that people associate the library with books and do not consider the library in relation to online resources or reference services, which could be addressed with branding initiatives and marketing campaigns."[1]

Objectives

**"Nobody puts libraries in a corner."[2]**

Design Requirements

• The Columbia University Libraries banner should be the main and largest branding/logo on the page.
• The CUL banner should have top left presence, above any vendor, publisher, or product logos or branding.
• The CUL banner should be accessible across all pages of the e-resource(s).
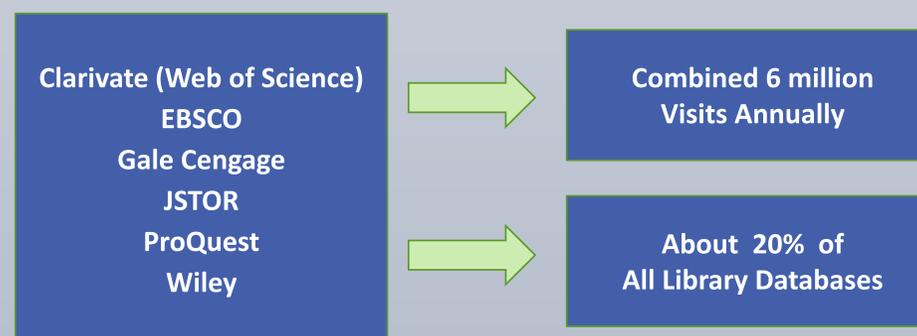
Functional Requirements

• Columbia University Libraries banner should be clickable back to library home page.
• A link to "Ask a Columbia Librarian" should be on the site.
• Advertising should not be placed on pages or services associated with library resources. For the avoidance of doubt, this does not include advertising that is part of the content itself, such as ads found within journals, magazines, archival or primary source material, etc.[3]

## Library Branding Before & After
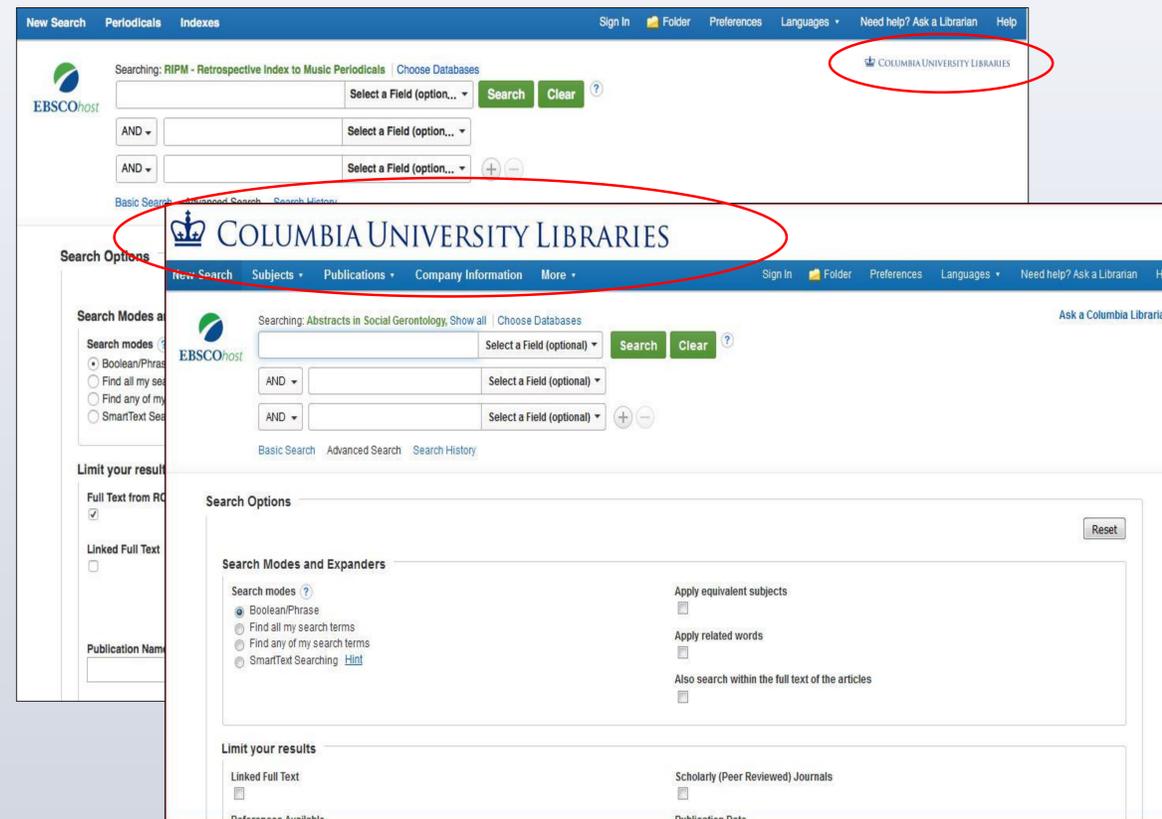
Initial Branding Efforts

These resources represent a significant portion of our electronic resources, that:
"cultivate a campus research environment that generates a wellspring of expertise, accelerates the production of new knowledge, and amplifies research outcomes."[4]

| Clarivate (Web of Science) EBSCO Gale Cengage JSTOR ProQuest Wiley | → | Combined 6 million Visits Annually |
| → | About 20% of All Library Databases |

Use Data

Web traffic to six e-resources vendors approached exceeds visits to Libraries and Library Web site!

Visits - Jan 1, 2016 - Dec 31, 2016
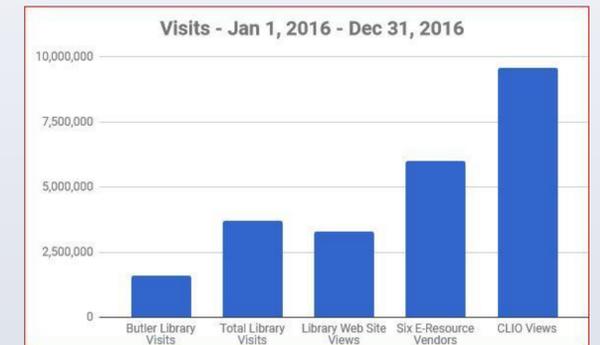
Feedback

• Instruction Librarians appreciate the clear indication of library-provided content in their classes.
• Students can more easily identify library-provided content for coursework.
• Faculty, Administrators, and Researchers are more aware that the wealth of content that they rely upon for their research is funded and provided by the libraries.

Vendor Branding Working Group

• Jeff Carroll, Director of Collection Development
• Rob Cartolano, Associate Vice President for Technology and Preservation
• Candice Kail, Web Services Librarian
• Susan Marcin, Head of Electronic Resources Management: Technologies and User Experience

Contact us at cul-ner@columbia.edu

References

1. Connaway, Lynn S., Comp, and OCLC Online Computer Library Center, Inc. *The Library in the Life of the User: Engaging with People Where they Live and Learn.* OCLC Online Computer Library Center, Inc, 2015.

2. Cartolano, Rob. Paraphrased from *Dirty Dancing*. Emile Ardolino, Jane Brucker, Jennifer Grey, Jerry Orbach, Cynthia Rhodes, Patrick Swayze, and Jack Weston.. Vestron Pictures, 1987.

3. Columbia University Libraries. "E-Resources Branding," https://library.columbia.edu/bts/cerm/e-resource-branding.html.

4. Columbia University Libraries. "Strategic Directions, Catalyze Discovery," https://strategicdirections.library.columbia.edu/catalyze-discovery.