Project Title
University of Leeds
The University Library

Category:
Corporate/Brand

Sub Category:
1.2 Design and implementation
costs under £100,000

Client Company:
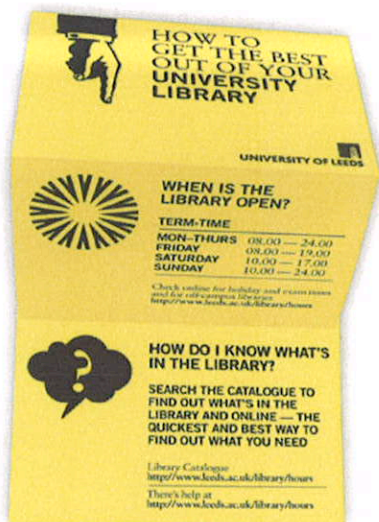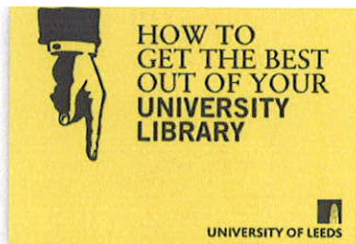University of Leeds

Design Consultancy:
WPA Pinfold

Date:
23.07.12

"WPA developed our current University Library identity – this included working closely with our senior management team to identify the key communication imperatives and formulate these for implementation. The visual language has been very easy to adopt – both staff and students are able to quickly identify the Library with this language. I should add that it was a pleasure working with WPA – they made the design process enjoyable and accessible."

Bo Middleton, Head of Digital Library Services
The University Library

BE INSPIRED
THE UNIVERSITY LIBRARY

Information Leaflet

Homepage

**Executive Summary
(225 words)**

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The University Library

The University Library is at the heart of the University of Leeds,
it is the powerhouse of knowledge and study for both students
and academics. As such, it is fundamental to the future reputation
and success of the University, and the quality of students that it
produces. The Library was found to be not connecting with its core
target market (over 33,000 University students) and one of the key
reasons for this was the poor quality of communications and lack
of awareness of Library facilities and resources amongst students.
Students have short, concentrated periods of study and ease of
access and familiarity with the resources available is critical to
their success.

Also, The University Library is one library but it operates across three
distinctive and separate buildings on campus, plus a satellite library
at St James's University Hospital.

There was a need to communicate with students in a more engaging
and interactive way that broke down preconceptions of libraries
(as simply stuffy repositories of books) and made them think
differently about The University Library – as a dynamic and leading
edge resource and centre of excellence for study and knowledge.
A visual identity was developed as an extension of the University
brand and a visual language was created that enabled the Library
to project a bright, modern and engaging image – that connected
with the University students.

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Summary of results

The key communication channel for the Library is its website which is the focus of all its activities. It functions on several levels:

– Introduces and explains Library facilities.
– Acts as a searchable index for all the library's publications.
– Enables specialist papers and articles to be ordered online.
– Reminds users about overdue books.
– Facilitates additional learning and time management courses
  run by the Library.
– Promotes seminars and events.
– Acts as a forum and hub for all University Library operations.

As such, the website is a barometer of how successful it is engaging with students and the level of activity/use of library facilities. Analytics since launch of the new identity show a significant increase in use by students:

– Hits in 6-month period since launch of new visual identity
  (23 Jan – 10 July 2012) increased by 443,783 (+31%) to 1,860,292.
  (previous period 23 Jan – 23 July 2011, hits 1,416,509).
– Increase in visitors in period since launch +10,255 visitors

Project overview

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The Brief

To create an identity and visual language that builds on the reputation of The University Library and allows it to reach out beyond its core audience and become a renowned library that supports the University's positioning as a world-class institution.

To streamline communications by creating design templates that are easy to use (by all Library staff) and that raise the bar in terms of style and quality – delivering a unified and integrated visual identity across all the University's libraries.

The new visual identity is to be channelled and launched through the redesigned University Library website.

Key Objectives:

– Establish The University Library's credentials and profile as a world-class centre of excellence – for knowledge and learning.
– Increase interest with current and potential users by creating vibrant and engaging communications.
– Unify the individual libraries under one umbrella identity (The University Library) and encourage cross-sell.
– Facilitate the creation of cost-effective internal communications that are professional and engaging (replace shots of bookshelves, predominant with previous identity).
– Launch the 75th anniversary for Brotherton Library.
– Ensure that the website becomes a beacon of everything that is good about The University Library.

Key Challenges:

– Integration of four library venues (each with its own speciality and character) through a common visual identity.
– Convincing the communications team that using amateurish photographs of books on shelves was never going to appeal to the target audience.
– Creating visual assets that librarians and support staff could easily apply and want to use.
– Saving money through common templates and reducing print (e.g. by introducing coloured paper stock for digitally printing communications on Library printers, instead of paying for them to be printed externally) and channelling communications onto a digital platform (website).
– To be an extension of the University of Leeds' brand guidelines.

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Project Scope

Creation of a new visual identity with sub-branding and
design guidelines

Key areas of application for new identity:

Online and digital:
– Website design and templates
– Brotherton Library celebration microsite
– Interactive timeline
– 360° tour of reading room
– PowerPoint templates
– Plasma screen ads
– Training materials
– Notices
– Information, publications

Environment:
– Banners
– Signage

Printed:
– Stationery
– Digitally printed: posters, leaflets, library cards
– Pull-up banners

Promotional:
– Pens, bookmarks (etc)
– Bags

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The Audience

The University of Leeds has over 33,000 students (the fifth largest University in the UK) and nearly 10,000 staff (the third largest employer in Leeds). All these students and staff are potential users of the Library services and represent the primary target market. In addition, the University is world renowned for its expertise in key areas and it's Special Collections (part of a bequest, along with the Brotherton library building, that has been significantly extended over the years) and it receives requests and visits from across the world.

The Library forms the heart of the University, not only providing the knowledge and learning resources to support the students in their studies, and staff in their research, but also to aid them in their ability to research, plan and organise. Its market is diverse with students from all corners of the globe (a significant proportion of whom do not have English as their first language) to mature academics, and world experts – as well as the general public.

It is one of the most significant resources within the University and the Library's level of engagement with its immediate market (students and staff) and the delivery of its services are fundamental to the future success of the University as a whole, and its world-class reputation.

"The new identity works really well for me – if I want to create a quick poster to advertise a workshop, it only takes a second to bring up the Word template and drop an icon into the page – the icons and the coloured paper make it really stand out. Our door posters have worked much better this year as people actually look at them rather than ignoring them!"

Angela Newton, Faculty Team Librarian
Biological Sciences

Timings and budget

The duration of the project from brief to launch was nine months and the budget for the visual identity, guidelines, website design and Brotherton Library celebration was £33,000.00

Project overview
(131 words)

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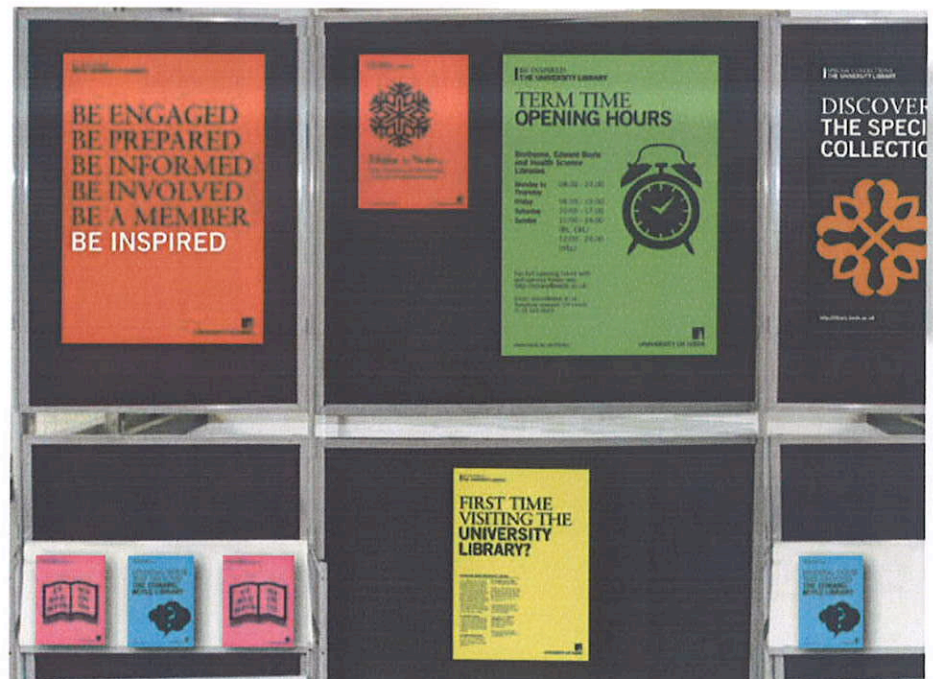University of Leeds

Design Consultancy:
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Examples of the Library's
family of Icons that have been
developed as part of the visual
language and reflect its heritage
and content

The Solution

The visual identity has been developed to enable The University
Library to have a unique look and feel within the University of Leeds'
brand identity. The statement 'Be Inspired' was incorporated as
a core element within the name style to provide a vision for all
involved with the Library's service and delivery. The typography is
based on the juxtaposition of Sabon and Gotham (the University's
corporate fonts) to create an elegant typographic balance and visual
'look'. This is complemented by an image bank of over 50 icons that
have been specifically developed to reflect the heritage and content
of the Library. In effect, these icons form a visual language that
addresses one of the key issues faced by the Library – the lack of
quality and professional images to go with communications.

Various printed communications
applied to Library environment

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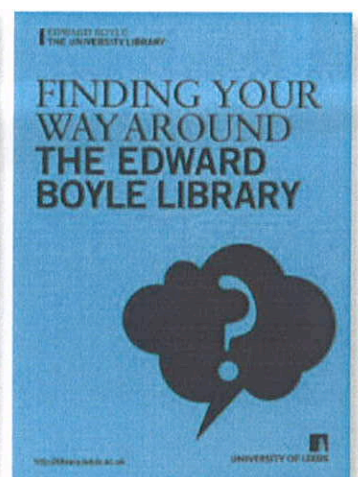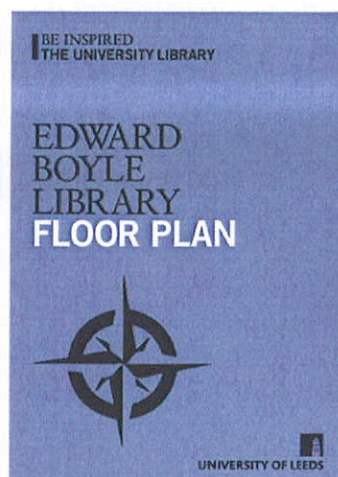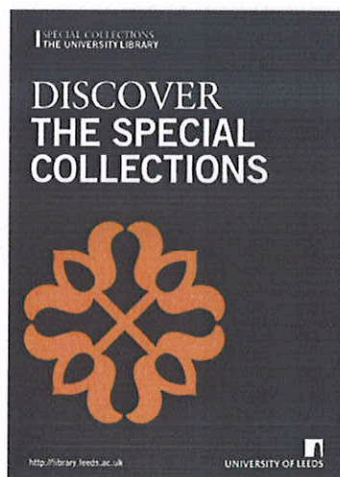WPA Pinfold

Date:
23.07.12

The Solution

In addition, we set out a colour palette of fresh and vibrant colours
to help bring life to the identity and the Library environment – to
challenge the preconceived image of a library.

Pull-up Banners

Posters

Information Booklets

**Project Overview
(216 words)**

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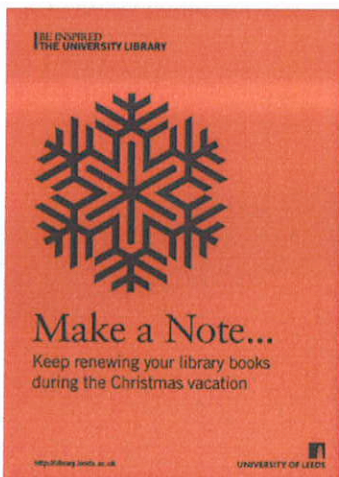
Design Consultancy:
WPA Pinfold

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The Solution: Sub-branding – The Brotherton Library

Since it opened on 6th October 1936, the Brotherton Library
has inspired millions of scholars to increase their knowledge and
advance the learning of others. Go to http://library.leeds.ac.uk/
brotherton75/

We designed and built a new site for the Brotherton Library,
featuring a 360° panorama of the Reading Room and a fully
interactive timeline.

**BROTHERTON
THE UNIVERSITY LIBRARY**

Homepage
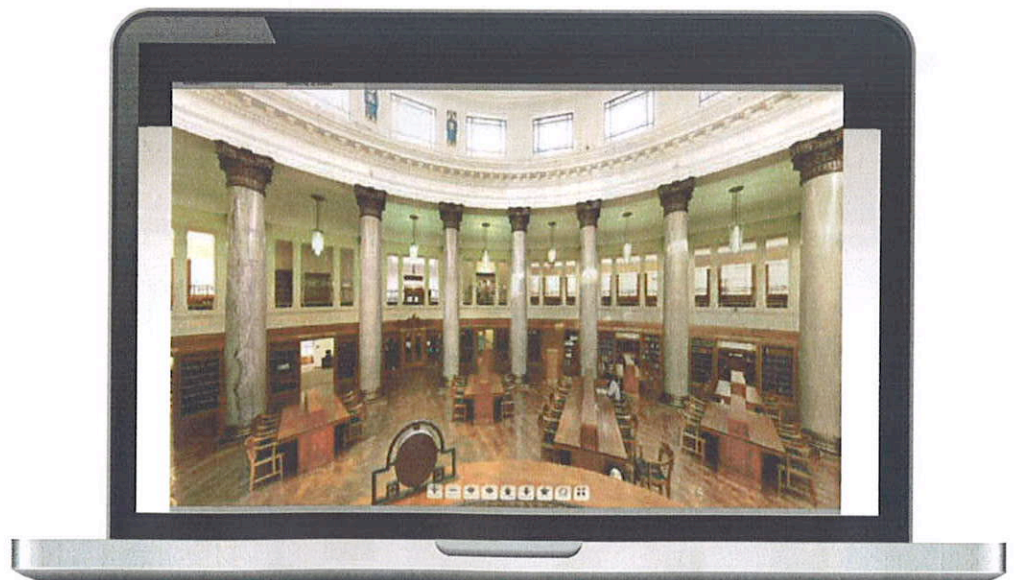
360° panorama

Summary of results

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Impact (period 2011/2012)

The new University Library visual identity has had a significant impact across the whole University by increasing awareness of facilities and services and driving users to its website which is it's main communication channel and hub of all activities.

Google analytics for website immediately prior to launch and post launch.

Total hits on	23 Jan–23 Jul 2011	23 Jan–10 Jul 2012
Library website	1,416,509	1,860,292
Unique visitors	205,143	256,391
New visitor	29%	33%
Library homepage	651,002	710,651
Special Collections	36,332	46,019
Special Collections homepage	7,018	16,404
Skills@Library views	110,092	145,338

- Increase in hits to new website in six month period post launch +31% to 1.8m.
- 96% of users found the redesigned website easier to use.

Feedback from the management team:
- 'From a customer perspective, the new visual identity helped us better communicate our services (both in terms of design and content) and this had a positive impact on the perception of The University Library and the service given.'
- 'Internally our benefits are having the best designed visual identity and website in the University and which raised our profile and demonstrated the range of our expertise.'

Feedback from over 2,000 users:
- Much more visually appealing and clearer to use. *(Undergraduate)*
- Visually clear, easy to read. *(Academic)*
- The interface is better, and information is much clearer. *(Academic)*
- The referencing icon is a great addition, the whole site is a lot more user-friendly and easy to navigate! *(Undergraduate)*
- The new website is a lot friendlier and clearer than the old one, while still easy to use. Definitely a big improvement. *(Postgraduate)*
- Much more user-friendly, interesting and easy to use with loads of information. *(Support Staff)*
- Much improved design, and links in well with the rest of the University website. *(Undergraduate)*
- A much more up-to-date and aesthetic web design. User-friendly interface and everything I could need was right there either on the front page or a few clicks away. *(Undergraduate)*
- The design is so much better. *(Undergraduate)*
- I think the new design is quite clear with the new sidebar on the right, and allows easier mobility around the site. *(Undergraduate)*
- Much better design than previous website. More contemporary and user-friendly. *(Undergraduate)*

Summary of results

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Human impact

The University had previously undertaken a transition period,
where it had reduced staff numbers in its service and support areas
(including the Library), this had resulted in the existing staff being
under additional pressure to maintain service levels. The quality
and freshness of the new identity was a boost to staff morale by
making them proud and the guidelines and templates made their
lives easier – as testified by some of the feedback from 2,000 users
of the website.

Other influencing factors

The University Library has a very limited budget for promoting its
services – all the spend was channelled into the new identity and the
subsequent website redesign. There is no PR or advertising activity
and there was no other promotional spend or influencing factors to
affect the above results.

**"We really needed something that fitted the university
identity guidelines fully, but was also immediately
identifiable as the Library for communicating with an
internal audience (staff and students). It also needed
to be flexible enough to adapt to new sub-sections
and service developments and be very easy to apply
and understand, as many members of staff would
be using it and creating their own material.**

**Implementing the identity has been much easier than
I anticipated – there's so little that people can get
wrong – and it has saved a lot of time in producing
professional-looking and consistent comms like
posters and display screens. The bespoke iconography
is instantly recognisable as 'Library' and with the
fonts and colours unifies all our messages, whether
print or online. It's great to be able to focus on the
message and selling the benefits of the Library's
services rather than be hung up on how to present it."**

Katy Sidwell

**Katy Sidwell,
Marketing and Communications
The University Library**