



PROVINCE-WIDE  
**LIBRARY**  
**E-RESOURCES**

# Marketing Toolkit for BC Libraries

September 27<sup>th</sup> 2021



**BCLibraries**  
COOPERATIVE

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# Provincial E-Resources Marketing Toolkit for Libraries

The BC Libraries Cooperative's Licensing Business Function group convened a Province-wide e-resources Marketing committee to create this Marketing Toolkit to help your library promote the e-resources funded by the Provincial Digital Initiatives grant.

Communities across the Province of BC all have access to LinkedIn Learning, TumbleBooks and OverDrive via their local public libraries.

The campaign will run for the month of October, but libraries can continue to use any of the logos, graphics and printables after the campaign is over. The marketing kit will make it as easy as possible for your library to promote the province-wide resources.

## Objective

This campaign aims to create public awareness of provincially funded online resources available at public libraries across British Columbia: LinkedIn Learning, Tumblebook Library and Overdrive. The marketing group will create a free digital toolkit for libraries to use to promote these resources.

The toolkit will contain:

- Toolkit instructions
- New logo
- 11x17 and 8.5x11 PDF posters to print
- Instagram, Facebook, and Twitter images
- Campaign hashtag
- Sample social media and website messaging

# Background

In 2018, the Co-op's Licensing Business Function Group came together to prepare a proposal for a funded suite of digital resources for British Columbia's public libraries. When the Province of BC announced one-time funding for digital initiatives in early 2020, two products from this proposal were selected for a two-year license.

Thanks to this provincial initiative, LinkedIn Learning and TumbleBook Library are now available via all 71 public library systems. Additionally, every library also provides access to ebooks and audiobooks through OverDrive and its app, Libby. By marketing these resources during Canadian Libraries Month in October, we will increase public awareness of the online resources available through BC's public libraries.

Part of the provincial digital initiatives funding is earmarked for marketing of province-wide digital resources. Additionally, several libraries have contributed funds towards the marketing effort. This marketing toolkit will make it as easy for libraries to promote these digital resources during Canadian Libraries Month and beyond.

## Provincial Vision & Strategic Plan

Public libraries are an integral part of the Government's vision for a province that works for everyone. We are enabling libraries to deliver the connected and digitally enhanced programs, services, and information resources British Columbians need now and into the future.

### **B.C.'s Strategic Plan for Public Library Service (PDF)**

The project is being funded in part from the provincial Digital Initiatives Grant provided by the Province of British Columbia through the Ministry of Municipal Affairs.

# Target Audience

The campaign looks to target digitally literate users who regularly patronize their local public library, but who might not know about BC libraries digital resources in general and these newly added resources in particular.



## Tumblebooks

Grades K–6 (early literacy)



## Overdrive

Early to adult readers



## LinkedIn Learning

18+

Those looking to amplify their job skills or add microcredentials to their resumes

# Instructions for Data Collection

In order to evaluate the success of the campaign, we are asking libraries to provide before and after snapshots of usage for TumbleBooks and LinkedIn Learning.

Co-op staff will pull the usage statistics for OverDrive. We will be comparing the data for the months of September 2021 (pre-campaign), October 2021 (during) and November 2021 (post-campaign).

## Overdrive

This data will be collected by Co-op staff.

## TumbleBookLibrary

1. <https://www.tumblebooklibrary.com/>
2. Username: Your library username
3. Password: Your library password
4. Click on Admin at bottom of page
5. Collect Monthly Total Book Views for September, October and November 2021
6. Send to: [tami.setala@bc.libraries.coop](mailto:tami.setala@bc.libraries.coop)

## LinkedIn Learning

<https://www.linkedin.com/learning/>

1. Go to [www.linkedin.com/home](https://www.linkedin.com/home)
2. Login using your enterprise login (set up by the vendor)
3. Click on Go to Admin (top right)
4. Click on Insights, then Dashboard
5. Click Custom Range and enter dates:
  - For pre-campaign period: September 1 - 30, 2021
  - For the campaign period: October 1 - 31, 2021
  - For the post-campaign period: November 1 - 30, 2021
6. Collect
7. Send Excel spreadsheets to [tami.setala@bc.libraries.coop](mailto:tami.setala@bc.libraries.coop)
8. People Logged in (under Engagement Highlights)

# Key Dates

- Delivery of toolkit: **September 27, 2021**
- Campaign launch: **October 1, 2021**
- Campaign duration: **October 1–31, 2021**  
**(Canadian Libraries Month)**
- Campaign usage data: **After November 30, 2021**

## Brand Guidelines

# Logo, Social Media and Brand Collateral

Brand Collateral Available to use:

Logos

Bookmarks

Printable posters

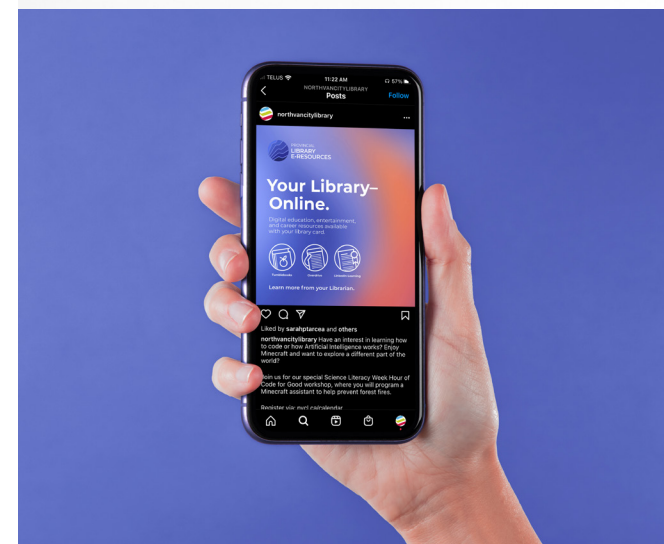
Social media content:

- Campaign hashtags
- Images for Facebook, Instagram and Twitter
- Sample social media and website messaging

[All assets are available here](#)

## Campaign Hashtag

# #YourLibraryOnline





# Sample Social Media Posts

## Tumblebooks sample post (207 characters)

Roll, twist and tumble into reading with Tumblebooks at your local library! 📖 Discover 1000s of books online for readers in grades K-6 with animated picture books and interactive chapter books. #YourLibraryOnline

### Optional GIF

## LinkedIn Learning sample post (124 characters)

🐍Python, ☕JavaScript and 🖥️C# — learn all these and more for FREE at your local library with @LI\_learning. #YourLibraryOnline

### Optional GIF

## LinkedIn Learning sample post (156 characters)

Make your presentations 🔥 and become a data visualization specialist! These courses and more are free at your local library with @LI\_learning. #YourLibraryOnline

### Optional GIF

## LinkedIn Learning sample post (164 characters)

Add some ✨ to your resume with completed certificates from @LI\_learning. Access 1000s of online tutorials and video courses free at your local library. #YourLibraryOnline

### Optional GIF

### **Note:**

*For FaceBook and Instagram posts about **LinkedIn Learning**, please add the following text:*

*“Only available to registered library users, please contact your local library for more information”.*

## Overdrive sample post (138 characters)

Borrow ebooks, audiobooks, magazines and more from your local library for free with the @LibbyApp from @OverDriveLibs. #YourLibraryOnline

## Overdrive sample post (134 characters)

Meet @LibbyApp, your personal guide to downloading and reading ebooks, magazines and more from your local library! #YourLibraryOnline

## Brand Guidelines

# Logo Concept

The logo is an abstract representation of flowing water, a resource that is found in every community across British Columbia.

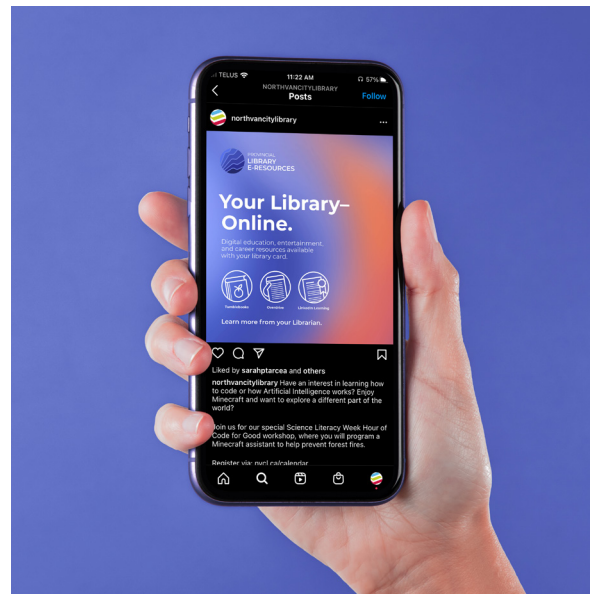
Each layer of waves represents different stages of learning, leveling up learning as each layer changes in colour.



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Logo application on a poster



Logo application on social media



Logo application on a bookmark

## Brand Guidelines

# Logo Variations

The logo may be applied across many mediums and backgrounds. You may choose to use a one colour version of the logo when it adds contrast and legibility to the application.



## Brand Guidelines

# Logo Guidelines

To maintain the integrity of the brand, do not compromise the logo by manipulating or editing the components. Clean, uncomplicated placement of the logo is best.



Do not stretch or squash logo



Do not skew logo



Do not change colour



Do not add text effects to logo



Do not place on busy background



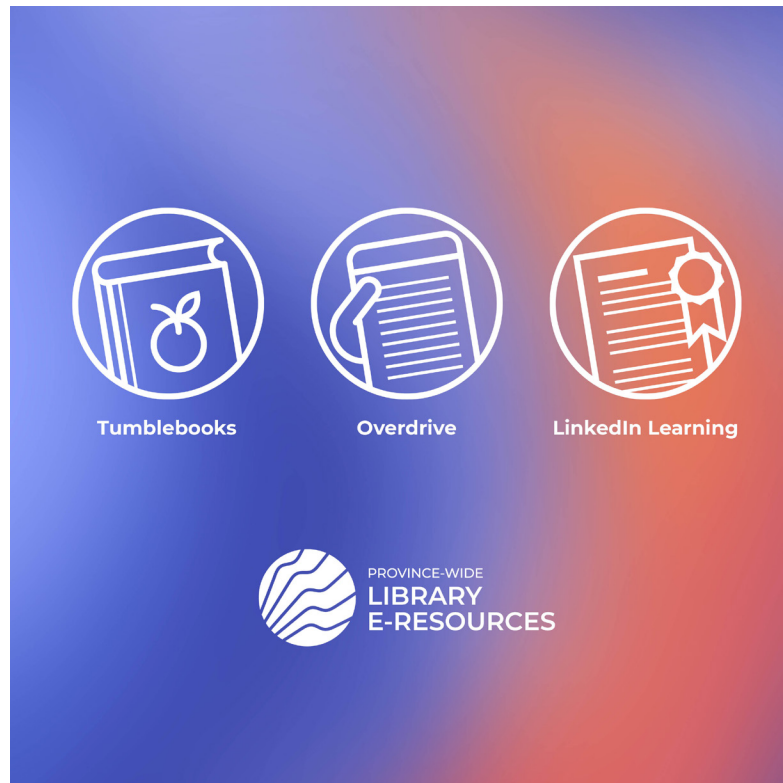
Do not use supporting icon in place of logo

## Brand Guidelines

# Supporting Icons

The icon series is used to showcase the resources available in the program. One or all three may be used as needed.

**Example:** All three icons are used to promote the program as a whole.



**Example:** One icon is used on a featured post about a single resource.



## Brand Guidelines

# Typography

The font used through the E-Resources branding is **Montserrat** and is available for free on [Google Fonts](https://fonts.google.com/specimen/Montserrat).

### **Montserrat Regular**

Use for body text

Province-Wide Library E-Resources

### **Montserrat Semi-Bold**

Use for titles, subtitles and to highlight body text

**Province-Wide Library E-Resources**

## Brand Guidelines

# Colour Palette

The colour palette starts with the logo and expands into other assets of the brand.

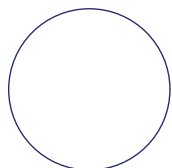
Note:

**Navy Blue** should be **favoured over black** in all areas, including body text.

Note:

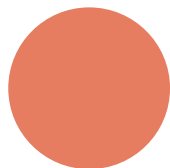
**High contrast** layouts are best for **legibility and accessibility**.

## Supporting Colours



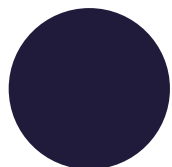
### White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF



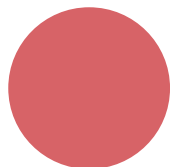
### Orange

CMYK: 6, 62, 63, 0  
RGB: 230, 125, 97  
HEX: #E67D61



### Navy Blue

CMYK: 90, 90, 45, 54  
RGB: 33, 27, 59  
HEX: #211B3B



### Coral

CMYK: 12, 75, 53, 1  
RGB: 215, 99, 103  
HEX: #D76367

## Logo Colours



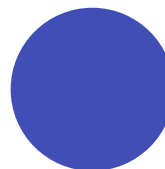
### Wave Blue 1

CMYK: 71, 58, 0, 0  
RGB: 87, 116, 234  
HEX: #5774EA



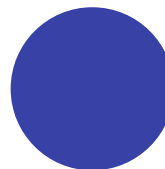
### Wave Blue 2

CMYK: 77, 67, 0, 0  
RGB: 74, 95, 204  
HEX: #4A5FCC



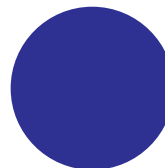
### Wave Blue 3

CMYK: 84, 77, 0, 0  
RGB: 64, 78, 161  
HEX: #404EB5



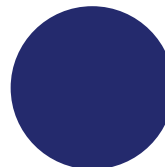
### Wave Blue 4

CMYK: 90, 86, 0, 0  
RGB: 56, 65, 165  
HEX: #3841A5



### Wave Blue 5

CMYK: 99, 96, 3, 0  
RGB: 46, 49, 146  
HEX: #2E3192



### Wave Blue 6 & Logo Text

CMYK: 100, 97, 27, 15  
RGB: 36, 42, 109  
HEX: #242A6D

# Acknowledgments

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## Key sponsors

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Elkford Public Library  
Sparwood Public Library  
Beaver Valley Public Library  
Cranbrook Public Library  
North Vancouver City Library  
Kootenay Library Federation

## The Provincial E-Resources Marketing committee

**Abigail Saxton**, Communications head,  
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**Tami Setala**, Licensing and Business Development  
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# Thank You



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