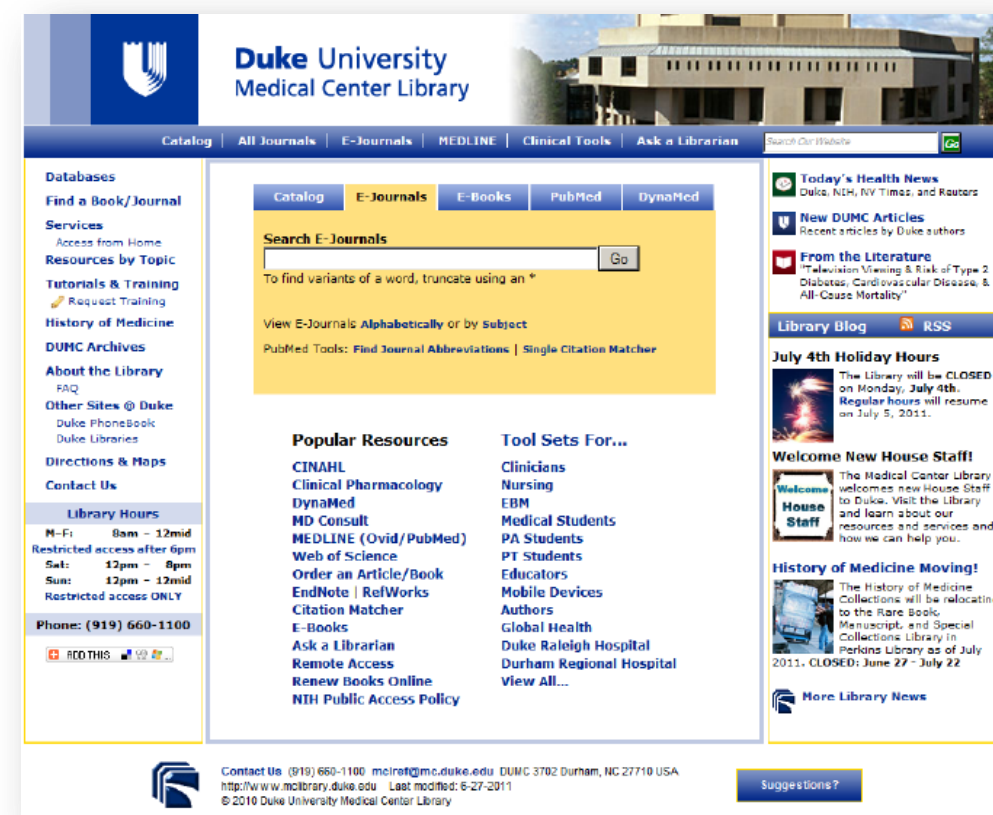




# RIP AND RENEW: RENOVATING OUR BRAND FROM THE GROUND UP

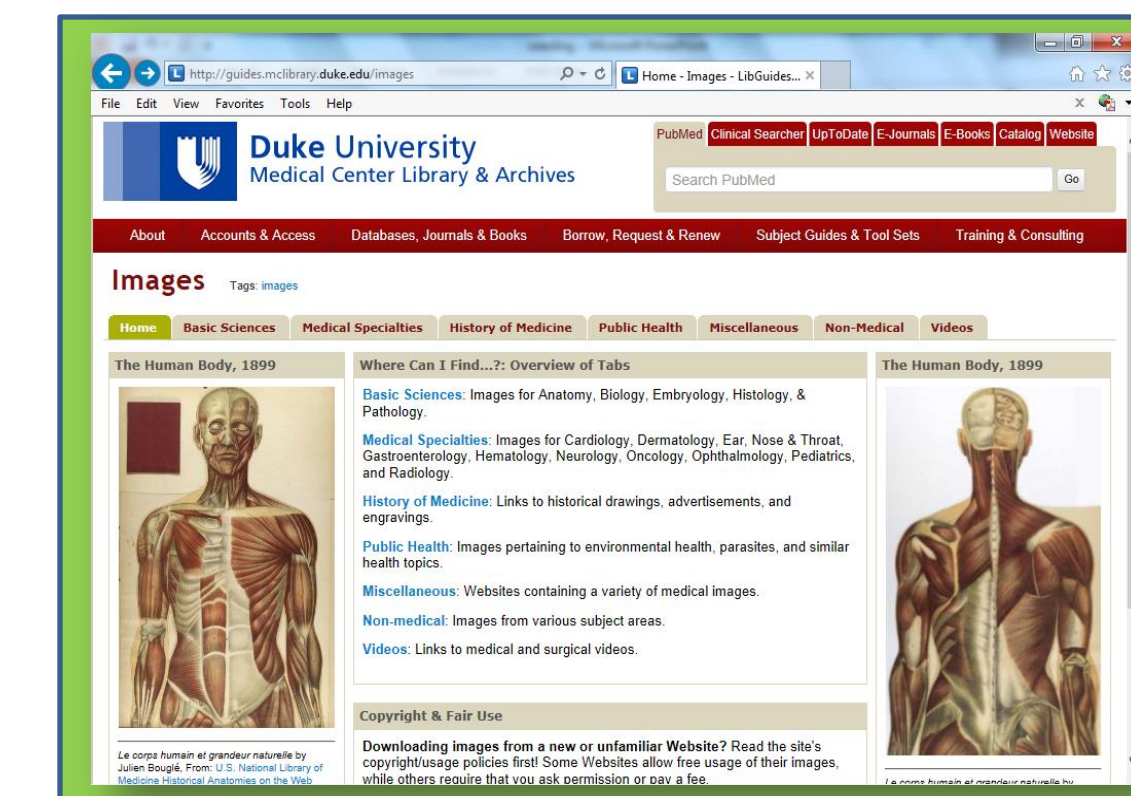
Beverly Murphy, AHIP; Elizabeth Berney; Jolie Braun; Virginia R. M. Carden, AHIP; Emma Cryer; Adrienne Leonardelli; and Patricia L. Thibodeau, AHIP, FMLA  
Duke University Medical Center Library & Archives

## Old Website

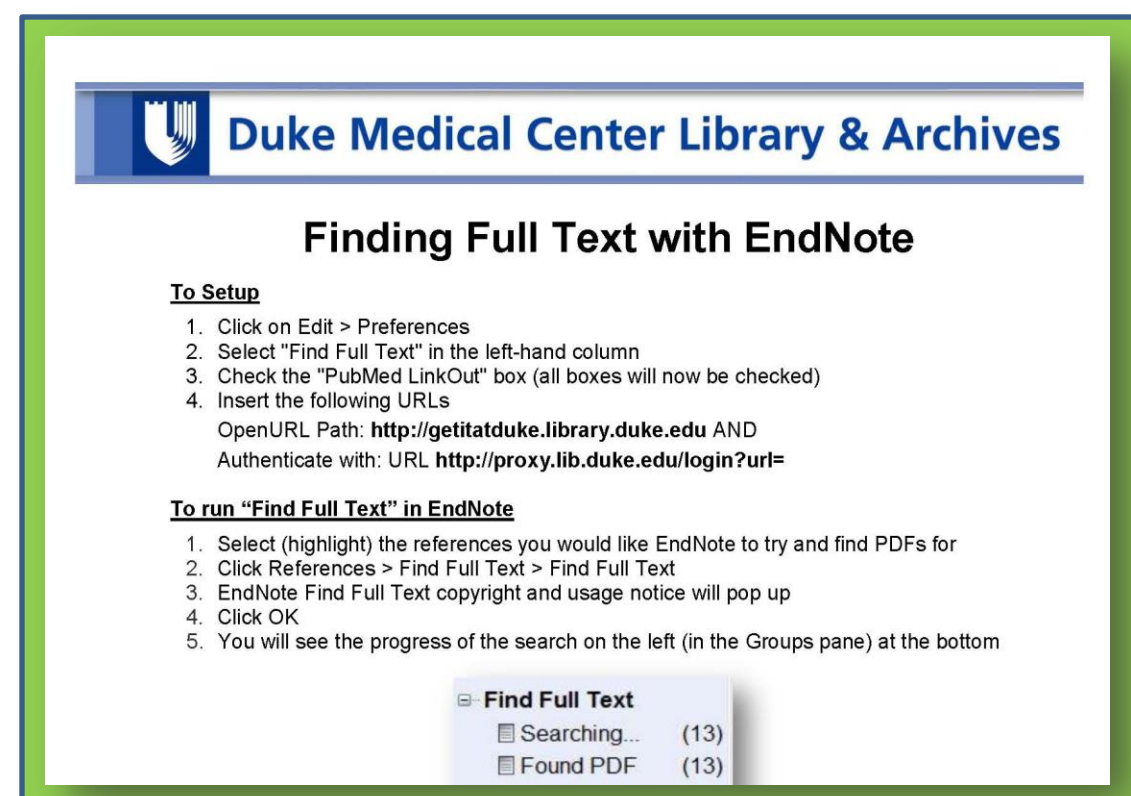


## Distribution

- Developed Communication Plan template
- Aligned Marketing Taskforce with Library Goals
- Installed monitors which display Website feeds
- Expanded Facebook presence and Duke resource list



## LibGuide



## Tipsheet

## Content Review

- Revision of *Publication and Web Guidelines*
- Keep Communications staff in the loop
- Identify and involve good editors
- Balance between individual writing style and professional presentation

## Marketing Strategies Plan

## Standardization

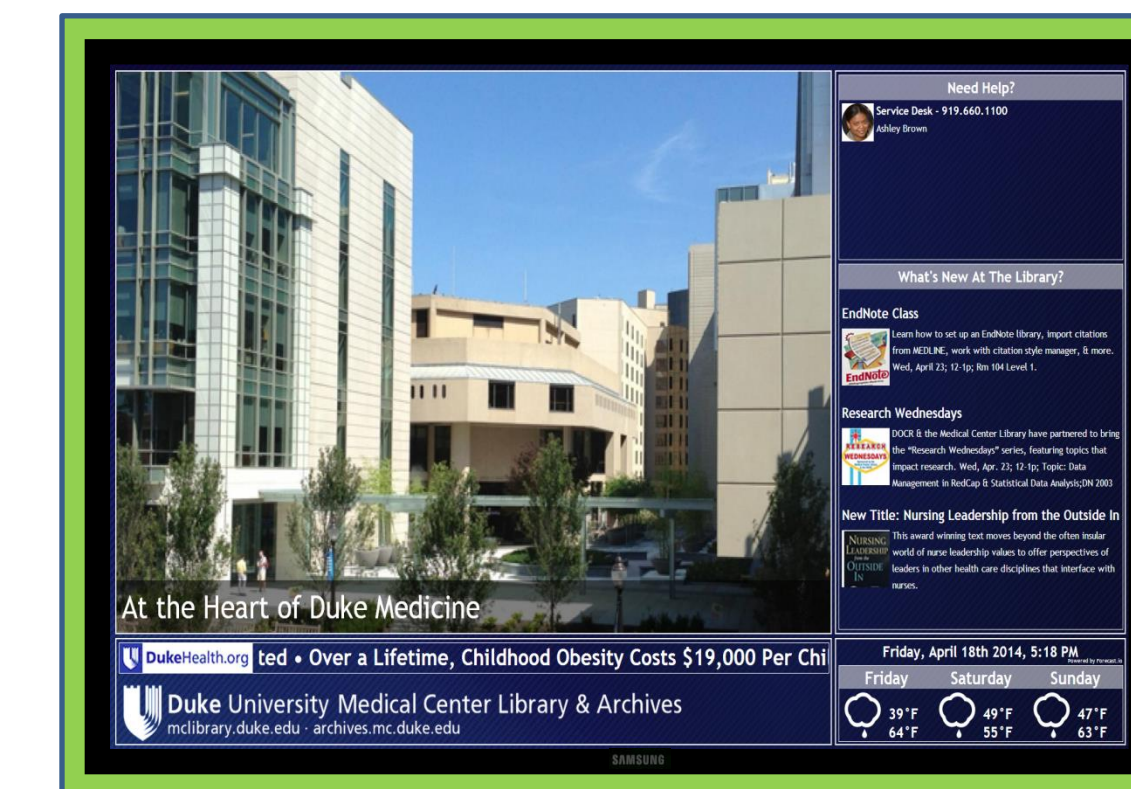
- Consistent look and feel
- Scalable logo and header
- Standard color palette and fonts
- Used for tipsheets, LibGuides, presentations, and other resources



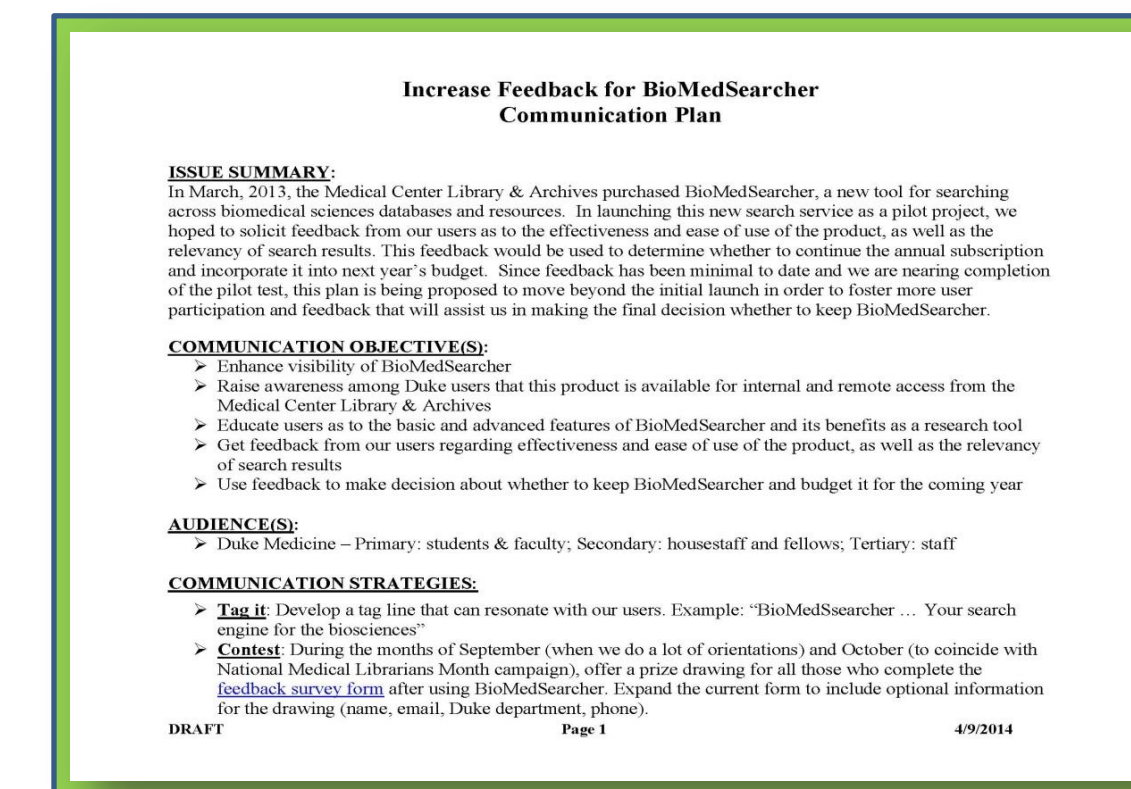
## Photos & Images

- Highlight images from the Duke community
- Use high quality photos instead of clipart
- Centralized location for images

## Digital Signage



## Communication Plan



## Next Steps

- Standardize Duke font across resources
- Establish new Web Guidelines on Drupal
- Devise marketing plan for each project

## New Website



## Website

Redesign was impetus for branding process