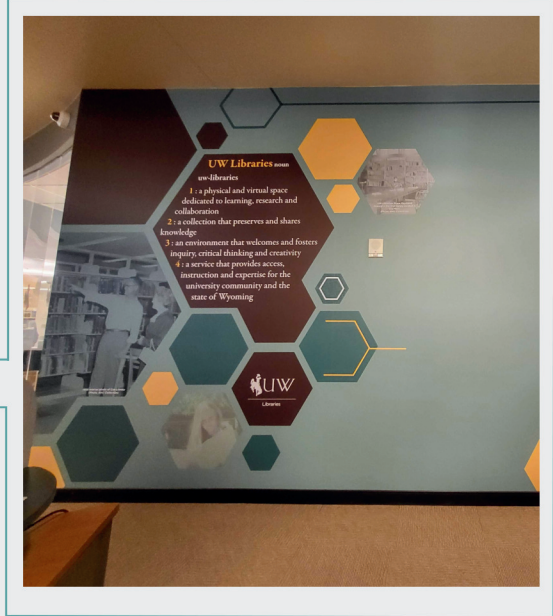




Q OVERVIEW

The University of Wyoming Libraries' "You Belong Here" campaign promotes a welcoming environment and encourages all library users to explore and create using the resources available.

1



2 OBJECTIVES



The UW Libraries' campaign aims to promote student retention and use of spaces and collections, drive website traffic and build community. The messaging encourages exploring and learning, while the imagery and colors evoke a sense of belonging and engagement. The campaign highlights the importance of UW Libraries' spaces and services in supporting academic success and the broader academic community. The goal is to increase awareness of the services, initiatives, resources and support that UW Libraries provides to the university and the state.



3 TARGET AUDIENCES



- Students (Undergraduate and Graduate)
- Faculty and Researchers
- Staff
- Alumni
- Wyoming citizens and University stakeholders



4

KEY MESSAGES

- *You Belong Here.*
- *UW Libraries invites you to...*
 - Explore **freely**
 - Think **critically**
 - Learn **passionately**
 - Examine **history**
 - Celebrate **diversity**
 - Build **community**

UW Libraries (noun)

1: a physical and virtual space dedicated to learning, research and collaboration

2: a collection that preserves and shares knowledge

3: an environment that welcomes and fosters inquiry, critical thinking and creativity

4: a service that provides access, instruction and expertise for the university community and the state of Wyoming



CREATIVE DIRECTION

5

The "You Belong Here" campaign aims to focus on a student-centered approach and encourage student engagement with library resources and services. It fosters trust and connection between UW Libraries and its users.



6

KEY DELIVERABLES

- Facility and Campus Signage: window, wall and elevator wraps were installed on the main level of Coe Library. UW-branded banners are also located outside of Coe Library.
- Vehicle Signage: the UW Libraries van was wrapped, and UW bus ads were done with the same concept to spread the message across campus to our library branches and commuter students.
- Print Collateral: faculty direct mail pieces, postcards and bookmark magnets. The tagline is incorporated into the footer of our table tents and posters for promoting other programs and services, as applicable.
- Digital Marketing: the tagline was utilized in header images for the Libraries Giving Day campaign, regular e-newsletter, social media cover photos, profile content and website content/imagery.
- Video Content: a video bumper exists for our Librarians to utilize in creating library instructional videos.
- Future deliverables are in the works, including stickers, and digital communications to connect the campaign to our distance learners.

Since its launch, there has been positive feedback about the campaign, including campus units asking about the colors, fonts, etc., to adopt it themselves.