

**SCRLC Digitizing Advisory Committee**  
**Wednesday, January 16, 2008**

**Present:** Lynne Anstey, Bridget Bower, John Hickey, Nan Hyland, Jean Green, Matt Hogan, Megan Potts, Mark Steigerwald, Laurie McFadden, Gerry Smith, Gary Reinbolt, Sue Bretscher, Sue Tanner, Kathleen Jackson, Jean Currie, Nora Hardy, Betty Mauté

**Excused:** Mark Woodhouse, Al Oliveras

1. Samples of logos, webpage layouts and fonts were displayed on tables and members of both the DAC and ACITS committees were asked to vote (by placing arrows) for their favorites.
2. **Cheryl A. Fabrizi, Marketing Coach, of Fab idea was introduced.**

[www.fab-idea.com](http://www.fab-idea.com)

Cheryl described her professional background experience as well as her work on the Hudson River Valley Heritage (HRVH) project of Southeastern New York Library Resources Council.

Cheryl showed several slides of websites and suggested we keep in mind:

- think of logo and webpage as an experience
- heart connection – people relate to pictures of people
- simplicity, direction, search box location, impact of font size

Websites demonstrated:

HRVH	Western Waters Digital Library
Bryn Mawr	Claremont Digital Library
King County	Arizona Memory Project
North Country Digital History	

**Logos:**

Brand image  
Brand equity  
Professional  
Clean, simple  
Applied to multiple mediums

Think Coca Cola, Pepsi, Ford etc, their logos are their brand equity.

Keep logo clean and simple.

Name in logo examples: IBM, Cannon, and HP

**Website Criteria:**

Brand image  
Brand equity  
Professional  
Clean, simple  
Navigable  
Concise message = desired actions = drive actions  
Engage audience  
Featured collections/organization keeps it fresh

This document is to provide guidelines for the repository's decisions. We will need a separate document for what collections will be accepted into the ToFH Program and what types of projects will be grant supported.

### **Imaging Guidelines:**

Minimum standards to be met include file format, text, B & W photos, maps, graphic materials, Color photos, maps, graphic materials, color model/RGB, resolution and dimensions. These apply only to access images due to the limited storage capacity. Each repository is responsible for their digital and original masters.

### **Keep in mind:**

- Colors: 3 different shades or colors
- Contrast/brightness (different PCs)
- Best to have darker background and black print
- People use web differently
- Branding
- Browse (ie.20 images/page)
- ADA compliant
- Avoid jargon
- Tagline needed

### **Committee discussion:**

#### **Logo suggestions:**

- The round logo with soft color was the favorite (3-c).
- Prefer to stretch it into an oval to include text (too crowded as is).
- Tagline should be near logo.
- Magnifier use has been overdone, but it was suggested that it may be a universal symbol.

#### **Tagline suggestions:**

- Discover South Central New York
- Reconstructing our past in South Central New York
- Delivering the past of South Central New York

#### **Website suggestions:**

- Claremont Digital Library appealed to the majority - block in center w/lots of white space
- Of our design choices, the one with 4 photos was the favorite
  - need more negative space
  - too many blocks – eliminate featured xxxxx (move to a photo frame)
  - use soft, calm colors like HRVH and NNDH
  - map of NYS with the South Central region highlighted in photo frame
    - (large map with smaller photos or link to map)

#### **Banner:**

- fading the color on the left as you move right
- picture of the Finger Lakes or waterfall in center

#### **Other suggestions:**

- Drop down menus can be done right, not as seen on some examples
- Splash page will have search box, and institutions
- Consider using Dublin Core categories as topics in search dropdown menu
- Use banner image as a watermark on other pages
- Preferred font is serif (3-c)