

Presented by



Dr. Curtis Rogers

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Library

Library Signage: Effective Crisis Communications

WebJunction 1/27/22

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CURTIS ROGERS
Consulting

Session Outline

- Welcome/Introductions
- Crisis communications within the context of library signage
- My library signage philosophy
- Library Signage 101 - the basics for any library signs
- Plus/Delta with real library signs
- COVID-19 signage resources
- Customer service issues
- Marketing/Signage equipment
- Additional resources





Crisis Communications Overview

- The Institute for Crisis Management defines a crisis as: *A significant disruption that stimulates extensive news media coverage and public scrutiny that disrupts the organization's normal business activities.*
- Some of the common elements of a crisis are that it:
 - ◆ Occurs suddenly (but can persist)
 - ◆ Demands quick response (and constant updates as changes occur)
 - ◆ Interferes with organizational performance (HR, Marketing, Communications)
 - ◆ Creates uncertainty and stress
 - ◆ Threatens the reputation of an organization
 - ◆ Escalates in intensity
 - ◆ Causes outsiders to scrutinize the organization (social media)
 - ◆ Permanently alters the organization (the only constant is change)





My Library Signage Philosophy

- THINK CRITICALLY about your library's signage and what it means.
- Understand how your library responds with signage in a crisis.
- Less is MORE.
- Compare your signage to what you see when you're shopping or at the doctor's office or at a retail location.
- Look at examples of REAL library signs.








Library Marketing and Communications Conference

www.librarymarketingconference.org

How it all started



Session Title: “Do You See the Signs?
Evaluating Language, Branding, and
Design in a Library Signage Audit” by
Amy Stempler and Mark Aaron Polger



Library Signage 101

- Positive
 - Polite language
 - Not verbose – get to the point (your mileage may vary)
 - Use library logo/branding (on most every sign – it depends)
 - No typos
 - Correct grammar
 - Font and font size
 - Image that supports content



Tip

Try using Grammarly.com to double check your grammar, punctuation, and spelling.



grammarly



Library Signage 101

- Negative
 - Handwritten
 - Too many words
 - Clip art – just. don't. do. it. UNLESS...
 - Comic sans/Papyrus font (another no no)
 - Passive aggressive
 - Too many colors
 - Too much going on



Tip

After creating a sign, go back and start deleting useless or redundant words. Try to get it down to as few words as possible.



TOPICS TRIVIA

One team wins each week
 Winner receives \$100 cash prize
 Sign up and take some fun
 400 Trivia questions at 4:45 p.m.
 January 19, 2017
 February 16, 2017
 March 13, 2017
 April 10, 2017
 May 7, 2017
 June 4, 2017
 July 2, 2017
 August 6, 2017
 September 3, 2017
 October 1, 2017
 November 5, 2017
 December 3, 2017
 1st week of December

Enter your trivia skills with us
 for the Grand Prize Drawing in December
 All questions given online from 4:45 to 5:00 p.m.
 All questions given online from 4:45 to 5:00 p.m.
 All questions given online from 4:45 to 5:00 p.m.

Sec. 14-8 of the Myrtle Beach Code of Ordinances prohibits bringing in personal property into Chapin Memorial Library.

Personal property includes, but is not limited to backpacks, carts, wagons, luggage of any shape, size or configuration that evidences its function is the containment, storage and transportation of personal property, bedrolls, blankets, pillow, sheets, clothing, utensils, cookware, cooking preparation materials, tents or similar structures, hammocks, or other sleeping implements.

NOTICE

THIS PROPERTY MONITORED BY VIDEO SECURITY

Chapin Memorial Library Presents
"Veterans Awareness Series 2017"
 (V.A.S.)
 1st Monday of the month
 10:00 a.m. - 1:00 p.m.
 2017: Veterans Awareness Series
 Host with Free Program Specialist Dr. Robert McGraw from the Myrtle Beach Veterans Affairs Medical Center
 The series is for veterans and their family members & friends. Topics range from counseling to crisis, training, medical benefits, healthcare, medications, and employment.

February 6, 2017
 March 6, 2017
 April 3, 2017
 May 1, 2017
 June 5, 2017
 July 3, 2017
 August 7, 2017
 September 4, 2017
 October 2, 2017
 November 6, 2017
 December 4, 2017

Chapin Memorial Library Presents Free Conference Room
 400 W. Ocean Blvd., Myrtle Beach, SC 29577
 252-225-1234
 www.chapinlibrary.org

Are you looking for ways to manage your type 2 diabetes?

The Holistic clinical research study is evaluating the use of an alternative tool for patients living with type 2 diabetes.

You may be eligible to participate if you meet these criteria:
 • Age 18 or older
 • Not on insulin therapy
 • Not pregnant or breastfeeding
 • Not taking any medications that may interfere with the study
 • Not taking any medications that may interfere with the study
 • Not taking any medications that may interfere with the study

Study locations:
 Family Medicine at Healthcare
 400 W. Ocean Blvd., Myrtle Beach, SC 29577
 252-225-1234
 www.chapinlibrary.org

The library will be closed Monday, December 25th & Tuesday, December 26th for Christmas.
 We will re-open Wednesday, December 27th.

Join the Horry County Museums for the 28th Annual Quilt Gala...

Friday February 23rd and Saturday February 24th, 2018
 at Ocean Lakes Family Campground
 10:00 am - 4:00 pm

What's Going on at the Gala!

- Demonstrations
- Quilting Vendors
- Door Prizes
- People Choice Awards
- Featured Quilter
- Challenge Quilts
- Wounded Warrior Quilt Display

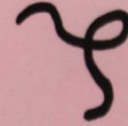
Admission: Adult \$5.00
 Children 12 and under: Free

For questions call the Horry County Museums at 252-225-1234
 Email: hcmuseum@horrycountymuseums.org



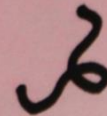
Tip

During a crisis, no one will see your sign if there are too many.



IF YOU SPRINKLE WHEN YOU ^{with}
_{your little} TINKLE

BE A SWEETIE WIPE THE
SEATIE



Tip

If someone can write on a sign, they will. Use acrylic holders.

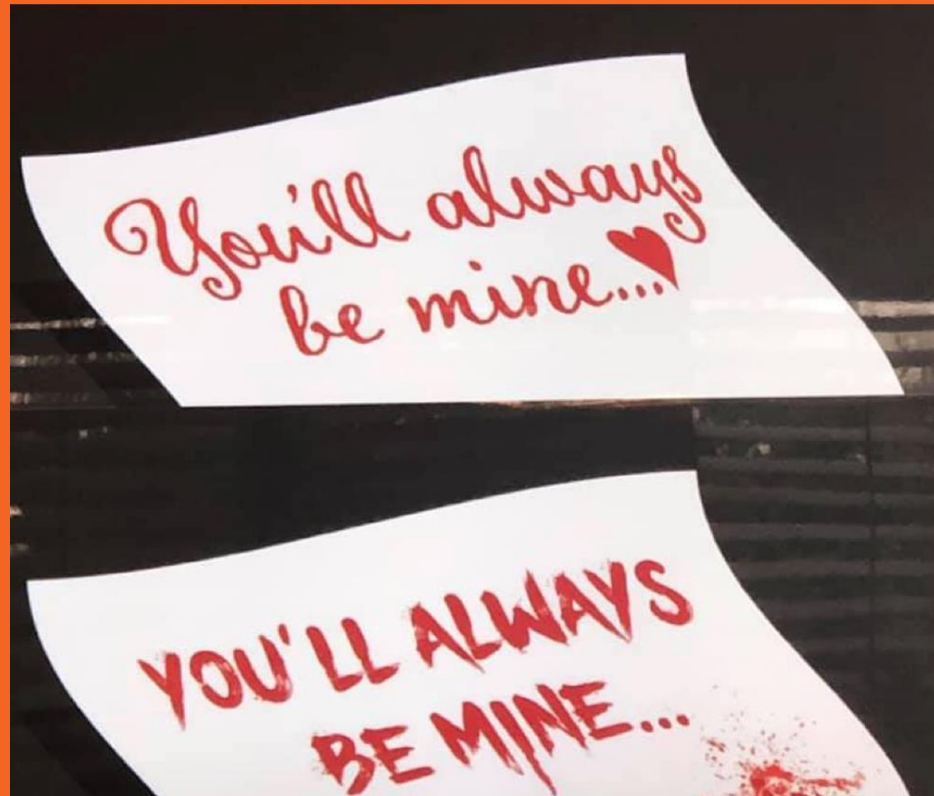
Also, these kinds of signs are completely inappropriate.





Fonts Matter

- What is your library's recommended set of fonts?
- What is your library's recommended color scheme?
- For example: add a Media Kit web page to your library's website in the About Us section. You can add logos, colors, fonts, etc. These can be used by printers, staff, and others who are promoting the library.
- Does your library have a style guide or communications manual? Does it include crisis communications?



**During a crisis, you want to
be able to find your
communications
resources in one place!**



LIBRARY OF MICHIGAN

WWW.MICHIGAN.GOV/LMMEDIAKIT

- Site: www.Michigan.gov/LibraryofMichigan
- Individual pages within the Library of Michigan website
 - Library Card Application: www.Michigan.gov/LibraryCard
 - Family History Resources: www.Michigan.gov/FamilyHistory
 - Databases for Library of Michigan Cardholders: www.Michigan.gov/LMda
- Social Media accounts:
 - Facebook (@libraryofmichigan): <https://www.facebook.com/libraryofmichigan>
 - Twitter (@LibraryofMich): <https://twitter.com/LibraryofMich>
 - Instagram (@libraryofmichigan): <https://www.instagram.com/libraryofmichigan>
 - YouTube (playlist under Michigan Department of Education account): <http://www.youtube.com/playlist?list=PL1234567890>
- Social Media hashtag: #LibraryofMichigan
- Color Codes for LM Blue:
 - CMYK: 100/35/0/0
 - RGB 0/110/182
 - HEX: #006EB6
- Logo Files:
 - Stacked: [Blue](#)
 - Stacked: [Black](#)
 - Horizontal: [Blue](#)
 - Horizontal: [Black](#)
 - Additional color variations and file types are available.
- Credit Text: Use for source information retrieved from the Library of Michigan for
of Michigan, an agency of the Michigan Department of Education."



Tip

Create a sign template for your organization that is accessible off site. Remember to include your logo.



Beware!
The sign barrier



Beware the signage barrier

- Creates a physical barrier between frontline staff and patrons.
- Too much information gets lost in the shuffle.
- Are crisis communications mixed in with other information?
- How can your library create a space specifically for crisis communications?





PLUS/DELTA

In these next sign examples, think about (and **share in chat**) what works (+) and what could be changed (Δ).



**These Premises Are
Under the Jurisdiction of
City & County
Law Enforcement**

**NO
LOITERING**

**No Food
Allowed**

**No Hoodies
Allowed**



Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.



Stay 6 ft. apart
from others.



Sanitize your hands after
sneezing or coughing.



Wear a cloth
face mask when
in public.



Avoid touching
your eyes, nose,
and mouth.



Disinfect areas
and objects you
use regularly.



Stay home when you're
sick unless you're seeking
medical attention.



Wash your hands often
with warm, soapy water
for at least 20 seconds.

cdc.gov/coronavirus



PLEASE READ!



EMPLOYEES

ONLY!!!!!!

ONLY DISABLED USERS
ARE ALLOWED TO USE
THE BATHROOM
BEYOND THIS POINT.



FOR THE WELL-BEING OF ALL



**MASK
REQUIRED**

*Thank you for your continued support in keeping
our Community and Library family safe!*



What are the types of COVID-19 signage?

Homework assignment:

Make a list of the different kinds of COVID-19 related signage your library has implemented and see what needs updating.

- Restroom/Hand washing
- Floor/Social distancing
- Updated services offered such as curbside pick up
- Others?



The Library Signage Audit

- Take photos of library's signs
- Compile visual report
- What is working well
- What to consider changing

Oconee County

Salem Library
Signage Audit



Library Exterior

- Walk around the library exterior
- What is your overall observation?
- Look at parking signs, smoking areas, seating
- Can hours be seen from the road?



The Library Signage Audit

And why is it so important?

Library signage sets the tone not only of the individual library branch, but also of the whole county library system. All library signage should be positive, brief, and consistent.

The following are both positive and negative library signage general rules of thumb:

Positive

- Polite language
- Not verbose – get to the point
- Consistently use library logo/branding
- No typos
- Correct grammar
- Font and font size
- Image that supports content

Negative

- Handwritten
- Too many words
- Clip art (try to use photography if possible)
- Comic sans font (use font that is similar to the library's standard font selection/branding)
- Passive aggressive
- Too many colors
- Too much going on

A library signage audit is not only an audit of the library's signs, but it may also relate to the library's internal and external image including printed materials, customer service, grounds, and community perceptions.

Exterior Considerations

- Is the shrubbery or grass maintained?
- Are there areas flower beds could be created? If beds are there, are they maintained regularly?
- Are the signs for the library in good condition? Are they large enough? Do they need repainting? Do they need to be lighted?
- Is there trash on the grounds? Are attractive trash containers available? Are containers available outside for smokers to extinguish cigarettes?
- Is visitor parking prominently marked and plentiful?
- Is the entrance to the building clearly marked?
- Where are other directional signs to the library located in the community? Are the directions well marked and easy to understand?
- Is this a building you would be proud to bring friends and family to?



Considerations

- Review your library in a web search.
- Are there reviews?
- Hours and location correct?
- How welcoming is the library?
- Are there any unofficial social media pages/groups?

What does someone see when they first enter the building?

Where is the information desk? Is it well marked with signs? Is it cluttered or neat? Is it staffed at all times?

Is there a place such as a bulletin board to post special information? Is it attractively displayed? Is everything current? Is it regularly checked/cleaned?

Are the hours of operation posted clearly?

Are all areas of the library kept neat with books, magazines, and other materials shelved or attractively arranged. Is the furniture in good condition?

Are the floors or carpet cleaned frequently?

Are trash containers strategically placed throughout the library?

Are restrooms clearly marked and kept clean?

How attractive and inviting are the information desk, bulletin board, stacks, reading area, magazines, offices?

Things to Consider



Is staff dressed neatly? Is there a dress code and is it followed? Do you have dress-down day? Do patrons know this? Does the staff know what is acceptable and not for dress down?

Are staff members knowledgeable about their specific area as well as the library in general? Do they respond promptly and courteously to requests?

Do they speak positively about the library and promote its services to civic, church and business groups?

Do you have letterhead and envelopes for the library?

Does each staff member have business cards?

Do your printed materials have a special format? Do you have special colors for certain program areas or publications?

Does the staff know the library's policies on printed materials, such as who approves printed pieces? Is there a review of all printed materials before they are finalized?

Are printed materials grammatically correct and spell checked?

Does the library have a recognizable and consistently used logo? Is it current and does it reflect the image you want of your library? Are there guidelines for use of the logo?

Is there a style guide for the library? How are media communications handled?

How is the library's social media managed?

Communications and Customer Service...

- How is the library listed in a Google search? Has anyone reviewed the library?
- Do key points of contact such as the Chamber of Commerce, city hall, schools, and local service stations know where your library is located?
- Are library directional signs on well-traveled roads? Are the directions clear to someone unfamiliar with the area?
- What do you do to help patrons with special needs? Do staff members know what services are available for patrons with special needs?
- Are the specific areas of the library easy to reach and well marked?
- Do all patrons, regardless of needs or reasons for visiting the library, feel welcome?
- Does the staff understand the importance of good customer service to the library?
- Does the staff understand the role they play in developing and maintaining a positive image for the library?



COVID-19 and Crisis Communications Resources



IFLA Resources

- Handling materials
- Promoting hygiene
- Public communication
- Communicating with users in different languages

COVID-19 and the Global Library Field



<https://culc.ca/projects/toolkit/checklists>

1. **This checklist is helpful for your Marketing & Communications Director to review for crisis communications planning.**
2. **Does your library have a staff member who is responsible for Marketing & Communications?**
3. **Does your library have a Marketing & Communications committee or team that meets on a regular basis?**

Marketing & Communication Checklist

- ☐ How will you raise awareness of what the library can offer now and consider these existing services as a foundation to build on?
- ☐ How can your library create a cascade of information – timely, accurate updates of what is available now, and what is to follow?
- ☐ How will you emphasize that a safe and sound approach to reopening will mean a gradual return of services; unfortunately, not every service?
- ☐ How will you remind patrons that each library service must adapt to a new operating environment?
- ☐ What are the best ways to keep your patrons informed of these immediate and long-term changes to their library system?
- ☐ Do you have a plan to communicate with your partners, your funders and your supporters to secure their continued interest and involvement?
- ☐ What roles can they play in your recovery efforts? What information do they need to support the library?
- ☐ Can you take your vision statement in a new direction? Can you deliver your mandate by doing things differently, and doing different things?
- ☐ How will we have candid and thoughtful community conversations about the ways libraries are changing?
- ☐ How can libraries demonstrate their relevance and communicate their value, without alienating library users that preferred the way things used to be?





CDC Marketing Resources

- Print Resources
- PSAs
- Widgets, Buttons, and Graphics
- Videos

The following print-only materials are developed to support COVID-19 recommendations. All materials are free for download. They may be printed on a standard office printer, or you may use a commercial printer.

Filter by Audience

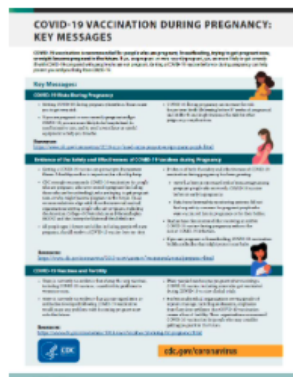
Filter by Topics

Filter by Content Type

Clear

Found 140 items.

Date Descending



COVID-19 Vaccination during Pregnancy

COVID-19 Vaccination during Pregnancy

Size: 8.5"H x 11"W

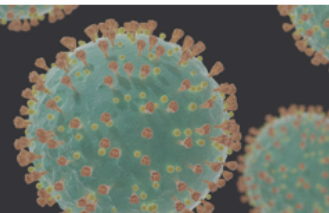
Date: 12/28/21





Resources from ALA

Pandemic Preparedness Resources for Libraries



A pandemic is an outbreak of a disease that occurs over a wide geographic area and affects an exceptionally high proportion of the population. ([Merriam-Webster Online](#)). This page provides information about preparing for a pandemic, including library-specific policy suggestions and more universal resources on pandemic education, prevention and preparation. Some of the resources are specific to seasonal influenza outbreaks and the 2019/2020 COVID-19 pandemic, but can be used more universally to help educate and inform decisions on pandemic prevention and preparedness.

News

Library responses to COVID-19

Topics to include in an individual library policy

Professional development/training resources

Resources from ALA

Federal resources

State and local resources

Additional resources

<https://www.ala.org/tools/atoz/pandemic-preparedness>



Coronavirus & Public Libraries Resources: Communications Guide

This guide contains resources which may be helpful to library staff related to the coronavirus. Information includes guidance specifically related to public libraries, and cleaning and disinfecting areas of the library.

[News](#)[Information for Patrons](#)[Reopening Public Libraries](#)[Hygiene, Cleaning, Supplies](#)[Access State Library Resources from Home](#)[Stay Engaged, Have Fun, Relieve Stress](#)[Communications Guide](#)

Internal Communications

- Consistency and Coordination - If you don't already have a staff member whose job responsibility is PR/Marketing and Communications, be sure there is someone on staff to handle coordinating the library's messages for what your current situation is and how you plan to reopen. You will want your message to be consistent among your library branches.
- Host weekly online meetings in teams or for the whole staff. Try to limit to one hour or less. Online meetings lasting more than one hour can be too overwhelming for many people.
- Provide regular email updates to all staff focusing on successes and challenges.

External Communications

- PR "Rule of Three" – remember to share your library's message at least three times so that you can cover your bases. This could be in three different social media posts, or three different email marketing pieces, or even three different pages on your library's website. Whatever you decide to post, just remember it may take your patrons a while to see it.
- Consistency and Coordination – Your library's PR/Marketing and Communications Coordinator will be coordinating the library's messages for how you currently are providing services and how you plan to reopen. The message needs to be uniform among your library branches. Remember to consistently use your library's logo so that you are branding your services and reopening messages and the public will become accustomed to seeing them.

Press Releases

- Always be sure to include your library's Communications/PR/Director's contact information.
- Be direct and do not use complicated language.
- Highlight all online services and how to access them. Repeat this message on a



REALM PROJECT

REopening
Archives, Libraries,
and Museums

Resources

[Resources](#) > Communication and signage

<https://www.oclc.org/realm/resources/communications-signage-roundup.html>

Communication and signage: Resource Roundup

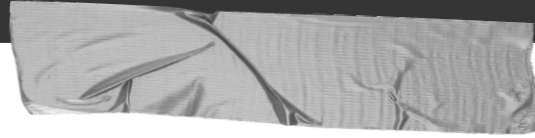
The COVID-19 pandemic has been a challenging time for many people, changing day-to-day life in unprecedented ways. Employers and employees have played a critical role in protecting themselves and each other while helping to prevent further spread of the disease. A crucial aspect of this work lies in how we communicate to our staff and the public. These resources provide examples of relevant communication tools, including signage templates and COVID-19 communication guides.

Note: These examples may have changed since being reviewed. Last accessed April 20, 2021.

[General signage](#) | [Communications from museums](#) | [Communications from libraries](#) |
[Communicating to specific audiences](#)



Internal Communications and Customer Service Issues



- Library signage and **systemic issues**
- Reacting to problems with signage –
Something to think about:
 - Does it work?
 - Why or why not?
- Is customer service training needed?
- Let's take a look at two signs I came across in a small rural library branch men's room...



To the person (because you are not a man) who continues to defecate on the floor on a regular basis....

Please be advised that this situation is to STOP immediately!! If you continue with this behavior I will station someone at the bathroom door who will enter the restroom with each and every person.

Branch Librarian

Please be advised that alcoholic beverages are NOT allowed on county property.

Leaving empty beer cans in the men's restroom is being monitored.

NO TOLERANCE!!



How could you
handle this situation
with signage and
procedural
changes?



**THIS RESTROOM
FOR
CUSTOMERS
ONLY**

Ask Attendant for Key



Internal Communications

How does your library
communicate signage updates
and changes?

New library signs should be
communicated to ALL STAFF on a
regular basis via email - WITH
IMAGE

Your Mileage May Vary - staff
meetings, quarterly emails,
whatever works best for your staff

Why is this important? So that all
staff are on the same page.



Signage Equipment Review

- Laminator
- Acrylic holders
- Floor signs
- Outdoor/street level signs
- Banner stands
- Ceiling mounted signs
- Permanent signs
- Suction cup signs



Tips

- Consider neon signs (lighted) that can be seen from the street
- Consider digital (wall mounted) signs only if your customers would stop and see them and if they are strategically placed
- Consider an iPad/tablet interactive display but also consider that people will be touching it



The following images do not recommend specific brands – they are for informational purposes only.



Roll over image to zoom in

Scotch Thermal Laminator, 2 Roller System for a Professional Finish, Use for Home, Office or School, Suitable for use with Photos (TL901X)

[Visit the Scotch Store](#)

★★★★★ 35,892 ratings | 446 answered questions

#1 Best Seller in Office Presentation Laminators

Price: **\$21.99** Prime FREE Delivery & FREE Returns

Thank you for being a Prime member. Get a \$100 Gift Card: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.

May be available at a lower price from [other sellers](#), potentially without free Prime shipping.

Style: **Laminating Machine**

Bundle

\$51.98

prime

Laminating Machine

\$21.99

- #1 Laminating Brand*
- Laminates items up to 9 inches wide
- Two heated rollers create high quality professional, bubble and wrinkle-free results
- Safe to use on photos to help preserve precious memories
- Will laminate pouches up to 5 mil thick. Two temperature settings
- Starter pack: contains 1 thermal laminator and 2 letter size (8.9" x 11.4") starter pouches.
- This machine is only suitable for use with a grounded 120V outlet, do not use laminator with a voltage or outlet converter





Plastic Counter Top or Wall Mount 4 Tier BiFold Pamphlet Holder

\$6.98



Plastic Countertop or Wall Mount Convertible Pamphlet Holder

\$5.50



Plastic Counter Top or Wall Mount 3 Tier Convertible Pamphlet Holder

\$9.49



2 Pocket Tri Fold Pamphlet Holder Clear Acrylic with Black Sides

\$15.46 \$10.82



Medium Oak 4 Pocket Wood Brochure Holder with Acrylic Front

\$51.26



Light Oak 4 Pocket Wood Brochure Holder with Acrylic Front

\$51.26



Mahogany 4 Pocket Wood Brochure Holder with Acrylic Front

\$51.26



Medium Oak 8 Pocket Wood Brochure Holder with Acrylic Holder

\$62.73



11 x 17 Menu Floor Stand, Snap Open, Tilting, Adjustable Height - Black

SKU: FST1711BLK

Home > Food Merchandising Displays > Restaurant Signage > Menu Stands > Adjustable Height > FST1711BLK



Hover over the image to zoom in.



Email Pin it Share Tweet

★★★★☆ (6 Reviews)

Media Size: 11" x 17"

11" x 17" 18" x 24"

Color: Black

Black Chrome Silver

- Easily Adjusts Up and Down to Your Chosen Height
- Frame Tilts to a Desired Viewing Angle
- Can be Placed in Vertical or Horizontal Position
- Snap Open Edges for Easy Sign Changes

IN STOCK

Ships on Friday, Sep 10 if ordered within the next 23 hrs 3 mins.

Quantity	Price Each (USD)
1 - 3	\$152.99
4 - 10	\$145.99
11 - 33	\$136.99
34 +	Request a Quote

1 ADD TO CART

Users That Viewed This Also Viewed



\$134.99

11 x 17 Menu Floor St...




\$180.99











11 x 17 Menu Floor St...




BigBoss Changeable Message Board: Pro Frame with Standard 4 Inch Letters and Numbers Kit, White Message Board (BOS-1001) [Learn More...](#)

★★★★★ based on 27 customer reviews





 Orders over \$29.95 ship for free.

Part#	BOS-1001
SPN#	E6NH

Contents:

Kit includes two white - 24" x 36" x 3/16" (600 x 900 x 4mm) message boards with 7 letter tracks on both sides and one set of 314 - 4" letters, numbers, and symbols (Black letters & Red numbers)

1 Select Material:

Quantity / Price (Per Kit)

For size: 24"x36" BigBoss

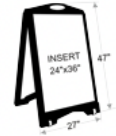
SIDEWALK SIGN





BigBoss Changeable Sidewalk Sign

\$199.95

BigBoss Changeable Sidewalk Sign

Configuration:
(click to zoom)



    Sep 14 (Hover for more details)

- Bundle includes two printed plastic sign panels, a frame, and changeable characters.
- Panels made from 160 mil thick corrugated plastic.
- Built-in wheels engage when frame is tilted. Frame folds flat for easy storage.
- Frame has a locking strut. Lift strut to fold frame shut.
- Ballast port accommodates water and/or sand, for enhanced stability.

[More Material Details](#)

2 Order Quantity:

Material: BigBoss Changeable Sidewalk Sign

Qty:

-

 1

+

 Kit

Total Price

\$199.95

Per Kit

\$199.95

Add to Cart





\$129.00

Budget Narrow Base Retractable Banner Stand

+ More Options Available!



Save 20%

~~\$207.00~~ **\$165.60**

Premium Wide Base Retractable Banner Stand

+ More Options Available!



\$283.00

Silver Wing Retractable Banner Stand

+ More Substrate Options Available!



\$268.00

The Edge Retractable Banner Stand

+ More Substrate Options Available!



Best Seller!

\$291.99

Link Magnetic Retractable Banner Stand - Stay-Flat Vinyl

+ More Substrate Options Available!



Best Seller!

\$313.99

Custom Printed Swap-Out Retractable Banner

+ More Color Options Available!



Save 20%

~~\$492.00~~ **\$393.60**

Premium Double-Sided Retractable Banner

+ More Options Available!



\$367.99

Glow LED Illuminated Retractable Banner

+ More Height (in.) & Substrate Options Available!



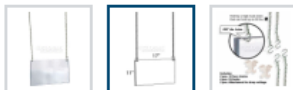


Global Approved 172709 Acrylic Hanging Poster Frame, 17" x 11", Acrylic ,1 Piece

Item #: T9FB1104189

Not Yet Rated

Enter [zip code](#) for delivery date estimate



Price: \$29.95

or



Save \$1.50 with 5% off when you use your Global Industrial Credit Card.

[Save 5%[†]](#) | [Apply Now](#)

1

Quantity

ADD TO CART

ADD TO LIST



Email



Print





Code: 11429

★★★★★ (1) [Read Reviews](#) ▾

8.5" x 11" Acrylic Window Sign Holder with Suction Cups

QTY

1



price: **\$9.57 each**

Price and quantity above are per individual item. Order in multiples of 5 units to avoid \$10 case handling fee.

Add to Cart

Contact to Customize

Item ships in 3 to 5 business days.

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"OPEN/CLOSED" LED Sign with Business Hours, Hanging Chain - Red

SKU: LEDOPCL02

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Hover over the image to zoom in.



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★★★★★ (1 Review)

- Open hours sign with LED lighting is more affordable and energy efficient than neon lights.
- (2) 28" Long hanging chain included for displaying in a window.
- Monday – Sunday hours listing clearly states when a business is open.
- Pulling chain switches the red "OPEN" text to orange "CLOSED" text.

IN STOCK

Ships on **Friday, Sep 10** if ordered within the next **22 hrs 47 mins**.

Quantity	Price Each (USD)
1 - 3	\$131.99
4 - 10	\$123.99
11 - 33	\$117.99
34 +	Request a Quote

1

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\$116.99
"OPEN/CLOSED" LED ...



\$76.99
"OPEN" LED Sign with...





Roll over image to zoom in

Sungale CPF1909 19" Wall-Hanging Commercial Digital Signage; Promote Company, Product, Service, or Organization with Images, Music, and Videos

[Visit the Sungale Store](#)

★★★★☆ 7 ratings | 13 answered questions

Price: **\$219.99**

Not eligible for Amazon Prime. Available with free Prime shipping from [other sellers on Amazon](#).

Size: **19 inch**

7 inch

\$99.96

✓prime

10 inch

\$139.96

14 inch

\$189.96

✓prime

19 inch

\$219.99

Specific Uses For Product Business, personal

Refresh Rate 70 Hz

Brand Sungale

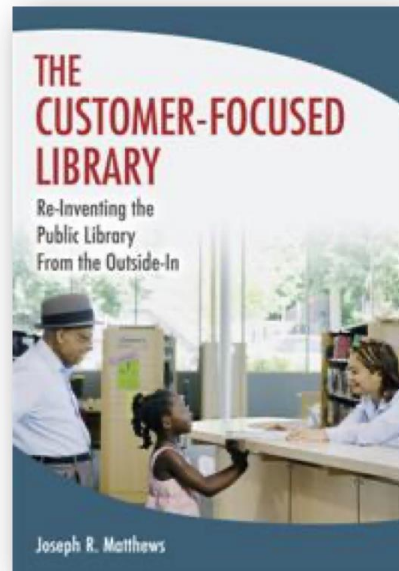
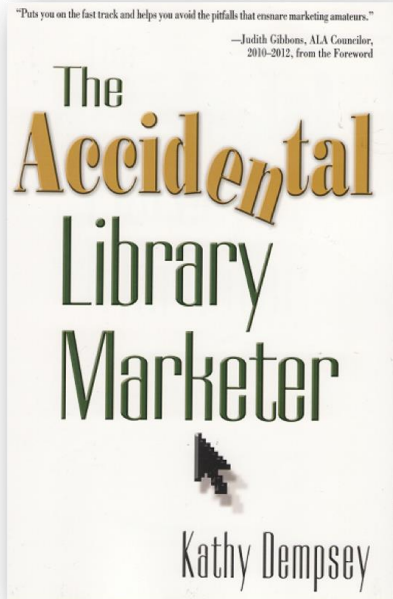
Screen Size 19 Inches

Resolution HD

About this item

- Send PROMO content to Display on this 19" wall-hanging digital Display from anywhere. Ideal for high traffic areas like lobbies, banks, & supermarkets
- Promotions and Product introductions can be sent to Display instantly on digital signage at all branches and store locations from one central location.
- Simultaneous loading and sending of content saves time and effort and reduces mistakes. You can also assign Each unit its unique content to Display

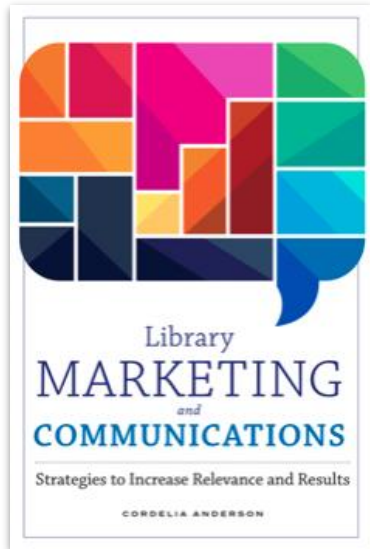
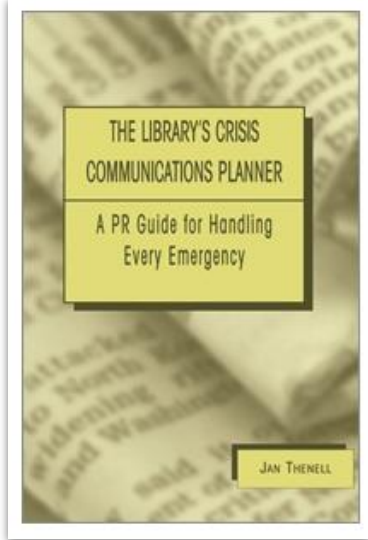




Resources

- *The Accidental Library Marketer*
- *The Customer-Focused Library: Re-Inventing the Public Library From the Outside-In*





Resources

- *The Library's Crisis Communications Planner*
- *Library Marketing and Communications*
- *Library Signage and Wayfinding Design: Communicating Effectively with Your Users*



Thank you!

Dr. Curtis Rogers

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