



Find Your Way™ - Library Branding Audit

The audit is designed to give you insight about your library's brand and how your signage influences brand perception from a customer's perspective. Through this process you will gather the information necessary to determine the scale of your needs, and decide whether you can address your project with internal staff, or if you would benefit from the help of expert partners.

Depending upon the size of your library, you may choose to fill out an audit sheet for each area or one for your entire library. Either way, we suggest that you take pictures and make notes on thoughts and ideas for improvement along the way.



We Got This



It Works / Satisfactory



This Needs Attention

Signage Audit			
The sign is appropriate for the application (Ex. Hanging signs to guide customers to an area; Directories to orient)			
There is a consistent sign style used for the application (Ex. End of range signs are consistent)			
Signs are in good physical condition (no chips, cracks, missing pieces)			
Signs are recognized by customers as intended wayfinding / signage			
Use commonly understood language			
Consistent use of language			
The sign adds value, not clutter			
Signs are visible			
Placement is intentional			
If there is a color scheme in place, it is easily explained and/or identified by the visitor			
If you use symbols, they are commonly recognized			
Current in style & presentation			
Signage helps your visitors feel smart			
Signage enhances the user experience			
Brand Audit			
What is the mood and energy level in your library?	High / Animated	Steady	Low / Dull
How does library staff engage with customers?	Enthusiastically	Pleasant	Minimally
What is the personality and culture of your library and staff	Welcoming / Comfortable	Pleasant	Serious
How is your library perceived by the community?	Essential	Fondly	Dated
How does the design and flow of your physical space influence the user experience and perceptions?	We Got This	It Works / Satisfactory	This Needs Attention