# **Promotional Materials**

### **Background Information**

The GSU Law Library has produced a number of promotional materials recently. Each of these materials begins with one of the official GSU colors (blue, red, and white). We also occasionally use similar complementary colors (such as green) to widen the palette options. Our bookmarks have proven particularly successful; they are always available to take from holders at both the Circulation Desk and the Reference Desk. They come in three colors for the front design, and each feature the library's logo and website URL on the back. Students have reported they like to use the green bookmarks to indicate where to start reading in their casebooks and red for when to stop. We also provide each new 1L class with some sort of swag during orientation (such as coffee mugs or koozies), and offer other pieces as prizes for trivia contests and program attendance. These items are branded with the law library's logo.

### **Contents**

This packet contains the following documents: Bookmarks (p. 2) Mug and Cup (p. 3) Koozies (p. 4)

#### **Contact Information**

These materials were created Reference/Student Services Librarians Austin Williams and Deborah Schander. Questions can be directed to Deborah (dschander@gsu.edu).



## **Examples of Promotional Materials**









# **Examples of Promotional Materials**





## **Examples of Digital Signs**

