

BCL Main Lookbook

What is visual merchandising?

Merchandising uses displays to tell the customer a story about what our library has to offer

When done well it can help customers check out more and return often

The goals of merchandising are to highlight our inclusive collections, encourage browsing, and create an open, inviting space for patrons

General Staff Expectations

Easels make it easy! See an empty easel, fill the easel

3 books per window

If there is a window, do not do additional shelf displays *except on New Books shelves*

If there is NOT a window/easel, nothing needs to be face out

Fill specific hotspots (see slide 5 & 6)

Filling Windows

Windows are one shelf in a column with 3 easels to display books; no other books should be displayed in that column



Windowed Collections

- **Adult:**

- New Books
- Non-fiction
- Fiction, Mysteries
- Fantasy/Science Fiction
- Graphic Novels
- World Languages
- Parent/Teacher

- **Juvenile/Young Teen:**

- New Books
- J/ YT Non-fiction
- J DVDs
- Board Books
- J Series
- J/ YT Graphic Novels
- J/ YT/ YA Fiction
- J BOCD



Endcaps by Children's Self-Check:
Early Readers & Board Books
(like candy at checkout line)



Graphic Novel Table:
Stacks of 4-6 of the same title with 1 in the easel; refill easels from stacks and put new stacks in when depleted ≤ 2



JGN Display Rack:
Fill with single or double copies of titles

Children's Area Hot Spots 1



Potty Window:
The first window in Board Books should **only** display **Potty Books**



ERs:
Fill the easels and stack 3-4 of the same series underneath



Picture Book Rectangles:
One book on each corner of the mats

Children's Area Hot Spots 2

Design Tips

Books that **represent our diverse community**: for example, by or about BIPOC or LGBTQIA+ people

Items **shelved in the same column*** not from down the aisle

Books that are **in good shape**: don't select things that are dirty or damaged

Covers that are attractive or are eye catching: avoid outdated cover art and boring covers

Titles that are **seasonally appropriate**

Books that **fit the easel size**

Pro Design Tips

Shapes to Use:
Pyramids

Straight Lines

Balance and
Symmetry

Pro Tips

Refresh books that have been displayed for a while that have not checked out

Fill easels from **bottom or top shelves**

Easels are parallel to the edge of the shelf or table and even with each other

Collection Examples

New Adult Fiction



- NEW BOOKS – one place where we break the rules and have face-outs in sections with windows
- **Windows:** on the top shelves; every other shelf also has a window on the second shelf, 3 books, 1 in each easel
- **Individual Easels:** 1 book face out in the middle of the open shelf space

New Adult Non-fiction



- NEW BOOKS – one place where we break the rules and have face-outs within areas with windows
- **Windows:** on the top shelves, 3 books, 1 in each easel
- **Individual Easels:** 1 book face out in the middle of the open shelf space

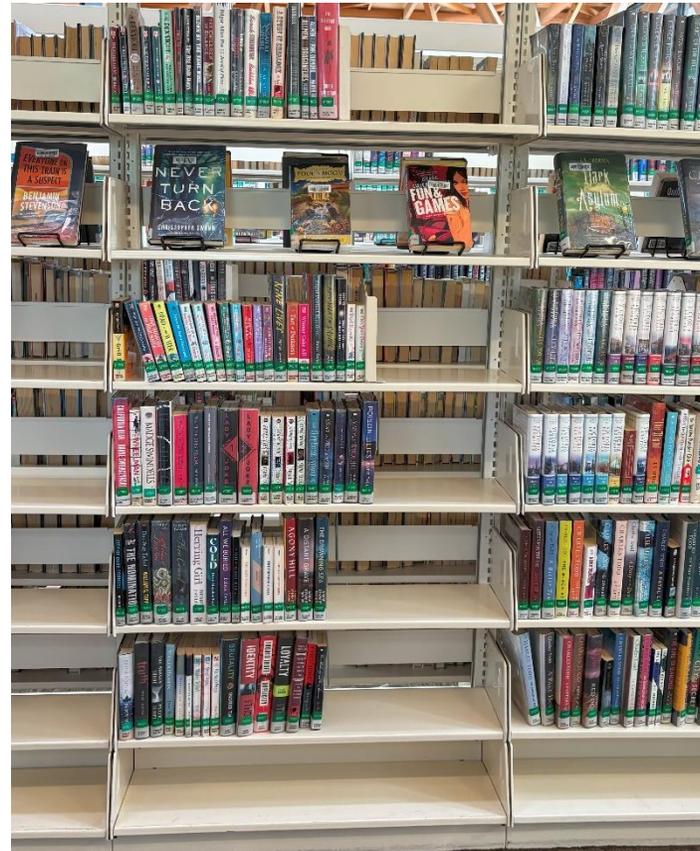
Quick Picks



- As many face-out as possible
- **Zigzags:** Fill with up to 4 copies of the same title in each zig
- **Individual Easels:** 1 book face out in the middle of the open shelf space

Adult Fiction / Mysteries

Fully Windowed Collections, each column has a window



- **Endcaps:** 3-4 books, based on space
- **Windows:** 3 books, one in each easel
- Fully Windowed

Adult Large Print

Partially Windowed Collection, some columns have a window



- **Windows:** 3 books, one in each easel
- Partially Windowed
- **No additional shelf displays**

Adult Graphic Novels

Fully Windowed Collection, each column has a window



- **Endcaps:** 4 books
- **Windows:** 3 books, one in each easel
- Fully Windowed

Fantasy / Science Fiction

Partially Windowed Collection, some columns have a window



- **Endcaps:** 4 books
- **Windows:** 3 books, one in each easel
- Partially Windowed
- **No additional shelf displays**

Adult Non-Fiction

Fully Windowed Collection, each column has a window



- **Endcaps:** 3-4 books, based on space
- **Windows:** 3 books, 1 in each easel
- Fully Windowed

World Languages

Fully Windowed Collection, each column has a window



- **Windows:** 3 books, 1 in each easel
- **Individual easels:** 1 book from the same shelf
- Fully Windowed



- **Individual easels: 1 book each**
- **No additional shelf displays**

J World Languages



- **Windows:** 3 audiobooks, 1 per easel
- Fully windowed collection

J Audiobooks

Fully Windowed Collection, each column has a window



- **Windows:** 3 books, 1 in each easel
- Every other top shelf is a window
- **Endcap:** 2 books from that row
- **No additional shelf displays**

J Fiction

Partially Windowed Collection, some columns have a window



- **Windows:** 3 books, 1 in each easel
 - Can stack multiple copies under the easel
 - Seasonally fully windowed to partially
- **Endcap:** 2 books from that row
- **Display Table:** fill with multiple copies, see slide 5
- **Display Rack:** Single or double copies of titles

J Graphic Novels

Partially Windowed Collection, some columns have a window



Early Readers

- Two clusters of four books on top of each ER range on the placemats
- Place one title in an easel on top of one or more title from the same series
- Refill when fewer than 2 books beneath the easel
- **No additional shelf displays**



- 6 lined up across the top
- **No additional shelf displays**

J Kits



J Magazines

- Each magazine has its own easel.
- An issue should be in the easel with backstock stacked beneath it.
 - Try to have the most recent issue that is available in the easel, does not have to be current month's



- 1 face out at end of “shelf” as room allows
- 6-10 books displayed flat on table

New Picture Books



Picture Books

- **Placemats:** Clusters of 4 books, 1 on each corner
- Pull from shelves adjacent to the mat
- **Endcap:** 1-2 books from that row
- **No additional shelf displays**



Potty Collection & Board Books

Fully Windowed Collection, each column has a window

- **Windows:** 3 books along each top shelf
- Only **Potty Books** displayed in first section
- Fully Windowed
- Windows removed as space dictates



New J Fiction, J Playaway & OBOb

- **Individual Easels:** 2 per shelf, display as room
- **Windows:** as there is room, a window can form at the top of New J Fiction to display 3-4 books
- **OBOb:** if no OBOb, leave easels empty



- **Windows:** 3 books, 1 in each easel
- **Individual Easels:** 2 per shelf, 1 book in each easel

New J Non-Fiction



- **Windows:** 3 books, 1 in each easel
- Windows are every other shelf
- **No additional shelf displays**

J Non-fiction

Partially Windowed Collection, some columns have a window



J DVDs

Fully Windowed Collection, each column has a window

- **Windows:** 3 movies, 1 in each easel
- Fully windowed.



J Series

Partially Windowed Collection, some columns have a window

- **Windows:** 3 books, 1 in each easel
- Fully windowed in summer, every other rest of the year
- **No additional shelf displays**



- **Windows:** 3 books, 1 in each easel
- Fully Windowed

Young Teen Fiction

Fully Windowed Collection, each column has a window



- **Individual Easels:** 1 book in each easel at the end of each shelf
- **Windows:** Last two sections are windows of YT NF

Young Teen Non-Fiction

Partially Windowed Collection, some columns have a window



Young Teen Graphic Novels

Fully Windowed Collection, each column has a window

- **Windows:** 3 books, 1 per easel
- Fully windowed



- **Glass Windows:** 9 books facing out of the Teen Room, 1 in each easel
- **Shelf Windows:** 3 books, 1 in each easel
- Every other shelf is windowed
- **No additional shelf displays**

Teen Room – Fiction

Partially Windowed Collection, some columns have a window



Teen Room – New Non-Fiction

- **Window:** 3 books, 1 per easel
- **Individual easels:** 2 easels centered in the open shelf space – applies to OBOBs as well
- **Video Games:** 1 to 3 face out per shelf