

BCL Main Lookbook

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What is visual merchandising?

Why do we need a plan?

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

When done well it can help customers checkout more and return often

This plan will assist in creating appealing and interactive displays

Design Tips

Rule of 3: items in groups of three are more appealing than other group sizes

Fill Up: Fill empty windows or up to two rows in in a column

Face Out: Covers are eye catching and appealing – face out items where there's adequate space

Fronting: Pull face out items up towards the front edge of the shelf

Design Tips

Pyramids

Straight Lines

Balance and
Symmetry

General Rules

Face out books should be parallel to the edge of the shelf or table and even with each other

3 books per window in the fiction and non-fiction collections

Display books face out at the end of shelves only when the book has enough room to be fully opened

Don't face out books on the **top or bottom shelves** of adult fiction and non-fiction

Paperback books should only be displayed on an easel

If there is a window do not do additional shelf displays

When
selecting
items to
feature,
choose items
that:

Represent our diverse community: for example, by or about BIPOC or LGBTQIA+ people

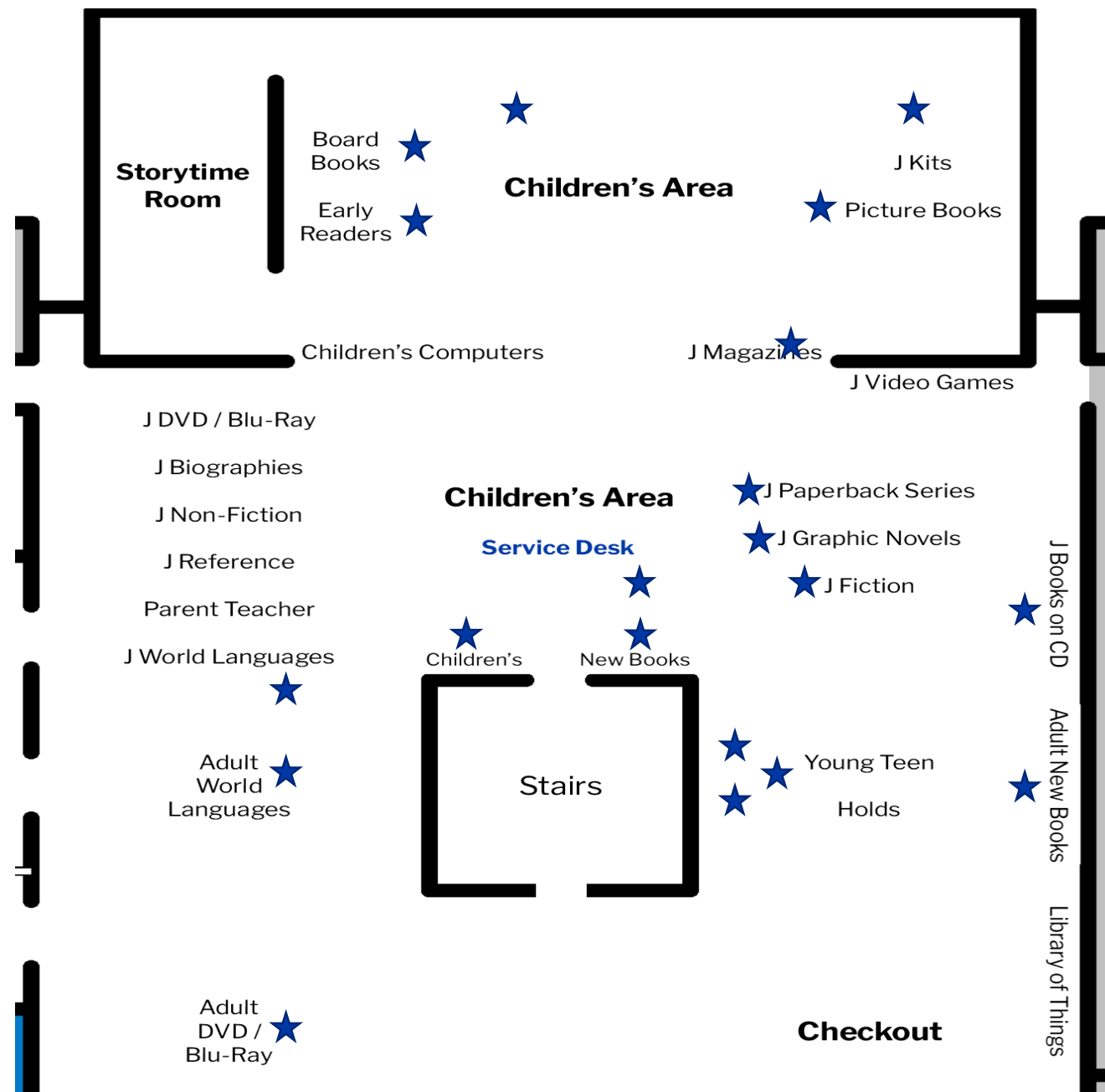
Are **shelved in the same column** (rarely, you may need to pull from an adjacent column), not from down the aisle

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

Look attractive or are eye catching: avoid outdated cover art and boring covers

Are **seasonally appropriate**

First Floor



Second Floor



New Adult Fiction & New Adult Non-Fiction



- 3 books across the open display shelves
- 1-2 books face out at the end of the shelf with room to fully open book

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DVDs & Blu-rays



- 4 on display on the end cap

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Adult Fiction



- 3-4 books per end cap, depending on space
- 1 book face out at the end of the shelf with room to fully open book.
- Only fill every other shelf
- 3 books per window
- If there is a window do not do additional shelf displays

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Adult Non-Fiction



- 3-4 books per end cap, depending on space
- 1 book face out at the end of the shelf with room to fully open book.
- Only fill every other shelf
- 3 books per window
- If there is a window do not do additional shelf displays

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Adult Biographies



- Four books in a row on both sides of the bookshelf

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World Languages



- 1 book at the end of shelves with easel and room to fully open the book
- World Languages display: 4 books per shelf

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- 1 book only in spots with an available easel

J World Languages

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- 1 audiobook face out at the far right end of the shelf, as space allows

J Audiobooks

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J Fiction

- 3 books per window
- If there is a window do not do additional shelf displays
- 1 book face out at the end of the shelf with room to fully open book.

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- Where space allows, place one book face out with another from the same series flat underneath
- Use titles with multiple copies to refill the display table

J Graphic Novels

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- 2 books per acrylic display
- Left side is graphic novels
- Right side is early reader and board books

Children's Self Checkout

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- Two clusters of four books on top of each ER range
- Place one title in an easel on top of one or more title from the same series

Early Readers

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J Kits

- 6 lined up across the top

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- Each magazine has its own easel. A current issue should be in the easel with backstock stacked beneath it.

J Magazines

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New Children's Non-Fiction

- 3 books across the empty display shelf
- 1-2 books face out at the end of the shelf with room to fully open book

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Picture Books

- Clusters of four books on each colored placemat

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Potty Collection & Board Books

- 3 books on the empty display shelves
- No other books on display within the shelves

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New Picture Books & J Fiction

- 4-5 books face out on empty display shelves as space allows
- Up to 3 books face out at the end of the shelf with room to fully open book

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- Where space allows, one book face out with another from the same series flat underneath

J Series

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- 3 books per window
- If there is a window do not do additional shelf displays
- 1 book face out at the end of the shelf with room to fully open book.

Young Teen Fiction

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- 3 books on the 1st and 2nd shelf up from bottom (other shelves remain empty)

Young Teen Fiction

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- 3 books on the 1st and 2nd shelf up from bottom (other shelves remain empty)

Young Teen Graphic Novel

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Teen Room Tips

Select books to face out from what's in the shelving right above/below/adjacent

No more than 3 books in windows and empty shelves

Leave the top of fiction shelving empty



Teen Room – Fiction

- 1 book face out at the end of the shelf with room to fully open book
- 3 books face out in the windows
- If there is a window do not do additional shelf displays

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- 1-2 book face out at the end of the shelf with room to fully open book
- 3 books face out in the windows

Teen Room – New Fiction

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Teen Room – New Non-Fiction

- 1-2 books face out at the end of the shelf with room to fully open book
- 3 books face out in the windows

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