

# BCL Murray Scholls 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 spots where there is clearly supposed to be something (easels, end caps, windows)

**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

Put books face out at the end of shelves only when there is **10+ inches of space** available

Don't face out books on the **top shelves** of the higher shelving sections like adult fiction and non-fiction, children's fiction and non-fiction

**Paperback books** should only be displayed on an easel

When  
selecting  
items to  
feature,  
choose items  
that:

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

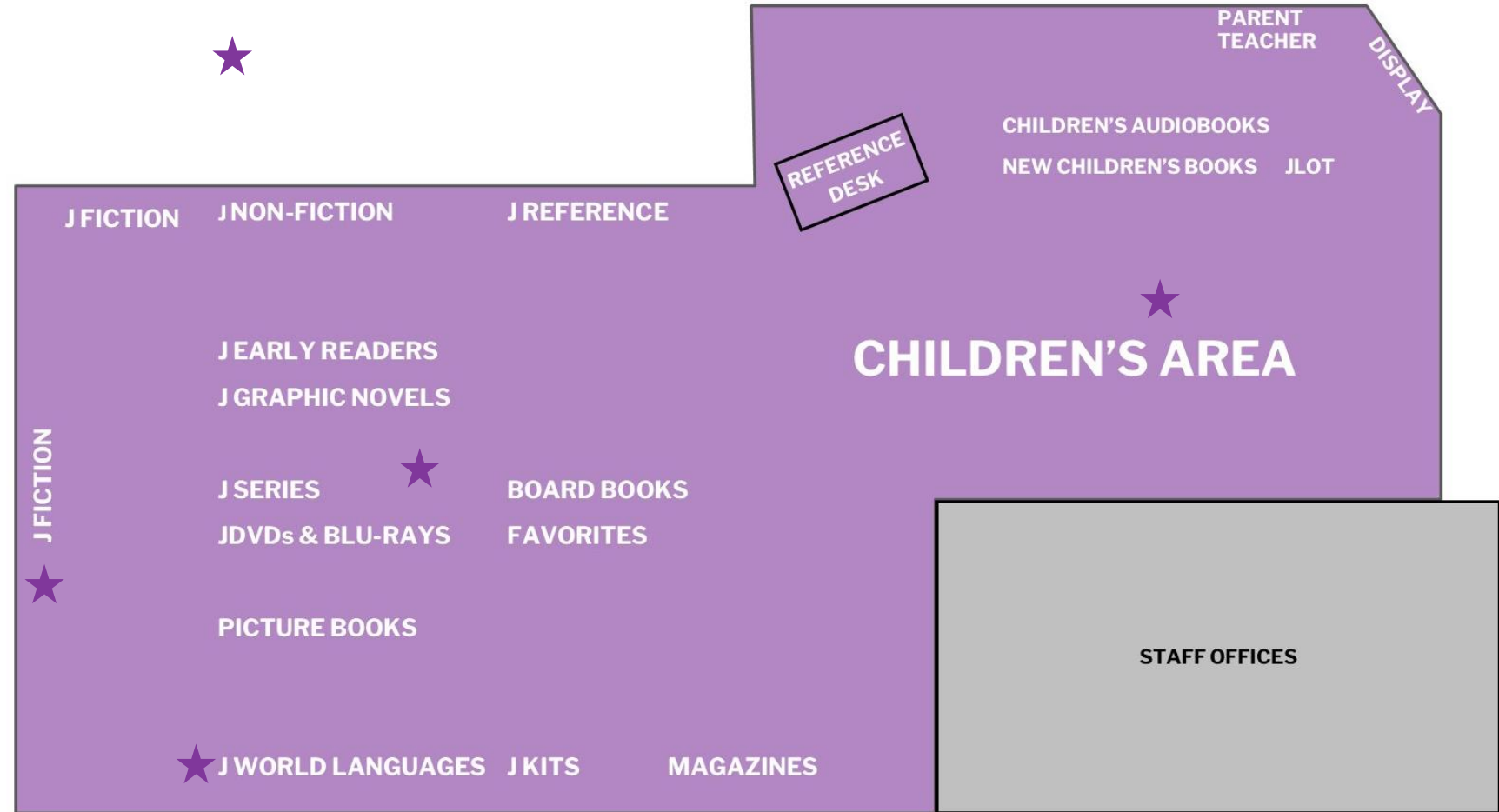
Are **shelved in the same range** (rarely, you may need to pull from an adjacent range), not from down the aisle

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

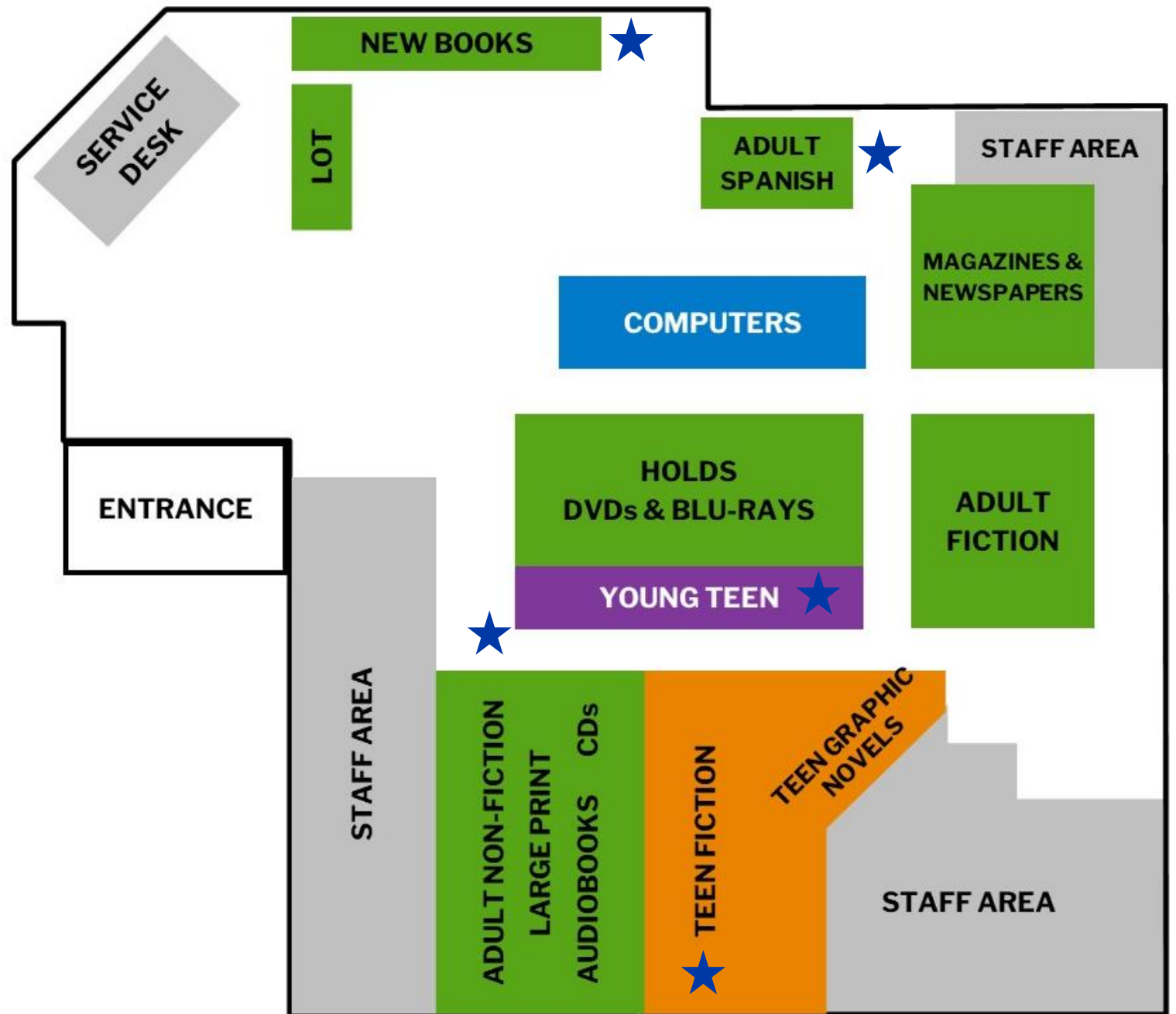
**Look attractive** or are eye catching: avoid outdated cover art and boring covers

Are **seasonally appropriate**

# Children's Area



# Teen and Adult Collections





# New Adult Fiction & New Adult Non-Fiction



- 3 books across the top display shelves; 2 where there is also a sign
- 1-2 books at the end of each shelf as space permits

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# Adult Fiction



- 1 book at the end of each shelf as space permits
- Books face out on the top shelf of Fiction Wi-Z

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# Adult Non-Fiction



- 1 books at the end of each shelf as space permits
- Books in clusters of 3 on top of the lower shelving unit, leaving a gap between each cluster
- Be mindful of the story you're telling when choosing which books to put on display

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# Young Teen

- 1 book face out per shelf where space allows

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- 3 books on top of each shelving section
- 1-2 books at the end of each shelf as space permits

# New Children's Books

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# J Fiction

- 1 book face out at the end of each shelf as space permits

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

# J Graphic Novels

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- 2-3 books per segment of the windowsill
- Leave space between the books, as pictured

# J World Languages

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- 2-3 books per segment of the windowsill
- Leave space between the books, as pictured

# Picture Books

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