

**DRAFT Recommendations for NSDL Pathways Co-Branding  
Version 10/13/06**

**Pathways' Websites**

Recommended:

- Place an NSDL or an “NSDL Pathways Partner” logo (to be designed – see Note 1 below) on a site’s homepage, in a location of the PW discretion, but visible without scrolling down.
- Hyperlink this logo to <http://nsdl.org>
- Include a short standard paragraph in a site’s About page or Partners page that describes the Pathway-NSDL relationship in a general way. ( See Note 2 below)

Additional Opportunities:

- Incorporate NSDL or other Pathways’ services within the website such as Expert Voices blogs, search boxes, news RSS, or links to other tools/services
- Pathways’ constituent partners could display an “NSDL Network” logo (to be designed – see Note 1 below) on their sites

**NSDL.org**

Current:

- Pathways page under Resources for NSDL Library Builders introduces the PW concept and describes each PW
- Pathways links and logos appear by audience level within the NSDL toolbar
- Pathways descriptions appear under each audience level’s Top Picks section

Additional Opportunities:

- Pathways links to appear on each audience level’s main page
- Content from PW to populate audience level pages
- PW results to be highlighted in a separate box on the side of search results pages
- Add PW links to Browse by Subject indices??
- Add an item to the left navigation menu that links to an NSDL Partners page featuring PW and other strategic partnerships

**Pathways' Print Materials**

Recommended:

- Include an NSDL Pathways logo somewhere within the design of fliers, brochures, and other promotional materials
- Include mention of NSDL relationship in journal articles and media interviews

Additional Opportunities:

- Use design templates and graphical elements available through the NSDL Style Guide (URL) for fliers, posters, etc.
- Provide CI with copies of all PW promotional materials including those that feature specific initiatives or events

- Pathways’ constituent partners could display an NSDL Network logo somewhere within the design of fliers, brochures, and other promotional materials

### **NSDL Print Materials**

Current:

- Pathways booklet describing each PW and its key partners

Additional Opportunities:

- Create a one-page PW piece
- Create a set of postcards that feature each individual PW, but share a uniform look and feel
- Design a press release packet that features the PW

### **Pathways’ Conference Exhibits and Presentations**

Recommended:

- Display NSDL promotional materials at conference exhibits, posters, and presentations
- Display a small NSDL Pathways logo sign as part of conference exhibits

Additional Opportunities:

- Pathways’ constituent partners could display a small NSDL Network logo sign as part of conference exhibits

### **NSDL Conference Exhibits and Presentations**

Current:

- Display individual PW promotional materials at conference booth
- Feature audience appropriate PW in presentations/workshops and mention others
- Invite PW to participate in delivery of presentations, workshops, and mini-presentations at the booth

Additional Opportunities:

- Provide a self-contained mini-display for each PW that features NSDL and the other PWs
- Create a banner that features all PW logos

### **Pathways/NSDL Other**

Additional Opportunities:

- establish audience level dissemination lists that can be quickly activated to promote the libraries
- share high resolution versions of each PW logo via the NSDL Style Guide
- create a co-branded toolbar for each PW to distribute to their user communities

[Note 1] Mock-ups of NSDL Pathways Partner and NSDL Network logos



[Note 2] Draft of standard paragraph for inclusion in About or Partners pages.

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