Before the redesign, Research Data Services had a website with great content but our image didn’t make a lasting impression. It was hard for users to locate information about key services or understand the role we filled on campus. There was little media to help.

- Overabundance of information
- Key services are not apparent
- Design does not show personality or vision of the group
- What were we communicating?
- Difficult to design marketing materials that reflect the organization

We started with our website. We chose a clean theme that presented key information while still visually tying RDS to the UW brand. Prioritizing initial style choices that were clean, modern, and graphic helped inform the rest of our design. From there we were able to create smart workflows, refine our content, and start focusing on unifying our overall image.

**DESIGN + CONTENT**

- Only include key information
- Highlight most important services
- Remember that less is more
- What is said should be meaningful
- Guide the reader through the text with visual cues

**TOOLS WE USE**

- **BOX**: Box is used to organize and store files shared between RDS members. All images, flyers, and marketing materials are organized topically with consistent naming conventions to make it easy to access files to reference, share on social media, or print.

- **MAILCHIMP**: Mailchimp enables us to maintain a consistent look and feel in each newsletter with its customizable template, as well as track the performance of our newsletter. We use the free version, which works well for our needs; but there is also a paid version with additional functionality.

- **CANVA**: Canva provides customizable pre-built templates and pre-sized canvases intended for different materials, including standard social media and flyer sizes. We use the free version of Canva; the paid version allows you to store your colors and fonts in a palette and auto-resize your images.

**RESULTS**

- Increased reach on social media
- Increased attendance at events
- Increased website usage
- Featured on library user experience podcast
- National use of our website resources
- Sustained digest open rate of 28-35%

**MAKE A CALENDAR + STICK TO IT**

This is the hardest and most important for creating consistently.

**CREATE TEMPLATES**

Templates cut production time.

**DOCUMENT**

Document everything and create style guides. If something works, you have a way to share it out. If not, you have a way to review the process.

**ASSESS + REITERATE**

We work quickly and assess as we go, which ensures we are producing instead of letting ideas languish.

Since the redesign, RDS has received great feedback on the usability and aesthetic of the website and our overall image. The image redesign has also made creating, sharing, and using our materials much easier since materials are saved in templates and we have better defined what constitutes our brand in internal documentation. Most importantly, we are seeing continued increase in engagement.

Cameron Cook | School of Library and Information Studies, University of Wisconsin – Madison | cccook3@wisc.edu