



## Indiana University Bloomington's *We Deliver* Campaign

Have you noticed the new graphic on the Indiana University Bloomington Libraries' Website, "*We Deliver*" with the tagline, "Find trustworthy online information whenever you need it"? View the homepage, [www.libraries.iub.edu](http://www.libraries.iub.edu).

The purpose of the "*We Deliver*" campaign is to help communicate the value of the Indiana University Bloomington (IUB) libraries to the entire academic community.

In addition to the IUB Website, the "*We Deliver*" graphic will appear on bookmarks, buses, posters, buttons, and even temporary tattoos. The second phase emphasizes the following supportive themes:

- We Deliver 24/7 – Information from trustworthy online sources all day, everyday
- Brain power – expert librarians
- Information – world-class research material
- Choices – group/individual workspace, online/bound materials, all disciplines

To learn more about the "*We Deliver*" campaign, view [www.libraries.iub.edu/index.php?pageId=280&checkNewsId=405](http://www.libraries.iub.edu/index.php?pageId=280&checkNewsId=405).

[Submitted by Eric Bartheld, Associate Director of Development and External Relations Indiana University Bloomington, 9-25-2006]