

Towards Branding of Egyptian Academic Libraries' Websites

Dr. Nagwan Fathi Mahmoud Mahmoud Badran

Mandated at The Higher Institute of Applied Arts, Advertising Department.

Abstract

Brand is the patron image, in the field of libraries it could be defined as the process of defining a library's story, distilling that into one short, appealing sentence that tells the whole story, and then visually conveying the story via the library's logo and other branding. Branding helps develop trust and cements reputation as a credible and reliable. Websites considered as one of the brand touch points, and used as an opportunity to increase awareness and build patron loyalty, in this field design plays an essential role in creating and building brand. This research gives attention to the brand design importance in academic libraries websites, giving attention to the key factors (axes) that should be considered in first stages of construction for design of these kinds of websites.

For the purpose of this research, benchmarking is used to compare some of pioneers Universities Academic Libraries' Websites, with those of Egyptian universities which have occupied high world ranking, to assess and improve the brand design in Egyptian ones.

Descriptive analytical method used in this research to describe brand of academic libraries websites for designers, and analysis its presence in Egyptian Universities' Academic Libraries' Websites, and academic libraries of the pioneers Universities' websites. Leading at the end to: it must pay attention to design the brand of Egyptian Academic libraries' websites because of its benefits. Branding in the academic library website domain is not only designing a logo, the logo is just the start point, and it should include design services which should be provided to these sites.

keywords:

Branding, academic libraries, website design process, academic libraries websites, benchmarking.

Introduction:

The age of internet impose range of methods which the designer can communicate his brand messages through it to different categories of society. Website became one of these important communication methods. Websites of academic libraries are an important communication tool which provides services and information for academic community. Recently, the professional designer has a challenge to design for developing loyalty and awareness towards these libraries, i.e. building the user image, this is known as a brand. The brand of academic libraries' websites has ability to reflect existence and quality of library services, thereby increasing their usage at academic communities. Website design usually has several steps before designing the prototype, at this early steps the question became "How could the brand be designed for these academic sites? Is usual design for visual identity fair enough to provide the brand in this field?" It was important to review pioneers universities (occupy high world ranking) samples of their libraries websites, as well as review those of Egyptian academic libraries' websites. The criteria/factors were extracted from: brand document of these universities websites, reviewing preset literature which related to the research field, and reviewing

academic websites of these chosen universities.

These efforts have done to introduce benchmarking axes as a reference which could be reliable in developing and assessment brand design, not for measuring the brand efficiency. The benchmarking evaluation for Egyptian academic libraries websites reflected the following: the Egyptian websites design have done without giving attention or interest to brand which can help in providing awareness about these libraries resources, or usage these websites as a communication method to reflect their services. This research concerned with establishing brand in websites design to support and/or activate academic libraries role because of brand important benefits.

Statement of the Problem:

The research has a group of questions that concern brand designer of the academic library website (ALW) as following:

- What are visual language elements that should be employed to get brand in designing these websites?
- What are the criteria and factors that designer should consider during BDP in ALW?
- Has ALW Branding includes only designing brand identity only?
- What is the current progress situation in

Branding Design Process (BDP) of the Egyptian ALW in comparison with the pioneer universal ones?

Study significance:

- Highlight the Brand importance in Academic Libraries Websites (ALW).
- To help and speed up branding design efforts in ALW by giving an important factors that should be considered during the early steps of these websites designs.
- Users in online age become more demanding, savvy, expecting their website library meets their needs, and this requires designing Egyptian ALW with sufficient employment of resources, and reflecting the faculty uniqueness and services.
- To identify the progress situation of the BDP of the Egyptian ALW comparing to the universal pioneers in order to facilitate its improvement.

Research Hypotheses:

- Academic libraries' Websites of pioneers universities are giving due attention to brand design effortson contrary ofacademic libraries' websites of Egyptian universities.
- Criteria and factors of BDP in ALW are neither only exclusive to logo designs nor brand identities, but it also should be extended to library services.

Objectives:

- Highlighting the brand Importance in ALW.
- Benchmarking the branding design process (BDP) situation and its progress in some of the Egyptian academic libraries websites (ALW) which occupy high world ranking, comparing with the universal pioneers so as to improve the Egyptians ones.
- Identifying and collecting most of the brand criteria (axes) which should be considered in BDP of the ALW to help the designer to speed up the improvement process.

Research Methodology:

The study uses an analytical descriptive approach

Literature review

1- Branding:

The previous studies which explained the nature of branding focused mainly on the following attributes (4& 5):

- A promise to deliver a specific set of features, benefits, and services consistently to the buyer.

- An expression of the relationship between the consumer and the consumer's perception of the offer (how it performs? how it looks? how it makes one feel? what message it sends? (5).
- Allowing differentiating the product from that of the competitors and assisting customers in selecting the appropriate product.
- Enabling to obtain the products which satisfy highly specific wants (4).

In the field of libraries, we could define branding as one component of marketing strategy. Branding is the process of defining a library story, distilling that into a short one, appealing a sentence that tells the whole story and then visually conveying the story via the library logo and other branding elements(1). Building brand recognition helps developing public trust and cements reputation as a credible and reliable figure(19). Unique and creative branding can help you to stand out from your competitors and earn loyalty of clients (6).

A brand consists of logos, brand colors, typefaces which are used when spelling out the brand name, the brand tagline, signage inside and outside the library, and library cards. The brand is also made up from any experience that any individual might have(1). The visual brand language is considered the ingredient key necessary to make an authentic and convincing brand strategy that can be applied uniquely and creatively in all forms of brand communications to both employees and patrons. Successful visual brand language creates a memorable experience for patrons.

As a part of the advertising world brand language, the primary function is to identify a company or product and also differentiate that company/product from competitors'(20). One major factor in the 'brand' or 'corporate image' of a company is its identity. Our research concerns with websites of academic libraries as a digital branding type (2).

2- Design branding website:

Few articles have explained developing brand based websites and the simple guidelines involved in developing effective branding websites (27). A website is an essential marketing tool that has the power to deliver a brand identity in seconds. Thus, it plays a whole new role in gaining and retaining customers or worse, losing them (30). If the brand is considered the perceived emotional corporate image as a whole and the identity indicates the visual aspects that form a part of the overall brand (24), we can say that the brand identity is

tangible and appeals to the senses. The brand identity fuels recognition, amplifies differentiation, generates big ideas and makes meanings accessible.

If you want long-term profits, start with design. A design plays an essential role in creating and building brands (Design drives innovation; innovation powers brand; brand builds loyalty, and loyalty sustains profits) (2).

Designer forms foundation of the brand which is considered the identity. This is the visual aspect (Visual brand language) that forms a part of the overall brand (23). Visual brand language is branding terminology for unique "alphabetic" design elements such as shape, color, materials, finish, typography and composition which directly and subliminally communicate any organization values and personality by means of compelling imagery and design style (23). Creating an "identity" involves strategically and consistently applying your well-defined image (logo, layout themes, colors, etc.) across many types of media to generate top-of-the-mind recognition in your target audience. The identity is an important piece of branding and helps to enable patron response (25).

There are five basic elements which help designers to create an effective visual identity in general. They provide a solid foundation for the visual style of all corporate communication (21), and they are:

1. Symbol (logo): A strong brand name which is easy to pronounce and look **right** too. The symbol should be at the heart of your visual expression (24). The effective brand should be recognizable, familiar, evoke positive effect and elicit meaning (4).
2. Information system: Each element of your design should be related to one other. This is usually achieved by setting them out in an information system or grid.
3. Typeface: The typeface you choose plays a major role in your visual identity. Your own typeface can provide you with a unique aspect to your identity and it can also become a powerful resource that informs the other elements of your visual design.
4. Photographs and graphic motifs: The choice of design elements such as photographs or graphic motifs can communicate and distinguish an organization vision and values. Using a consistent style of visual resources is another major strand of creating and expressing identity.

5. Color palette: Corporate colors are another way of distinguishing your organization from others, as well as a primary palette drawn from your symbol or trademark. It should also include secondary or tertiary collections which complement or expand your visual brand (21).

These five elements are the visual language that establish Look and Feel, make a system proprietary and immediately recognizable and express a point of view. Their composition is what makes an entire program cohesive and differentiated. According to (Wheeler, 2009), websites are considered the marketing tools whose identity could be made up of (2).

Moreover, there are some Branding design guidelines which should be followed in the ALW to evoke the ease of use:

- Organizing information by the type of materials, subject and course name and number (7).
- Linking to your library website directly from your institution homepage.
- Minimizing the number of clicks which the users must make.
- Using consistent navigation.
- Providing a help link in every page.
- Creating an appealing logo.
- When you are creating a new layout, focus on a specific style of design as you are designing the site (38).
- The logo is prominently placed (28).

3-Branding libraries importance:

The old previous studies found that branding helps libraries to develop a laser-sharp message about the role they play in their communities, which is related to, but not the same as a library mission statement. The brand also can do the following:

1. It helps them to ensure that the message is delivered in a way that will have a measurable impact on the potential users.
2. Well-known brands convey their stories quickly and effectively. If their look is interesting, they will catch attention.
3. The libraries which use branding allow possible users to get fast and accurate information about the library services without working too hard.
4. It identifies what the library provides to its users that they cannot get anywhere else.
5. It tells the potential users what they might expect to get from the product if they decide to use it (1).

6. Branding can be used successfully to increase borrowings and visits to libraries. Arguably in order to change the brand image and perceptions of library services, context is important and the opportunities and challenges may vary between libraries (5).
7. The strong brand with a high level of customer loyalty can be interpreted into the following within the library context:
 - Establishing the value of a library service in relation with other information services.
 - Demonstrating the gains to people so as to continue using the library on a regular basis.
 - Ensuring that new library services will be well received and used if they are interconnected with the existing brand.
 - Giving the library the opportunity to redefine what it is about (8).

The brand becomes a significant strategy to ensure that the service is recognized by patrons. Beyond that, if the brand is well developed, effective, well respected and engenders trust, therefore it is likely that people will trust and respect services that this brand offers (8).

4-Academic library:

Branding is important for every type of libraries (public, academic, or special). In this research, we concerned with academic libraries(1). The academic library could be defined as a library which is attached to a higher education institution which serves two complementary purposes: to support the school curriculum and to support the research of the university faculty and students (29). In the current age of the Internet, libraries should make consistent efforts to provide web-based services to their users. There is an urgent need to design dynamic websites with a direct hyperlink to the different libraries websites homepages (3). Libraries Websites do an impressive job of representing the library in a positive and effective way (18). In (Aickuhr, & others 2013) research, it has been found that 59% of people in the research had at least one of those kinds of interactions "use library websites through the internet or handheld phone device", and 26% of recent library users say their libraries uses have increased (17).

5- Academic libraries websites:

The academic library website can support research in higher education through providing access to Internet research tools and full text databases. It can support teaching through online full text reserves and other means. And it can

support public service through allowing the public to access its online resources, including the online public access catalog(10). The library website has become a service in its own (9). Websites which have become one of the brand touch points and used as an opportunity to increase awareness and build patron loyalty(2). So, it's important to define some benefit points to get an effective ALW which can lead to mutual satisfaction for patron (as students, teachers, and scholars) and librarian, as following:

5-1-The benefits for specialist (librarians) such as:

Facilitating tasks, saving time, reducing communication gap, diminishing time to reply, fulfilling individual requests, offering services at any time, an ability to perform several tasks simultaneously and creating a positive image of the library in people's minds (10).

5-2-The benefits for patrons such as:

- Convenience (how easy it is for you to access) (37).
- Increasing the ability to select & analyze information.
- Conducting research to find materials such as journal articles and books.
- Getting help to use a library and libraries websites (7).
- Importantly, a library website is also a window to the great wealth of resources available on the Web at no cost.
- Making services and resources available to a potentially worldwide audience, therefore, libraries are increasing their user base
- All important function of the library Website is to serve as a communication tool for a library and its users.
- A way to advertise when the physical presence is available and where it is located, as well as, to tell the users who works there and what sort of services those people provide.
- The Web is a great instrument that keeps us in touch (10).
- Library Websites often have information about library working hours, policies, and all types of information if you need any assistance.
- Students can use the library online 24/7 from any Internet-connected computer (37).

According to the previous sections, it's clear that branding ALW is important, and a tedious tiresome task. It requires performing a lot of

factors which are scattered in many literatures and there is no comprehensive literature that could help the designer in the BDP or in assess the progress situation for these types of websites.

Benchmarking of Academic libraries Websites Brand:

1- Benchmarking

It is the comparison and the review of the service performance or processes against best-in-class organizations (33), or it might be the industry standardization of a similar organization(35). The aim of benchmarking is to identify and implement possible areas for the improvement. Benchmarking is an inherent concept of self-assessment process. The self-assessment process and the user's feedback allow library and information services to identify areas that will particularly benefit from benchmarking.

This allows developing plans on how to make improvements or do better practices, usually with the aim of increasing some aspect of performance. Benchmarking may be is a one-off event, but it is often treated as a continuous process in which organizations continually seek to improve their practices (13).

2- What to measure in our benchmarking?

In this research, the Performance of benchmarking will be conducted (33), Focusing on key drivers that determine your overall business success. So, we have organized these keys in certain criteria (axes) in order to define the benchmarking criteria which should composite the context of the brand and belongs to the brand design of the ALW. These criteria (axes) include the visual brand identity elements, the website Preliminary developments, the design guidelines which evoke ease of use and the academic library services (31).

3- The methodology:

3-1- The first step: is to determine a list of criteria (axes)/ factors that are related and should constitute the ALW brand (illustrated in table 1). This list is collected from previous literatures review. It consists of four criteria (axes), **the first axis** is the brand identity of website design which form the visual language of the ALW. Based on literature review results, we have decided to adapt some key features which are used by reviewing the brand document of some universities (Harvard, Stanford,..), (1), (4), (36), (2), (21).

Table (1) present a table that reveals the criteria used to compose brand via the Academic library's website

Criteria	Included Factors
1- brand identity of ALW	<ul style="list-style-type: none"> Using the academic library website to market for itself by Using Visual brand guideline documents Logo is prominently placed, The library logo Logo Usage Cases, typography specific font The color palette, Photographs, the use of consistent navigation, Grid system.
2- Preliminary development	<ul style="list-style-type: none"> The use of Java or JavaScript, drop down boxes.
3- guideline to evoke the eases of use and identity	<ul style="list-style-type: none"> a link to each individual library will be included, the university logo will appear on the upper left side of the page, the logo will link the main university homepage to your library website directly from your institution homepage
4-Criteria depending on Academic library services	<ul style="list-style-type: none"> the online catalog, article databases, A search box for finding information within the site, A site index of all pages within the Website, an alphabetical list, interlibrary loan and electronic reserves, the inception and history of the library Provide a help link on every page Working hours, Library Staff, layout of the library building, rules and regulation of the library for different members.

The second axis in this criteria list is the preliminary development which is chosen from the following literature (14). **In the third axis**, we focused on the factors which make quality in designing website, and this is depending on the design guideline factors to be more ease of use (14). So, we have chosen the factors which will reflect the brand identity like the usage of a consistent color palette and the steps which should be done to get the library site into the university site (could you get it in the university home page directly?). These factors were filtered through the following reviews: (7), (37), (38).

The last axis was the academic library services: It has been found that the role of the libraries websites, like the traditional role of the librarians, should be in selecting information

resources, organizing information resources, and providing access to the information resources (3). Today, libraries websites are familiar to represent their resources, for example, where are they providing the information relating to their

services (3)? Thus, website structure design should be driven by the tasks that the users came to the site to perform (11). The academic library services axis has been selected and filtered from the following literature (2), (7), (39), (11).

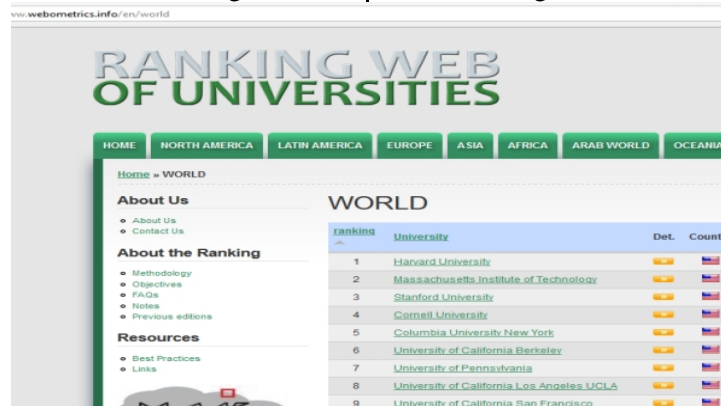
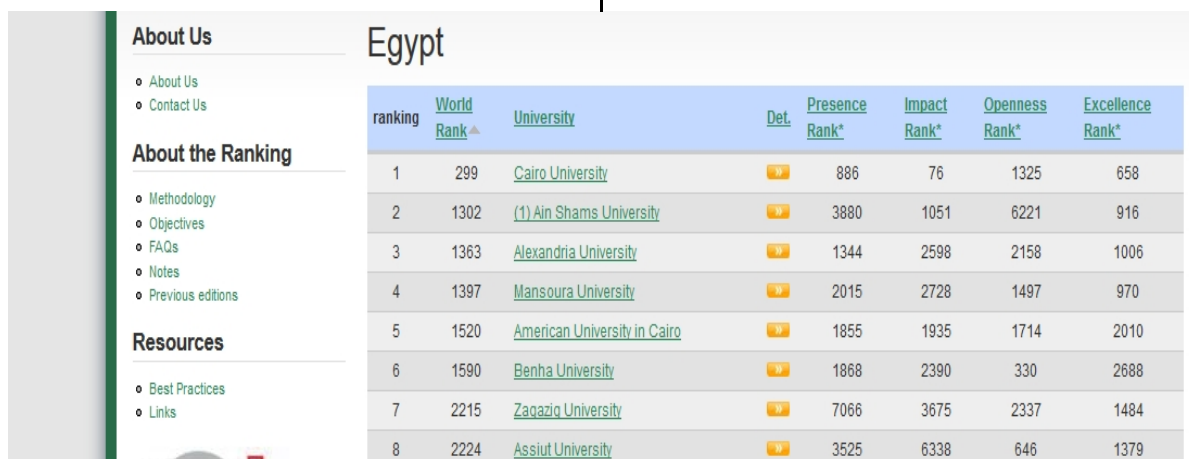


Figure (1) presents universities world ranking in <http://www.webometrics.info> (June 2014)

3-2-The second step: is to determine the ALW which will be evaluated by using benchmarking so as to determine the brand criteria/factors in these websites. These universities have been chosen according to the webometrics world ranking website, this world ranking recorded that Harvard University was the 1st one. Massachusetts Institute of Technology (MIT) came in the 2nd place and Stanford University was in the 3rd place. The previous universities were the highest level on the field of our research according to their ranking (figure 1). Then Egyptian universities were chosen according to the same rank but it has been found that Cairo University was the first Egyptian one and its world ranking was 299. The second university was Ain Shams University and its world ranking was 1302. As for the third one was Alexandria university and its world ranking was 1363 (Figure 2). You should notice that there is

another university evaluation website which is <http://www.shanghairanking.com> for the best 500 universities in the world. In this evaluation website, it has been found that Harvard University was the 1st university, Stanford University was the 2nd one but (MIT) was the 4th one and Cairo University ranking was 401-500. Most of the previous universities websites were visited at least three times during the assessment (figure 4& figure 5). Each assessment started by checking the availability of direct and non-direct links from the home page of the parent institution. Then, the libraries homepages were evaluated according to the criteria (axes) list of assessment criteria. The website (builtwith.com) was used as a helpful tool to evaluate the development criteria (axes) which help in designing the interface of the research definite websites.



Figure(2) presents the Egyptian universities world ranking in <http://www.webometrics.info> (June 2014)

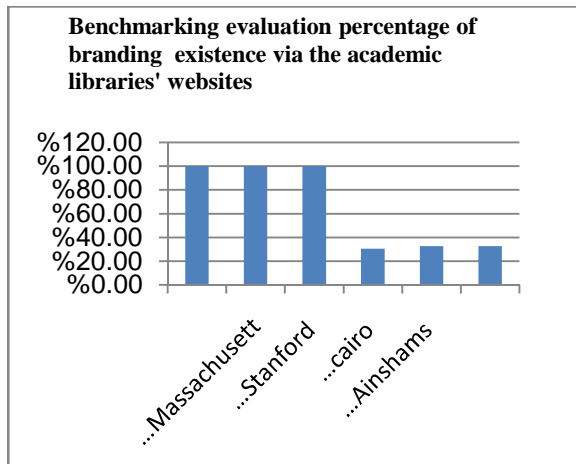


Figure (3) the percentage of the benchmarking evaluation

3-3-The third step (the results):

Benchmarking evaluation of the ALW as a part of universities websites figures out that (Figure 3):

The high world ranking universities gave attention to the axes which compose the brand criteria in our research. These criteria were about 58.

- The MIT, Harvard & Stanford academic libraries websites ALW records were 100% on the contrary of the Egyptian ALW which have low scores as the following:
- Cairo University Academic library website has 30.52%
- Ain shams University Academic library website has 32.59%
- Alexandria Academic library website has 32.59%

Note: The first benchmarking evaluation was conducted in 12/6/2014 while the last benchmarking evaluation review was conducted in 31/8/2014. Each website was visited at least 5 times.

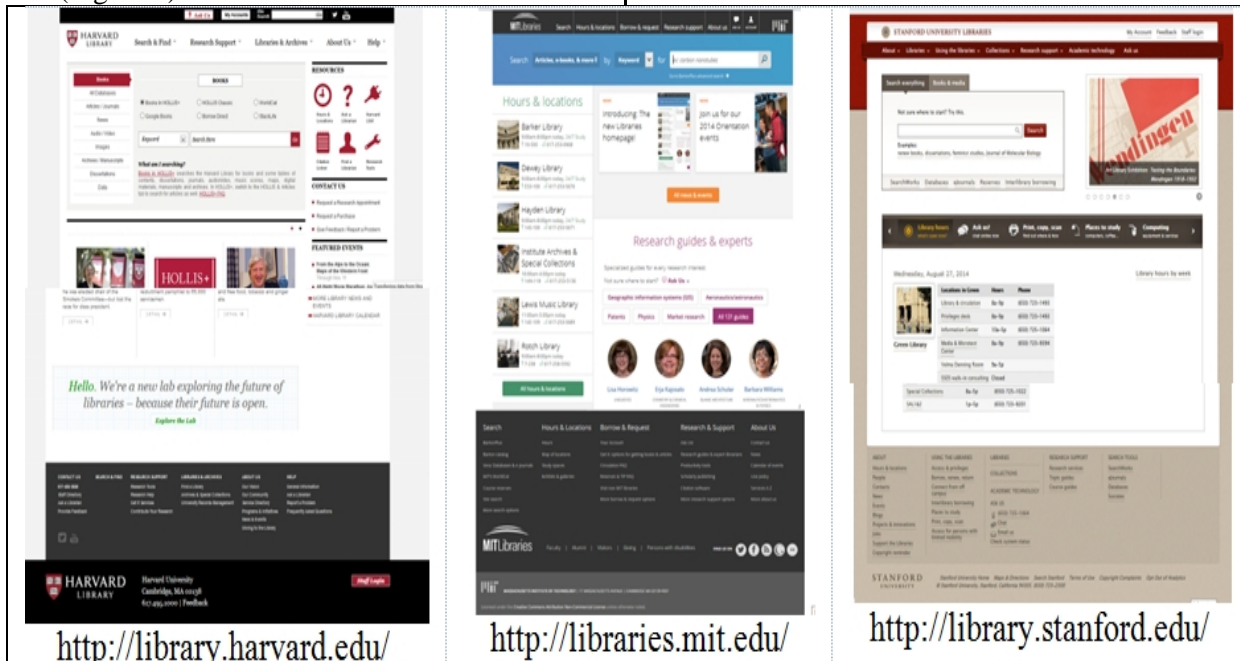


Figure (4) present the academic libraries'websites of pioneersuniversities

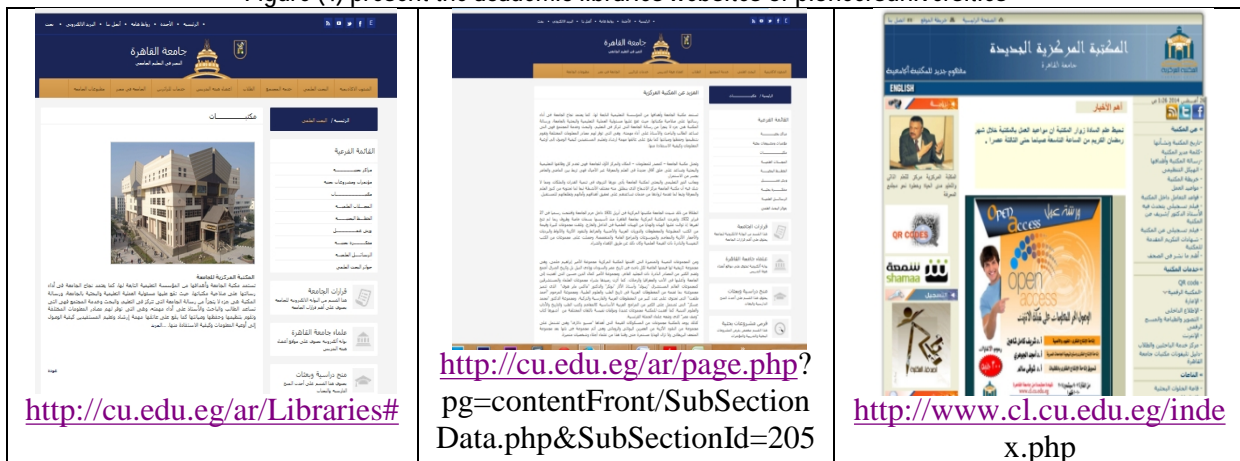


Figure (5a) presents the academic libraries websites of Egyptian universities which have been chosen

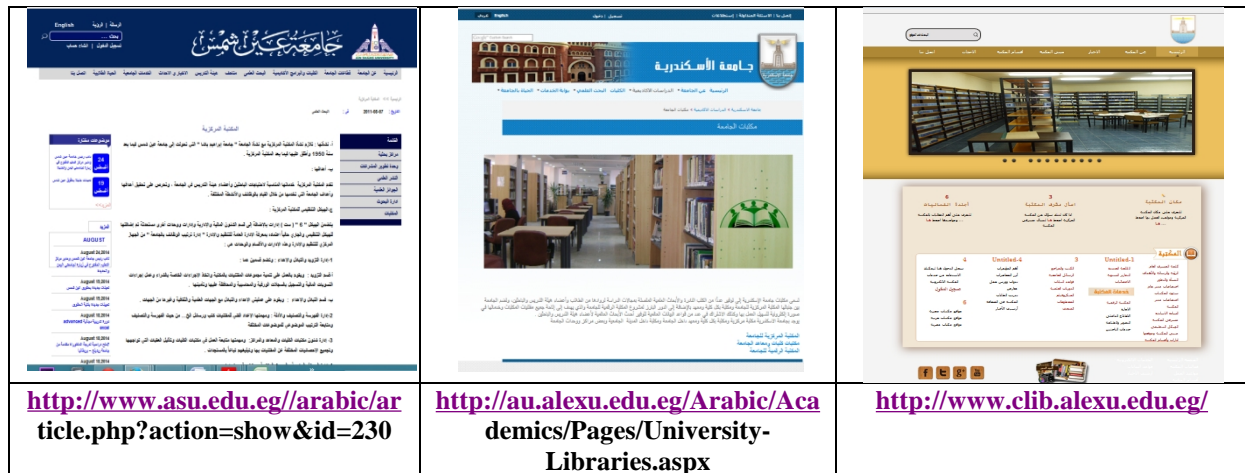


Figure (5b) presents the academic libraries websites of Egyptian universities which have been chosen

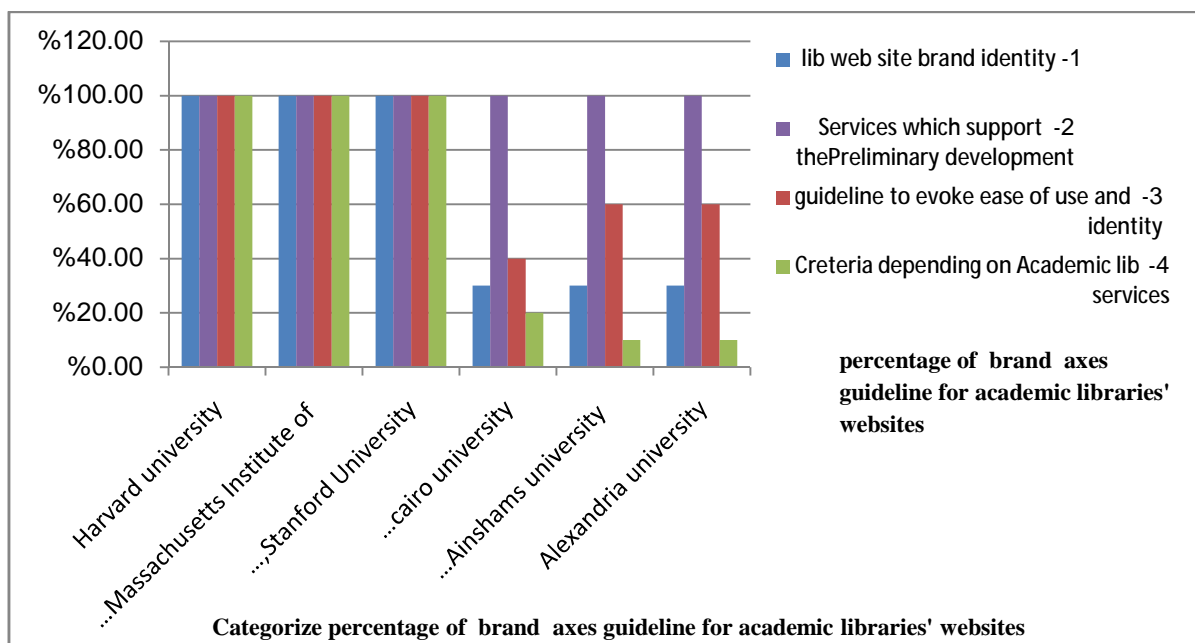


Figure (6) presents the axes percentage which compose the brand of academic libraries' websites
 Table (2) presents the axes percentage which compose the brand of academic libraries' websites

Academic libraries' websites	Brand identity	Ease of use	development	Services
http://library.harvard.edu/	100.00%	90.00%	100.00%	10.00%
http://library.mit.edu/	100.00%	90.00%	100.00%	10.00%
http://library.stanford.edu/	100.00%	90.00%	100.00%	10.00%
http://cu.edu.eg/ar/Libraries# http://cu.edu.eg/ar/page.php?pg=contentFront/sectionData.php&sectionId=46 http://www.cl.cu.edu.eg/index.php	30.00%	40.00%	100.00%	20.00%
http://www.asu.edu.eg/arabic/article.php?action=show&id=230	30.00%	60.00%	100.00%	10.00%
http://au.alexu.edu.eg/Arabic/Academics/Pages/Central-Library.aspx	30.00%	60.00%	100.00%	10.00%

Note: In this table (Table 2), you will find out that there is more than one URL page for the same library such as Cairo University Academic library. The first one is for the connection that is correlated with the research connection, the second URL appears when you choose more and the third

URL is correlated to (the publication connection- e-periodicals) as an independent page with a different design (figure 5). Thus, the evaluation was conducted through those 3 pages, and we have noticed that these procedures were followed in the other Egyptian sites to the present library contents

(taking into consideration the differentiation of navigation system for every site). Almost all the Egyptian sites are in the same average, on the contrary of the pioneer sites.



figure(7) presents how to get the library page (from different main title at home page)

- Although there was some Information in Alex website but this information were only about the literature types in every faculty of the university and the central library telephone numbers.

Discussion:

This study was carried out to investigate the amount of progress in using branding design of the academic libraries and to reveal its importance in the academic library websites (ALW) as a domain because the internet has added a great value to the library and the information services (16). The library website becomes an independent service. It becomes an important tool in marketing the library and a key way to advertise (10). The importance of using the branding based on the literature review comes from:

- Reflecting the physical libraries existences on the internet.
- Introducing a unique context which engages with the library patron needs and their aspirations, so contents should have useful information which informs a strong context.
- Unique and creative branding can help you stand out from your competitors and earn the loyalty of clients.
- Using brands provide the awareness and loyalty.

Towards branding the libraries websites, we need to assess the current progress situation. Therefore, it was important to define and collect criteria that affect in this branding process based on literature review then using benchmarking. Benchmarking is used as an evaluation method for the BDP of the ALW of the higher rank universities and towards self-assessment. In addition, it is used to improve the Egyptians ALW. Benchmarking criteria should focus on the keys which drive branding process in designing websites processes of ALW. These keys are categorized into four criteria (axes): library

Only Alex ALW has built something like a portal for the central library, but almost all of its titles don't have any hyperlinks or more useful information.

services axis, a guideline to evoke eases of use axis, a brand identity of the library website, preliminary development axis and finally the services. The brand identity benchmarking (criteria/factor) axis (the logo of the website & its usage guideline, consistent of navigation elements . . . etc.) has found out that:

- Pioneer universities pay attention to establishing the brand identity and its documentation of the ALW, on the contrary of the Egyptian ones. Most of the Egyptian ALW ignores the creation part of their websites designs to reflect brand identity. They usually don't use the library logo and even if they do (as Alex library website), they use it for the central libraries only and they don't try to reflect their faculties libraries identities.
- Libraries main pages content consists of the history, the general information or the hyperlinks to static the pages. Moreover, if these pages exist, you can hardly reach them (in the Cairo university web site, in order to find the central library pages in the Arabic version only, you have to go through 5 steps) without any consistency in the design elements, or any designed indicator to go back to the university homepage. This is applied to Alex website central library, and Cairo university central library.
- Ain Shams website considered the central library pages as a whole university libraries websites.
- The digital library hyperlinks and dissertations of the Egyptian universities websites in the academic library domain lead to Supreme Council of Universities Supreme the Universities Council page in an Independent page and independent tab in your browser with inconsistent design methods. This is incompatible with the brandings

besides that using the central library pages as a compensation of a university library portal.

So it's clear that the brand identity elements are insufficiently employed in websites of ALW of Egyptian universities. All of these websites use the preliminary development factors which are reflected in the website user interface. This is a clue to shortage your knowledge about branding in the Egyptian ALW domain. The brand is the patron image, so the designer has an important role in composing this image. The designer role starts with asking questions such as (How to reveal the academic library benefits, services and uniqueness as a communication touch point through its website?). Website Design is a process that consists of many phases (40).

Because site Structure phase is the point to establish the information type, so it is more appropriate as a starting point to establish the website brand. If you want your brand to appear in an awesome and substantial look and to have meaning and reflect a certain feel, then you need a high-quality content to show it (32). The library brand allows the patron to get fast accurate information about the library services without working too hard. Thus, benchmarking tables care about the information factors in the services and how their ease of use to be certain as they had designed in a probable way. (1) Evaluations of services information axes which should exist in websites are found to be that:

- The world ranking universities have established their information which reflects the usage, services and their resources, trying to engage with their patrons through some web personality, but the Egyptian sites don't use this kind of information except Cairo university website. It has some plain information in the central library page without any interaction and this explains the low percentage.
- The ease of use axis has been measured through definite indicators. The ease of use refers to the quality of the library website design via choosing the regular consideration in any site which have been already considered in a high percentage (neglecting the brand identity design factors while paying attention to the usability factors clues to the executive designer doesn't have a design study background,).
- Founding ALW of Egyptian universities design includes one page or some of the

pages don't provide a real image about these libraries.

- The high equal percentage in the evaluation of the ALW of pioneer universities could be interpreted as: paying attention to the branding and the websites design trends for these websites.

Results:

By studying the various themes of the research the researcher found the following:

- 1- Branding is so important in library marketing so It have to give attention in academic library website and to its progress situation aiming to help the brand designer towards improvement.
- 2- Branding design of the ALW is different from other types of websites and doesn't contain only brand identity ant its visual elements (logo, Typeface, Photographs, color palette, information system or grid), but it has more many factors which have been found scattered in many several resources. This research collects most of these factors in one place aiming to help designers to speed up the BDP in the ALW that should be considered during establishing the design process.
- 3- The previous literature reveals that it shouldn't neglect branding design efforts because of its important benefits in the ALW, such as establishing the value of library services.
- 4- Branding criteria/factors (based on literature review) that should be employed in these websites should include a brand identity, a preliminary development, library services and the ease of use.
- 5- Benchmarking of BDP results have found that universal ALW pays high attention to the BDP in the contrary of the Egyptian ones
- 6- Using Benchmarking technique to compare the BDP of the pioneer Egyptian ALW against universal ones reveals that:
 - There is a need to drive up BDP efforts in the Egyptian ones.
 - The Egyptian ones need to hire professional designers to establish branding in an early design process.
 - Branding efforts here should be extended to the library services.

Conclusion:

Due to the importance of branding in marketing and the need to apply it in the ALW (1)(2), so it is required to study the progress situation of the BDP of the Egyptian ALW and to assess it so as to improve these websites and speed up the design process of achieving branding of these websites to catch up the pioneer ones. The preset literature shows that: Branding efforts aim to affect the user image and it should reflect the physical existence of the academic library and introducing the information in a unique context which engages with the library patrons' needs and their aspirations to gain patron awareness and loyalty.

The research has developed a set of criteria (axes) to assess applied brand design in the ALW design. These criteria are collected and divided into four criteria (axes) which are not exclusive to logo design only they also include brand identity, ease of use, the preliminary development guideline and library services. The visual element (as explained in introduction section2) including: logo, Typeface, Photographs, color palette, information system or grid in addition ease of use factors, all of these factors should introduce the value of library services. It is worth to mention that these factors are applied in the pioneer universities and the part of identity factors is documented in their brand document. In addition, this research has been gathered from the previous studies and books in the field which increases the credibility by the use of benchmarking in this research as a measuring and evaluation progress of BDP of ALW.

The benchmarking of the BDP progress shows that there is a huge gap between the Egyptian ALW and Universal pioneer ones. This reflects a huge shortage in attention to design services that support the brand in Egyptian ALW, so Egyptian websites need a lot of efforts and studying in order to catch up with the pioneers in branding ALW.

Finally, collecting ALW brand factors in one place can help the designer in facilitating its improvements and speeding up the design process of BDP for these sites.

Recommendation:

- It is important to establish ALW Branding of Egyptian universities.
- The designers can consult benchmarking factors to ensure the achievement of them into ALW of the Egyptian universities.

- Egyptian websites that have evaluated their needs to hire an interactive designer who put the services and the design in consideration the look feeling plus the eases of use.
- Regarding that benchmarking consists of four axes including brand identity, ease of use, services and the preliminary development. These axes are developing so this benchmarking should be an iterative work.
- A good brand should represent services. So, ALW of Egyptian universities should establish a suitable infrastructure to activate their resources and services.

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