

VERY SHORT INTRODUCTIONS

Branding Toolkit for Librarians

Brilliant. Sharp. Inspiring.
Available Online.

www.veryshortintroductions.com

VERY SHORT INTRODUCTIONS

About this Branding Toolkit

This Branding Toolkit is a resource designed to help you to create materials to promote Very Short Introductions to your library patrons.

It contains product descriptions, logos, banners, images, fonts, and colors to help you develop materials for use at your institution to help you drive awareness and usage of *Very Short Introductions* at your library.

Download the images contained within this toolkit for promotional use.

VERY SHORT INTRODUCTIONS

About *Very Short Introductions*

Launched in print by Oxford University Press (OUP) in 1995, *Very Short Introductions* offer concise introductions to a diverse range of subject areas from *Climate* to *Consciousness*, *Game Theory* to *Ancient Warfare*, *Privacy* to *Islamic History*, *Economics* to *Literary Theory*.

Since the series was launched it has continued to offer new books each year for students and scholars, and the avidly curious, offering a bridge between reference content and higher academic work. All titles provide intelligent and serious introductions to a huge range of subjects, written by experts in the field who combine facts, analysis, new ideas, and enthusiasm to make challenging topics highly readable.

The *Very Short Introductions* series is available online, via institutional subscription, offering scholars and students OUP's premier publishing series in an easily discoverable, fully searchable, and highly accessible format.

VERY SHORT INTRODUCTIONS

Very Short Introductions - Messaging

For Lecturers

Add books to reading lists with permanent linking (using static DOIs), ensuring students can return to each book again and again

Each title is fully searchable, allowing multiple students to read assigned chapters, or whole books, cross-referencing between titles, and extracting references and quotations

Share content and search results with students and colleagues using integrated e-mail and social bookmarking tools

For Researchers

Find the most relevant content quickly and easily using sophisticated search and browse functions and intelligent linking

Make notes and highlight quotations, and then save along with favourite books and chapters to access in future sessions

Export citations to your reference management software

For Students

Consider study options, embark on a new module, topic, or essay, or revise a particular topic or subject

Use comprehensive interlinking with other OUP resources, enhancing journeys from introductory material to advanced content – or for quick reference on key topics.

Remotely access books from anywhere and at any time – read and research on-the-go

VERY SHORT INTRODUCTIONS

Product copy

Strapline

Brilliant. Sharp. Inspiring. Available Online.

Short product description

The Very Short Introductions series is available online, via institutional subscription, offering scholars and students OUP's premier publishing series in an easily discoverable, fully searchable, and highly accessible format. From *Climate* to *Consciousness*, *Game Theory* to *Ancient Warfare*, *Privacy* to *Islamic History*, you'll find what you're looking for online!

Product URL

www.veryshortintroductions.com

VERY SHORT INTRODUCTIONS

Long product copy/description

Launched in print by Oxford University Press (OUP) in 1995, Very Short Introductions offer concise introductions to a diverse range of subject areas from *Climate* to *Consciousness*, *Game Theory* to *Ancient Warfare*, *Privacy* to *Islamic History*, *Economics* to *Literary Theory*.

Since the series was launched it has continued to offer new books each year for students and scholars, and the avidly curious, offering a bridge between reference content and higher academic work. All titles provide intelligent and serious introductions to a huge range of subjects, written by experts in the field who combine facts, analysis, new ideas, and enthusiasm to make challenging topics highly readable.

The Very Short Introductions series is available online, via institutional subscription, offering scholars and students OUP's premier publishing series in an easily discoverable, fully searchable, and highly accessible format.

Features include:

- Comprehensive inter-linking with other OUP resources to support and enhance user journeys from introductory material to advanced content.
- Abstracts and key words available at a book and chapter level.
- Sophisticated search and browse functions which will help users find the most relevant content quickly and easily.
- Regular updating with the newest Very Short Introductions.
- Permanent linking (using static DOIs), great for reading lists, ensuring students can return to each title again and again, year after year.
- A personalization area where users can save favourite books, chapters, titles, abstracts, and searches to access in future sessions.

VERY SHORT INTRODUCTIONS

Very Short Introductions – <SUBJECT NAME>

Very Short Introductions are a print series first published by OUP in 1995, which aims to change the way you think about the things that interest you, and are the perfect introduction to subjects you previously knew nothing about.

This prestigious series is now available on an online resource that offers scholars and students OUP's premier publishing series in an easily discoverable, fully cross-searchable, and highly accessible format.

Then add in subject specific copy:

Arts and Humanities

This module provides access to **hundreds of titles** in the arts and humanities subject area, ranging from *Classics* and *Ancient Philosophy*, to *Film Music* and *Sociolinguistics*.

History

This module provides access to titles in the history subject area, ranging from the *Druids* and *The Aztecs*, to *Twentieth Century Britain* and *Magic*.

Literature

This module provides access to titles in the Literature subject area, ranging from French and German Literature to *Bestsellers* and *Literary Theory*.

Philosophy

This module provides access to titles in philosophy, ranging from *Kant* and *Locke*, to *The Meaning of Life* and *Ethics*.

Religion

This module provides access to titles in the religion subject area, ranging from *Hinduism* and *Catholicism*, to *The Bible* and *The Koran*.

Law

This module provides access to titles in Law, ranging from *Forensic Science* and *Medical Law*, to *Human Rights* and the *Philosophy of Law*.

Medicine and Health

This module provides access to titles in the medicine and health subject area, ranging in topics from *Cancer* and *The History of Medicine*, to *Anaesthesia* and *Psychiatry*.

Science and Mathematics

This module provides access to titles in the science and mathematics subject area, ranging from *Chaos* and *Superconductivity* to *Fossils* and *Fractals*.

Physics

This module provides access to titles in the physics subject area, ranging from *Particle Physics* and *Superconductivity* to *Relativity* and *Galaxies*.

Psychology

This module provides access to titles in the psychology subject area, ranging from *Happiness* and *Dreaming*, to *Memory* and *Consciousness*.

Social Sciences

This module provides access to titles in the social science subject area, ranging from *Economics* and *Risk* to *Sociology* and *Politics*.

Politics

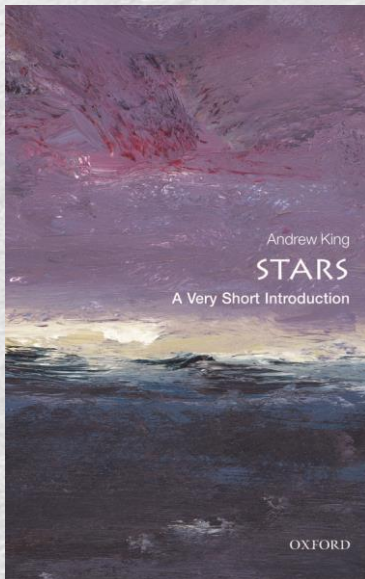
This module provides access to titles in the politics subject area, ranging from *International Relations* and *American Presidency* to *Globalization* and the *United Nations*.

VERY SHORT INTRODUCTIONS

Product Branding/Visual Elements

The branding for *Very Short Introductions* aims to maintain the well-known and visually stunning look of the print series, using the brush strokes and three individual colours.

This branding is reflected in all of the *Very Short Introductions* marketing materials, from logos and web banners to posters and bookmarks.



VERY SHORT INTRODUCTIONS

Typefaces and Palette

Lithos Pro (only available in uppercase) for VSI headings/key messages:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Helvetica Neue for all other copy

Palette

VSI Dark Green

CMYK Print: 100/40/70/0

RGB Online: 0/122/108

HEX Values: #007a6c

VSI Orange

CMYK Print: 20/50/100/0

RGB Online: 207/139/45

HEX Values: # cf8b2d

VSI Teal Green

CMYK Print: 90/35/40/5

RGB Online: 0/127/141

HEX Values: #007f8d

VSI Silver

CMYK Print: 0/0/0/20

RGB Online: 209/211/212

HEX Values: #d1d3d4

VSI Grey

CMYK Print: 0/0/0/80

RGB Online: 88/89/91

HEX Values: #58595b

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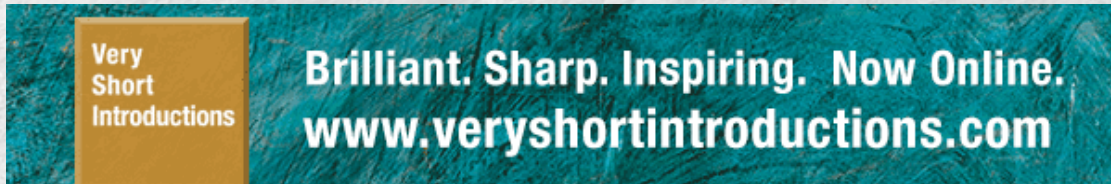
Logo



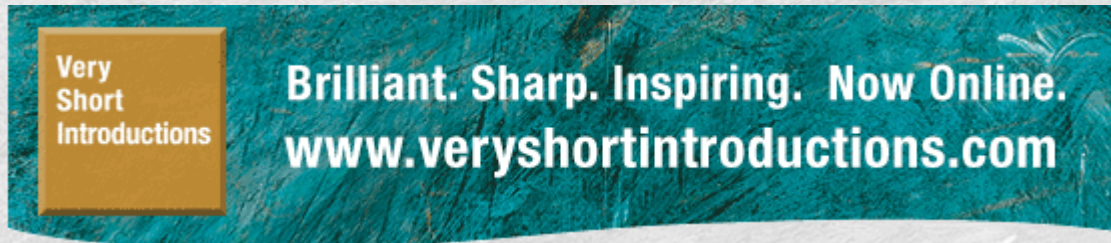
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Web Banners and Email Header

Web banner



Email Header



VERY SHORT INTRODUCTIONS

VSI screenshots

Homepage

The homepage features a navigation bar with links for About, News, Subscriber Services, Take a Tour, Contact Us, Help, and Personal Profile. A search bar is prominently displayed. Below the header, there are sections for 'Browse by subject', 'My Content (2)', and 'My Searches (0)'. The main content area includes a welcome message, a list of featured books (The Animal Kingdom, Globalization, Literary Theory, Superconductivity), helpful resources for users and librarians, and a 'For Librarians' section with subscription and download information. A 'NEWS' section dated September 24, 2013, highlights that all VSIs are now available online. A Facebook widget shows 2,866 likes, and a video player displays a video titled 'Rhetoric: A Very Short Introduction'.

Search Results page

The search results page shows 1,144 chapters and 20 books for the query 'women'. It includes a 'Narrow Your Choices' sidebar with subject filters such as Arts and Humanities (755), Law (23), Medicine and Health (46), Science and Mathematics (90), Social Sciences (230), Business and Management (15), Economics (14), Education (1), Human Geography (22), Politics (109), Research and Information (6), and Sociology (52). The main results list includes: '6. Women' by Peter Hainsworth and David Robey in Italian Literature; '5. Women in history, women in The Histories' by Jennifer T. Roberts in Herodotus; and '5. Women and family' by Malise Ruthven in Islam. The page footer includes the Oxford Index logo and navigation options.

VERY SHORT INTRODUCTIONS

VSI screenshots

Subject Browse page

The screenshot shows the 'Literature' subject page. At the top, there's a navigation bar with links like 'About', 'News', 'Subscriber Services', 'Take a Tour', 'Contact Us', 'Help', 'Personal Profile', and 'Sign in or Create'. Below this is a search bar and a 'Browse by subject' dropdown menu. The main content area is titled 'Literature' and shows 'You are looking at 1-10 of 27 books for: Literature'. It includes a search bar with 'Literature' entered, a 'Clear All' button, and a 'Download complete list of books in this Literature Collection (.pdf) (.xls)' link. There are filters for '203 CHAPTERS' and '27 BOOKS', and a 'Narrow Your Choices' section with a 'By Subject' dropdown. Three book entries are visible: 'Barthes: A Very Short Introduction' by Jonathan Culler, 'The Beats: A Very Short Introduction' by David Sterritt, and 'Bestsellers: A Very Short Introduction' by John Sutherland.

Book page

The screenshot shows the book page for 'Statistics: A Very Short Introduction' by David J. Hand. The page features a book cover image, the title, author name, and an abstract. The abstract describes the book as a field very different from the dry and dusty discipline of the popular imagination, using deep theory and powerful software tools. It also includes keywords like 'Bayesian inference', 'clinical trial', 'data', 'estimation', 'experimental design', 'law of large numbers', 'least squares', 'probability', 'sample', and 'statistics'. Bibliographic information includes the publisher (Oxford University Press), print ISBN-13 (9780199233564), print publication date (Oct 2008), and DOI (10.1093/actrade/9780199233564.001.0001). A 'Contents' section is visible at the bottom, listing 'Front Matter', '1. Surrounded by statistics', '2. Simple descriptions', and '3. Collecting good data'.

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VSI screenshots

Chapter page

The screenshot displays the website interface for 'VERY SHORT INTRODUCTIONS'. At the top, there is a navigation bar with links for 'About', 'News', 'Subscriber Services', 'Take a Tour', 'Contact Us', 'Help', and 'Personal Profile: Sign in or Create'. A search bar is located on the right side of the header. Below the header, there is a 'Browse by subject' dropdown menu and links for 'My Content (2)' and 'My Searches (1)'. The main content area features a book cover for 'Literary Theory (2nd edn): A Very Short Introduction' by Jonathan Culler. The book cover is blue and red. To the right of the cover, the title and author are listed, along with publisher information (Oxford University Press), ISBN (9780199691340), DOI (10.1093/actrade/9780199691340.001.0001), and publication dates (Print: Jul 2011, Online: Sep 2013). Below the book information, there is a 'Go to page:' field with a 'GO' button. The left sidebar contains a search bar and a 'Contents' menu with a list of chapters: 'Front Matter', '1. What is theory?', '2. What is literature and does it matter?', '3. Literature and cultural studies', '4. Language, meaning, and interpretation', '5. Rhetoric, poetics, and poetry', '6. Narrative', '7. Performative language', '8. Identity, identification, and the subject', '9. Ethics and aesthetics', and 'End Matter'. The main content area shows the title '6. Narrative' and the chapter information: 'Chapter: (p. 83) 6. Narrative', 'Author(s): Jonathan Culler', and 'DOI: 10.1093/actrade/9780199691340.003.0006'. Below the chapter information, there is an 'Abstract' section with the following text: 'According to 'Narrative', stories are the main way we make sense of things, whether in thinking of our lives as a progression leading somewhere or in telling ourselves what is happening in the world. Literary and cultural theory have increasingly claimed cultural centrality for narrative. The theory of narrative ('narratology') has been an active branch of literary theory, and literary study relies on theories of narrative structure: on notions of plot, of different kinds of narrators, of narrative techniques. The poetics of narrative, as we might call it, both attempts to understand the components of narrative and analyses how particular narratives achieve their effects.' Below the abstract, there is a paragraph of text: 'Once upon a time, *literature* meant above all poetry. The novel was a modern upstart, too close to biography or chronicle to be genuinely literary, a popular form that could not aspire to the high callings of lyric and epic poetry. But in the 20th century, the novel eclipsed poetry, both as what writers write and what readers read and, since the 1960s, narrative has come to dominate literary education as well. People still study poetry – often, it is required – but novels and short stories have become the core of the curriculum.' At the bottom of the page, there is a small note: 'This is not just a result of the preferences of a mass readership who happily pick up stories but seldom read poems.'