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我國公共圖書館形象識別系統設計與館員認知之研究
Study on Identity System Designing and Librarians' Perception for Public Libraries in Taiwan

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摘要

　　本研究旨在從企業識別系統角度瞭解我國公共圖書館形象識別系統的設計過程與館員認知，以屏東縣公共圖書館、臺東縣公共圖書館、臺南市公共圖書館、新竹縣公共圖書館及宜蘭縣公共圖書館作為研究個案，探討我國公共圖書館設計企業識別的項目與方法，並以前述設計項目加以訪談館員，瞭解館員看待其改造內容的認知與評價。研究目的總結有以下三點：(1)探討企業識別系統的意義、內涵、發展階段、與圖書館應用；(2)探討我國公共圖書館形象內涵、價值、圖書館形象識別系統發展階段、視覺識別系統設計及應用；(3)探討公共圖書館館員對於形象識別系統的內涵、視覺識別系統設計與應用的認知及評價，最終提出相關的結論與改善建議。

　　本研究屬於質化研究，採用深度訪談法(in-depth interview)與內容分析法(content analysis)兩個管道進行資料蒐集與分析，深度訪談之研究對象由五所公共圖書館之館員共 28 位組成，採立意取樣方式，邀請申請總分館計畫、且完成形象識別系統招標、設計與應用的公共圖書館，邀約該圖書館館長，再由館方代為引薦其餘參與計畫與非計畫館員，作為本研究之受訪者；內容分析法則以個案圖書館於 2019 至 2021 年執行總分館計畫的計劃申請書、形象識別系統招標的需求規格書、形象識別系統規範手冊、官方網站、官方經營的 Facebook 社群專頁、政府採購網站的決標資料、輔導團會議記錄與總分館計畫成果報告簡報進行，以瞭解個案圖書館設計形象識別系統的過程。

　　綜合訪談結果與相關文獻後，本研究發現目前我國公共圖書館進行形象識別系統設計的原因主要有三：(1)基於總分館計畫提供的資源充足；(2)館舍空間更新的同時需要同步的形象呈現；(3)提升圖書館可見度。此外，本研究亦發現我國公共圖書館進行形象識別系統設計的模式，多數館別單獨採用藝文採購形式公開招標，評分標準重視(1)招標廠商的設計美感、理念與圖書館價值的契合度；(2)廠商過去的作品呈現與業績列入考量，評委則以(1)瞭解圖書館對形象的期待與需求者；(2)具有藝術相關背景者進行邀約。

　　本研究經由歸納後，發現公共圖書館形象識別系統的共通點，在基本系統部分，多數館別以(1)書本、縣市英文字母為主符號，融入經營理念，使用書冊元素進行設計；(2)主色系參酌各縣市公共圖書館的在地特色發想；(3)字體以其後續應用的便利性與適用性為考量。

　　本研究訪談五間公共圖書館館員對形象識別系統的認知，發現館員認為其帶來的價值分別為(1)加深總分館間的連結；(2)產生向心力，樂於為機構奉獻；(3)加

速業務效能，使成品美觀；(4)認知自身的專業形象與服務使命。其中以(1)提袋；(2)識別證；(3)制服等應用系統項目，能使其對圖書館產生認同感與向心力。

最終，根據本研究之研究結果提出我國公共圖書館形象識別系統未來發展的四點建議：(1)將形象識別系統進行獨立招標，以利於評選標準與評委組成得依據館方考量重點調整其比重；(2)建議將形象識別系統與館內辦理活動的模式與主題扣合，從動態的面向推廣圖書館形象；(3)建議制服的設計先由館方與館員討論款式後，要求設計承包商需覓得協力成衣廠商共同設計承製；(4)針對形象識別系統的規範手冊內容進行館員的會議與教育訓練，使館員瞭解基本系統的理念與規範的應用方式。

Abstract

The study aims to investigate the Library Identity System design models and practical experience of the pubic libraries in Taiwan by using the Corporate Identity System, analyzing the case of Pingtung Public Library, Taitung Public Library, Tainan Public Library, Hsinchu County Public Library, and Yilan Public Library to conduct the three investigations: (1) To discuss the meaning, connotation, development and application in Libraries of the Corporate Identity System. (2) To discuss the pubic libraries' connotation and valuation in Taiwan, development of the Library Identity System, and their design models and application of Visual Identity System. (3) To discuss the Librarians' Perception of Library Identity System's connotation, perspection and evaluation. Eventually, the study comes to a conclusion and makes some recommendations.

The study collected and analyzed information by in-depth interview and content analysis. In the methodology of in-depth interview, the subjects are 28 librarians from the five public libraries. After selecting the five public libraries and inviting the directors, the study has the five public libraries recommend their librarians, including having experience and no experience in Library Identity System designing. In the content analysis, the study collected the five public libraries' applications, requirements specification, visual identity system design guldelines, official and social community websites, meeting minutes and results report to investigate the design models and process of five public libraries.

After integrating the result of interview and relevant literatures, the study showed that the reason why the public libraries in Taiwan started to design the Library Identity System, the first reason is the government prvided with adequate resource. Besides, the public libraries need a new image for their new-opened department. Finally, they believed the Library Identity System can make libraries more visible. Furthermore, the study also showed the design models of the Library Identity System in pubic libraries in Taiwan. Most of them engaged in procurement abide by the Regulations for Cultural and Arts Procurements, and attached importance in three points: (1) the aesthetics and meaning for libraries' value. (2) The experience and professional of the contractor. The evaluation committee was composed of (1) Fully-realized the expectation and requirement of library image. (2) Being scholars and experts in the field of culture and the arts.

After integrating the information, the study even demonstrated that the Library Identity System of public libraries have something in common: (1) Using books and capital letter of county in their logo. (2) The main colors are creative with the feature of public libraries. (3) Using copyright-free fonts.

After interviewing librarians' perception of the Library Identity System, the study demonstrated it bring four values to librarians: (1) Deepen Relationship in Public Library System. (2) Inspire the librarians'centripetal force, set up the spirit of service team. (3) Speed up their page layout work. (4) Identified their professional and mission. Besides, there are three items which promoted librarians' perception among the Library Identity System: (1) paperbags, (2) identification cards, and (3) uniforms.

In conclusion, according to the result, there are four recommendations to the future development of Library Identity System in pubic libraries in Taiwan: (1) Engageing in procurement to adjust the evaluation points by themselves. (2) Extending Library Identity System on activities to promote their image in dynamic way. (3) Discussing the uniform design with librarians, and inviting clothing factory design together. (4) Holding education and training of learning Library Identity System, so that librarians can realize the meaning and using methods.

Keywords: Library Identity System, Library Image, Librarians' Perception, Corporate Identity, Corporate Identity System