**Orange County Public Library**

**Style Guide**

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*This manual is an adaptation of the Graphic Identity Manual produced by Design Services at the University of North Carolina at Chapel Hill.*

**1.1 PURPOSE OF THE GUIDE**

The following manual has been created to assist the Orange County Public Library in creating and maintaining a consistent look to its marketing communications materials. This information may be shared this information with design and communication professionals who may be contracted to produce print collateral pieces for the library or individual programs.

**System Requirements**

Graphic applications required to create most files:

• QuarkXPress

• Adobe Illustrator

• Adobe Photoshop

**To Obtain Files**

Follow the links in this guide or contact the library’s communication manager:

Libbie Hough

919.245.2539

lhough@orangecountync.gov

**2.1 ORANGE COUNTY PUBLIC LIBRARY LOGO TREATMENT**

The only acceptable text treatments of the Orange County Public Library logo are pictured here.

The Logo may not be reconstructed or altered. **It must be reproduced from reproduction-quality art or from high-resolution digital files.**

Refer to section 2.2 for minimum size restrictions.

For guidelines on color usage with the Logo, refer to section 4.1.

For guidelines on use in sample applications, refer to sections 6.1–6.3.

Square – used most commonly. All logo files may be found in Canva



Horizontal – when needed files can be found in Canva



When reproducing the Logo, it **must be resized proportionally** and as a grouping of elements (graphic element and text combined); therefore, measurements for all elements in the logo are relative to each other.

***NOTE:*** The minimum size requirements do not apply to office inkjet printers, which cause more bleeding to occur. For inkjet output such as word processing documents, the logo size will need to increase depending on the quality of the particular inkjet printer being used.

**2.2 SIZING THE LOGO**

**Square**

**Solid Black Logo**

Minimum width: 3/4 (.75) inch

**Recommended Logo Size for In-house Brochures, Letters**

1.3 inches (width) x .95 inches (height)

**Color Logo**

Minimum width: 7/8 (.875) inch

**Horizontal**

**Black and Color**

**Recommended** **Size for In-house**
2.65 inches (width) x .7 inch (height)

**With Social Icons**

**Black, Gray and Color**

**Recommended** **Size for In-house**

.92 inches (width) x 1.28 inches (height)

**2.3 UNACCEPTABLE LOGO TREATMENTS**

Do not crop or remove any part of the logo.

Do not distort the logo.

Do not configure the elements into a different logo.

Do not tilt the logo in any direction.

Do not add any patterns in the logo.

Do not use the logo in a color other than the approved colors (see section 4.1).

**2. 4 TYPEFACE IN THE LOGO**

The typeface used for the Orange County Public Library logo are **Impact** and **Gill Sans MT**. No substitutions are permitted.

The **Impact** and **Gill Sans** font families are available in OpenType format (useable on both IBM and Macintosh platforms) and can be purchased at www.fonts.com

**2.5 LOGO FILE TYPES**

*We have a library of logo files in the SDrive> Communications>Library Logos. The library holds all logo files. This gives you some background on which files to use for your projects.*

**Vector vs. Pixel Based Graphics**Our logo was created with Adobe Illustrator, a vector-based program, rather than a pixel-based program like Photoshop. Vector-based images can be resized both larger and smaller without diminishing the quality. On the other hand, pixel based images do not resize well but can be saved with a smaller file size.

File Formats

1. **EPS** — Encapsulated PostScript files maintain an image’s line and graphic quality and are often used to save vector art files from Illustrator. Logos created as EPS files also have a transparent background. We will always use our EPS logo for **high-quality printing.** Without an editing program like Adobe Illustrator, we will not be able to open these files.
2. **TIFF** — Tagged Image File formats are for high-quality graphics such as images with multiple colors and digital photos. Although we will not be able to edit our vector logo in a TIF format, it is still appropriate for **high-quality printing.**
3. **JPG** — JPEGs are raster (pixel-based) image files that compress the image itself and reduce the file size. This is why the JPEG format is best used for viewing on a computer screen, such as a presentation or the Internet. Low-resolution logos should be used on web pages you want to load faster. These are easily placed in files created by other software. **This is one of the two options for downloading widgets in Canva.**
4. **GIF** — Graphical Interchange Format files limit an image to 256 index colors. GIFs are fantastic for preserving the crisp clear color and graphics in a logo, yet reducing the file size dramatically. They are raster (pixel-based), so will need to be created at the correct size and resolution for end usage. These files allow for a transparent background. They are perfect for **email signatures.**
5. **PNG** — Portable Network Graphic files are great for compressing a raster image’s file size, yet still maintaining the full scope of color and detail. PNGs also support saving an image with a transparent background. Since they’re pixel based, they need to be created at the correct size and resolution for end usage**. PNGs are a great format to use in Microsoft Office Programs and are one of the two options for downloading widgets in Canva.**
6. **PDF** — Portable Document Format files allow sharing across all platforms as they contain all the text, fonts and graphics to display the file correctly. We have in this guide a PDF file **to show how the logo should look in color, black and white, and with various configurations of text and graphics.** You will also find the Pantone (PMS) ink colors, CMYK and RGB colors listed here. This provides the exact colors specified for our logo, and should be given to printers for matching purposes and adhered to in all applications.

**3.1 ORANGE COUNTY GOVERNMENT LOGO**

When possible and as it makes sense, the Orange County Government Logo should be included on Orange County Public Library publications. We do this to make it clear that the library is a department of Orange County Government. When in doubt, consult with communications staff. You will find the Orange County logo in Canva along with all versions of our library logo.

**4.1 DESIGNING WITH TYPE**

**Type Specifications**

***Text:*** Calibri is the suggested typeface for lengthy text areas in word processing.

***Subheads:*** Gill Sans MT or Calibri are recommended for subheads.

***Page Headers:*** Impact is recommended.

***Pull Quotes:*** Calibri

***Other:*** Calibri is recommended for other uses, such as sidebars, explainer text for graphics, photo captions, page numbers, footnotes and so on.

**Alignment**

Flush left text, ragged on right is suggested.

Justified text is acceptable.

Use a 1-line space between paragraphs.

Use 1space between sentences, not 2 spaces.

**Unacceptable Font Uses**

Anything other than what is listed above, in official library publications created in Word, Publisher or PPT – policies, brochures, rack cards, bookmarks, etc.

Different fonts may be used in Canva to create widgets and program flyers.

*Note: To keep items easy to read, use no more than 3 fonts in any given piece.*

**4.2 DESIGNING WITH COLOR**

**The only approved colors for use in the Orange County Public Library logo are as listed below.**

**Full color (CMYK) process colors:**

**Orange C-0 M-60 Y-100 K-17**

**Light Olive C-28 M-18 Y-81 K-0**

**Olive C-41 M-18 Y-60 K-2**

**Seafoam C-45 M-2 Y-40 K-0**

**Sky Blue C-58 M-28 Y-0 K-0**

**Darker Blue C-89 M-43 Y-0 K-0**

**RGB colors (to match for use in Word, Excel, PPT, Publisher)**

**Orange R-208 G-111 B-26**

**Light Olive R-192 G-187 B-87**

**Olive R-156 G-175 B-125**

**Seafoam R-143 G-202 B-171**

**Sky Blue R-106 G-158 B-212**

**Darker Blue R-0 G-125 B-195**

**Hex colors (to match for use in Canva):**

**Orange D06F1A**

**Light Olive C0BB57**

**Olive 9CAF7D**

**Seafoam 8FCAAB**

**Sky Blue 6A9ED4**

**Darker Blue 007DC3**

**4.3 DESIGNING IN POWERPOINT**

**Typography**

Impact is recommended for headlines and

Gill Sans MT is recommended for subheads.

Calibri is recommended for lists, longer text areas, explainer text for graphics.

**Color**

Text should be black in most cases. White text in dark areas of graphics or photos is acceptable.

Backgrounds of slides should be white (as in provided templates) in most cases.

If other colors are needed in order to make information more clear to viewers, users may apply colors within the PowerPoint color scheme “Apex.”

**Division and Individual Program Power Point Templates**

All external Power Point presentations should be on the Orange County Public Library templates found on the S Drive > Communications Folder > [Power Point Templates](file:///S%3A%5CCommunications%5CPower%20Point%20Template)

**4.4 DESIGNING FLYERS**

**External flyers (non-program)**

Four vertical flyer templates are available for use with Microsoft Word. Templates and can be found in the Communications Folder on the S Drive. File is labeled [OCPL Flier Templates](file:///S%3A%5CCommunications%5COCPL%20Flyer%20Templates)

***Size:*** 8.5 x 11 inches. No bleeds.

***Colors:*** Templates are in full color (CMYK), but they can also be printed in grayscale if needed. See section 4.1, *Designing with Color*, for acceptable color usage.

***Typography:*** See section 4.2, *Designing with Type*

**Internal Flyers, Website Widgets, Bulletin Board posters in Canva**

**Internal flyers, 8.5x11**

**Website Widgets, 1344 x 950**

**Bulletin board posters, 11x17**

* **Logos**. Use the library’s transparent square versions, not the horizontal. When possible also incorporate the county’s color or white square logo.
* **URL**. OrangeCountyLibrary.org (no www needed). No bitlys.
* **Phone number**. The number customers use to find out more or to register with dots, not hyphens
	+ **919.245.2525, not 919-245-2525**
* **Text**. Keep to a minimum. People scroll, digital monitors and homepage slide shows rotate, and we always include links, URLs and phone numbers where they can get more information.
* **Address.** Not needed. Exception – the program is off-site.
* **OCPL.** Do not use the acronym. If you want to say “library” say (lower case) “library” Our logo says it all.
* **Fonts.** Sans serif is easier to read. Likewise, providing high contrast between background and fonts colors makes things easier to read. Sometimes a font may seem “quirky” and in keeping with the theme of the program, however, it may prove *difficult* to read.
* **Spanish.** You may find it easier to do a version in Spanish and a version in English. Alternately, you can do one slide with both languages. **The communications manager can assist you with translations.**

**5.1 LETTERHEAD AND MAILING LABEL TEMPLATES**

**Black and white letterhead**For large mailings – 10+

Font selection should be Calibri

**Color letterhead**For letters you plan to email as an attachment or very small runs of letters printed out.

Font selection should be Calibri

**Small mailing labels (Avery 8160)**

Affix to a standard (#10) envelope

**Shipping labels (Avery 5164)**

Envelopes larger than a #10. Typically a clasp envelope.

All templates can be found [here](file:///S%3A%5CCommunications%5CLetterhead%20and%20mailing%20label%20templates).

**5.2 PROMOTIONAL MATERIALS**

Mugs, pens, notebooks, tote bags, etc.

**Orange County Public Library Logo**

***Size:*** Use Logo as designed, and scaled to fit product. See section 2.2 for minimum size requirements, but note that exceptions may be made in order to fit the product.

***Typography:*** Impact or Gill Sans

***Colors:*** See section 4.1

**Orange County Government**

If there is room on the product, the Orange County Government should also be included.

It can be smaller and secondary to the Orange County Public Library logo.

**Sources for Promotional Materials**

VistaPrint or 4Imprint – for fast, inexpensive brochures, posters, receipts, business cards, etc.

Gephart Marketing – for signage, custom-pieces, name badges

Canva – for small, quick runs

**5.3 BROCHURE ELEMENTS**

**Text**

* There’s no nice way to say this….  Helvetica is ugly and it’s not one of our official fonts. Font choice for headers: Impact as used in our logo. It’s “friendlier” in upper- and lowercase than in all-caps.
* Gils Sans MT for subheads or Calibri for body text and subheads.
* Don’t feel as though every bit space needs to be filled with words.  Clean panels with plenty of space are much easier on the eyes than crowded panels with small photos any day.
* Avoid acronyms. Customers may not understand them. Instead, spell out the word and alternate that with a synonym.
* Avoid library jargon. We can use that with each other but customers will have no idea what we mean, making ourselves and our services seem uninviting or intimidating.
* Use a font size between 9 and 11 points. Smaller or larger makes for difficult reading.
* Allow space around folds and page edges, otherwise text gets “trapped” in the fold or runs off the edge of the piece.
* Left justify text.
* For body text use black or the gray that’s used in the library logo.
* Text pointers for fronts of brochures:
	+ When everything is similar in size, the user can’t tell what is most important. You can help them out by utilizing clear font size differences to show what is most important.
	+ Use as little text as possible. You’ll of course want a header and perhaps a subhead, but stop there.
	+ Make subheads gray, the library orange or blue.

**Images**

* Sources Canva has many decent looking stock images. Remember to keep an eye out for diverse populations.
* For good outdoor pictures of Orange County, Hillsborough, or Carrboro:
	+ The library’s communications manager can help locate a good image for you
* If you don’t have room for photos on the inside panels, consider using a large photo — or the question mark art with or without our logo — on the cover.  These images are in the Canva brand kit
* Note: our logo by itself doesn’t count as an image. ☺

**Logo, URL, location, social media icons**

For anything that will leave our buildings or otherwise distributed to the public, include:

* Our logo, in the Canva brand kit
* Our URL, orangecountylibrary.org
* Social media icons, you can find those in the Canva brand kit, and even have that in a vertical version
* Location information, see examples below

**5.4 LIBGUIDE TIPS**

Lists of resources coming from your division have already been targeted to a certain extent, i.e. children’s lists will be found in Youth Services, etc . Keeping this in mind will allow you to use shorter subheadings with no loss of meaning AND you’ll gain some greatly needed space!  Here are suggestions for subheads that would support the writing process -

* Books to encourage writing
* Resources for aspiring authors
* Library picks: Books about the writing process
* Librarians’ picks for encouraging writing
* Encourage writing with...

When making a suggested reading list, remember that our customers aren’t librarians. Aka, they’d find it helpful to know that a book is “by” someone. Here’s a “before” and “after” example of a book list from youth services --

     BEFORE

***Toot, Toot, Beep, Beep***

     Emma Garcia                                E Garcia

***Richard Scarry’s Busy, Busy Town***

     Richard Scarry                              E Scarry

***On Land***

     Brian Biggs                                    E Biggs

—————————————————————————————————————

AFTER

***Toot, Toot, Beep, Beep*** by Emma Garcia

     E Garcia

***Richard Scarry’s Busy, Busy Town*** by Richard Scarry

     E Scarry

***On Land*** by Brian Biggs

     E Biggs

**5.5 EMAIL SIGNATURE**

Font: Gill Sans MT, size 11, color Black

|  |  |
| --- | --- |
| **Name | TITLE** | Libbie Hough | COMMUNICATIONS MANAGER  |
| Orange County Public Library | * Orange County Public Library
 |
| Address | * 137 W. Margaret Lane
 |
| Phone number. Mobile is optional | Office: 919.245.2539 | Mobile: 919.619.7116 |
| **Pronouns if you want them*** He/him/his: Male pronouns
* She/her/hers: Female pronouns
* They/them/theirs: Gender-neutral group pronouns and singular pronouns as well
* Ze/zir/zirs: Neutral singular pronouns for those not wanting to use they/them/theirs
 | * (She/her/hers)
 |
| Email Address (hyperlinked) | * you@orangecountync.gov
 |
| Website address (hyperlinked – copy and paste from here) | * [orangecountylibrary.org](http://www.orangecountync.gov/156/Library)
 |
| Social links (hyperlinked – copy and paste from here) | * [Facebook](https://www.facebook.com/OCNCLibrary) | [Twitter](https://twitter.com/OCPLibraries) | [Instagram](https://www.instagram.com/ocplnc/) | [YouTube](https://www.youtube.com/user/OCNCPublicLibraries)
 |

**What it looks like in your email –**

**Libbie Hough |** COMMUNICATIONS MANAGER

Orange County Public Library

137 W. Margaret Lane, Hillsborough, NC 27278

Office: 919.245.2539  | Mobile: 919.619.7116

(She/her/hers)

[lhough@orangecountync.gov](file:///%5C%5Cmonarch%5CDepts_IZ%5CLIBRARY%5CCommunications%5CStyle%20Guide%5Clhough%40orangecountync.gov)
[orangecountylibrary.org](http://www.orangecountync.gov/156/Library)
[Facebook](https://www.facebook.com/OCNCLibrary) | [Twitter](https://twitter.com/OCPLibraries) | [Instagram](https://www.instagram.com/ocplnc/) | [YouTube](https://www.youtube.com/user/OCNCPublicLibraries)

Note: we use hyperlinked text vs logos to make the signature visible to all no matter the platform.

**6.1 PROGRAM INFORMATION**

**Formatting** This information may be used for e-newsletters, calendar listings (library and online community calendars).

**Title | Day, Date, Time | Location | Ages.** Description, including how to register

**Examples**

**I Can’t Believe It’s Not Computer Code! | Sun, Apr. 15, 1:30-3 p.m. | Main Library | Teens 12-18.** Come learn and practice codes and ciphers used to send old-school secret messages. Swap messages with friends or post them in the library for others to solve! Register online or by calling 919.245.2525.

**Carrboro Branch Library | Fourth Tuesday Book Club | Tues, Apr. 24, 6:30-7:30 p.m. | Adults.** This month, we're discussing [*A Gentleman in Moscow*](http://click.icptrack.com/icp/relay.php?r=&msgid=100122&act=111111&c=1622709&destination=http://library.orangecountync.gov/iii/encore/search/C__SA%20Gentleman%20in%20Moscow__Orightresult__U;jsessionid%3DEE0CBC30C972F456B20726E02A94416B?lang%3Deng)by Amor Towles. Limited number of copies available for loan. Register online or by calling 919.245.2525.