

GRAPHIC SERVICES

Guide | Tips | Templates

INTRODUCTION:

THE SONOMA COUNTY LIBRARY branding Graphic standard has been established to ensure that all communication materials throughout the Library system employ a clear, singular and consistent brand identity.

Following our strategic plan objectives, the branding graphic standard

- Improves efficiencies in creating marketing materials
- Makes branding usage easy and convenient for branch staff
- Guarantees clear brand recognition for a large county library system

TIPS & TRICKS:

To guarantee that all messaging and communication remains strong, consistent and undiluted, the primary goal is to keep the logo identity clean and unencumbered.

The Sonoma County Library logo must appear on all communication materials. It should be first and foremost in the context of other information.

- When space is limited, the tagline under the logo can be omitted.
- Library website address (url) must appear on all documents and should be set apart from other text and images.
- The url and other branch information: use a sans serif font—i.e., Arial, Helvetica, Myriad, Montserrat, etc.
- Arrange the branch information in a tidy, organized block, using either a vertical or horizontal format.

Samples for horizontal flyer layout:

	SONOMA COUNTY LIBRARY	   
	707-545-0831	
	sonomalibrary.org	
	<small>BROUGHT TO YOU BY Measure Y 2020</small>	

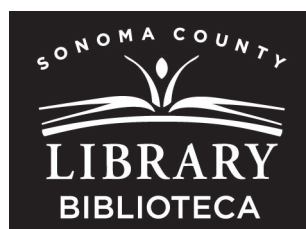
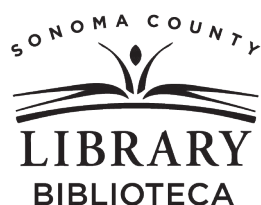
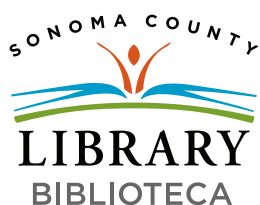
	LA BIBLIOTECA DEL CONDADO DE SONOMA	   
	707-545-0831	
	sonomalibrary.org	
	<small>BROUGHT TO YOU BY Measure Y 2020</small>	

Samples for vertical bookmark layout:

	SONOMA COUNTY LIBRARY		LA BIBLIOTECA DEL CONDADO DE SONOMA
	(707) 545-0831		(707) 545-0831
	sonomalibrary.org		sonomalibrary.org
	<small>Measure Y 2020</small>		<small>Measure Y 2020</small>

BIBLIOTECA

The library has begun to utilize the word BIBLIOTECA in its branding. We have not officially altered the system logo, but may do so soon. Please utilize this inclusive message.



TYPE-ONLY IDENTITY:

When space is limited, the type-only identity for the Sonoma County Library can be used instead of the image-based logo branding. Use the Library website address (url) in conjunction with the type-only identity, or at the bottom of the document.

SONOMA COUNTY LIBRARY
sonomalibrary.org

SONOMA COUNTY LIBRARY
sonomalibrary.org

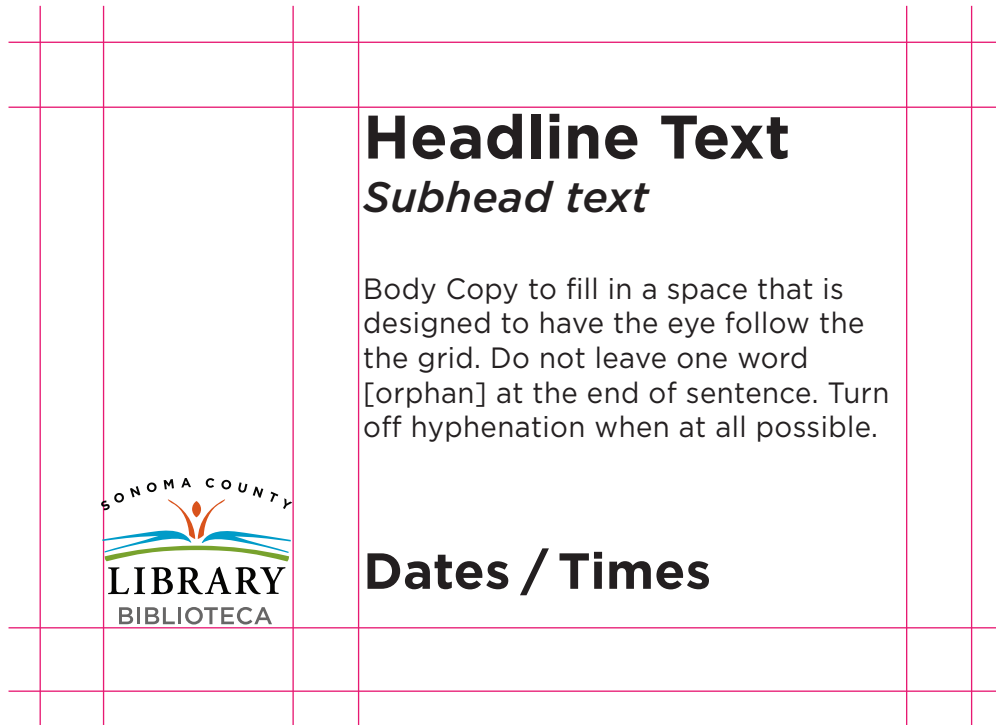
LA BIBLIOTECA DEL CONDADO DE SONOMA
sonomalibrary.org

SPACING AROUND LOGO:

To properly brand a document, our Sonoma County Library logo needs adequate “white” space around the image and lettering to allow it stand out from other information. The samples below show the logo and url together. The blue dotted line indicates a typical amount of white space needed around the logo identity.



SPACING GRID EXAMPLE

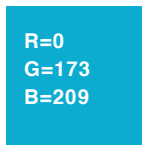


Page Spacing: Leave the same spacing in all corners of of the sheet of paper. This helps the eye travel around the page and maintain your focal point which is the data / text on the page. When doing layout use the same spacing inside the document, which constructs the page evenly and is useful to the reader.

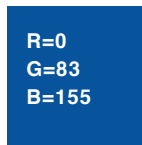
STANDARD COLOR SCHEME

Hexadecimal and RGB Color Palette

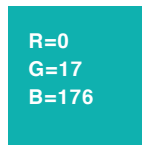
for Website and
E-Publications



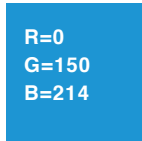
00ADD1



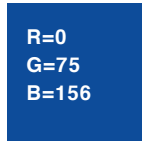
00539B



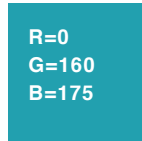
00B1B0



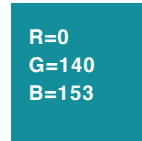
0096D6



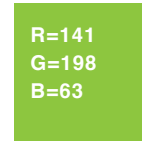
004B9C



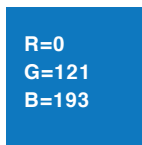
00A0AF



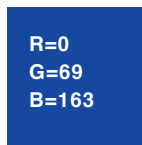
008C99



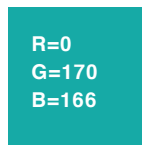
8DC63F



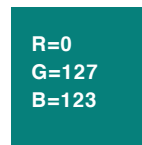
0079C1



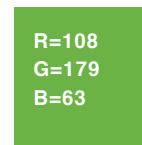
0045A3



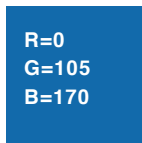
00AAA6



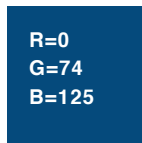
007F7B



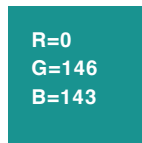
6CB33F



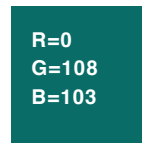
0069AA



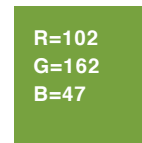
004A7D



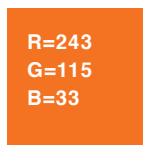
00928F



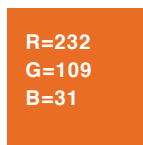
006C67



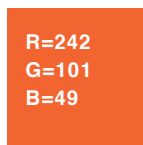
78A22F



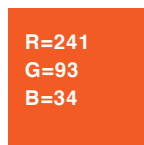
F37321



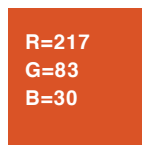
E86D1F



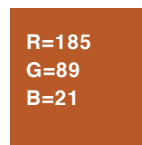
F26531



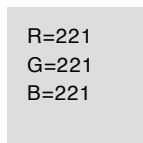
F15D22



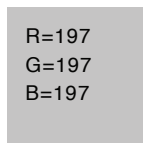
D9531E



B95915



DDDDDD



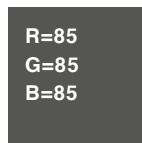
C5C5C5



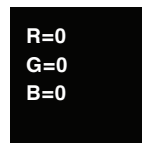
AAAAAA



888888

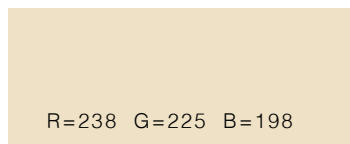


555555

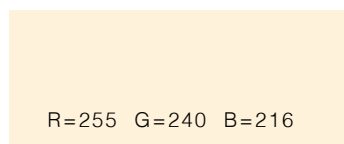


000000

EEE1C6



FFF0D8



COLOR SAMPLING EXAMPLES

Using photos makes documents more dynamic and sampling colors from the photo/image helps with color balance in a layout. Take care not to use copyrighted images.



STANDARD FONTS

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'*

Gotham

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@\$\$%&()?'":'

ALTERNATIVE GOOGLE FONTS

PRINCIPLES OF DESIGN

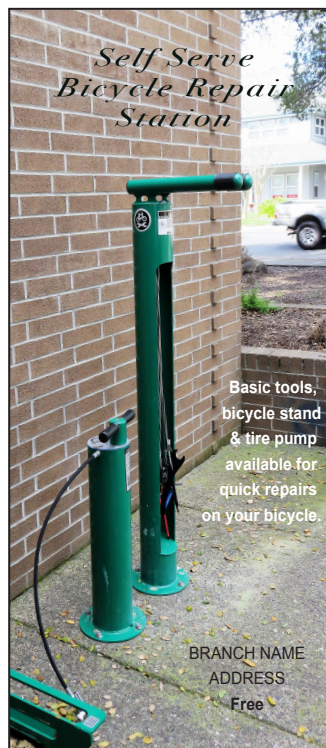
Contrast • Repetition • Alignment • Proximity

1



Layout A vs. Layout B

2



Layout A vs. Layout B

General principles of design assist in layout. In both examples above, Layout A is not using these principles. The layouts are inconsistent, design elements are not coordinated or aligned and fonts are difficult to read. Layout B in both examples uses common principles of design, is balanced on the page and has better legibility and visual focal points.

GRAPHIC RESOURCES

- 1) **In-house Design:** Layout, branding, printing, print buying, collating, folding, cutting, mounting and bindery.
- 2) **Strategize** and consult on projects for one time events and for effective marketing of system-wide event planning and promotion.
- 3) **Outside Print Resources:** Web press, off-set printing, signage, banners, promotional items, embossing, plaques, certificates, die-cutting and labels.
- 4) **Photograph Archives:** With the help of staff and professional photographers we are building a large resource of images for use by all departments. These are located on the Everyone Drive under PHOTOS.
- 5) **Environmental Graphics / Signage:** For system-wide identity, wayfinding, and shelving identification. Branches are being updated as refresh projects advance.

GRAPHIC DEPARTMENT EQUIPMENT

- 1) **Mac Design Stations:** Equipped with the latest in Adobe Cloud-based software for layout and photo processing.
- 2) **Xerox C60:** Print, copy, scan.
Print speed: Color: up to 60 ppm Black: up to 65 ppm.
- 3.) **Toshiba Studio 6506:** Print, Copy, Scan.
Print speed: Color: up to 65 ppm Black: up to 75 ppm.
- 4) **Kip 650:** Large poster and banner printer. Uses 24 in wide paper rolls.
- 4) **Digital Folder:** Folding letter, legal and tabloid sheets
- 5) **Triumph 4350 Cutter:** For cutting large stacks of Flyers & Bookmarks
- 6) **Coil Binder:** Wire bound materials

MORE EXAMPLES

Items with
lots of text

English
and Spanish

Friends of the Petaluma Library
Autumn 2019

BOOK SALE

Kids, Teens, & All Ages
Combined Sale EVERY DAY

FREE BOOK
every child 12 and under
accompanied by adult

Wednesday, Nov. 13
4:00 - 6:00 pm

**Thursday, Nov. 14 through
Saturday, Nov. 23**
10:00 am - 5:00 pm
(closed Sun, open to 6:00 on Wed)

Friday, Nov. 22
• • Half Price All Day • •

Saturday, Nov. 23
• • Bag sale ALL day • •
Bag Sale \$3 per bag, 2 for \$5

FEATURING:
gift-quality books for children
special book sets
(classroom, teacher)
Books DVDs CDs Books on CDs

Free books for Teachers & Non-Profits from
Petaluma and Sonoma County (bring ID)
Sat. Nov. 23, 5-6pm, Mon. Nov. 25, 9-10am

Cosponsored by the Sonoma County Library
Helen Putnam Community Room
PETALUMA LIBRARY
100 Fairgrounds Drive
(707) 763-9801 Ext. 5
sonomalibrary.org

Amigos de la Biblioteca de Petaluma
Otoño de 2019

VENTA DE LIBROS

Niños, adolescentes y todas
las edades Venta Combinada
TODOS LOS DÍAS

UN LIBRO GRATIS
para cada niño bajo de 12 años
acompañado por un adulto

miércoles, 13 de nov.
4:00 - 6:00 pm

**jueves, 14 de nov. hasta
sábado, 23 de nov.**
10:00 am - 5:00 pm
(cerrado el domingo, abierto
hasta 6:00 de la tarde el miércoles)

viernes, 22 de nov.
• • Mitad de precio por todo el día • •

sábado, 23 de nov.
• • Venta de Bolsas, todo el día • •
Una bolsa por \$3, 2 bolsas por \$5

Incluye:
Libros casi-nuevos para niños
Conjuntos de libros especiales
(para escuela, profesores)
Libros, DVDs, CDs, audiolibros

Libros gratis para maestros y organizaciones
sin ánimo de lucro de Petaluma y
del condado de Sonoma (traiga ID)
sáb. 23 de nov. 5-6pm, lun. 25 de nov. 9-10am

Copatrocinado por la Biblioteca del Condado de Sonoma
Salón Comunitaria Helen Putnam
Biblioteca Regional de Petaluma
100 Fairgrounds Drive
(707) 763-9801 Ext. 5
sonomalibrary.org

3D PRINTING

AT THE LIBRARY




**Your Next Favorite Author:
NINA LACOUR**

Social Media
System branding, use of
hi-resolution photos,
colors and fonts




**Your Next Favorite Author:
NINA LACOUR**

FREE

Recommended for
teens in grades 7-12.
All ages welcome.

SONOMA COUNTY
LIBRARY

OUR ROLE

The Graphics team is responsible for system-wide visual marketing, such as summer reading, the “1,000 Books” program, author series flyers, the eResources brochure, menstrual equity signs, informational items and more. This includes images for social media, digital displays and print advertising.

We also work on enterprise projects, including informational signs that inform patrons about the future Roseland branch, creation of the annual Measure Y report, special events, etc.

We can also assist you with branch-specific event collateral, such as the space station contact event or the VR launch.

YOUR ROLE

We have created templates for various size flyers and bookmarks with placeable footers for Microsoft Word, Canva Pro, and LibraryAware.

Using these templates will allow us to present a consistent, unified and approachable look, which helps patrons easily navigate information about library programs, services and events.

Please continue to be creative in your book displays and in-house efforts. Our team can create a system-wide design for Banned Books Week, but you know your communities best, and we do not have the capacity to create a dozen different designs, so you might want to make your own.

Whenever possible, use the system fonts and colors, and always check the guidelines for use of the SCL logo, fonts, and color swatches.

ASK US!

We are always available by telephone or email, and while we stay very busy, we always try to rearrange our priorities to meet a special need or last-minute request.

Our design team is ready and available to visit your branch, talk about why we recommend certain types of visual communication, help you develop your branch’s approach to your own materials or brainstorm with you about signs and displays.

We’re here to help!

GRAPHIC SERVICES TEAM

Ray Holley

Communications Manager
x 1510

Kat Gore

Marketing Specialist
x 1612

Catherine Greco

Graphic Arts Designer
x 1546

Lauren Karr

Graphic Arts Specialist
x 1601

ASK US!