SONOMA COUNTY
BIBLIOTECA

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

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.

Samples for vertical bookmark layout:

LA BIBLIOTECA DEL CONDADO DE SONOMA
707-545-0831
sonomalibrary.org

BIBLIOTECA

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.
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

Headline Text

*Subhead text*

Body Copy to fill in a space that is designed to have the eye follow the grid. Do not leave one word [orphan] at the end of sentence. Turn off hyphenation when at all possible.

Dates / Times

Page Spacing: Leave the same spacing in all corners 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

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Values</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>#00ADD1</td>
<td>R=0</td>
<td>G=173</td>
</tr>
<tr>
<td>#00539B</td>
<td>R=0</td>
<td>G=83</td>
</tr>
<tr>
<td>#00B1B0</td>
<td>R=0</td>
<td>G=17</td>
</tr>
<tr>
<td>#0096D6</td>
<td>R=0</td>
<td>G=150</td>
</tr>
<tr>
<td>#04B9C</td>
<td>R=0</td>
<td>G=75</td>
</tr>
<tr>
<td>#00A0AF</td>
<td>R=0</td>
<td>G=160</td>
</tr>
<tr>
<td>#08C99</td>
<td>R=0</td>
<td>G=140</td>
</tr>
<tr>
<td>#8DC63F</td>
<td>R=141</td>
<td>G=198</td>
</tr>
<tr>
<td>#00927F</td>
<td>R=0</td>
<td>G=121</td>
</tr>
<tr>
<td>#0045A3</td>
<td>R=0</td>
<td>G=69</td>
</tr>
<tr>
<td>#00AAA6</td>
<td>R=0</td>
<td>G=170</td>
</tr>
<tr>
<td>#007F7B</td>
<td>R=0</td>
<td>G=127</td>
</tr>
<tr>
<td>#6CB33F</td>
<td>R=102</td>
<td>G=150</td>
</tr>
<tr>
<td>#0069AA</td>
<td>R=0</td>
<td>G=105</td>
</tr>
<tr>
<td>#004A7D</td>
<td>R=0</td>
<td>G=74</td>
</tr>
<tr>
<td>#00928F</td>
<td>R=0</td>
<td>G=146</td>
</tr>
<tr>
<td>#006C67</td>
<td>R=0</td>
<td>G=108</td>
</tr>
<tr>
<td>#78A22F</td>
<td>R=102</td>
<td>G=150</td>
</tr>
</tbody>
</table>

**STANDARD COLOR SCHEME**

**COLORS, FONTS, and TIPS**

- R=243 G=115 B=33
- R=232 G=109 B=31
- R=242 G=101 B=49
- R=241 G=93 B=34
- R=217 G=83 B=30
- R=217 G=83 B=30
- R=185 G=89 B=21
- R=221 G=221 B=221
- R=197 G=197 B=197
- R=170 G=170 B=170
- R=136 G=136 B=136
- R=85 G=85 B=85
- R=0 G=0 B=0

- DDDDDD
- C5C5C5
- AAAAAA
- 888888
- 555555
- 000000

- EEE1C6
  - R=238 G=225 B=198

- FFF0D8
  - R=255 G=240 B=216
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**

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

**Gotham**

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

### ALTERNATIVE GOOGLE FONTS

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@$%&()?":'
```
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.
**CANVA PRO:**

Group Canva Pro accounts have been set up for each branch (contact Graphics if you have not received your branch's login info). The accounts have been preloaded with branch specific footers, SCL color swatches, the Gotham font, and templates for bookmarks, flyers, and youtube slides. Canva Pro allows you create social media content, videos, and slide show presentations as well. You can also invite or share links to your designs and templates.

- Login to your branch’s account at www.canva.com
- Watch the Canva Pro Tutorial videos for more instructions

**LIBRARYAWARE:**

LibraryAware now has branch specific footers loaded into the branding panel. The platform has thousands of templates for booklists, newsletters and printed material that have library needs in mind. Use SCL created templates found in Folders or browse thousands of templates for whatever you need in the search bar.

- Request a login from Kathy Deweese or Ray Holley
- Accept the email invite and create a password
- Watch the LibraryAware Tutorial videos for more instructions

**MICROSOFT WORD TEMPLATES:**

Microsoft Word templates for bookmarks, half sheet, quarter sheet, and letter size flyers, are located on the everyone drive under Word Templates along with branch specific footers.

- These templates allow you change the footers, images and text to create flyers and bookmarks.
- Watch the Microsoft Word Template Tutorial videos for instructions
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) 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
Friends of the Petaluma Library
BOOK SALE
Autumn 2019

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
social 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, 5-6 pm, Mon. Nov. 25, 9-10 am

Supported 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
VENTA DE LIBROS
Otoño de 2019

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, DVD, CD, audiolibros

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

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

3D PRINTING
AT THE LIBRARY

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