



# Harris County Public Library System Brand Manual

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# Harris County Public Library Brand Manual Introduction

Welcome to the HCPL brand manual. This is a tool to help guide and strengthen the HCPL body of visual communications. The information provided and discussed in this manual provides a more clearly articulated brand for HCPL. We believe that our brand is one of our most important assets. In recognition of that belief, we have created the HCPL Brand Manual. This manual provides the building blocks for supporting the HCPL brand system. It is designed to help apply the HCPL brand correctly and consistently across all media.

To the majority of the American public, a program identity is the primary way through which an organization or campaign becomes known. The need to present a unified image to the world is a basic tenet of corporations, government agencies, and nonprofit organizations alike. Think of Amazon.com, Starbucks, Barnes and Noble—all of these brands present an image through the relentless and consistent use of a logo, which is a fundamental and essential part of gaining and maintaining public recognition.

To be successful, an organization's visual communication materials must be clear, consistent and compelling. There are a number of elements that form the foundation of Harris County Public Library's identity system, which contribute to the development of a strong brand.

These components include not only the *mission statement*, *logo*, and *tagline*, but also the *typography* and *color palettes*. Together, these form HCPL's core identity. The core elements have been designed to bring consistency to the visual identity, while still allowing flexibility.

## Core Identity Elements Library Mission Statement

Harris County Public Library provides information and resources to enrich lives and strengthen communities through innovative services within and beyond our walls.

The Library Mission Statement is the expression of how HCPL wishes to be perceived by its various audiences. It is the core message that we want to deliver in every medium to reinforce the audience's perception of the Library System.

The Library has also developed a set of Internal and External Values. These define how we treat each other as well as our customers.

### Star Values: Our Pathway to Team Excellence

We are committed to these core values:

- Creativity and Innovation
- Open Communication
- Integrity
- Fun

Our interactions will be characterized by:

- Mutual Respect
- Enthusiasm
- Open Mindedness
- Flexibility

When we disagree, we will:

- Actively Listen
- Mediate/Facilitate
- Be Non-confrontational

**At HCPL, We C.A.R.E. about our customers.  
We strive to provide:**

**C – Comfortable and Clean Libraries**

Including:

- Well maintained buildings and equipment
- Comfortable furniture
- Good lighting and signage

**A – Attention to Your Needs**

Including:

- Friendly staff
- Timely answers and referrals
- Respect for your privacy
- Suggestions are always welcomed

**R – Reliable Resources in a Variety of Formats**

Including:

- Up-to-date collections
- The 24/7 HCPL eBranch website
- Technology-enhanced services

**E – Exceptional Library Services**

Including:

- Well trained and knowledgeable staff
- One-on-one circulation and information assistance
- Community-inspired programs and displays

## Core Identity Elements Library Logo



The HCPL Logo is a visual representation of the Library’s Mission Statement. It is comprised of three parts: the icon, the name and the tagline.

The HCPL logo symbolizes the life and the future that literacy and libraries bring to people. It also emphasizes the library mission statement of services “within and beyond our walls.”

## Core Identity Elements Library Icon



The Library Icon is symbolic of HCPL and its positioning. The icon can be separated from the name in restricted situations. For instance, it can be a useful branding mechanism when used as a subtle background graphic (as shown).

There are a variety of acceptable ways to enlarge the icon. However, the icon should never be enlarged to the point that it is unidentifiable as part of the logo. Similarly, the icon should never be used small (such as a dingbat), or used separately from HCPL name at 100% of a color. For any special cases, please check with the Marketing and Programming Department.

### Core Identity Elements Library Tagline

*your pathway to knowledge*

Black version

*your pathway to knowledge*

Orange version

*your pathway to knowledge*

Blue version

**in the know ...**

Black version

**in the know...**

Orange version

**in the know...**

Blue version

**in the know...**

Multi color version

“your pathway to knowledge” is the chosen tagline for HCPL. It succinctly summarizes the Mission Statement and should be used in all appropriate communication materials. “in the know” is a secondary tagline that can also be used on communication materials.

When designing communication materials, the tagline has an established typographic style and visual arrangement that should be used. “your pathway to knowledge” should always be in italics, except in running copy. The approved color choices for the taglines are shown above. The size of the tagline may vary depending on the design of the material.



## Typography

Frutiger 57 CN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger 47 Light CN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz

**Frutiger 87 Extra Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**Frutiger 95 Ultra Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Typography is critical when creating clear and consistent brand communications. These typefaces, when used regularly across all our printed graphic communications, will provide a clear and recognizable brand voice.

The primary typeface chosen to communicate the HCPL message is **Frutiger 57CN**. There are 6 different types of Frutiger fonts, all of which are acceptable to use in graphic communications. Frutiger fonts may be downloaded from the Intranet to your computer. When the Frutiger fonts are not available, the *Arial* or *Verdana* font may be substituted.

### Colors



HCPL Blue



HCPL Orange

Color is a strong and communicative element to any brand identity. The HCPL logo is made of an attractive and dynamic palette that will bring color and vibrancy to all materials. The harmonious blend of colors provides great flexibility in design while producing a consistent brand color scheme for all communications.

	BLUE
Red	000
Green	127
Blue	196

	ORANGE
Red	249
Green	156
Blue	051

## Logo Color Variations



Two color preferred version  
Place on white or light background only



One color version (Black Only)  
Place on white or light background only.



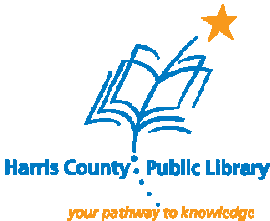
Reverse Version (white only)  
Place on dark background only.

These are the three acceptable variations of the logo. The preferred version uses the HCPL colors of blue and orange.

Publication restraints might not make two color reproductions possible. For black and white publications there is a one-color version of the logo available. If using the black and white version of the logo on a solid background, the background must provide adequate contrast.

When using the reverse version of the logo, the background can be a dark solid color. Placing the reverse version of the logo on a dark solid color, or patterned or photographic background is acceptable. The logo's legibility will be reduced if placed on a mid-to-lighter background.

### Logo Variations



Two color version -centered



Two color version -Spanish



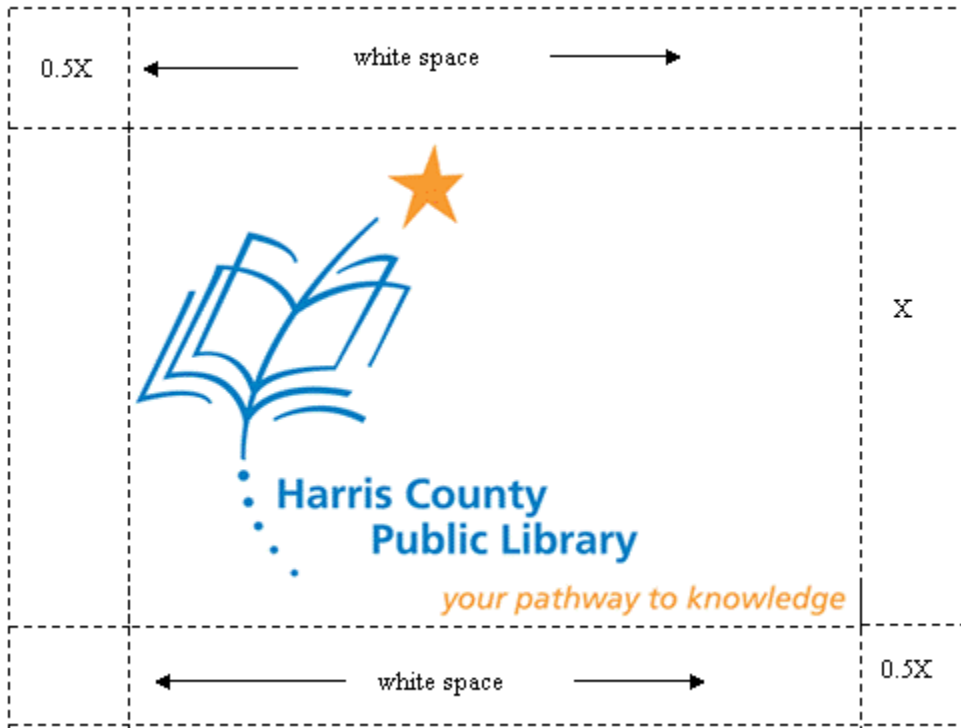
Two color version -Spanish and centered



Black and white version-Spanish

In some instances space requirements do not allow adequate room for the HCPL logo. In those instances, the above centered logo may be substituted. When creating materials for a bilingual or Spanish speaking audience, the logo with the Spanish tagline may be used.

## Logo General Usage Guidelines



When using the logo, an adequate amount of space is required between it and any other element in order to ensure legibility.

### Clear Space Rule

It is important to maintain a clear area around the logotype in order to ensure clarity. The clear space around the logo should remain proportional as the logo is enlarged or reduced. If we establish the height of the logo as “X” inches, the space that must remain clear around the logo is half of that : “0.5X” inches.



### Minimum Allowable Size

In order to assure the legibility of the logo, a minimum size has been established. The logo should not appear smaller than shown here. This is 25% scale of the logo. The height should be no smaller than 1.05 inches and the width no smaller than 1.188 inches.

## Departments and Branches

Harris County Public Library has 26 branches across Harris County. The Library Administration Building houses 9 departments. To maintain consistency among these diverse groups, a system has been developed to allow each branch and department to be visually tied to the Library. These guidelines were developed with flexibility and usability in mind. Please follow them as closely as possible and contact the Marketing and Programming Office with any special cases.



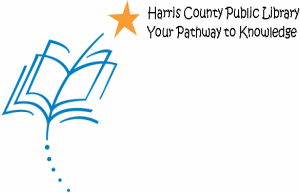
*Marketing and Programming Department*



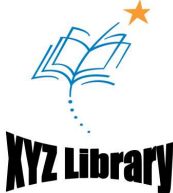
*Atascocita Branch Library*

The name of the department or branch should align with the left side of the Library's name. Whenever possible the name should appear on one line; two lines maximum. The name of the department or branch should be type set in Arial Italic. The color of the text should always be black.

# Incorrect Logo Usage



Incorrect Typeface



Incorrect Typeface and Wording



Horizontal distortion



Incorrect logo colors

These are examples of incorrect configurations of the Harris County Public Library logo.

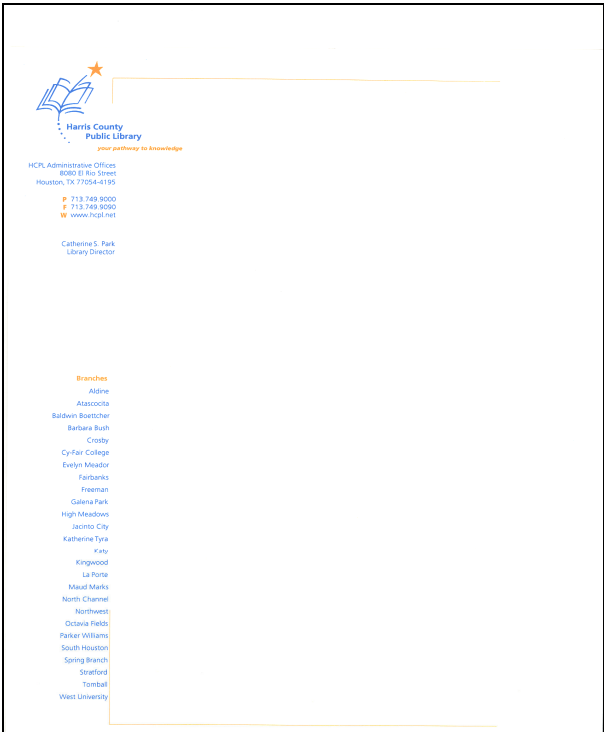
# Stationery

HCPL stationery is one of the most visible vehicles for the Library’s identity. All of the core identity elements have been integrated into the Library’s stationery with consistency and uniformity.

The stationery suite includes a memo, facsimile, news release template and mailing label. All materials must be properly utilized and detailed specifications must be followed.

# Primary Stationery

Harris County Public Library and its branches and departments will use the HCPL stationery for its primary stationery. The HCPL stationery includes a letterhead, business card, envelope and mailing label.







## Stationery Memos and News Releases

Memos and News Releases use the following templates. All templates are available on Harriet and can be customized.

News releases and Memos that are two or more pages long should continue on a blank second sheet with the same margins.

### **Typographic Specifications:**

Document Title: Arial 20 point  
Headline: Arial Bold 18 point  
Subhead: Arial Italic 14 point  
Body Copy: Arial 10 point  
Contact Info: Arial Bold 10 point flush right

## Stationery Fax Cover Sheet

The fax cover sheet measures 8.5 x11 inches and is black only. Fax cover sheets will not be pre- printed. A Word document template for the fax is available on Harriet.

## Publication Samples Flyers and Posters

This section provides some visual samples of common communication materials that standardize and integrate HCPL's identity. Samples have been included for flyers, bookmarks, calendars, posters and Power Point presentations.

Flyers can be used to announce branch programs, lectures or special activities. They can be distributed throughout the community or posted on notice boards.

Flyers are usually produced with 8.5 x 11 inch paper. Flyer must contain a title and description of the program or activity, the date, time and location of the activity and any age requirements, if necessary. Flyers should also include the branch address and phone number, as well as the HCPL logo and information for persons with disabilities.

Posters should be used to announce special programs, events or displays. Please note that all posters that are larger than 11 x 17 inches must be printed using the large format printer in the Administrative offices. The guidelines and submission form are located on Harriet.

Branch specific bookmarks are created in various sizes. Bookmarks must include the branch name and location, as well as the web address. The HCPL logo must be displayed no smaller than 1.05 inches high and 1.1888 inches wide. This assures the legibility of the logo.

Branch calendars and newsletters are useful in communicating information to customers. Branch calendars range in size from a 8.5 x 11 inches to a full poster size. Newsletters also vary in size and length depending on the branch. The HCPL logo should be visible and legible on all calendars and newsletters.

All publicity materials, including posters, flyers, bookmarks, calendars and newsletters, need to be submitted to the Marketing and Programming Coordinator for approval before printing.