



Fountaindale Public Library District Style Guide

Fall 2016



Reasons for a Style Guide

The goal of Fountaindale Public Library District’s style guide is for all public-facing communications (electronic, print, web, policy, etc.) to display a consistent, coordinated presentation of the library's brand. By doing this, we reinforce in patrons' minds our reputation for excellence and eliminate confusion or uncertainty. By creating and implementing standards for our materials, we will help key audiences recognize communications from our library at first glance. Using our brand consistently through standardized language, grammar and imagery in all communications at all levels will help us connect with our patrons and enhance their experience with our organization.

For instances not covered in this guide, please refer to the Associated Press (AP) Stylebook (808.06607 ASS) or contact Communications for clarification. This guide will be reviewed and updated often as new technologies, terminologies and practices become available.

For questions, please contact Melissa Bradley, Communications Manager, at mbradley@fountaindale.org or x4218.

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Using Our Logo

In order to ensure that our logo is used properly and consistently, any document or item that features the logo should adhere to the following guidelines. All approved versions of the logo can be found on the Communications intranet webpage. Please consult with Communications about which version to use in your document if you are uncertain.

Logo Guidelines

Our logo colors are important to our brand. If you are looking for matching colors, please use the following:



Fountaindale Green:

R: 0 G: 125 B: 87
C: 88 M: 28 Y: 79 K: 13
HEX #: 007D57
Pantone: 341C



Fountaindale Gray:

R: 129 G: 138 B: 143
C: 53 M: 39 Y: 37 K: 4
HEX #: 818A8F
Pantone: 430C

- The logo should be sized for optimum legibility between 0.5” (150 pixels) and 2” (600 pixels) wide
- The logo should never be distorted or skewed.
- Do not recreate, italicize, outline or change the logo in any way.
- Preferred placement is in the bottom, right corner, though location can vary based on design.
- The logo should appear on all public-facing communications.



Logo at 0.5”
150 pixels



Logo at 2”
600 pixels

Social Media Lockup Guidelines

- The lockup should always be sized for optimum legibility (between 2.25” (162 pixels) and 2.5” (180 pixels) wide.
- Do not recreate, italicize, outline or change the social media lockup in any way.
- Preferred placement is in the bottom, left corner, though location vary based on design.

STAY CONNECTED



@fountaindalelib

Lockup at 2.5”
180 pixels

Graphics & Images

Graphic elements and photographs can and should be used in print and electronic materials to help reinforce your message. To be certain you're not using copyrighted images, please consider using public domain images from commons.wikimedia.org, **LibraryAware** or **Google Images** with the "labeled for reuse" filter. Communications also subscribes to stock image sites and can provide photos upon request. Remember, the more professional our work is reflected to the public, the more we will be trusted as a reputable organization.

- Use images of the library or library programs/events when possible.
- Limit the number of images/graphics to one or two on materials.
- Do not distort images by stretching or scaling to large degrees.
- Do not use clip art.

Fonts

- Our headline typeface is Frutiger LT 87 ExtraBlackCN. Arial Black can be substituted.
- Our body text typeface is StempleGaramond. Times New Roman can be substituted.
- Unique fonts may be used for programs, events, displays, etc. The font should be used consistently throughout the promotion of the program/display, and the font should help invoke the voice of the program/display. *Example:*

I WILL ALWAYS FIND YOU. (scary) vs. *I will always find you.* (romantic)

- Avoid cursive fonts or anything with squished, slanted letter.
- Writing in ALL CAPS should be used very sparingly.

Grammar & Punctuation

The use of consistent grammar and punctuation is vital to our brand. For instances not covered here, please refer to the Associated Press (AP) Stylebook or contact Communications for clarification.

Address: Our address should be written as 300 W. Briarcliff Road, Bolingbrook, IL 60440. The state and ZIP code may be left off if publication is staying local.

Chronological Range: Use an en dash with no spaces (PC keyboard shortcut: Alt+0150). *Example: Mystery Robert–Rogers*

Commas: Only use an Oxford (or serial) comma when needed to avoid confusion. *Example: I had lunch with my teachers, Susan and Amy vs. I had lunch with my teachers, Susan, and Amy.* (In the first example, Susan and Amy are my teachers, in the latter, Susan and Amy are not my teachers, but they were at lunch.)

Composition Titles: Italicize titles of books, movies, video games, magazines, computer games, operas, plays, albums and songs, radio and television programs, lectures, speeches and artwork. If italics is not possible, use quotation marks. Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize the article if it is the first or last word in the title.

Dates: Always use Arabic numerals without *st*, *nd*, *rd* or *th*. Include the day of the week for programs/events. Only include the year if you are referring to a year other than the current year. *Example: Monday, January 15.*

- Use an en dash without spaces (PC keyboard shortcut: Alt+0150) when conveying date ranges. *Example: June 10–15*
If using “from,” use “to” in place of an en dash. *Example: Summer Adventure runs from May 25 to July 30.*
- Decades should be written without apostrophes. *Example: 1940s, 1950s, etc.*

Grades: When the grade level is a noun, use Arabic numerals without *st*, *nd*, *rd* or *th*. When the grade is the adjective, write it out. The word “grade(s)” should always be spelled out (no abbreviations) and only be capitalized when part of a headline. *Example: Grades K–5 or fifth grade.*

Numbers: Write out numbers nine and below; use Arabic numerals for 10 or higher. This does not apply to times, dates or ages as those should always be written as Arabic numerals.

Grammar and Punctuation Guidelines (continued)

Program/Event Listings: Programs/events should generally be listed as follows:

Program Title	<i>Example:</i>	Tween Spooky Tech
Day, Date, Time		Monday, October 24, 4:15 p.m.
Grade/Age Restrictions		Grades 4–6
Program description (final line of description should include drop in/registration information)		Use technology to make your costumes brighter and your haunted house spookier! Registration required.

Please note: The location of grade/age restrictions and drop-in/registration information may vary based on publication and design.

Spacing: Only use one space between sentences.

Telephone Numbers: Always include the area code and punctuate with periods. For extensions, use ext. and a space before the number, but use your direct phone number whenever possible. *Example: 630.759.2102 ext. 4218 or 630.685.4218*

Times: Use a colon to separate hours from minutes. Avoid using unnecessary zeros when the time is on the hour. Always use Arabic numerals except for *noon* and *midnight*. Write out a.m. and p.m. with a space after the time and periods after both letters.

Example: 11 a.m., 9:30 p.m.

- Use an en dash without spaces (PC keyboard shortcut: Alt+0150) when conveying time ranges. If using “from,” use “to” in place of an en dash. *Example: 7–9 p.m. vs. The program is from 2 to 4 p.m.*
- If time period crosses noon or midnight, use both a.m. and p.m. *Example: 11 a.m.–2 p.m. vs. 2–4 p.m.*

URLs: Write as all lowercase. Do not include “http://” or “www.” or a final slash after the last directory. Do not underline in print. Periods can follow a url if it’s the end of a sentence. *Example: Learn more at fountaindale.org.*

Fountaindale Public Library Terminology

- 3-D
- audiobook
- Axis 360
- *Beyond the Stacks*: The name of the eNewsletter should appear in italics.
- **Blu-ray**: Use Blu-rays for plural (no apostrophe).
- **Board of Trustees**: Only capitalize when using the proper name. *Example: board meeting, trustees vs. Board of Trustees*
- book drop
- book sale
- **CD/ DVD**: Use CDs and DVDs for plural (no apostrophe).
- **check out vs. checkout**: As a verb, use two words. As a noun or adjective, use one word.
- Chromebook
- **digital collection**: Refers to the library's digital media and services.
- **district**: Only capitalize when referring to the library's proper name. *Example: district residents, live within our district*
- **drive-thru, drive-thru window**
- **drop in vs. drop-in**: As a verb, use two words. As an adjective, use one word with a hyphen.
- **E for electronic**: eBook, eAudiobook, eMagazine, eReader, eNewsletter. Capitalize the "E" if in a headline or start of a sentence.
- email
- *The Fountain*: The name of the print newsletter should appear in italics.
- **Fountaindale Public Library District**: The word "the" is not included. Fountaindale Public Library and Fountaindale Library are acceptable uses. FPLD is also acceptable in casual environments.

Fountaindale Public Library Terminology (continued)

- **Friends of Fountaindale Library:** The Friends is also accepted.
- **homeschool, homeschooled, homeschooling, homeschooler**
- **hoopla:** Only capitalize if in a headline or the start of a sentence
- **Interlibrary Loan:** ILL is acceptable in casual environments.
- **Launchpad, Launchpad tablet**
- **library, libraries:** Do not capitalize library or libraries in general usage. *Example: visit the library vs. Fountaindale Library*
- **Library Collections:** When referring to a specific collection, capitalize the name of the collection. *Example: Nonfiction is on the 3rd floor vs. the newest nonfiction book by John Doe.*
- **log in vs. login:** As a verb, use two words. As a noun or adjective, use one word.
- **nonfiction**
- **NOOK (eReader), HD NOOK**
- **OneClickDigital**
- **online**
- **online resources:** Avoid using the word database(s).
- **on site/off site vs. on-site/off-site:** As a noun, use two words. As an adjective, use one word with a hyphen.
- **OverDrive**
- **PinDigital**
- **Pinnacle Catalog , Pinnacle Library Cooperative**
- **Playaway**
- **preschool**

Fountaindale Public Library Terminology (continued)

- **seasons:** Only capitalize if in a headline or the start of a sentence. *Example: winter, spring, summer, fall*
- **sign up vs. signup vs. sign-up:** As a verb, use two words. As a noun, use one word. As an adjective, use one word with a hyphen.
- **STEAM**
- **storytime:** Only capitalize if used as a proper noun. *Example: We offer many storytimes vs. Join us for Lapsit Storytime*
- **video games**
- **Zinio**

Fountaindale Library Areas

Capitalize library areas when used as a proper noun. Lowercase if used as a noun. When writing our floors, use the Arabic numeral with *st*, *nd* or *rd*.

- Admin Conference Room
- Administration
- audio suite(s)
- Audio Suite G, H, I or J
- Board Room
- Bookmobile
- Children's Services: Creativity Park, Storytime Room, World Park, Think Park
- Circulation Desk
- Computer Commons
- Computer Lab (*2nd floor*); Small Computer Lab (*3rd floor*)
- Meeting Room A; Meeting Room B
- 1st floor, 2nd floor, 3rd floor, lower level
- 1st Floor Information Desk, 2nd Floor Service Desk, 3rd Floor Service Desk
- group collaboration room(s)
- Group Collaboration Room D, E or F
- Information Desk
- lobby
- Local History Room
- Quiet Reading Room
- study room(s)
- Studio 300
- the Vortex
- Video Control Room B
- video studio
- Video Studio A or C

Promotional Copywriting Tips

Our brand is the heart of our marketing. In order to get patrons to seamlessly absorb our messaging, we need to create consistent content across all departments and platforms. Here are some simple writing tips to help!

- Our voice is upbeat, inviting and encouraging. *Example: Discover, celebrate, join, etc.*
- When writing promotional copy, always use first-person *plural*. *Example: Join us or We're celebrating vs. The library is hosting...*
- Keep it short. Only put down what can be read in 2 to 3 seconds (eight to 10 words). Trust that the reader will understand what you're saying without giving every detail.
- Understand the hierarchy of what matters in your message (What is it? When is it? Who can attend?)
- Tell the reader what to do by including a call to action. *Example: register now, stop by, visit fountaindale.org, etc. Preferred call to action for programs: Register in person, at fountaindale.org or call xxx.xxx.xxxx.*

Working with Communications

Communications is here to help YOU! We love working together to make our library even better! To request a marketing project from our team, please complete the project request form on the Communications intranet webpage.

In order to ensure our brand has a consistent presence and our patrons have a consistent experience throughout the library, please follow these guidelines:

- All public-facing signage, handouts and materials must be approved by Communications prior to distribution. (This **does NOT** apply to displays).
- All promotional materials from vendors, outside companies or community organizations must be approved by Communications prior to distribution. (This **does NOT** apply to pieces being posted to the community bulletin board.)
- All promotional items containing Fountaindale's name or logo must be approved by communications prior to purchasing.

In order to have your project approved by Communications, please send Melissa and Sabrina an email with the subject line "APPROVAL NEEDED: [PROJECT NAME]" with the file, image or link to your project attached. We will respond within 48 hours.