

---

VISUAL AND WRITING STYLE GUIDE

---





AT SCHAUMBURG TOWNSHIP DISTRICT LIBRARY, WE ARE **DEDICATED** TO BEING A **TRUSTED** RESOURCE WITHIN OUR COMMUNITY, **LEADING** THE WAY WITH OUTSTANDING **SERVICE**. ALL OF THESE VALUES ARE ALSO REPRESENTED IN OUR STYLE – BOTH VISUALLY AND THROUGH OUR WORDS.

OUR VISUAL AND WRITING STYLES SHOW OUR PATRONS, COMMUNITY AND OTHER LIBRARIES WHO WE ARE AND WHAT WE STAND FOR, WITHOUT US HAVING TO TOOT OUR OWN HORN.

LET'S BE INNOVATIVE, HONEST, PROFESSIONAL, RELIABLE, FRIENDLY AND HELPFUL. LET'S LET THIS SHOW THROUGH EVERY COMMUNICATION WE HAVE WITH EACH OTHER AND WITH OUR PATRONS AND COMMUNITY.

# VISUAL STYLE

## OUR LOGO

Schaumburg Township District Library's refreshed logo gives a nod to our past, incorporating the prairie style featured in the architecture of our Central Library, while looking ahead towards our future with a simple, clean design indicative of innovation.

### ACCEPTABLE

COMPLETE LOGO IN BLACK



WHITE ON A BLACK OR COLOR BACKGROUND



ICON MAY STAND ALONE



WORDS MAY STAND ALONE

SCHAUMBURG  
TOWNSHIP DISTRICT  
LIBRARY

COMPLETE LOGO IN GRAY & ORANGE



COMPLETE LOGO IN GRAY & AQUAMARINE



COMPLETE LOGO IN GRAY & GREEN



COMPLETE LOGO IN GRAY & RED



COMPLETE LOGO IN GRAY & YELLOW



COMPLETE LOGO IN GRAY & ROYAL BLUE



### UNACCEPTABLE

STRETCHED LOGO



ICON AND WORDS OUT OF PROPORTION



WORDS SEPARATED FROM EACH OTHER AND MOVED TO DIFFERENT LOCATIONS



USE OF A DIFFERENT FONT



INCORRECT USE OF COLOR



---

## OUR COLORS

---

This color palette identifies four primary colors and three secondary colors that are associated with our refreshed style. They've been designed to complement each other and to help make our visual communications clear. Additional colors may be used as accents from time to time, or for special holidays or occasions.

### PRIMARY



C=45 M=0 Y=100 K=0  
HEX# 9ACA3C



C=100 M=0 Y=20 K=3  
HEX# 00A6C6



C=0 M=65 Y=100 K=0  
HEX# F47920



C=0 M=0 Y=0 K=55  
HEX# 77787B

### SECONDARY



C=0 M=100 Y=100 K=0  
HEX# ED1C24



C=0 M=17 Y=100 K=0  
HEX# FFD100



C=100 M=79 Y=0 K=0  
HEX# 004FA3

---

## OUR FONTS

---

It's not only the words we say, but how those words look that's important. Much like the color palette, this selection of fonts was designed to work together to help our headlines and text be visible and easy to read in any setting.

**OPEN SANS** (entire family of fonts used in ALL CAPS, upper/lower case, and italics)

**OPEN SANS CONDENSED Bold**

OPEN SANS CONDENSED Light

OPEN SANS CONDENSED Light Italic

OPEN SANS CONDENSED Light (with .1pt stroke)

OPEN SANS CONDENSED Light Italic (with .1pt stroke)

**RALEWAY** (entire family of fonts used in ALL CAPS, upper/lower case, and italics; NOT used for NUMBERS)

**RALEWAY Bold**

**RALEWAY Bold Italic**

RALEWAY Semibold

**RALEWAY Semibold Italic**

RALEWAY Medium

**RALEWAY Medium Italic**

RALEWAY Regular

**RALEWAY Italic**

RALEWAY Light

**RALEWAY Light Italic**

**MINION PRO** (entire family of fonts used in ALL CAPS, upper/lower case, and italics)

**MINION PRO Bold**

**MINION PRO Bold Italic**

MINION PRO Regular

**MINION PRO Italic**

**BLISS** (entire family of fonts used for NUMBERS ONLY when combined with the RALEWAY font)

**BLISS Bold 1234567890**

BLISS Regular 1234567890

BLISS Light 1234567890



## — OUR FONTS continued —

Examples of ways to use some of the fonts together for maximum impact and easy readability.

**YOUTH PROGRAMS**

"Schaumburg Library is a friendly place where we come to spend playtime together."

— April H., Schaumburg —

**Celebrate America**

MONDAYS, JUNE 20 & 27

Drop-in • 6–8 years • Central Craft Room • 11–11:30 a.m.

We love that America is a melting pot of many different cultures. Stop by for crafts and activities that show the many ways Americans from all cultures and regions celebrate.

**INSIDE A BEEHIVE BOOK TALK & CRAFT**

REGISTER JUNE 1  
6–8 years  
Central Program Room 2

Wednesday, July 27 • 11:15 a.m. – Noon  
*The Magic School Bus: Inside a Beehive* by Joanna Cole. Check out the book at registration and return it at the book talk.

**TWEEN PROGRAMS**

**GARDEN DETECTIVES**  
DROP-IN • 9–12 years • Hanover Park Branch  
Thursdays, June 6 – July 21 • 3–4 p.m.  
We'll plant seeds, then water our sprouts and watch them grow each week while learning the best ways to keep our gardens healthy and green.

**MINDSTORM MANIA**  
REGISTER JUNE 1 • 9–12 years • Central Program Room 1  
Monday, June 13 • 11 a.m. – Noon & 1:15–2:15 p.m.  
Being a computer programmer is all fun with LEGO® Mindstorm.

**PENDULUM PAINTING**  
DROP-IN • 9–12 years  
Monday, June 27 • 3–4 p.m. • Central Craft Room  
Tuesday, July 26 • 3–4 p.m. • Hoffman Estates Branch  
Thursday, July 28 • 3–4 p.m. • Hanover Park Branch  
Let's get outside and make some art. Let paint-filled pendulums swoop to create beautiful designs.

**SPHERO LIGHT PAINTING**  
DROP-IN • 9–12 years • Central Craft Room  
Wednesday, July 6 • 3–4 p.m.  
Learn how to control the Sphero light robot to create photo art using light trails and long exposure photography.

**ESCAPE FROM THE GARDEN**  
REGISTER JUNE 1 • 9–12 years • Central Program Room 2  
Friday, July 29 • 10–10:45 a.m., 11–11:45 a.m. & 1–1:45 p.m.  
Think you have what it takes to escape from the garden? We're turning the room into a mysterious garden that only the best problem solvers can escape!

SchaumburgLibrary.org • (847) 923-3347 6

# IMAGERY

A picture is worth a thousand words. And since we rarely have space for a thousand words, let's use some great photos and images to help tell our story.

## ACCEPTABLE

Whenever possible, use photos of our patrons using our facilities and resources.



If you must use a non-photo image, please select images that:

- Have a hand-drawn illustrative style
- Have a black outline

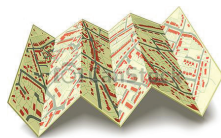


## UNACCEPTABLE

Stock photography of people not using our facilities and resources.



Do not select non-photo images that attempt photo-realism.



## — ADDITIONAL VISUAL STYLE GUIDELINES —

With all elements of our visual and written style, consistency is key. Here are a few more guidelines to help all of our materials look and feel the same so our community will begin to know, with just a quick glance, when something has come from their Library.

Please do not use shadows on text, logos or images.

### ACCEPTABLE

**BOOK SALE  
TODAY**



### UNACCEPTABLE

**BOOK SALE  
TODAY**



Please do not add outlines to text.

### ACCEPTABLE

**BOOK SALE  
TODAY**

**BOOK SALE  
TODAY**

Book Sale  
Today

### UNACCEPTABLE

**BOOK SALE  
TODAY**

**BOOK SALE  
TODAY**

Book Sale  
Today

Please use solid colors, as defined in the Our Colors section on page 3. Please do not use gradients or tints of these colors.

### ACCEPTABLE

**BOOK SALE  
TODAY**

**BOOK SALE  
TODAY**

Book Sale  
Today

### UNACCEPTABLE

**BOOK SALE  
TODAY**

**BOOK SALE  
TODAY**

Book Sale  
Today

# WRITING

## STYLE

### GENERAL GUIDELINES

#### AP STYLE

Schaumburg Township District Library uses AP Style with some exceptions. Please see the 2015 AP Stylebook as a reference for grammar and general usage. The guidelines outlined below are a quick reference for common situations and also show any exceptions to AP Style.

#### MERRIAM-WEBSTER

For questions of spelling, please use the online Merriam-Webster Dictionary and use the first spelling listed. If spellings listed here differ from spellings in the AP Stylebook, please use the spelling in the dictionary.

#### VOICE AND TONE

Our written communications should resemble the conversations we, as staff, have with our patrons:

- Professional
- Friendly
- Clear
- Concise
- Conversational

While it's not appropriate to write exactly how we speak, adopting a conversational tone allows us to:

- Address our patrons directly
  - No: Patrons now have the ability to view their checkout history online.
  - Yes: You can now view your checkout history online.
- Use first person
  - No: The Library offers technology classes for all ages.
  - Yes: We have technology classes for all ages.
- Use active voice
  - No: Fun was had by the children at storytime.
  - Yes: The children had fun at storytime.
- Avoid jargon and use terms our patrons understand
  - No: We're weeding our collection and sunsetting some outdated technologies.
  - Yes: We're updating our collection to give you more of the materials you want.



---

# REFERRING TO SCHAUMBURG TOWNSHIP DISTRICT LIBRARY

---

Whenever possible, please use the full name: Schaumburg Township District Library.

If you must shorten the organization name, please use: Schaumburg Library, Library or the Library. Use of STDL is appropriate for internal communications, but please avoid using this abbreviation in communications with the public.

In conversations with patrons, it's also appropriate to use first person plural: we or our.

Please note, the word "the" is not a part of our organization's name. "The" should not be used with the full organization name, and if abbreviating to "the Library," only capitalize "the" if it begins a sentence.

- No: The Schaumburg Township District Library has three locations.
- No: STDL has three locations.
- Yes: Schaumburg Township District Library has three locations.
- Yes: Visit the Library for more information.
- Yes: The Library opens at 9 a.m. on Mondays.
- Yes: Ask Library staff for assistance with the 3D printer.
- Yes: We have a family storytime every week.

---

## SPACES WITHIN THE LIBRARY

---

It's important that we all use the same terms when referring to distinct areas of the Library. This ensures our patrons have a clear understanding of where to go for assistance and to utilize our services. Please use the terms identified here when referring to specific areas within our organization.

- |  |                             |                                    |
|--|-----------------------------|------------------------------------|
| • Central Library                        | • kidsZone Program Room     | • Business Office                  |
| • Hanover Park Branch                    | • kidsZone Discussion Rooms | • Discussion Rooms                 |
| • Hoffman Estates Branch                 | • Enchanted Forest          | • Teen Discussion Rooms            |
| • First Floor, Second Floor, Lower Level | • Fiction Desk              | • Adult Classroom                  |
| • Lobby                                  | • Movies and Music Desk     | • Board Room                       |
| • Checkout                               | • Information Desk          | • Rasmussen Room                   |
| • Welcome Desk                           | • Reference Desk            | (Rasmussen North, Rasmussen South) |
| • kidsZone                               | • Computer Assistance Desk  | • Computer Lab                     |
| • kidsZone Craft Room                    | • Teen Place                |                                    |

---

# FORMATTING TITLES OF MATERIALS

---

*Please note: we differ from AP Style in this area.*

Place titles of short works (songs, poems, articles) in quotation marks and italicize titles of long works (books, movies, albums, magazines). Capitalize all principle words in the title, including prepositions and conjunctions of four or more letters. Capitalize an article (a, an, the) or words of fewer than four letters if it is the first or last word of the title.

- Yes: *To Kill a Mockingbird*
- No: To Kill a Mockingbird
- Yes: *Saving Private Ryan*
- No: "Saving Private Ryan"
- Yes: *Stairway to Heaven*
- No: "Stairway to Heaven"

The above guidelines do not apply to the Bible, websites, software programs, primary catalogs and reference materials (such as encyclopedias, dictionaries and handbooks).

- Yes: Facebook
- No: *Facebook*
- Yes: Microsoft Office
- No: "Microsoft Office"
- Yes: Encyclopedia Britannica
- No: Encyclopedia Britannica

---

## PROFESSIONAL, GOVERNMENT AND RELIGIOUS TITLES

---

Capitalize a person's title only when used directly before their name.

- Yes: Executive Director Stephanie Sarnoff
- Yes: Stephanie Sarnoff is our executive director.
- No: Stephanie Sarnoff is our Executive Director.

---

## DATES AND TIMES

---

When a month is used with a specific date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. only.

Do not use st, nd, rd or th (1st, 2nd, etc.) with dates. When a month is used with a year, spell out the month and do not use a comma to separate the month from the year.

- Yes: Feb. 25, 2016
- No: February 25, 2016
- Yes: March 1, 2016
- No: Mar. 1, 2016
- Yes: September 2016
- No: Sept. 2016

Use numbers for times, except noon and midnight. Use a.m. or p.m. (with periods).

If the time is a round hour, do not include :00.

- Yes: 9 a.m.
- No: 9:00 a.m.
- Yes: 4:30 p.m.
- No: 4:30 P.M.
- Yes: Lunch is served at noon.
- No: Lunch is served at 12 p.m.
- Yes: 11 a.m. – Noon (Capitalize when listing times of a program.)

When listing a span of time, only use an em dash if the program starts in an a.m. hour and ends in a p.m. hour. Otherwise, use a hyphen.

- No: 7 – 8 p.m.
- Yes: 7–8 p.m.
- Yes: 11 a.m. – 1 p.m.

---

## COMMONLY TROUBLESOME WORDS AND PHRASES

---

Checkout vs. check out

- “Checkout” is a noun or an adjective: Checkout begins at 5 p.m. Visit the checkout counter before leaving.
- “Check out” is a verb: Be sure to check out your materials.

Drop-in vs. drop in (also check-in vs. check in, sign-up vs. sign up)

- “Drop-in” is an adjective: This is a drop-in program.
- “Drop in” is a verb: Drop in to this program.

Phone numbers

- Format as (847) 923-3208. Mobile devices recognize this format as a phone number and automatically create a link for the user to click to call.

Storytime

- We always write this as one word.

Websites

- Do not list [http://](http://www.schaumburglibrary.org/), [www.](http://www.schaumburglibrary.org/) or the [/](http://www.schaumburglibrary.org/) at the end of the url. Use camel capitalization to help patrons more easily read urls.
- No: <http://www.schaumburglibrary.org/>
- Yes: [SchaumburgLibrary.org](http://www.schaumburglibrary.org/)