PALATINE PUBLIC LIBRARY DISTRICT
STYLE SHEET

The Palatine Public Library District Style Sheet provides standards that will:

- enable the Library District to present a clear and consistent message to patrons and the surrounding communities;

- facilitate the Library District's ability to define its mission and brand, so that all staff and marketing of programs can communicate consistently to all those who come into contact with the Library;

- provide staff with the structure and guidelines to obtain increasing benefits from their marketing efforts by capitalizing on the consistency and usage of the Library District's brand.

The Message

Our Mission Statement:

The mission of the Palatine Public Library District is to encourage lifelong learning and enrichment through the exploration of books and other media and to provide services and materials which will promote a well-informed and literate community.

To accomplish this mission the Library emphasizes its primary roles as:

- An information service providing access to timely, accurate, and useful information to people of all ages in their pursuit of educational, job-related, and personal interests;

- A popular materials service providing access to current and popular materials for people of all ages; and

- A lifelong learning resource providing access to materials relevant to the interests of independent learners of all ages.

The Library District will strive to accomplish its mission by providing the best possible collections, facilities, technology, and human resources within the limits of fiscal responsibility.

THE LOGO

Logo Design

These guidelines describe the use of the Palatine Public Library District logo whenever producing materials and media.
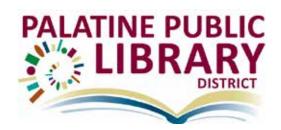
THIS IS THE PALATINE PUBLIC LIBRARY DISTRICT PRIMARY LOGO

To the right are the accepted color and black and white versions.

When using the Library logo, it should be represented as a whole with all the elements intact.

The elements of the logo should not be separated or broken apart. It is especially critical to label all Library material and media with one of these versions of the Library logo.

Address and contact information should also be added to Library materials that are intended for display outside of the Library facility.

EXAMPLES

NOT ACCEPTABLE:

Alternative placement of the logo must be approved by Graphics Department.

SWIRL & OPEN BOOK GRAPHIC

Swirl

The swirl that appears on the left above the open book is an abstract representation of the variety of materials, services, and patrons one can find at the library. This expresses the idea that the Library is more than just books. The placement of these images in a swirl also implies a pathway or journey that is never ending.

The Swirl may be used to compliment graphics in signage, posters, brochures, website, and flyers. It may be resized proportionally, but not flipped, mirrored or turned in any other direction.

The color scheme of this graphic may be changed to reflect a certain theme, holiday or season. For example: all red/pink for Valentines' Day, all greens for St. Patricks's Day. Must have prior approval by the Communications Manager.

Open Book

The open book is representative of the obvious – books. Being open portrays a welcoming and inviting environment. In effect we are saying "come in and see."

This image is not meant to stand alone or be used as a secondary graphic on signage, posters, brochures, website, or flyers.

COLOR PALETTE

Primary Colors

The maroon color (PMS 209) is used for the name "Palatine Public Library District."

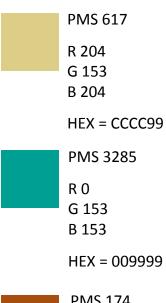Instead of using black, these two primary colors can be used for titles, headlines, and body copy in posters, brochures, flyers, etc.
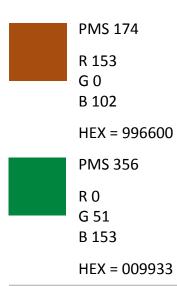
Secondary Colors

These colors can be used to coordinate with the Library logo when creating signs, newsletters, posters, flyers, bibliographies, etc.

NOTE

It is not necessary to use full color in every Library publication. This color palette should be considered when making design choices as color helps maintain the Library District's identity. Publications and signage are not limited to this palette, but should not clash with colors in the Library palette.

PMS 548

R 0
G 102
B 51

HEX = 003366

PMS 209

R 153
G 51
B 0

HEX = 990033

PMS 617

R 204
G 153
B 204

HEX = CCCC99

PMS 3285

R 0
G 153
B 153

HEX = 009999

PMS 174

R 153
G 0
B 102

HEX = 996600

PMS 356

R 0
G 51
B 153

HEX = 009933

LIBRARY FONTS

Primary

Calibri is the official font for the Palatine Public Library District logo, letterhead, envelopes, and business cards. This font may also be used in publications for headlines, titles, and body copy.

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Fonts

Secondary fonts are suggested for use in other publications where Calibri is not required.

EXAMPLES

Main Library signage:

Minion Pro (bold and italic also)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CG Omega (bold and italic also)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

North Hoffman Branch signage:

Franklin Gothic Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rand Road Branch signage:

Candara Bold (italic also)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Library Website:

Arial Rounded MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Library Board Documents:

Arial (bold and italic also)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO USAGE

WHERE

PPLD Logo will appear on:

- all Library publications – external and internal ie.; posters, brochures, flyers, stationery
- home website (www.palatinelibrary.org) – top left corner and all linked pages
- digital display screen

Partnership Agreements

When in partnership with another organization or group of organizations, the PPLD logo shall be used on all publications related to partnering event.

NOTE

PPLD Logo will NOT appear on any affiliate publications such as: Friends of the Palatine Public Library or Palatine Public Library District Foundation.

Layout Guidelines

For the purposes of in-house posters, signage, and digital display, it is acceptable to use the Library logo without address information.

EXAMPLES

For the purposes of outside publications (anything that will be posted outside of Library District facilities or distributed to the public) such as; posters, newsletters, brochures, flyers, hand-outs, bookmarks, and stationery it is necessary to use the Library logo AND include address and contact information.

> These examples are for placement on the back-side of brochures, flyers, bookmarks, and hand-outs in either full color or black and white.

> This example is for placement on the back of a bookmark, front bottom of posters, or other publications that may have a horizontal orientation.

LOGO USAGE

Stationery

These are examples of official Library stationery.

Business cards

Letterhead
NOTE:
Template is available for staff
to use in Word format.
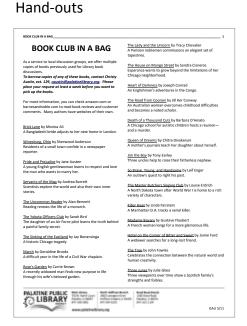
Envelopes
#10 - black and white

LOGO USAGE

Templates
(link to Intranet)

To ensure consistency and brand recognition, staff must use templates for these documents, publications and signage:

Bibliographies	Forthcoming Fiction
Flyers	NWT Bestseller List
Bookmarks	Display Signs
Hand-outs	

Bibliography Template.doc

NYT Bestseller 11 x 17 template.doc

Forthcoming Titles w-footer.doc