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# 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.

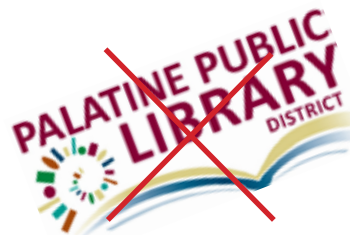
### EXAMPLES

	<b>Main Library</b> 700 N. North Court Palatine, IL 60067 847-358-5881 Mon-Thurs 9-9 Fri 9-6 Sat 9-5 Sun 12-5	<b>North Hoffman Branch</b> 3600 Lexington Drive Hoffman Estates, IL 60132 847-282-5440 Mon-Fri 11-7 Sat 9-3 Sun closed	<b>Rand Road Branch</b> 1385 Rand Road Palatine, IL 60074 847-202-1194 Mon & Thurs 11-7 Tues & Wed 10-6 Fri 10-4 Sat & Sun closed
	www.palatinelibrary.org		

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	www.palatinelibrary.org		

### NOT ACCEPTABLE:

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



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# 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.

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# 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.


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 PMS 548  
R 0  
G 102  
B 51  
HEX = 003366


 PMS 209  
R 153  
G 51  
B 0  
HEX = 990033

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 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

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# 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](http://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.

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.

## EXAMPLES

<b>Main Library</b> 700 N. North Court Palatine, IL 60067 847-358-5881 Mon-Thu 9-9 Fri 9-6 Sat 9-5 Sun 12-5	<b>North Hoffman Branch</b> 3600 Lexington Drive Hoffman Estates, IL 60192 847-936-0220 Mon-Fri 11-7 Sat 9-3 Sun closed	<b>Rand Road Branch</b> 1585 Rand Road Palatine, IL 60074 847-202-1194 Mon & Thurs 11-7 Tues & Wed 10-6 Fri 10-4 Sat & Sun closed
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[www.palatinelibrary.org](http://www.palatinelibrary.org)

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# LOGO USAGE

## Stationery

These are examples of official Library stationery.

Business cards



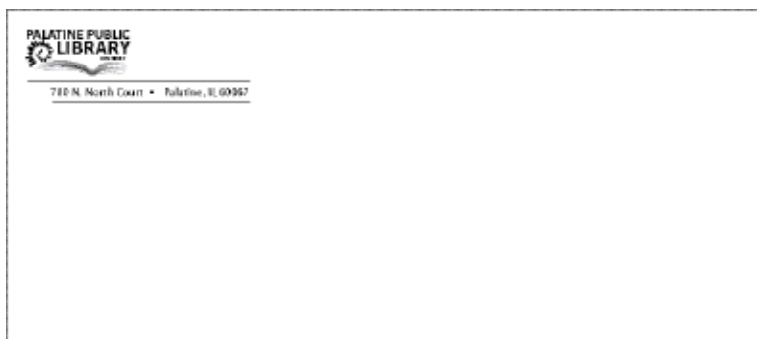
Letterhead

**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
- Fliers
- NWT Bestseller List
- Bookmarks
- Display Signs
- Hand-outs

**BOOK CLUB IN A BAG**

As a service to local discussion groups, we offer multiple copies of books previously used for Library book discussions.

To borrow copies of any of these books, contact **Christy Austin, ext. 129, [caustin@palatinelibrary.org](mailto:caustin@palatinelibrary.org)**. Please place your request at least a week before you want to pick up the books.

For more information, you can check [amazon.com](http://amazon.com) or [barnesandnoble.com](http://barnesandnoble.com) to read book reviews and customer comments. Many authors have websites of their own.

**Book List:** by Monica Ali  
A Bangladeshi bride adjusts to her new home in London.

**Windsor, Ohio:** by Sherwood Anderson  
Residents of a small town confide in a newspaper reporter.

**Pride and Prejudice:** by Jane Austen  
Three uncles help to raise their fatherless nephew.

**Sons of the Mar:** by Andrea Barrett  
Scientists explore the world and also their inner stories.

**The Uncommon Reader:** by Alan Bennett  
Reading renews the life of a monarch.

**The Yokota Officers Club:** by Sarah Bird  
The daughter of an Air Force pilot learns the truth behind a painful family secret.

**The Sinking of the Lusitania:** by Jay Bonansinga  
A historic Chicago tragedy.

**March:** by Geraldine Brooks  
A difficult year in the life of a Civil War chaplain.

**Room's Garden:** by Carrie Brown  
A recently widowed man finds new purpose in life through his wife's beloved garden.

**The Lady and the Unicorn:** by Tracy Chevalier  
A Parisian nobleman commissions an elegant set of tapestries.

**The House on Mango Street:** by Sandra Cisneros  
Esperanza wants to grow beyond the limitations of her Chicago neighborhood.

**Heart of Darkness:** by Joseph Conrad  
An Englishman's adventures in the Congo.

**The Road from Coonara:** by Hilary Ker Conway  
An Australian woman overcomes childhood difficulties and becomes a noted scholar.

**Death of a Thousand Cats:** by Barbara D'Amato  
A Chicago school for autistic children hosts a reunion—and a murder.

**Queen of Dreams:** by Chitra Divakaruni  
A mother's journals teach her daughter about herself.

**Jim the Boy:** by Tony Earley  
Three uncles help to raise their fatherless nephew.

**So Brave, Young, and Handsome:** by Leif Enger  
An outlaw's quest to right his past.

**The Master Butchers Singing Club:** by Louise Erdrich  
A North Dakota town after World War I is home to a rich variety of characters.

**Kiss Kiss:** by Linda Fairstein  
A Manhattan D.A. tracks a serial killer.

**Madame Bovary:** by Gustave Flaubert  
A French woman longs for a more glamorous life.

**Hold on to the Corner of Bitter and Sweet:** by Jamie Ford  
A widower searches for a long-lost friend.

**The Tree:** by John Fowles  
Celebrates the connection between the natural world and human creativity.

**Three Junes:** by Julia Glass  
Three viewpoints over time show a Scottish family's strengths and foibles.

**Palatine Public Library**  
1000 N. Lincoln St., Palatine, IL 60067  
630.353.2200  
www.palatinepubliclibrary.org

Bibliography Template.doc

**New York Times Bestseller List**  
Rankings reflect sales for the week of December 25, 2011

FICTION		NON-FICTION	
Title & Description	Call Number	Title and Description	Call Number
1 <b>THE PATROL</b> by Michael Connelly. Sherry Bosch of the L.A.P.D. reviews both the operations of a wildlife killer and a political conspiracy.	New Adult Biography 973.7092/08E	1 <b>STAY GOLD</b> by Walter Isaacson. A biography of the recently deceased entrepreneur, based on 60 interviews with jobs conducted over two years.	New Adult Biography 973.7092/08E
2 <b>ALFIE</b> by Stephen King. An English teacher travels back to 1958 by way of a time portal in a Maine diner. His assignment is to stop Lee Harvey Oswald.	New Adult Non-Fiction 973.7092/08E	2 <b>RAINING ROCKETS</b> by Bill O'Reilly and Martin Dugard. The controversial looks at the heart-tugging events surrounding the assassination of Abraham Lincoln.	New Adult Non-Fiction 973.7092/08E
3 <b>EXPLORE! EXPLORE!</b> by Janet Evanovich. After a drunken accident in Hawaii, Stephanie Plum becomes the target of an international killer.	DN ORDER	3 <b>WALKING WITH BEASTS</b> by Glenn Beck and Mark Hall. How Washington turned himself into the indispensable man.	DN ORDER
4 <b>THE UNDISCOVERED COUNTRY</b> by John Grisham. Parties to a small law firm take on a big case after a fast-track hospital goes down.	New Adult Biography 973.7092/08E	4 <b>WINDMILLS</b> by Laura Hillenbrand. An Olympic runner's story of survival as a prisoner of the Japanese in World War II.	New Adult Biography 973.7092/08E
5 <b>HELL BROTHERS</b> by James Patterson. Alex Cross investigates when the president's children are kidnapped, but the F.B.I. and C.I.A. stand in his way.	New Adult Biography 973.7092/08E	5 <b>BACK REVENUE</b> by Chris Matthews. An admiring portrait.	New Adult Biography 973.7092/08E
6 <b>THE BEST OF ME</b> by Nicholas Sparks. Twenty-five years after their high school romance ended, a man and woman who have gone their separate ways return to their North Carolina town for the funeral of a friend.	New Adult Biography 973.7092/08E	6 <b>ASSASSINING THE GREAT</b> by Robert E. Massie. The life of the major 18th-century German prince who became Emperor of all the Russias.	New Adult Biography 973.7092/08E
7 <b>YOUNG WOLFGANG</b> by Jon Grafflin. Pursuing a chapter, young Wolfgang discovers that what came to be a great organized gang.	New Adult Non-Fiction 973.7092/08E	7 <b>THINKING FAST AND SLOW</b> by Daniel Kahneman. The science of the mind's dramatic course discusses how we make choices in business and personal life and what we can and cannot trust our instincts.	New Adult Non-Fiction 973.7092/08E
8 <b>THE MATHIAS PRODIGE</b> by Steve Gelation. James Fraser, a paroled jailbird prisoner, and Lord John's only collaborator unmask on a mission to Ireland.	New Adult Non-Fiction 973.7092/08E	8 <b>BLACK TIE</b> by Bill Clinton. The former president argues that cooperation between the private sector and government is necessary to restore prosperity.	New Adult Non-Fiction 973.7092/08E
9 <b>REDEEMED</b> by Michael Chabon. Seven graduate students, introduced by an end entrepreneur, do battle.	New Adult Non-Fiction 973.7092/08E	9 <b>ACQUITTANCE</b> by Michael Grant. A look at some of the greatest legends told by the financial collapse of 2008.	New Adult Non-Fiction 973.7092/08E
10 <b>REDEEMED</b> by Michael Chabon. Seven graduate students, introduced by an end entrepreneur, do battle.	New Adult Non-Fiction 973.7092/08E	10 <b>THE ARCADE FIRE</b> by Dave Karger. The stress uses the mother's dream as a springboard for the examination of our life.	New Adult Non-Fiction 973.7092/08E
11 <b>LOVE</b> by Nishida Muraoka. In 1980s Tokyo, a woman who pursues perceptions of domestic violence has ties to an aspiring novelist with an unusual talent.	New Adult Non-Fiction 973.7092/08E	11 <b>THE WINDMILLS</b> by Peter Schweizer. Inside the White House.	New Adult Non-Fiction 973.7092/08E
12 <b>OUTER SPACE</b> by Gregory Maguire. Elisha's grandmother has taken up her legacy book (the first volume of the Wildcat Years).	New Adult Non-Fiction 973.7092/08E	12 <b>HEAVEN &amp; EARTH</b> by Todd Burpo with Lynn Vincent. A book encounter with Jesus and the angels.	New Adult Non-Fiction 973.7092/08E
13 <b>THE MARRIAGE MAN</b> by Jeffrey Eugenides. Three Brown graduates in the early 1980s, wedded with love, religion and career of sex.	New Adult Non-Fiction 973.7092/08E	13 <b>HOW I GOT THIS WAY</b> by Regis Philbin. The recently retired co-host of "Live With Regis and Kelly" talks back.	New Adult Non-Fiction 973.7092/08E
14 <b>DOGS BARK</b> by Chae Costner and Graham Brown. In the north N.W.A. film novel, Kurt Austin and his crew uncover a top technological nuclear reactor.	New Adult Non-Fiction 973.7092/08E	14 <b>IMPERFECT JUSTICE</b> by Jeff Rubin with Lisa Fultzer. A prosecutor's account of the Casey Anthony trial.	New Adult Non-Fiction 973.7092/08E
15 <b>THE SLOW ANGEL</b> by Glenn Beck. A woman re-examines her life.	New Adult Non-Fiction 973.7092/08E	15 <b>ACQUITTANCE: REVENGE, MURDER, CONSPIRACY, AND THE WHITE HOUSE</b> by Peter Schweizer. A woman re-examines her life.	New Adult Non-Fiction 973.7092/08E

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NYT Bestseller 11 x 17 template.doc

**FORTHCOMING TITLES**

<p><b>FICTION</b></p> <p><b>November</b> Baldacci, David – <i>Hell's Corner</i> Gingrich, Newt &amp; William B. Franzen – <i>Volley Forge: George Washington and the Crucible of Victory</i> Grass, Günter – <i>The Box: Tales from the Darkroom</i> Maron, Margaret – <i>Christmas Mourning</i> Pronzini, Bill – <i>The Hidden: A Novel of Suspense</i> Rice, Anne – <i>Of Love and Evil</i></p> <p><b>December</b> Clancy, Tom – <i>Dead or Alive</i> Clark, Mary Jane – <i>To Have and to Kill: A Wedding Cake Mystery</i> Hunter, Stephen – <i>Dead Zero</i> Koonitz, Dean – <i>What the Night Knows</i> Murphy, Shirley Rousseau – <i>Cat Coming Home: A Joe Grey Mystery</i></p> <p><b>January</b> Crab, Robert – <i>The Sentry</i> Iles, Greg – <i>Unwritten Laws</i> Koryta, Michael – <i>The Cypress House</i> Lester, John – <i>Damage</i> Meltzer, Brad – <i>The Inner Circle</i> Moring, Karen Marie – <i>Shadowfever</i> Parker, T. Jefferson – <i>The Border Lords</i> Phillips, Susan Elizabeth – <i>Call Me Treasonable</i></p>	<p><b>NON-FICTION</b></p> <p><b>November</b> Caine, Sir Michael – <i>The Elephant to Hollywood</i> Hilbrand, Laura – <i>Unbroken: A World War II Airman's Story of Survival, Resilience, and Redemption</i> Korda, Michael – <i>Hero: The Life and Legend of Lawrence of Arabia</i> Robbe, David &amp; Kristen Mukhlil – <i>A Rope and a Prayer: A Kidnapping from Two Sides</i> Scottoline, Lisa with Francesca Scottoline Serritella – <i>My Next isn't Empty, It Just Has More Closet Space</i> Stretland, Barbara – <i>My Passion for Design</i></p> <p><b>December</b> Abbott, Karen – <i>American Rose: A Nation Laid Bare: The Life and Times of Gypsy Rose Lee</i> Bach, David – <i>Debt Free for Life: The Finish Rich Plan for Financial Independence</i> Ban Breathnach, Sarah – <i>Peace and Plenty: Finding Your Path to Financial Serenity</i> Brown, Mike – <i>How I Killed Pluto and Why It Had It Coming</i> Taubes, Guy – <i>Why We Get Fat: And What to Do About It</i></p> <p><b>January</b> Freeman, Philip – <i>Alexander the Great</i> Friedman, George – <i>The Next Decade: Where We've Been...and Where We're Going</i> Lawrence, Greg – <i>Jackie as Editor: The Literary Life of Jacqueline Kennedy Onassis</i> Muhvany, Kieran – <i>The Great White Bear: A Natural and Unnatural History of the Polar Bear</i> Schaeffer, Laura – <i>Surviving a Shark Attack (on Land): Overcoming Betrayal and Dealing with Revenge</i> Simmons, Russell with Chris Morrow – <i>Super Rich: A Guide to Having It All</i></p>
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Forthcoming Titles w-footer.doc