Vernon Area Public Library Visual Style Guide
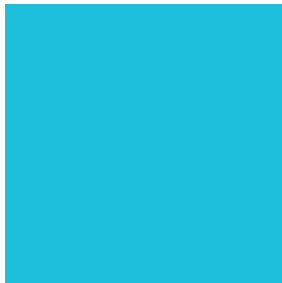
Vernon Area Public Library

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Vernon Area
Public Library

VERNON AREA PUBLIC LIBRARY

Colors

Library Blue
Pantone 311 C

CMYK: 68 0 13 0
RGB: 5 195 222

#05c3de

Teen Green
Pantone 368 C

CMYK: 65 0 100 0
RGB: 120 190 32

#78be20

Adult Blue
Pantone 285 C

CMYK: 90 48 0 0
RGB: 0 114 206

#0072ce

Youth Purple
Pantone 258 C

CMYK: 51 79 0 0
RGB: 140 71 153

#8c4799

Colors

Early Learning Orange
Pantone 1585 C

CMYK: 0 61 97 0
RGB: 255 106 19

#ff6a13

Business Green
Pantone 3405 C

CMYK: 88 0 68 0
RGB: 0 175 102

#00af66

ELL Red
Pantone 185 C

CMYK: 0 93 79 0
RGB: 228 0 43

#e4002b

Senior Maroon
Pantone 7426 C

CMYK: 5 99 44 22
RGB: 164 18 63

#a4123f

Museo Sans Rounded 500

Museo Sans Rounded 700

Museo Sans Rounded 900

Museo Sans 500

Museo Sans 700

Museo Sans 900

Museo Slab 500

Museo Slab 700

Museo Slab 900

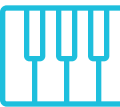**Tisa Sans Pro (newsletter)**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Nunito Regular (web)

Nunito Bold (web)

Icons

- Line art
- Clean
- Friendly
- Rounded lines

GETTY IMAGES: WONDERFULPIXEL

Stock Images

1ST CHOICE

Photos of patrons
and library space

2ND CHOICE

Friendly, flat
illustration

3RD CHOICE

Realistic, candid
stock photography

Examples

Newsletter cover

Vernon Area Public Library

SUMMER 2018

INSIDE
Earn prizes in Summer Library Club PP 3, 7, 9, 11
Library Garden benefits food pantry P 1
Get in on the Great American Read P 2

Wayfinding signage

pass through to
Annex

→

Restroom

→

Media Lab graphic

Preserve & Create in the Media Lab

DIGITIZE PHOTOS, SLIDES, & VHS

WEBSITE DEVELOPMENT

VIDEO EDITING

GRAPHIC DESIGN

Reserve at the Adult Desk

September Early Learning Calendar

★ **EARLY LEARNING TIP**
Play with sounds by making up silly rhymes. For example, "The fox is in the box, playing with a grox!" Let your child add new rhymes. Hearing sounds inside words is a vital component of learning to read.

TICKET: Get your free tickets at the library on the day of the program. First-come, first-served.

REGISTER: Registration required. Sign up at calendar.vapld.info or call 224-543-1486.

DROP IN: No ticket or registration required.

ADULTS & SIBLINGS
All children must be accompanied by an adult (except at Preschool Storytime) and siblings are always welcome.

VERNON AREA PUBLIC LIBRARY
300 Olde Half Day Rd.
Lincolnshire, IL 60069

September Early Learning

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 — Under 5 Family Time 0–5 years 10:30 AM TICKET
3 — Library Closed	4 — Baby Rhyme Storytime 0–14 months • 9:30 or 11 AM TICKET; New Parents & Babies Playgroup 0–14 months • 10–11 AM DROP IN; Science Detectives 3–6 years • 1:30 or 6:30 PM REGISTER	5 — Preschool Storytime 3–5 years 10 AM or 1:30 PM TICKET	6	7	8
10 — Together 2s & 3s 2–3 years 9:30 or 10:30 AM TICKET	11 — Wiggling Ones 12–24 months 9:30 or 10:30 AM TICKET; Tuck-me-in Tales 0–6 years 6:30 PM TICKET	12 — Preschool Storytime 3–5 years 10 AM or 1:30 PM TICKET	13	14 — Library Opens at 1 PM	15 — A Taste of Storytime 0–5 years 10 AM TICKET
17 — Together 2s & 3s 2–3 years 9:30 or 10:30 AM TICKET	18 — Wiggling Ones 12–24 months 9:30 or 10:30 AM TICKET	19 — Baby Rhyme Storytime 0–14 months 9:30 or 11 AM TICKET; New Parents & Babies Playgroup 0–14 months 10–11 AM DROP IN	20 — Preschool Storytime 3–5 years 10 AM or 1:30 PM TICKET	21	22 — Family Concert: Future Hits all ages 11 AM REGISTER
24 — Bringing Mindfulness into Parenting adults only 9:30 AM REGISTER; Together 2s & 3s 2–3 years 9:30 or 10:30 AM TICKET	25 — Wiggling Ones 12–24 months 9:30 or 10:30 AM TICKET	26 — Baby Rhyme Storytime 0–14 months 9:30 or 11 AM TICKET; New Parents & Babies Playgroup 0–14 months 10–11 AM DROP IN	27 — Kindergarten Readiness 4–5 years 4:30 PM REGISTER	28	29

Science Sleuths page

SCIENCE SLEUTHS
Conservation

Words to Know

Conservation is the preservation, protection, and careful management of natural resources.

Natural resources are the lands, forests, energy sources, and minerals existing naturally in a place and can be used by people.

Renewable energy resources (such as the wind, sun and water) constantly replenish themselves and will not be depleted over time.

Sustainability is using a natural resource responsibly so that the resource is not depleted or permanently damaged for future generations.

Websites for Further Investigation

EEK! Environmental Education for Kids
http://dnr.wi.gov/eek

Climate Kids (NASA)
http://climatekids.nasa.gov

Energy Kids
http://www1.eere.energy.gov/kids

Nature Conservancy
http://www.nature.org

World Wildlife Fund
http://worldwildlife.org

Amazing Facts

In Copenhagen, Denmark, hundreds of thousands of people bike to work each day.

If your family uses a low-flow showerhead, you can save thousands of gallons of water each year.

Making cans from recycled metal takes 95 percent less energy and 95 percent less greenhouse gas emissions than using new metal.

VERNON AREA PUBLIC LIBRARY

Popular Picks

Popular Picks

TEDx VernonAreaLibrary
x = independently organized TED event

TED Red
Pantone 485

CMYK: 0 100 100 0
RGB: 230 43 30

#e62b1e

Program Identities – One Book, One Community

Lime Green
Pantone 380

CMYK: 18 0 82 0
RGB: 219 228 66

#dbe442

Dark Blue
Pantone 5265

CMYK: 86 83 9 45
RGB: 64 58 96

#403a60

Dark Green
Pantone 346

CMYK: 53 0 51 0
RGB: 113 204 152

#71cc98

Red
Pantone 7416

CMYK: 0 72 70 0
RGB: 229 106 84

#e56a54