

## Library Communications and Branding Manual

### **Why Branding is Important**

Consistency of style across all communications created by an organization builds identity. Each piece of communication is a small part of the public image of the library. When these pieces are consistent and comprehensible, the public image comes into sharp focus. The Indian Trails Public Library District adheres to its own style in communications in order to convey professionalism, enhance clarity and maintain a consistent public image.

All Indian Trails Public Library District communications materials should conform to our style guidelines. This applies to printed materials, electronic communications and any other documents created for an external audience, or that represents the organization in the public eye.

### **AP Style**

The library follows *The Associated Press Stylebook*. In areas where there are no guidelines, Communications staff consult *The Chicago Manual of Style*, dictionaries and online resources for best practices. Deviations from those rules, items not included in that reference book and items to which library employees should pay particular attention are listed in this *Style Guide* in alphabetical order.

### **Updates and Distribution**

This manual will be updated periodically, and all staff will be notified of any changes. All external communications pieces (excluding personal communications such as letters and memos) must be reviewed by the communications department prior to distribution.

## Application of Library Style

### Library name

The name of the organization should always be referred to for the first time as **Indian Trails Public Library District**. After first reference, **Indian Trails Library** may be used. After initial reference, the word "library," when used alone, is lowercase in library publications. The legal name of the library is **Indian Trails Public Library District**. If abbreviating Indian Trails Public Library District, use **ITPLD**, following its full name.

### Library logo

Initial documents requiring the library logo should be sent to the Graphics prior to distribution for logo placement or approval of placement. This will maintain the integrity of the logo so it does not become distorted or misshaped, and ensures the correct placement to maintain the branding of the organization. For staff who are knowledgeable about inserting art, the logo is also available on Google Drive: Library Masters: Library Logo in various formats. Questions about the use of the logo should go to the Communications Department.

### Boilerplate

A boilerplate is used when there is a need to provide a general description of the organization. Boilerplate also refers to text that remains the same in each publication. The approved boilerplate for the Indian Trails Public Library District is:

The Indian Trails Public Library District serves 67,000 residents in Wheeling, Buffalo Grove and Prospect Heights by providing programs, services and resources that enrich and engage the community.

Shorter version: The Indian Trails Public Library District serves 67,000 residents in the communities of Wheeling, Buffalo Grove and Prospect Heights.

### Tagline

The approved tagline for the library is:

Embracing Culture. Connecting Community. Igniting Curiosity.

*Or*

Culture. Community. Curiosity

### Approved Fonts

The approved fonts for documents are **Myriad Pro** and **Century Gothic** (or Muli if not available).

Exceptions include: Policies, procedures and talking points where approved fonts are **Times New Roman, Arial** and **Verdana**

Web fonts are **Futura**.

Fonts for external materials are selected by the designers within the guidelines for the library.

### **Spacing**

Use **one** space at the end of a sentence, no matter the punctuation.

Use one space after a colon.

### **Templates (letterhead, PowerPoint, fax covers, etc.)**

A set of templates is available for staff use on Google Drive: Library Masters

To use the template documents, open the document then click **File — Save As** then rename the document and save it into a personal folder. Please do not type on the original templates.

### **Letterhead**

The library does not order letterhead. All letters for print or those to be sent electronically can be typed on the letterhead template in Google Drive: Library Masters: Letterhead. Do not change the page setups or margins; start typing where the cursor is in the document. A small supply of letterhead and envelopes professionally printed on linen paper are kept on hand for formal communications.

### **Press Releases**

Press releases are written and approved by Communication Services prior to submission. Communications staff may request staff submit basic content so we may better understand the angle and story. Most press releases are submitted as text into the body of the email or posted into online calendars. Formatting is as follows:

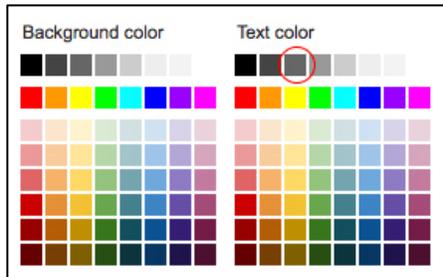
- headline centered, 14 pt. type and bold, subhead centered, 12 pt. type and bold
- spacing 1.5 lines
- indented paragraphs
- flush left, jagged right
- one-sided
- first page on approved press release formatted paper/template
- “-more-” at the bottom of each page to indicated additional pages
- top left hand corner of each additional page, “Page 2 (or 3, etc.)” to denote new page
- use “# # #” or “-30-” to end the release
- contact information flushed left in bottom left corner
- The organization’s boilerplate is located on the bottom of the final page after the # # # or -30- notation.

## Email Signature

Font: Sans Serif

Size: Normal

Color: Use color indicated for text



Signature for email should be written like this:

**Susan Dennison** | Communications & Development Manager



355 Schoenbeck Rd.  
Wheeling, IL 60090

direct 847.279.2222  
main 847.459.4100  
web [www.itpld.org](http://www.itpld.org)

Reading: *Pride and Prejudice* by Jane Austen

Additional information may include the following **Choose only two**

- Quote about libraries or reading
- What you are reading, listening to or watching
- Pronouns you prefer (she, her; they, them; etc.)
- Project you are working on
- Clifton Strengths **EX:** [Clifton Strengths: Strategic | Input | Achiever | Intellection | Futuristic](#)

Link to these social media sites. Hyperlinks below.



Facebook: <https://www.facebook.com/indiantrailslibrary/>

Twitter: <https://twitter.com/IndianTrailsLib>

Instagram: <https://www.instagram.com/indiantrailslibrary/>

Flickr: <https://www.flickr.com/photos/indiantrailslibrary/albums>

## Logo, Fonts and Colors



Indian Trails  
Public Library District

---

COLOR PALETTE



PMS Cool  
Gray 6  
#A7A9AC



PMS 630  
#72C7CB



PMS 294  
#385988

---

FONTS

**Headlines:** Century Gothic

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

**Body Copy:** Myriad Pro

abcdefghijklmnop  
opqrstuvwxyz

---

ADDITIONAL LOGOS





Indian Trails  
Public Library



INDIAN TRAILS PUBLIC LIBRARY DISTRICT  
FOUNDATION

---

GRAYSCALE



Indian Trails  
Public Library District

---

FOOTER



Indian Trails Public Library District • 355 Schoenbeck Rd., Wheeling IL 60090 • 847.459.4100 • [www.itplid.org](http://www.itplid.org)

## Commonly Used Words

### Academic Degrees

When possible, do not abbreviate the degree.

**EX:** John Jones, who has a doctorate in psychology, . . .

The following is the correct usage:

**EX:** bachelor's degree, master's degree

**EX:** Bachelor of Arts, Master of Science

**EX:** associate degree

Abbreviations are as follows:

**EX:** B.A., M.A., and Ph.D. John Smith, Ph.D., spoke.

### Acronyms

With few exceptions, avoid using an acronym on first reference. Spell out the words and place the acronym in parentheses after the words. The acronym may be used after the first reference. Do not include periods between letters of an acronym unless it is a formal name used by the organization.

**EX:** The chief executive officer (CEO) of ABC Company is speaking at the conference.

**EX:** The Illinois Library Association (ILA) meeting is next week.

To pluralize an acronym, add "s." No apostrophe is necessary.

**EX:** Several CEOs will be at the conference.

### Addresses

Always use Arabic numerals for street numbers. Spell out first through ninth when used as street names. (Exception to this is copy for the newsletter where space is tight.) Always include and abbreviate the appropriate street designation: street, road, avenue, etc.

Use appropriate post office abbreviations for states when listing a mailing address. Use a comma after the ZIP code in a sentence.

**EX:** Send to 199 N. First St.

**EX:** 123 N. 10<sup>th</sup> St., Chicago, IL 60610

### African-American

The word is always hyphenated and is used in referring to African-American History Month. "Black" is also acceptable, but not recommended.

### After school

Not hyphenated when used as an adverb describing a time.

**EX:** Join us after school for homework help.

**After-school**

Hyphenated when modifying a noun.

**EX:** Join us for Teen Time, an after-school program.

**Ages**

Always use figures. Ages expressed as adjectives before a noun or as substitutes for a noun need hyphens.

**EX:** a 5-year-old boy

**EX:** the boy is 5 years old

**EX:** a program for 5-year-olds

**Ampersand**

Only use an ampersand when part of an official name (Procter & Gamble), otherwise use "and." (Exception: dates and times for newsletter)

**Audiovisual**

One word, lowercase

**Award-winning**

Hyphenated when modifying a noun, lowercase

**Backward**

Not "backwards"

**Between/among**

Use "among" when there are more than two.

Use "between" to show a relationship between two objects only. "Between" takes an objective pronoun—me, her, him.

**USE:** "It is between you and me." **OR:** "There was an agreement among the three friends."

**DON'T USE:** "Between you and I."

**Biannual/biennial**

"Biannual" is twice a year. Most prefer to use the term "semiannual" instead. "Biennial" is every two years.

**Bimonthly/Semimonthly**

Bimonthly is every two months. Semimonthly is twice a month. No hyphen.

**Blu-ray**

Not Blu-Ray

**Board of trustees**

Do not capitalize "board of trustees" or "trustees," unless referring to the full name.

**EX:** Indian Trails Public Library District Board of Trustees

**Booklist**

One word, lowercase

**Booktalk**

One word, lowercase

**Bookbag**

One word, lowercase

**Caregivers**

One word, lowercase

**Check out**

Use as two words when describing an action.

**Checkout Desk**

Use checkout as one word when used as a modifier.

**City/Village**

Do not capitalize when used in "city of" unless referring to an official title. Do not capitalize when used as an adjective to indicate level of jurisdiction. In some rare cases, "city of" is part of the official name of an organization and should be capitalized. In most cases, "city of" can be eliminated and only the name of the city used.

**EX:** The City of Chicago Department of Public Health. **OR (preferred):** Chicago Department of Public Health

**EX:** The Village of Wheeling

**EX:** The city Department of Public Health

**Commas**

Nothing is more abused than the use of commas, whether there are too few, not enough or misplaced. Commas can help avoid confusion: Let's eat Grandma. vs. Let's eat, Grandma. In the first example, Grandma is an entrée. In the second example, we want Grandma to join us at the table for a meal.

For library publications, don't add the final serial comma in a listing (usually before the word "and"), unless there will be confusion in the sentence's meaning.

**EX:** John had a ball, bat, glove and uniform.

**EX:** We ate pizza, frog legs and caviar for dinner.

NOTE: While it is grammatically correct to add a comma between “glove” and “and” it isn’t necessary and takes up extra space in print publications.

Insert a comma before the concluding conjunction in a series, if an integral element of the series requires a conjunction.

**EX:** Did you have toast, bacon, and green eggs and ham for breakfast?

When using commas within a series, use semicolons to separate items.

**EX:** Among those present at the meeting were Moe Howard, county executive; Don Knotts, library director; and Jerry Mathers, associate director.

### **Complement/Compliment**

"Complement" is something that supplements. "Compliment" is praise or the expression of courtesy.

### **Compose/Comprise/Constitute**

"Compose" is to create or put together. "Comprise" is to contain, to include all or embrace. "Constitute" is to make up, to be the element of.

### **Contractions**

Generally speaking contractions do not belong in formal writing, but it is permissible for the newsletter because of space considerations and a desired air of informality. Contractions are acceptable and encouraged in social media.

### **Dates**

When writing a date within a sentence, do not abbreviate the day or month and include a comma after the year:

**EX:** Thursday, October 25, 2013 **OR:** October 25, 2013

If only using the month and year (no date) spell out the month. There is no comma between the month and year:

**EX:** October 2011

When writing a date range, use a dash in this format:

**EX:** Thursday, October 25-Friday, November 2, 2011

**EX:** October 25-28, 2011

When writing a date range that crosses from one year to another use this format:

**EX:** December 31, 2011-January 1, 2012

Do not use “st”, “th”, “rd,” “nd” with dates.

**YES:** We went July 4.

**NO:** We went July 4<sup>th</sup>.

Do not use the word “on” when using dates.

**YES:** We had the party December 7.

**NO:** We had the party on December 7.

### **Decades**

When referring to a decade, do not insert an apostrophe between the zero and the “s.” In informal contexts, it is acceptable, to shorten the decade by removing the first two numbers of the year and adding an apostrophe before the last two numbers.

**EX:** That program was developed in the 1990s.

**EX:** That program was developed in the '90s.

### **Different from**

Not “different than”

### **DIY**

Abbreviation for Do-It-Yourself, no periods

### **Downward**

Not “downwards”

Drive-up

Hyphenated when used as a modifier.

**EX:** Pick up at the drive-up window.

### **Drop-in**

Hyphenated when used as a modifier

### **Electronic Terms**

The American Library Association and its divisions use a variety of spelling for e-books. These include E-book, ebook and eBook. Similarly, e-mail and email are both accepted terms. The approved use for the Indian Trails Library is:

**Email, e-book, e-resource, e-audiobooks, e-newsletter:** Do not capitalize the “e” unless it is the first word in the sentence. Hyphenate all except email.

### **Ellipsis ( ... )**

Ellipsis are three typed periods used to indicate a deletion of one or more words when condensing quotes or texts. An ellipsis can also be used to indicate a thought the speaker or writer does not complete. Ellipsis are typed with a space before and after the three periods.

**EX:** It was the worst of times ... best of times.

### **Em dash (—)**

It is a symbol used in writing and printing to indicate a break in thought or sentence structure, to introduce a phrase added for emphasis, definition, or explanation or to separate two clauses. It separates the parenthetical phrase from the sentence.

**EX:** John walked down the road and around the corner – taking his time and whistling as he went – to get to school.

### **Email**

When typing an email address, use all lowercase letters. Email addresses can be sent to @indiantrailslibrary.org or @itpld.org (preferred).

**EX:** jsmith@itpld.org

### **En dash (-)**

Origin of the word is from the printing world meaning the “width of an N” and is “1/2 the width of an em dash.” A symbol used in writing and printing to connect continuing or inclusive numbers or to connect elements of a compound adjective when either of the elements is an open compound.

**EX:** 1880-1945

**EX:** New York-Princeton trains

### **Entitled/Titled**

"Entitled" means having the right to something.

**EX:** She is entitled to the inheritance.

Use "titled" to introduce the name of a publication, speech, musical piece.

**EX:** The piece is titled, "Love and Illusion."

### **Farther/Further**

"Farther" refers to physical distance. "Further" refers to an extension of time or degree.

### **Fewer/Less**

Use "fewer" for individual items that can be counted.

**EX:** John has three fewer apples than Jim.

Use "less" for bulk or quantity that is measured (not counted).

**EX:** John has less hair than Jim.

### **First-come, first-served**

Hyphenated, lowercase

### **Flyer**

"Flyer" is the preferred term for someone who flies and a handbill/poster.

### **Forward**

Not “forwards”

### **From/To**

When indicating a span (of time, age, distance, etc.) use either the words “from” and “to” or an en dash. Do not use “from” without “to” and vice versa.

**EX:** The luncheon will be from 1 to 2 p.m. (from and to)

**EX:** The program is for children ages 10-14. (en dash)

### **Historic/Historical**

"Historic" means important. "Historical" refers to any event in the past.

### **ID**

Abbreviation for identification, no periods

### **i.e. OR e.g.**

These terms are not interchangeable. A comma follows both of them in a sentence.

i.e. means "that is." e.g. means "for example."

**YES:** Many workers expect to put in a forty-hour week, i.e., to work eight hours a day.

**NO:** Many workers expect to put in a forty-hour week, e.g., to work eight hours a day.

### **In regard to**

Not “in regards to.” You also may use “as regards” or “regarding.”

### **Insure/Ensure**

"Insure" means to establish a contract for insurance of some type. "Ensure" means to guarantee.

### **Interlibrary Loan**

Uppercase; ILL is acceptable for second reference.

### **internet**

Lowercase

### **Itpld.org**

May be used without www, but is not recommended. Lowercase all letters in URLs.

### **Irregardless**

There is no such word as “irregardless.” Use “regardless.”

### **Job titles**

Capitalize job titles if used before person’s name

Lowercase job titles if used after person’s name

**Jr./Sr.**

No comma should separate the designations "Jr." and "Sr." from a name.

**EX:** Martin Luther King Jr.

**Jump-start**

Hypenated

**Kickoff**

One word, no hyphen

**Kids Desk**

Refers to the desk in the KidZone

**KidZone**

Refers to the Youth Services area

**The Launch Pad**

Capitalize all three words

**Located**

In most cases, you don't need this word. Instead of "The store is located in the University Center," simply write, "The store is in the University Center." Instead of, "Where are you located?" write, "Where are you?"

**Login**

One word, lowercase when used as a noun. As a verb, "log in."

**Logon**

One word, lowercase when used as a noun. As a verb, "log on."

**Logout**

One word, lowercase when used as a noun. As a verb, "log out."

**Makerspace**

One word

**Me/Myself**

Avoid using "myself."

**YES:** You can tell your supervisor or me.

**NO:** You can tell your supervisor or myself.

The easy way to get this one right is to simply remove the other person from the sentence and then do what sounds correct. You would never say, "Give I a call," so you also wouldn't say, "Give Chris and I a call," it's "Give Chris and me a call." Don't be afraid of *me*.

Don't say "myself" because you're not sure whether "me" or "I" is the correct choice. "Myself" is only proper in two contexts:

**EX:** Many consider George mean, but I myself tolerate him.

**EX:** Which brings me to ask myself, why?

### **Members**

Refer to people who visit the library as "members." Avoid "customers," "readers" or "patrons."

### **Middle Ground**

Refers to the area in the library that serves grades 6-8.

### **More than/Over**

These are not synonyms. Use "more than" when you mean in excess of. Use "over" when referring to physical placement of an object, an ending or extent of authority.

**EX:** More than 500 people attended the conference.

**EX:** The plane is flying over Chicago.

### **Names of organizations**

Capitalize the full proper name of an organization, department, etc. Lowercase subsequent condensations of the name.

**EX:** The Bureau of Substance Abuse Prevention handles those issues. The bureau has an office in Chicago.

**EX:** The Chicago Public Library has a large collection. The library is open on Saturday.

### **Nonmember**

Not hyphenated, lowercase

### **Nonfiction**

Not hyphenated, lowercase

### **Nonprofit**

Not hyphenated, lowercase

### **Nonresident**

Not hyphenated, lowercase

### **Numbers**

Spell out numbers one through nine. For numbers 10 and above, use the numeral. If a number begins a sentence, spell it out.

The same rule applies to ordinal numbers: First through ninth are spelled out; 10<sup>th</sup> and above use numerals.

**On-site**

Hyphenated, lowercase

**Online**

Not hyphenated, lowercase

**Off-site**

Hyphenated, lowercase

**Offline**

Not hyphenated, lowercase

**Parallelism**

Keep bullet points, or lists of items, in parallel by beginning with the same part of speech.

**Example of a parallel list in a sentence:**

Over the weekend, Kevin *picked up* two books, *placed* a DVD on hold and *used* the library's computer.

To create bullet points: break the list into bullet points and it becomes clear:

Over the weekend, Kevin

- **Picked up** two books
- **Placed** a DVD on hold
- **Used** the library's computer

**Percent**

One word, do not use the symbol %, unless using in charts or graphs.

**Pick up**

Two words when used as a verb

**Pickup**

One word when used as a noun or adjective

**Possessives**

Nouns not ending in "s," add an apostrophe, followed by an "s."

**EX:** Michael's book

**EX:** Women's studies

Nouns ending in "s," add an apostrophe only.

**EX:** Charles' bicycle

**EX:** The Smiths' new car

**PowerPoint**

This is a copyrighted program. The official title is Microsoft PowerPoint. One word with both "Power" and "Point" capitalized.

**Pre-K**

Abbreviate for pre-kindergarten. Uppercase P and K with hyphen.

**Preschool**

One word, lowercase

**Quotation Marks**

Place a dash, semicolon, question mark, exclamation point and period inside quotation marks when it applies to the quoted matter only. Place it outside when it applies to the whole sentence.

**EX:** "Have you read *Gone with the Wind*"?

**EX:** "Did you like it?"

**Read-alikes**

Use for all references

**School-age**

Not school-aged. When used as an adjective preceding a noun, it requires a hyphen.

**Setup** (noun or adj) **Set up** (verb)

**Self-checkout**

Hyphenated

**Sign-up**

Hyphenate as a noun or modifier

**Sign up**

Verb or action

**Spaces after periods**

Use only **one** space after a period.

**Staff**

Staff, a collective noun like committee and team, is singular, unless it refers to a group as noted below.

**EX:** The staff is meeting to review safety procedures.

**EX:** The staff are specialists, recruited from all over the world.

### **State**

Do not capitalize when used in “state of” constructions, except State of the Union. In some rare cases, “state of” is part of the official name of an organization and should be capitalized. Do not capitalize when used as an adjective to indicate level of jurisdiction. In most cases, the use of “state” can be eliminated, as shown below:

**EX:** He lives in Illinois and works for the state Department of Human Services.

### **System-wide**

Hyphenated, lowercase

**T-shirt:** proper noun; capitalize.

**Takedown** (noun or adj) **Take down** (verb)

### **Telephone Numbers**

It is not necessary to list a “1” before a telephone number, even for a toll-free number. Use a dash between sections of the telephone number. Note: The exception is in promotional material and the newsletter where a period is used (847.459.4100).

**EX:** 847-459-4100

When including a person’s extension the format is:

**EX:** 847-459-4100, ext. 100

### **Time: a.m./p.m.**

The approved format is lowercase with periods between the letters. For times on-the-hour, do not use :00. Use a dash between numbers. NOTE: An exception is for newsletter copy and flyers where the periods are omitted due to space constraints.

When showing times within the a.m. or p.m. time frames:

**USE:** 9-11 a.m. **OR:** 5:30-7 p.m.

When showing times that cross over the a.m. and p.m. time frames:

**USE:** 10 a.m.-1:30 p.m.

### **Titles and capitalization**

When a formal title **appears before a person’s name**, each important word in the title should be capitalized. The title should not be separated from the name by commas.

General titles are not capitalized and are also not separated from the name by commas.

**EX:** Executive Director Jane Jones spoke at the meeting. (formal title)

**EX:** We’re looking forward to meeting novelist Jane Smith. (general title)

When a formal title **appears alone or after a person’s name**, it should not be capitalized.

**EX:** Jane Jones, executive director, spoke at the meeting.

**EX:** The library's executive director spoke at the meeting.

For creative works capitalize the principle words, including prepositions and conjunctions of four or more letters.

Capitalize "the, a, an" or words of fewer than four letters if they are the first or last words in a title.

Italicize the following: books, movies, plays, television shows, magazines, and full titles of albums or orchestral work. This detours from AP Style, which does not italicize works, but uses quote marks instead.

Use quote marks for song titles and magazine articles.

For orchestral works that do not refer to the full title, no special punctuation is used

**EX:** *New World Symphony*

**EX:** Beethoven's Symphony No. 9

**EX:** "The Star-Spangled Banner"

### **Toward**

Not "towards"

### **U.S.**

Period after U and S

### **Use/Utilize**

Use the more simple "use." "Utilize" is the awkward verb form of the obsolete adjective "utile."

### **Wi-Fi**

Hyphenated, uppercase W and F

### **World Wide Web/Internet**

Use "www" as part of a web address when the address is listed in a sentence. You do not need to use "www" if the web address is standing alone. Capitalize the first letter if at the beginning of a sentence. If a web address appears at the end of the sentence, include a period at the end of the sentence.

**EX:** library.org **OR** You can find us at www.itpld.org.

### **Web**

Lowercase (web)

### **Website**

One word, lowercase (website, also applies to webmaster, webpage, etc.)

**URLs (Uniform Resource Locators)**

Better known as internet addresses. When a URL does not fit on one line, return to the next line so that the complete address is on one line whenever feasible. In text the “www” is not necessary. Use a period if a URL ends a sentence.

**EX:** Log on to library.org.

Do not include “http://” when writing a URL, unless a reader would be unable to access the website without typing it in (check all addresses to ensure they work as written).

Avoid any other extraneous elements of URLs, such as “index.htm” or “home.html,” unless absolutely necessary. Whenever possible, simply list the home page of the site. If readers would be unable to find the information by looking at the home page, include the address to a section.

**EX:** For more information, see the “Books” section of library.org.

**EX:** For more information, see library.org/books.

**Xerox™/Photocopy**

Xerox™ is a trademark for a brand of photocopy machine and should never be used as a noun or verb. Unless specifically talking about the Xerox™ brand, use “photocopy” or “copier.”

**ZIP code (Zoning Improvement Plan)**

Use all caps, no periods for this acronym.

## **A word about language**

Language is a living entity. It changes with use, familiarity and culture, reflecting the times we live in.

At the library, we strive for a conversational tone in our member communications. We consider the use of slang and idioms based on our intended audience. Above all, we aim for clear communications in an active voice.

Make your writing stronger by

1. Avoiding "ly" words: "really," "sadly."
2. Avoiding lazy words, such as "fun," "great" and "terrific."
3. Writing program copy that communicates the benefit of the program - what will happen, what is the take-away from the event.
4. Paring your writing to the essentials. Be selective; not every single details needs to be put on paper.
5. Reading it aloud. If it sounds funky, it needs to be edited.

## **Resources**

ITPLD Communications and Branding Manual

- Available on the staff intranet

*Associated Press Stylebook*

*Chicago Manual of Style*

*Grammatically Correct* (Anne Stilman)

*Grammar Girl's Quick and Dirty Tips for Better Writing* (Mignon Fogerty)

- Books, podcasts, social media

## Addendum

### Style Guide: Policies

10/2/18

The following are the style guidelines for ITPLD policies. The guidelines are used to ensure consistency between all documents.

#### Page Setup

Margins: All 1"

#### Header

Font: Times New Roman

Font Size: 10 pts.

Format Description 1: Flush left, top

**Indian Trails Public Library District** (*bold*)

Policy Name

Format Description 2: Flush right, top

**Policy number** (*bold*)

#### Body

Font: Times New Roman

Title Format: **Policy Name** (*bold & centered*)

Title Font Size: 12 pts.

Line Spacing: 1.15; Double return after paragraph

Paragraph Font Size: 11 pts.

Paragraph Alignment: Justified

Format Description: Section numbers listed & underlined with brief description.

Division within body: **Section 1:** Title of Section (*underlined & bold*)

**Section 1.01:** Subsection Title (*one tab from left margin*)

**Section 1.02:** Subsection Title *etc.*

(see "Policy 2.1 Hours of Service" for example)

#### Footer

Font: Times New Roman

Font Size: 9 pts.

Format Description 1: Flush left, bottom

Policy approval, review and revision dates, spelled out

Format Description 2: Flush right, bottom

Page number

Example: **Revised** 8/2010; **Reviewed** 4/6/11; 8/12/18

Line: Insert horizontal line above footer

## Style Guide: Procedures and Talking Points

8/4/19

The following are the style guidelines for ITPLD procedures and talking points. The guidelines are used to ensure consistency between all documents.

### Page Setup

Margins: All 1"

### Header

Font: Verdana

Font Size: 10 pts.

Format Description 1: Flush left,  
**Indian Trails Public Library District** (*bold*)

Format Description 2: Flush right, top  
**Category** (*bold*)  
**PROCEDURES**

**Subject**  
**TALKING POINTS**

### Body

Font: Verdana

Title Format: **Title** (*bold & centered*)

Title Font Size: 12 pts.

Line Spacing: 1.15 Double return after paragraph

Paragraph Font Size: 11 pts.

Paragraph Alignment: Flush left

### Footer

Font: Verdana

Font Size: 9 pts.

Format Description 1: Flush left, bottom  
Policy approval, review and revision dates, spelled out

Format Description 2: Flush right, bottom  
Page number  
Example: **Created** 8/10; **Reviewed** 4/6/11; 8/13/18

Line: Insert horizontal line above footer