Visual, Writing & Web Style Guide

Helping you communicate a consistent message to our community.
"A strong government brand strategy sets the tone for constituents to effectively know who they are, what services they provide, and how they are a trustworthy source of information and support."

“Good Government Branding Builds Trust”
Melody Hood, Senior Communications Strategist at Forum One

Good branding builds trust. Trust is always our goal.

Consistent, branded visuals help patrons differentiate our library, its collection and services, and its policies from other local libraries. Being consistent creates a positive patron experience, as our community knows what to expect from our organization.

A style guide puts rules in place to keep the Library consistent and recognizable.

With guidelines in place, we can ensure the Library’s visual elements and tone of voice are effectively communicating that we are a trustworthy source of information and support for our community.

When the elements are used in the correct way consistently, we build an instantly-recognizable connection to our community.

For more information:
ForumOne, “Good Government Branding Builds Trust”
Melody Hood

360Creative, “Why Government Entities Shouldn’t Avoid Branding Their Departments”

DigitalGov, “5 Key Points About Government Branding Now”
Dannielle Blumenthal
The Three Pillar Approach to Communications

**Inform: Research Assistance & Instruction**

Staff learn from this style guide, trained communications staff, and other recommended guides to create a unified, welcoming experience in internal and external communications. New Lenox Library communications are actively engaging, well written, and thoughtfully designed. They make sure our community sees us as a respected educational and cultural institution.

**Enrich: Self-Directed Education**

Staff continue to learn new skills in design and communication. We understand and own our strengths and weaknesses, not only actively improving ourselves, but also encouraging the strengths of our fellow staff members and helping them with skills they are less confident in.

**Enlighten: Instructive & Enlightening Experiences**

Staff understand that every experience we create is about clarity, engagement, and education. We try to create delight in everything that we do. Trained communications staff create genuine and helpful educational moments for staff who are learning new skills through clear, constructive feedback.
Visual Guidelines

2021 Logo Refresh

The New Lenox Library logo was developed when the current building opened 20 years ago. The original design used the stretched type popular at the time, but gives modern viewers an outdated, slightly grumpy impression. Other minor cosmetic issues pervaded depending on the file used.

The 2021 Logo system aims to fix these issues and offer a friendlier, open look. The old logo will be phased out over the course of the year.

Original Logo

2021 Logo

The physical building signage near Veterans Parkway on the Commons does not use the stretched type, already matching the 2021 Logo.
All approved versions of the logo can be found on the Shared drive > Branding & Graphics > Logos. All staff must use the 2021 versions moving forward. Consult with the Creative Services Manager about which version to use if you are uncertain.

Logo (Brand Mark + Logotype)

Black, Full Color Logo
White or very light backgrounds only
Not to be used against library colors
Can be used for social media avatars against white backgrounds only, no border

White, Full Color Logo
Black or very dark backgrounds only
Not to be used against library colors
Can be used for social media avatars against white background only, no border

White Logo
Black or dark colored backgrounds only
Can be used be used against darker library colors (blue, green, orange)

The Logo is not to be changed, stretched, recolored, or modified in any way except size.
Keep proportions accurate.

Use the "Rule of A."
This ensures the Logo is easily readable. Leave a minimum of uniform blank space around all sides of the Logo equivalent to the letter ‘a’ in ‘library’. This ‘a’ space will change according to the size of the Logo.

Do not resize to less than 1 inch or 100 pixels wide. If smaller is necessary, use the brand mark (see next page).

Arch & Windows Brand Mark (Arch Icon)

Black, Full Color Brand Mark
White or very light backgrounds only
Not to be used against library colors
Can be used be used against lighter library colors (aqua, yellow)

White, Full Color Brand Mark
Black or very dark backgrounds only
Not to be used against library colors
Can be used be used against darker library colors (blue, green, orange)

The brand mark is not to be used without the approval of management.
The brand mark must be used in context with the Library name and other branding elements.

Only the brand mark can be used alone.
The logotype (the words in the logo) should never be used alone.

Use the "Rule of A," and be careful with size.
The brand mark can be resized quite small—especially in one color—but use good judgment.
Tagline as a Graphic Element

Inform. Enrich. Enlighten. All communications and creative materials should be rooted in these values.

Inform.   enrich.   enlighten.

Font & Weight

When used as a graphic element, the Tagline is always set Century Gothic (Regular). Do not use italics, bold, or another font.

Typing

Each word is entirely lowercase, finishes with a period (.) in the same color as its word, and has two spaces between words.

Do not modify

The Tagline as a graphic element is not to be changed, stretched, recolored, or modified in any way except font size.

Note: In 2021, this changed from three spaces to two.

The Primary Color Palette

The Primary palette is the primary standard for all color usage in the Library.

This palette was inspired by the Prairie Style of our building. Developed largely in the Chicago area, this distinctly American style was inspired by the natural beauty of the Midwest.

Our main color is a soothing Blue, with a fresh Aqua as our primary accent choice.

Orange, Yellow and Green round our official palette, adding energy and life to our illustrations.

Illustrations and secondary logos (programs, events, services) do not need to follow the primary/accent structure.
## Supporting Colors

Grays and darker versions of our lighter colors may be needed. These colors are meant for their specific purpose. No other colors should be introduced without the approval of the Creative Marketing Manager.

### Box Gray

- **CMYK**: C 4%, M 3%, Y 3%, K 0%
- **RGB**: R 240, G 240, B 240

If a gray box is needed, use this light gray color. Rounded boxes should have a 0.4/4px or 0.8/8px corner depending on box size.

### Line Gray / Footnote Gray

- **CMYK**: C 0%, M 0%, Y 0%, K 64%
- **RGB**: R 84, G 84, B 86

Lines should have a 0.25pt stroke for a light, airy look. Be careful to keep stroke 0.25pt when resizing.

### Text Gray

- **CMYK**: C 0%, M 0%, Y 0%, K 82%
- **RGB**: R 84, G 84, B 86

For text that needs to be dark, but not quite black. (This text is Footnote Gray, listed above.)

### Text Aqua

- **CMYK**: C 43%, M 13%, Y 25%, K 21%
- **RGB**: R 122, G 156, B 157

A darker version of Library Aqua, with increased contrast appropriate for text on a white background.

### Text Yellow

- **CMYK**: C 15%, M 34%, Y 94%, K 0%
- **RGB**: R 219, G 168, B 51

A darker version of Library Yellow, with increased contrast appropriate for text on a white background.

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## The Rainbow Supporting Palette for Graphics and Illustrations

In 2021, the iREAD Summer Learning Challenge was “Reading Colors Your World!” In celebration of SLC, passing the 2020 Referendum, and making it through a year of the COVID-19 pandemic, we created a color expansion pack. These 4 additional colors can be added to our standard palette to cover every hue of the rainbow.

While our branding should rely on our official palette, this range can be used where needed as accent colors for graphics and illustrations. Holidays and other color-specific cultural needs are a good use of these colors. Use mindfully.

### Expansion Red

- **CMYK**: C 21%, M 100%, Y 100%, K 14%
- **RGB**: R 176, G 10, B 10

### Expansion Pink

- **CMYK**: C 7%, M 61%, Y 2%, K 0%
- **RGB**: R 227, G 130, B 178

### Expansion Lavender

- **CMYK**: C 40%, M 59%, Y 0%, K 0%
- **RGB**: R 189, G 120, B 189

### Expansion Purple

- **CMYK**: C 69%, M 79%, Y 28%, K 11%
- **RGB**: R 99, G 74, B 120

Shown here in color order:
The Natural World Supporting Palette for Graphics and Illustrations

Natural-world colors and a more mature palette may be necessary for some graphics. Brown, for example, is used for tree bark. Grass is used as an accent to define leaves and grass against a darker Green background.

Mint and Peach are used for accent applications where Grass and Pink look too childlike. These two colors are to be used sparingly, only for Adult & Teen Services.

A Note About Human & Animal Characters

- The skin, eye, and hair color of human characters are not confined by our branding palette. Though the palette should be a starting point, everyone gets to be represented here!
- For animals, skin or fur can be any realistic color. Start with the branding palette. If you’re concerned about color harmony, talk to the Creative Services Manager.
- If an animal or creature is mythological or somehow otherworldly, colors should be based in the Library palette.
- Clothing should use the Library Primary and Rainbow palettes unless it is an outside-branded uniform. For example: the United States military, Lincoln-Way high schools, Chicago sports teams.

Primary Typeface for Headlines

Typography is an important part of visual communication. Using the same fonts will ensure consistency of design and the messages imparted by that design throughout the organization. While a small variety of fonts may be employed in New Lenox Library communications, we recommend the use of two primary fonts.

Century Gothic Pro Regular
Century Gothic Pro Italic
Century Gothic Pro Bold
Century Gothic Pro Bold Italic

Century Gothic is the font used for the Library’s name on our logo. Bold is recommended for most headlines.

Century Gothic Pro is preferred where available, as it has a smoother look and includes professionally designed italics.

This font is obtainable in Microsoft, Adobe, and Google products.
Primary Typeface for Body Copy

Typography is an important part of visual communication. Using the same fonts will ensure consistency of design and the messages imparted by that design throughout the organization. While a small variety of fonts may be employed in New Lenox Library communications, we recommend the use of two primary fonts.

Body Copy, Subtitles

Lato

- Lato Hairline Italic
- Lato Thin Italic
- Lato Regular Italic
- Lato Medium Italic
- Lato Semibold Italic
- Lato Bold Italic
- Lato Heavy Italic
- Lato Black Italic

Lato is the font used for “on the commons” on our logo. Lato should be used as the body copy (main paragraph font) on Library communications.

Lato is included in Google Fonts, and is available in all Google Drive apps. It supports Latin, Cyrillic, Greek, and IPA alphabets.

Lato is a sans-serif typeface designed by Łukasz Dziedzic in Warsaw, Poland. “Lato” is Polish for “summer.”

Our former body typeface, Calibri, can still be used when Lato is unavailable.

Open Sans is the current font on the Library website.

Signage & Other Typefaces

The following fonts are used for signage and other special purposes. Use of these fonts are limited. All fonts beyond those shown here are only to be used with approval by the Creative Services Manager.

Adults & All Ages (ATS)

- Century Gothic
- Cringe Sans

Century Gothic Bold is used for Adult-focused signage.

Cringe Sans Light
Cringe Sans Regular
Cringe Sans Medium
Cringe Sans Bold
Cringe Sans Black

Cringe Sans was chosen for its similarity to Century Gothic, while having its own in-progress, handmade feel.

Each letter and weight is custom crafted for legibility, and contains its own unique distressed characteristics.

Made by Brandon Nickerson in Brooklyn, New York.

Teens & Tweens (ATS)

- Cringe Sans Light
- Cringe Sans Regular
- Cringe Sans Medium
- Cringe Sans Bold
- Cringe Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Made by Brandon Nickerson in Brooklyn, New York.
Signage & Other Typefaces

The following fonts are used for signage and other special purposes. Use of these fonts are limited. All fonts beyond those shown here are only to be used with approval by the Creative Services Manager.

**Omnes**

- Omnes Regular Italic
- Omnes Bold Italic
- Omnes Condensed Regular Italic
- Omnes Condensed Bold Italic

Omnes is a rounded, crisp font that dances between playful and calm. Omnes Bold is used for childrens' headlines, while its Regular weight can be used for paragraphs. Condensed should only be used when necessary.

Omnes was designed by Darden Studio. It’s included with Adobe software, and we also own licenses.

**Dream State**

- Thank you!
- Congratulations!
- You've been a lifeline...

Short “thank you” graphics, poetry or writing themes, or other graphics that need a cursive font should use Dream State. Use for short text only. This is not a paragraph font.

**Imagery**

1st Choice
Photos of patrons, library, program presenters or crafts

2nd Choice
Colored pencil or watercolor artwork by Creative Services or other skilled staff

3rd Choice
Friendly, mostly flat illustration with a little depth

4th Choice
Realistic, candid stock photography that does not attempt to imitate our space

(Ex. no other library spaces for a “library candid” photo)
Noise may affect your experience of the library. Events and access may be affected by the time of the program. Please check the online calendar or ask staff for up-to-date information.

Library programs are subject to change based on COVID-19 safety requirements.
# Non-Fiction

<table>
<thead>
<tr>
<th>600</th>
<th>Health, Jobs &amp; Home</th>
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<tr>
<td>610</td>
<td>Medicine, Health &amp; Fitness</td>
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<td>629</td>
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<td>Home Repair</td>
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<td>Sewing</td>
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<td>Business &amp; Job Help</td>
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<tr>
<td>690</td>
<td>Home Improvement</td>
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See Family & Local History area for Genealogy.

# Fiction

Find Fiction by author’s last name.

Want eBooks, audiobooks, and digital magazines? Use this QR code to see what apps we offer:

**newlenoxlibrary.org/books-services/ebooks-digital-magazines**

Meet with other local readers. Grab a Guide, or use this QR code to see our online event calendar:

**newlenox.librarymarket.com**

Our user-friendliest app. Thousands of ebooks, audiobooks, and magazines compatible with most devices for all audiences.

One of our most popular apps. Borrow movies, music, ebooks, audiobooks, comics and TV shows on your computer, tablet, or phone—even your TV!

Use Axis 360 to access the eRead Illinois e-book collection. Over 6,100 ebooks and audiobooks—and always growing!

Book Clubs

Or meet with readers from around the country. Use this QR code to see digital book clubs run by Libby, Hoopla and more:

**newlenoxlibrary.org/digitalbookclubs**

# Family & Local History

Vertical File & Microfilm

Handouts of resources and images of historical documents on film.

Staff is happy to help you use the microfilm collection.

# Writing Guidelines

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<th>Fiction</th>
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<td>AM–ATV</td>
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<td>InStyle–</td>
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<td>Outdoor Life</td>
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Quick Hierarchy for Print Communication

'If you have a hard time figuring out where to look on a page, it's more than likely that its layout is missing a clear visual hierarchy.'

—The Nielsen Norman Group

Visual hierarchy is the principle of arranging elements to show their order of importance. Designers structure visual characteristics so users can understand information easily. By laying out elements logically and strategically, designers help readers scan to access information quickly and accurately.

This is a very, very basic glance at hierarchy for Word or Google Doc documents. Specific project templates will provide better context.

"If you have a hard time figuring out where to look on a page, it's more than likely that its layout is missing a clear visual hierarchy."

—The Nielsen Norman Group

Heading 1, Century Gothic Bold in Orange (16pt)

Heading 2, Century Gothic Bold in Blue (14pt)

Heading 3, Century Gothic Bold in Text Aqua (12pt)

Paragraph text, Calibri or Open Sans (11pt).

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.

• Lists are quick reads
• Try to use hanging indents (left edges of text line up; bullets "hang" over the left margin)
• More in "Typography Tips"

Typography Tips

Use align-left justification for all materials.

Center alignment is only okay for short text, like headlines. Use sparingly.

Never use full justification. This causes ugly spacing between words and hurts readability.

Paragraph width shouldn’t be more than 75 characters or about 15 words. Keep paragraphs between 45–75 characters wide where possible.

Line height should be at least 1.15 or 1.5 in most documents. In Adobe InDesign, increase starting from the default line height. Let your lines breathe.

Do not hyphenate unless absolutely necessary. Try to keep words together.

In Adobe products, make sure your kerning is set to Optical. Auto and metric kerning can leave awkward distances between letters. Optical kerning snuggles those spaces together in a visually pleasing way, increasing readability. Do not do this for cursive fonts.
Typography Tips, continued

Lists should have a hanging indent where possible. This means that the text lines up with your left paragraph edge, and the bullets or numbers hang off the side.

In Word, highlight your list and right click. Select Adjust List Indents from the pop up menu. Under Follow number with: select Space and hit OK.

Quotation marks and apostrophes should be curly (or “smart”).

Email Signature

All staff must at least use the Basic signature.

Email communication, including signatures, should be in Lato or the default font of our email software.

Staff specialty links (such as Genealogy, Digital Media Lab, or Teens) can be added below the Basic signature, after a line space. If you would like advice on how to link to your specialty page, please ask the Creative Services Manager.

Pronouns can be added if a staff member chooses. Please place it after the website address, italicized, as shown. This is optional and can be added to all signature types.

Basic

Bobby Bobberton
Maintenance Specialist
New Lenox Library
815-485-2605 x 000
www.newlenoxlibrary.org

Specialty/Pronouns

Bobby Bobberton
Maintenance Specialist
New Lenox Library
815-485-2605 x 000
www.newlenoxlibrary.org
My pronouns are he/his

Digital Media Lab
www.newlenoxlibrary.org/dml

Address

Bobby Bobberton
Maintenance Specialist
New Lenox Library
120 Veterans Parkway
New Lenox, IL 60451
815-485-2605 x 000
www.newlenoxlibrary.org

Connect With Us

Bobby Bobberton
Maintenance Specialist
New Lenox Library
815-485-2605 x 000
www.newlenoxlibrary.org

Facebook // Instagram
View Program Calendar

Connect With Us
Web Guidelines

Stanford Guidelines for Web Credibility

Make it easy to verify the accuracy of the information on your site.
You can build web site credibility by providing third-party support (citations, references, source material) for information you present, especially if you link to this evidence. Even if people don't follow these links, you've shown confidence in your material.

Show that there's a real organization behind your site.
Showing that your web site is for a legitimate organization will boost the site’s credibility. The easiest way to do this is by listing a physical address. Other features can also help, such as posting a photo of your offices or listing a membership with the chamber of commerce.

Highlight the expertise in your organization and in the content and services you provide.
Do you have experts on your team? Are your contributors or service providers authorities? Be sure to give their credentials. Are you affiliated with a respected organization? Make that clear. Conversely, don’t link to outside sites that are not credible. Your site becomes less credible by association.

Show that honest and trustworthy people stand behind your site.
The first part of this guideline is to show there are real people behind the site and in the organization. Next, find a way to convey their trustworthiness through images or text. For example, some sites post employee bios that tell about family or hobbies.

Make it easy to contact you.
A simple way to boost your site’s credibility is by making your contact information clear: phone number, physical address, and email address.
Design your site so it looks professional (or is appropriate for your purpose).
We find that people quickly evaluate a site by visual design alone. When designing your site, pay attention to layout, typography, images, consistency issues, and more. Of course, not all sites gain credibility by looking like IBM.com. The visual design should match the site’s purpose.

Make your site easy to use — and useful.
We’re squeezing two guidelines into one here. Our research shows that sites win credibility points by being both easy to use and useful. Some site operators forget about users when they cater to their own company’s ego or try to show the dazzling things they can do with web technology.

Update your site’s content often (at least show it’s been reviewed recently).
People assign more credibility to sites that show they have been recently updated or reviewed.

Use restraint with any promotional content (e.g., ads, offers).
If possible, avoid having ads on your site. If you must have ads, clearly distinguish the sponsored content from your own. Avoid pop-up ads, unless you don’t mind annoying users and losing credibility. As for writing style, try to be clear, direct, and sincere.

Avoid errors of all types, no matter how small they seem.
Typographical errors and broken links hurt a site’s credibility more than most people imagine. It’s also important to keep your site up and running.