

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.

[ForumOne, “Good Government Branding Builds Trust”](#)

Melody Hood

[36Creative, “Why Government Entities Shouldn’t Avoid Branding Their Departments”](#)

[Digital.gov, “5 Key Points About Government Branding Now”](#)

Dannielle Blumenthal



Visual Guidelines

Visual guidelines are a set of tools and rules on how to use our branding elements. Guidelines are used by designers, writers, and anyone else using New Lenox Public Library's brand elements to create marketing materials.

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Writing Style Guide

A writing style guide contains a set of standards for writing content. It helps maintain a consistent style, voice, and tone across all Library materials.

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Web Style Guide

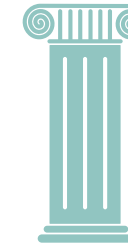
Our website's style guide is a document of code standards and all visual and copywriting styles of the site such as grids, headers, links, buttons, lines. *In development.*

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Clear communication and recognition is vital to our work. If any staff member entrusted to create materials and messages does so without regard to this guide, they will receive constructive feedback from management. If this behavior becomes an issue, the ability to create public-facing materials will be removed from their daily work.

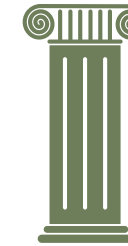


The Three Pillar Approach to Communications



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

- Logo
- Colors
- Typography
- Grids
- Illustration
- Photography
- Using Library Templates



2021 Logo Refresh

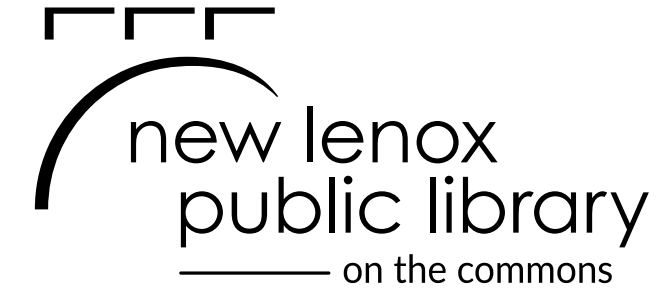
The New Lenox Library logo was developed when the current building opened 20 years ago. The original design used the stretched type popular at the time, but gives modern viewers an outdated, slightly grumpy impression. Other minor cosmetic issues pervaded depending on the file used.

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.



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 background only, no border



Black Logo

White or light colored backgrounds only

Can be used against lighter library colors (aqua, yellow)



White, Full Color Logo

Black or very dark backgrounds only

Not to be used against library colors



White Logo

Black or dark colored backgrounds only

Can be used against darker library colors (blue, green, orange)

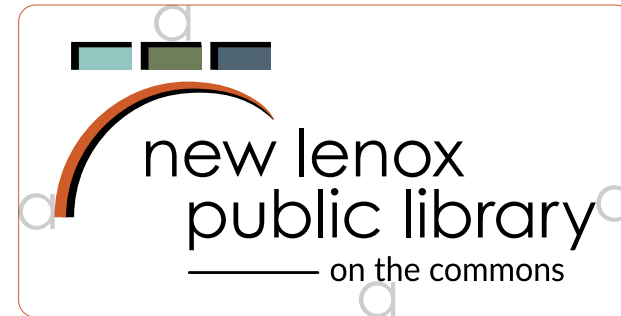
The Logo is not to be changed, stretched, recolored, or modified in any way except size.

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.

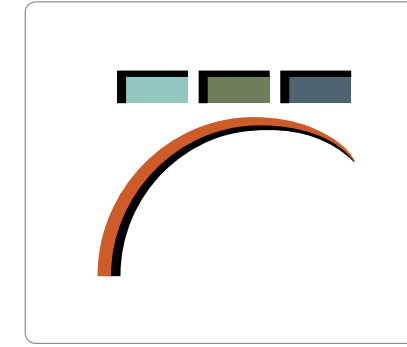
Do not resize to less than 1 inch or 100 pixels wide. If smaller is necessary, use the brand mark (see next page).



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.



Arch & Windows Brand Mark (Arch Icon)

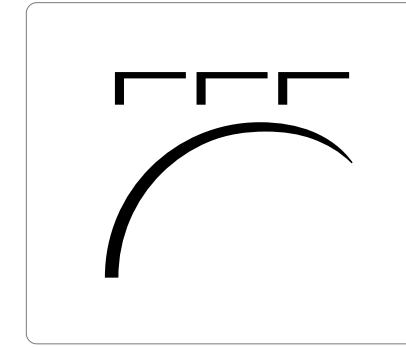


Black, Full Color Brand Mark

White or very light backgrounds only

Not to be used against library colors

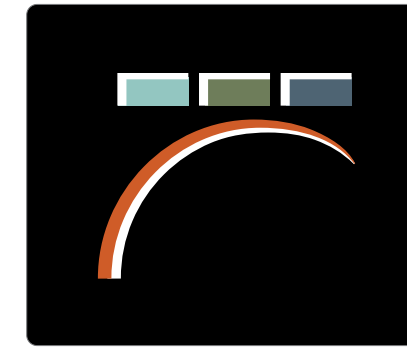
Can be used for social media avatars against white background only, no border



Black Brand Mark

White or light colored backgrounds only

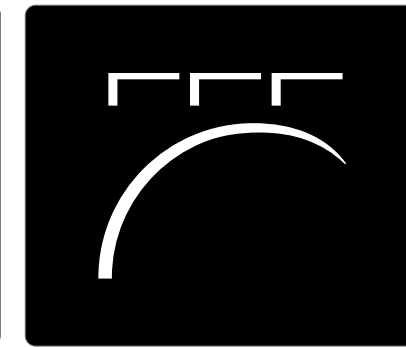
Can be used against lighter library colors (aqua, yellow)



White, Full Color Brand Mark

Black or very dark backgrounds only

Not to be used against library colors



White Brand Mark

Black or dark colored backgrounds only

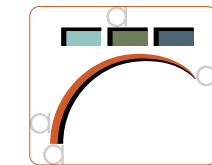
Can be used against darker library colors (blue, green, orange)

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.

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

Do not modify

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



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.



Main
Blue
#4f6472

CMYK C 73% M 53% Y 42% K 17%
RGB R 78 G 99 B 114



Accent
Aqua
#93cbc1

CMYK C 43% M 7% Y 25% K 0%
RGB R 145 G 197 B 193



Additional
Yellow
#f3cb3c

CMYK C 5% M 18% Y 88% K 0%
RGB R 243 G 203 B 60



Additional
Orange
#cf5b28

CMYK C 14% M 77% Y 99% K 3%
RGB R 206 G 91 B 40



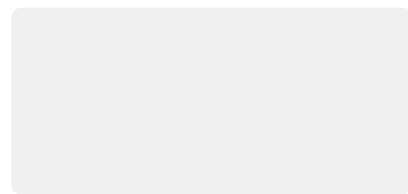
Additional
Green
#6e7d59

CMYK C 58% M 36% Y 72% K 15%
RGB R 109 G 125 B 89



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.



If a gray box is needed, use this light gray color. Rounded boxes should have a 0p4/4px or 0p8/8px corner depending on box size.



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

Box Gray

#f0f0f0

CMYK C 4% M 3% Y 3% K 0%
 RGB R 240 G 240 B 240

Line Gray / Footnote Gray

#797a7d

CMYK C 0% M 0% Y 0% K 64%
 RGB R 121 G 122 B 125

Text Gray

#545456

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

#7a9c9d

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

#dba833

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.



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.



Expansion
Red
 #b00a0a

CMYK C 21% M 100% Y 100% K 14%
 RGB R 176 G 10 B 10



Expansion
Pink
 #e382b2

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



Expansion
Lavender
 #9e78bd

CMYK C 40% M 59% Y 0% K 0%
 RGB R 189 G 120 B 189



Expansion
Purple
 #634a78

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

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.

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.*



Expansion

Brown

#68533d

CMYK C 48% M 57% Y 74% K 36%

RGB R 104 G 83 B 61


Expansion

Grass

#969e36

CMYK C 45% M 25% Y 100% K 4%

RGB R 150 G 158 B 54


Expansion

Mint

#bdd6a8

CMYK C 27% M 3% Y 41% K 0%

RGB R 189 G 214 B 168


Expansion

Peach

#ff9e73

CMYK C 0% M 46% Y 55% K 0%

RGB R 255 G 158 B 115

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.

Logo, Headlines, Tagline

Century
Gothic

Century Gothic Pro Regular

*Century Gothic Pro Italic***Century Gothic Pro Bold*****Century Gothic Pro Bold Italic***
 ABCDEFGHIJKLMNOP
 QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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*

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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

Century Gothic Bold is used for Adult-focused signage.

Teens & Tweens (ATS)

Cringe Sans

Distressed yet readable, 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.

Cringe Sans Light

Cringe Sans Regular

Cringe Sans Medium

Cringe Sans Bold

Cringe Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



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.

Kids & Tweens (YS)

Omnes

Omnes Regular *Italic*
Omnes Bold *Italic*

Omnes is a rounded, crisp font that dances between playful and calm.

Omnes Condensed Regular *Italic*
Omnes Condensed Bold *Italic*

Omnes Bold is used for childrens' headlines, while its Regular weight can be used for paragraphs. Condensed should only be used when necessary.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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

Welcome, Thank You, Personal

*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)



Examples

new lenox public library on the commons

guide
September–November 2022

Fall for the Library

Library programs are subject to change based on COVID-19 safety requirements. This Guide may be outdated by the time of the program. Please check the online calendar or ask staff for up-to-date information.

Lobby renovations have started! Noise may affect your experience of the library. Events and access may be affected. Stay updated by signing up for eNews, following us on social media, or talking to staff.

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Storytimes at the Library *Registration is required for all storytimes.*

MONDAYS	PAJAMA TIME	THURSDAYS
Movers & Shakers Ages 6-23 months with a caregiver 9:30-10 AM Storytime Room Books, songs, rhymes, and dances for on-the-move babies. Siblings are welcome.	Pajama Time Ages 3-8 years with a caregiver 7:30-9 PM Storytime Room Throw on your jammies for a family slumber party! Grab your favorite stuffed animal and outfit us for bedtime stories and a simple craft. No children younger than 3 years, please.	Wee Readers Ages 2-3 years with a caregiver 10-10:30 AM Storytime Room Get ready for sugar stories, spectacular songs, and silly rhymes.
DATE REGISTRATION STARTS	DATE REGISTRATION STARTS	DATE REGISTRATION STARTS
Sep. 11 Registration starts Sep. 4	Sep. 12 Registration starts Sep. 5	Sep. 21 Registration starts Sep. 14
Sep. 18 Registration starts Sep. 11	Sep. 19 Registration starts Sep. 12	Sep. 28 Registration starts Sep. 21
Sep. 25 Registration starts Sep. 18	Sep. 26 Registration starts Sep. 19	Oct. 5 Registration starts Sep. 28
Oct. 2 Registration starts Sep. 25	Oct. 3 Registration starts Sep. 26	Oct. 12 Registration starts Oct. 5
Oct. 9 Registration starts Oct. 2	Oct. 10 Registration starts Oct. 3	Oct. 19 Registration starts Oct. 12
Oct. 16 Registration starts Oct. 9	Oct. 17 Registration starts Oct. 10	Nov. 9 Registration starts Nov. 2
Nov. 6 Registration starts Oct. 30	Nov. 7 Registration starts Oct. 31	Nov. 16 Registration starts Nov. 9
Nov. 13 Registration starts Nov. 6	Nov. 14 Registration starts Nov. 7	Nov. 23 Registration starts Nov. 16
Nov. 20 Registration starts Nov. 13	Nov. 21 Registration starts Nov. 14	
Nov. 27 Registration starts Nov. 20	Nov. 28 Registration starts Nov. 21	
TUESDAYS	WEDNESDAYS	FRIDAYS
Wacky Rascals Ages 4-6 years 10:30-11 AM Storytime Room Get wacky with songs and silly stories, then wrap it all up with some creative mischief. Dress for mess.	Music Makers Ages 4-6 years with a caregiver 10:30-11 AM Storytime Room Listen to stories and explore music while we dance around and sing songs.	New Saturday Morning Storytime Ages 2-6 years with a caregiver 10-10:30 AM Storytime Room Go on a reading adventure with Mr. Eric, The Story Dude! Join us for songs, tales, and a fun family activity. Siblings are welcome.
DATE REGISTRATION STARTS	DATE REGISTRATION STARTS	DATE REGISTRATION STARTS
Sep. 12 Registration starts Sep. 5	Sep. 13 Registration starts Sep. 6	Sep. 23 Registration starts Sep. 9
Sep. 19 Registration starts Sep. 12	Sep. 20 Registration starts Sep. 13	Oct. 21 Registration starts Oct. 7
Sep. 26 Registration starts Sep. 19	Sep. 27 Registration starts Sep. 20	Nov. 18 Registration starts Nov. 4
Oct. 3 Registration starts Sep. 26	Oct. 4 Registration starts Sep. 27	
Oct. 10 Registration starts Oct. 3	Oct. 11 Registration starts Oct. 4	
Oct. 17 Registration starts Oct. 10	Oct. 18 Registration starts Oct. 11	
Nov. 7 Registration starts Oct. 21	Nov. 8 Registration starts Oct. 22	
Nov. 14 Registration starts Nov. 7	Nov. 15 Registration starts Nov. 8	
Nov. 21 Registration starts Nov. 14	Nov. 22 Registration starts Nov. 15	
Nov. 28 Registration starts Nov. 21	Nov. 29 Registration starts Nov. 22	

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IN PARTNERSHIP WITH ILLINOIS LIBRARIES PRESENT

The Power of Story with Colson Whitehead

Adults & Teens
Wednesday, September 6
7-8 PM
Online (Zoom)

We are thrilled to welcome two-time Pulitzer Prize-winning author Colson Whitehead to our Illinois libraries. The #1 New York Times bestselling author of *The Underground Railroad*, *The Nickel Boys*, *The Noble House*, *Zone One*, *Sig Heister*, *The Intuitionist*, *John Henry Days*, *Apex Hides the Hurt*, and a collection of essays, Whitehead is only the fourth writer to win two Pulitzers in the Fiction category (for *The Underground Railroad* in 2018 and *The Nickel Boys* in 2020). His latest bestselling novel, *Harlem Shuffle*, was published in 2021. His reviews, essays, and fiction have appeared in the *New York Times*, *The New Yorker*, *New York Magazine*, *Harper's*, and *Granta*.

Whitehead has received a MacArthur Fellowship and Guggenheim Fellowship, the Library of Congress Prize for American Fiction, among many others. He has taught at University of Houston, Columbia University, Brooklyn College, Hunter College, New York University, Princeton University, Wesleyan University, and been a Writer-in-Residence at Vassar College, the University of Richmond, and University of Wyoming. He lives in New York City.

Registration starts August 6

Registration is required. Please follow the link in your confirmation email to finalize your registration and list the New Lenox Library as the place you heard about this event. If you do not complete this second step, you will not receive a Zoom link for the event.

This event is made possible by Illinois Libraries Present, a statewide collaboration among public libraries offering premier events. ILP is funded in part by a grant awarded by the Illinois State Library, a Department of the Office for the Secretary of State, using funds provided by the U.S. Institute of Museum and Library Services, under the provision of the Library Services and Technology Act (LSTA).

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Kids Programs at the Library

MONDAYS	TUESDAYS	WEDNESDAYS
Art Club 1 st -4 th Grade Video posted at 4:30 PM on YouTube & Facebook Create some awesome art with a step-by-step video to help you create a masterpiece. Registration is required for an art supply kit, but everyone can watch the videos!	Geek Out! Graphic Novel Club 4 th -8 th Grade Storyline Room Geek out over graphic novels, talk about this month's book, have a snack, and make geeked-out art. Pick up books at the Patron Services Desk. Registration is required.	New! Pokémon Club 3 rd -5 th Grade 5:30-6:15 PM Meeting Room A Calling all Pokémon fanatic! Bring your card collection to the Library for trading and to play the Pokémon Trading Card Game. All skill levels welcome. Other fun activities will be offered, too. Registration is required.
September 18: Line Art Registration starts September 4	September 5: Art's Faire in Middle School by Victoria Jamieson Registration is required and starts August 1.	DATE REGISTRATION STARTS
October 16: Spooky Clay Ghost Registration starts October 2	October 24: Ghosts by Raina Telgemeier We'll have a little Halloween party, so costumes are encouraged!	Sep. 20 Registration starts Sep. 6
November 20: Paper-mâché Bowl Registration starts November 6	Kindness Club Ages 7-13 years 4:30-5:15 PM Storyline Room Make the world a better place with fun projects and activities that will help spread kindness and leave smiles along the way. Registration is required.	Oct. 18 Registration starts Oct. 4
Mad Scientist Club 1 st -4 th Grade 4:20-5:15 PM The Studio Do you love hands-on activities? Join us to make all kinds of cool predictions and do exciting (and sometimes messy) experiments.	October 11: Wheel Racers Registration starts September 27	Nov. 15 Registration starts Nov. 1
September 25: Elephant Toothpaste Registration starts September 11	November 8: Pet Turkey in a Jar Registration starts October 25	
October 30: Spooky Science Registration starts October 16		
November 27: Volcano Science Registration starts November 13		
Upcycled Art 1 st -8 th Grade Monday, October 9, 4:30-5:30 PM The Studio Create a unique stained glass-like picture using upcycled library materials and paint pens. Registration is required and starts October 2.	DATE REGISTRATION STARTS	
	Sep. 26 Registration starts Oct. 3	
	Oct. 17 Registration starts Oct. 3	
	Nov. 14 Registration starts Oct. 31	

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IN PARTNERSHIP WITH ILLINOIS LIBRARIES PRESENT

A Taste of Love with Maya-Camille Broussard

Adults & Teens
Wednesday, November 9
7-8 PM
Online (Zoom)

Join Mayo Camille Broussard, star of Netflix's *Bake Squad* and owner of Chicago-based *Justice of the Pies* for a demo from her kitchen just in time for Thanksgiving. She will share her love of pie, the stories of those that inspired her, and some tips and tricks to help you make the perfect Thanksgiving pie.

Broussard uses her love of food to have a positive impact on the local community. She offers an "I Knead Love" workshop several times each year for kids from low-income households to learn basic cooking skills, healthy eating habits, and nutrition. *Justice of the Pies* has partnered with many Chicago-area charities to provide meals for communities on the South and West sides. During the COVID-19 pandemic, her bakery partnered with Frontline Food to provide food from restaurants for front-line workers.

Being hearing impaired, Broussard works hard to set an example for young bakers by telling the story of her struggles and success.

Registration starts October 9

Registration is required. Please follow the link in your confirmation email to finalize your registration and list the New Lenox Library as the place you heard about this event. If you do not complete this second step, you will not receive a Zoom link for the event.


This event is made possible by Illinois Libraries Present, a statewide collaboration among public libraries offering premier events. ILP is funded in part by a grant awarded by the Illinois State Library, a Department of the Office for the Secretary of State, using funds provided by the U.S. Institute of Museum and Library Services, under the provision of the Library Services and Technology Act (LSTA).

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Non-Fiction



600

Health, Jobs & Home


- 610 Medicine, Health & Fitness
- 629 Auto Repair
- 636 Pets
- 635 Gardening
- 641 Cookbooks
- 643 Home Repair
- 646 Sewing
- 650 Business & Job Help
Go to 331 for Labor & Employment
- 690 Home Improvement

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



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!

 **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

Fiction

AM-
ATV

Non-Fiction

641.563-
641.58

**DVDs
Movies & TV**

DVD NI-Z
DVD TV A-HOU

Magazines

*InStyle-
Outdoor Life*



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.

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”



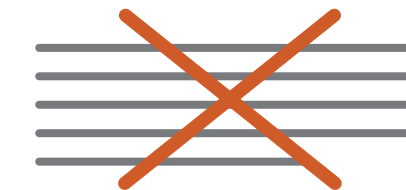
Typography Tips



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 speciality 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

Address

Bobby Bobberton
Maintenance Specialist
New Lenox Library
120 Veterans Parkway
New Lenox, IL 60451
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

Connect With Us

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

Connect With Us
[Facebook](#) // [Instagram](#)
[View Program Calendar](#)



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.