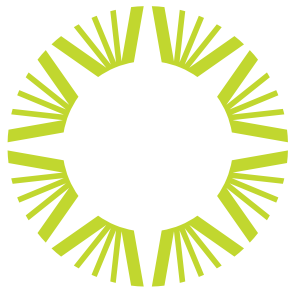


# Brand Standards Manual

Updated: December 1, 2010



THE | DAUPHIN COUNTY  
LIBRARY SYSTEM  
LIBRARY  
OPEN FOR DISCOVERY



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# Overview

The Dauphin County Library System (DCLS) is dedicated to the development of its brand as the place to help county residents satisfy their curiosity.

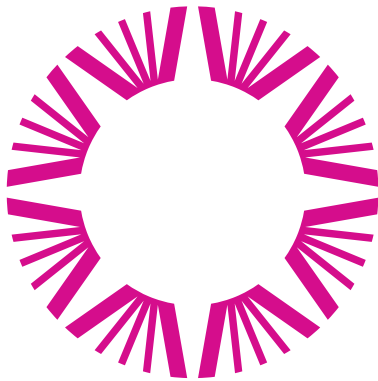
Consistency in communication is the most basic characteristic of a strong brand, and by insisting on the proper application of the brand's attributes, The Library allows the brand to hold its unique position in the community and communicate with a singular voice.



**Brand Platform**

The brand platform was developed to organize and communicate the essence of the brand and to serve as a framework for how the brand communicates to the community.

The platform is a tool for the organization’s internal understanding of the brand and the planning of future brand-oriented efforts. The language in the platform is meant as inspiration for the brand’s voice as opposed to actual language used in customer-facing communications.



THE | DAUPHIN COUNTY  
LIBRARY SYSTEM  
**LIBRARY**  
**OPEN FOR DISCOVERY**

### **Logo**

The logo is the central representation of The Library's brand. Proper and consistent use of the logo is key to the growth and awareness of the brand. Application of the logo in any medium must adhere to the defined guidelines.



## Logo Elements

The approved logo lockup has three components: the icon, the wordmark and the tagline. The size and compositional relationships of the elements within the lockup must be maintained at all times. In some uses, the wordmark or tagline may be removed from the lockup.

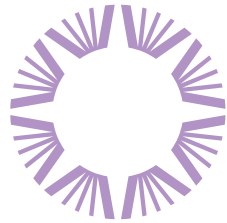
The icon is specifically designed to encourage creativity within the standards. Its basic geometric form (created using a series of eight open books) lends itself to a variety of applications and interpretations outside of the formal lockup and may be removed from the lockup when it is being used as a larger, primary visual. This includes, but is not limited to, use of the icon as a stand-alone graphic element or as an element in an illustration or photograph. Use of the icon in this fashion is encouraged but not mandatory. For this reason, great flexibility exists for its use. However, care should be taken to ensure that the integrity of the design is maintained and that the icon's association with the brand is always clear.

Clever incorporation of the icon into graphic concepts can enhance the brand. However, forcing this type of execution into every application can dilute the brand and diminish the power of the icon.

The tagline may also be removed from the lockup in the following instances:

- When tagline becomes redundant given the use of the "Open for discovery" line as a headline, subheadline or other supporting copy.
- When the wordmark (or wordmark and icon) become placeholders for the organizational name in a business setting (e.g., envelope return address).
- When the size of the reproduction of the logo makes the tagline illegible.

Consider including all three elements (icon, wordmark and tagline) in every document, even if elements ultimately are removed in accordance with the rules outlined above.



THE | DAUPHIN COUNTY  
LIBRARY SYSTEM  
LIBRARY

*Approved logo with icon*

THE | DAUPHIN COUNTY  
LIBRARY SYSTEM  
LIBRARY

*Approved logo no icon*



*Approved usage, icon as art*



## Logo Colors

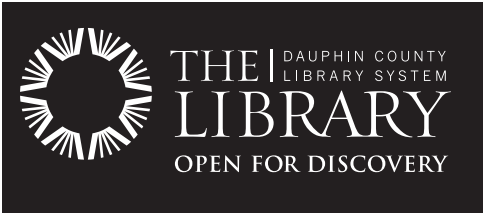
The Library identifies eight brand-approved colors. The approved logo lockup may appear using any one of these colors. If none of these colors is available, the black and white version should be used. When the logo is used in color, the icon, the dividing rule within the wordmark and the tagline appear in the chosen spot color, and the remainder of the wordmark should appear in black.

When logo application calls for it to be applied on top of mid-to dark-toned background colors or images, different rules apply to the recommended color breaks. Against a mid-tone background color or image, the icon, dividing rule and tagline should appear in white with the remainder of the wordmark in black. On backgrounds where the application of black text will result in the logo becoming difficult to read, the logo should appear in all white. Rules applying to the full lockup also apply to its components when separated from the logo.

The logo should not appear in colors or color breaks not specifically outlined in these standards.

*Approved 2 color logos*





*Approved black and white logos*

*Sampling of approved color variations*



Minimum size: 1.25" wide  
375 pixels wide

## Logo Application

In addition to the color specifications outlined on a previous page, the logo should be applied with the following guidelines in mind.

### Clear Zone

A clear zone around the logo has been established to avoid diluting its presence. The clear zone is an area surrounding the logo in which no other graphic elements can be placed. The clear zone is equal to the height of the “L” in Library and extends from the logo on all four sides. The clear zone applies to the full logo lockup as well as versions without the icon or tagline

### Minimum Size

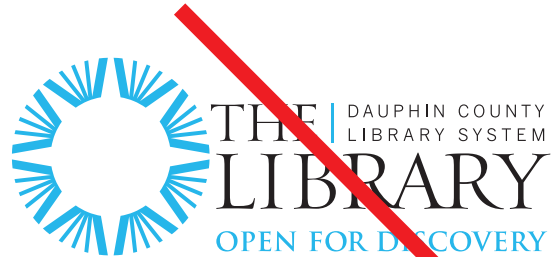
To maintain the integrity of the logo and proper readability, the full logo should never be reproduced smaller than 1.25 inches wide in print applications or 375 pixels wide in digital applications.

The logo should not be re-created, altered or incorrectly reproduced. To ensure these standards, original logo files should always be used.

For consistency of application, the following guidelines have been developed.



*No additions or alterations*



*No changes in size or scale of logo elements*



*No drop shadows*



*No color changes or color breaks not prescribed in these standards.*



*No rotation*



*No distortions*



*No busy backgrounds*



*No outlining the logo*



# The Library

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## Dauphin County Library System

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### DCLS

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#### **Wordmark in text**

The Library's logo utilizes the common language associated with the organization and its libraries for its primary message. "The Library" within Dauphin County is assumed by its users to represent "The Dauphin County Library System," or "DCLS."

Branded communications, through the logo wordmark, communicate this message in appropriate hierarchy.

When used in text in branded communications (supported by the DCLS logo), DCLS should be referred to either as "The Library" (with initial capital letters) or by the individual library name.

In nonbranded communications, in order to assure the link between The Library and its affiliation, the full name "Dauphin County Library System" should replace "The Library." In longer communications where repetition of the full name of the organization become cumbersome, "DCLS" may be substituted in second and successive instances, assuming the proper notation of "Dauphin County Library System (DCLS)" is made.



Yellow  
PMS 7404  
CMYK 0, 9, 86, 0



Orange  
PMS 130  
CMYK 0, 30, 100, 0



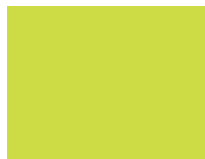
Red  
PMS 1795  
CMYK 0, 96, 90, 2



Magenta  
PMS 233  
CMYK 12, 100, 0, 0



Black  
PMS Process Black  
CMYK 0, 0, 0, 100



Green  
PMS 381  
CMYK 23, 0, 89, 0



Teal  
PMS 326  
CMYK 85, 0, 38, 0



Blue  
PMS 2915  
CMYK 68, 0, 38, 0



Purple  
PMS 2573  
CMYK 36, 50, 0, 0

## Colors

A specific color palette has been chosen to represent The Library and should not be substituted or altered. The variety of colors allows for flexibility in design and enhances the content of the brand. While no specific hierarchy has been built into the color palette and there is no single preferred color, the selection and application of color should be done with consideration of context. Lighter colors are less appropriate for small type, and darker colors are less appropriate as backgrounds for black text and images. Colors are not intended to be directly aligned with or owned by any particular brand, program or promotion.

The application of color is limited to one per execution. Each communication is intended to pair **ONLY ONE** color from the palette with black. In applications not limited to two-color production, such as PowerPoint or long-format, full-color documents, the rule changes to one color paired with black “per page or section,” allowing different sections to use different colors without combining them on one page.

The available colors have been precisely defined. The provided specifications for the build of these colors should always be used.



## Fonts

Consistency in fonts supports the overall brand identity. Fonts chosen for use in The Library's standards have been chosen for their availability and stylistic support of the brand and should not be substituted.

The Library wordmark was created using a combination of fonts NOT specified for use in brand materials. "The Library" was created using a version of Goudy Old Style that has been modified to achieve the desired stylistic effects. The font used in setting the tagline is Trajan Bold.

Fonts selected for primary use throughout library marketing materials are Goudy Oldstyle and Benton Sans (also used to set "Dauphin County Library System" in the wordmark). These fonts pair well with each other to create typographic texture and information hierarchy. These fonts (and their various weights and styles) may be used in a variety of ways across brand materials. Both may be used for headlines, subheads, body copy, captions and other

levels of information based on the needs of the individual execution. Best practices will utilize a combination of these fonts (and weights) to create structured messaging. Long-format body copy will almost always call for the use of Goudy Oldstyle in its text (Roman) weight for ease of readability.

When Goudy Oldstyle and Benton Sans are unavailable, Georgia may substitute for Goudy Oldstyle and Arial may substitute for Benton Sans.

Due to the variety and volume of library programs and promotions, standards allow for the use of additional fonts to help differentiate messages. These exceptions should be limited to logos, headlines and violators related specifically to these programs. Body copy and support information in these applications remains subject to standard recommendations.



*Goudy Oldstyle Std*

---

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
1234567890

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**  
**1234567890**

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp*  
*1234567890*

*Benton Sans*

---

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
1234567890

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**  
**1234567890**

*Georgia*

---

AaBbCcDdEeFfGgHhIiJjKkLl  
1234567890

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**1234567890**

*AaBbCcDdEeFfGgHhIiJjKkLl*  
*1234567890*

*Arial*

---

AaBbCcDdEeFfGgHhIiJjKkLl  
1234567890

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**1234567890**

*AaBbCcDdEeFfGgHhIiJjKkLl*  
*1234567890*



THE | DAUPHIN COUNTY  
LIBRARY SYSTEM  
**LIBRARY**  
OPEN FOR DISCOVERY

**DCLS.ORG** 101 Walnut Street  
Harrisburg, PA 17101  
P: 717.234.4961  
F: 717.234.7479

URL

materials imaginable, both current and ageless. movies, music, magazines, online access, with research and programs to help you grow. place to satisfy your curiosity. **DCLS.ORG**

URL



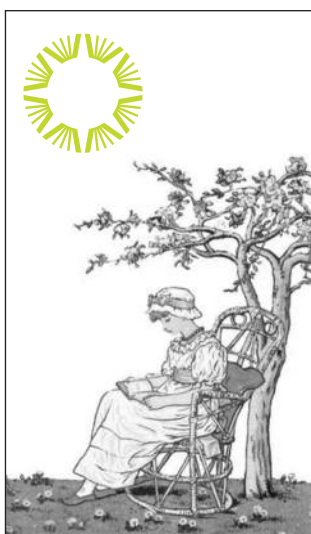
URL

## URL

DCLS.ORG is the community's access point to the limitless resources of the library. The graphic treatment of this URL is to be maintained throughout all brand communications. The white, all-uppercase text is designed to quickly call attention to itself and create a memorable link to The Library brand.

The URL most often appears centered within a colored tab. However the tab is not mandatory if the presence of the information is sufficient without it.





## Photos and Illustrations

The use of images within library brand communications is limited to black and white (and gray-scale) photos and artwork. The use of black and white supports the two-color approach outline in the brand color section of these standards. It also provides a unifying effect to the potential wide variety of proprietary and stock photography and illustration.

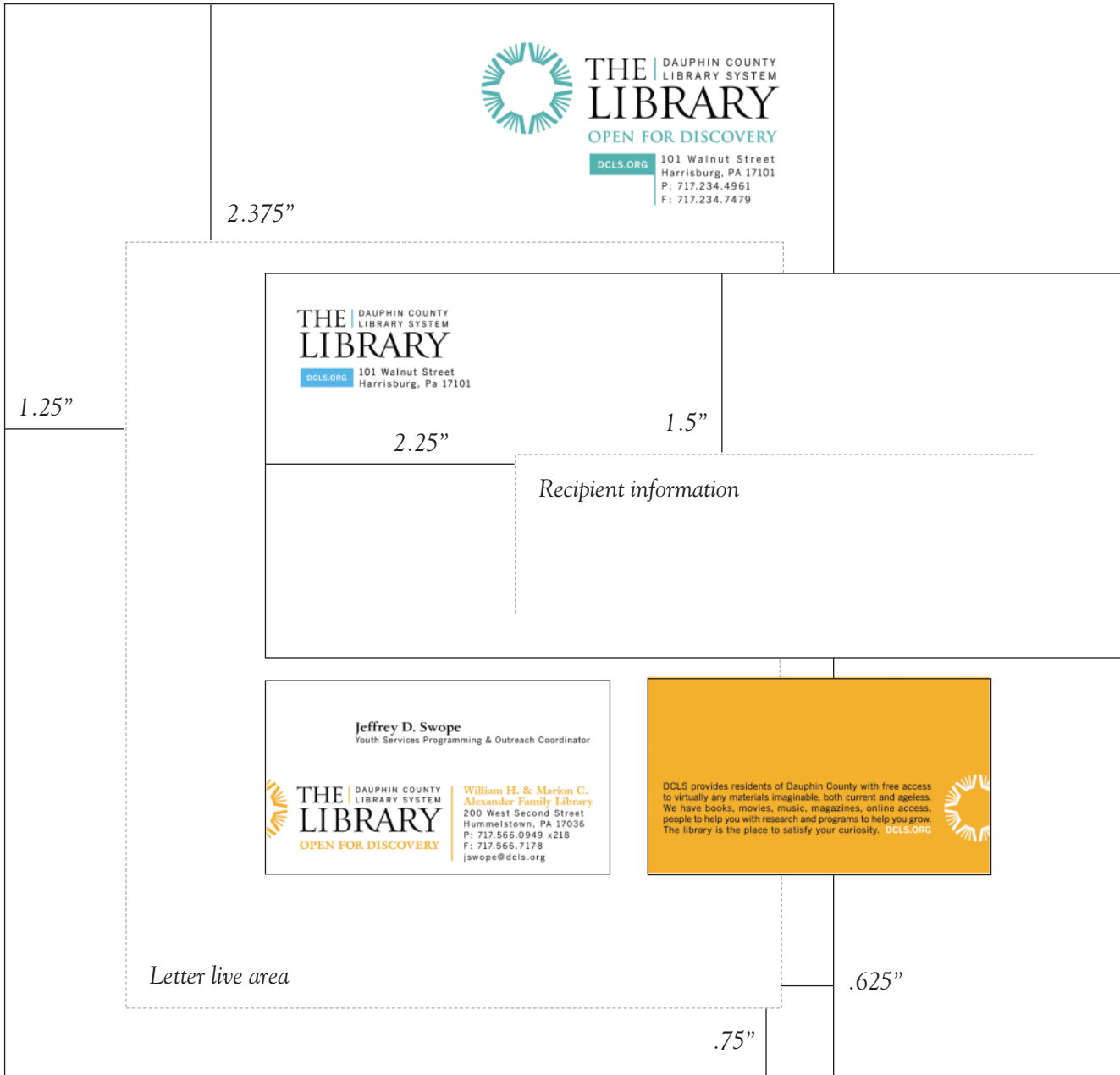
Photos and illustrations may be enhanced through the use of spot colors (in accordance with color standards), but the core of images should remain black and white, which eliminates the options of tinted images and duotones. These effects create variations in color, which dilute the power of the overall approach to color within the brand.



## Standards Application

The basis for The Library brand application concept is a flexible grid that uses white space, blocks of color and dividing rules to structure information. These grid patterns can extend from the logo lockup horizontally or vertically, or exist independent of the logo itself. They can communicate minimally (the logo itself is a simplified grid) or a large amount of structured information.

The following pages provide examples of the brand in use. These examples show the inherent flexibility of the standards and their support of the messaging contained in the brand platform. This is not a comprehensive collection of library materials, nor is it intended to be a complete outline of the design possibilities inherent in the standards framework. Rather, it is meant to inspire interpretation of the guidelines put forth in this manual.



## Letterhead Package

The design of the letterhead package (letterhead, envelope and business card) provided with these standards should not be modified aside from library customization. The package allows for flexibility in the application of library and contact information.



**Yes, I'd like to help learning blossom!**  
ANNUAL BOOK DRIVE SPRING 2010

Enclosed is my donation of  \$100  \$50  \$35  Other \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Please return with payment to Dauphin County Library System, 101 Walnut Street, Harrisburg, PA 17101.

Payment method:

Check made payable to Dauphin County Library System

Visa  Mastercard  Discover

Credit card donations can also be made at [dcls.org](http://dcls.org)

I'd like to receive library news by e-mail

I'd like to receive more information about:

making a planned gift to the library

the library's endowment funds

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_\_

Signature \_\_\_\_\_

The Dauphin County Library System is a duly registered 501 (c)(3) nonprofit educational institution. Your gift is deductible.



THE DAUPHIN COUNTY LIBRARY SYSTEM  
**THE LIBRARY**  
OPEN FOR DISCOVERY

ANNUAL BOOK DRIVE SPRING 2010

## Donation Form

The design of the donation form is based on the same application principles as the business package and allows for minor customization based on specific themes developed by The Library.



## Fleet Graphics

Branding the vehicles owned and operated by The Library gives the brand an opportunity to gain visibility throughout the community it serves.

A clean, simple design containing creative placement of the wordmark, tagline, icon and URL provides the appropriate message. This application concept is flexible enough to accommodate a variety of vehicle makes and models.



*Headline/image area*  
*(Headline position is flexible within space)*

*Identity color block*

## Brochure System

In order to maintain consistency throughout our materials, a grid system for the library brochures has been developed. Covers for the family of library brochures follow the basic structure as shown in the example. Interior grids will be determined by content but should follow the direction established on the cover and adhere to all standards set forth in this manual.





# Restrooms



# PA Telephone Books



## Interior Signage

Interior wayfinding and informational signage utilize a basic grid with large type on color backgrounds for easy readability. Logo size is minimal but appears as a way to reinforce the brand message.





# A Knight's Tale

During this circle storytime participants will work together to create stories from the Renaissance period. Register by November 7th and help decorate the Library with your own cardboard castle (kits available).

William H. & Marion C. Alexander Family Library

THE DAUPHIN COUNTY LIBRARY SYSTEM  
OPEN FOR DISCOVERY  
DCLS.ORG

**THURSDAY, NOVEMBER 13**  
6:00 – 7:00 PM  
To Register Children Age 6-15  
Call 566-0949. Deadline 11/7

*Ann H. Lindquist*  
Children's Book Week  
CHILDRENSBOOKWEEK.ORG

*Be a Princess for a Day.  
(or a Prince)*

Everyone wants to hear stories about princesses or princes (and maybe dragons!)  
We'll even play games and do a craft or two that will make you feel like royalty!

Kline Library

THE DAUPHIN COUNTY LIBRARY SYSTEM  
OPEN FOR DISCOVERY  
DCLS.ORG

**TUESDAY, NOVEMBER 4**  
6:00 – 7:00 PM  
To Register Children Age 6-15  
Call 566-0949. Deadline 11/7

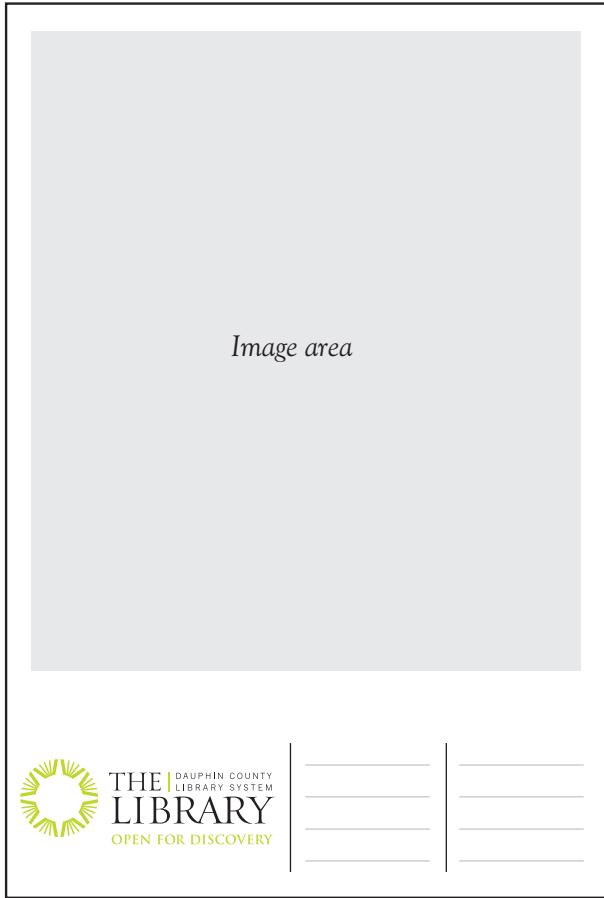
## Posters and Flyers

Promotional materials for library events take on many sizes and shapes. The grid system designed for The Library is flexible enough to accommodate very different amounts of content in a variety of forms.

As a general rule, specific information regarding events (logos, time, place, age limitations, etc.) should be in close proximity. This approach will aid the development of the grid, which will define the balance of the messaging but also allow the viewers easy access to the information they need. This area is expandable based on content and can be located at the top, bottom or along either side of the piece

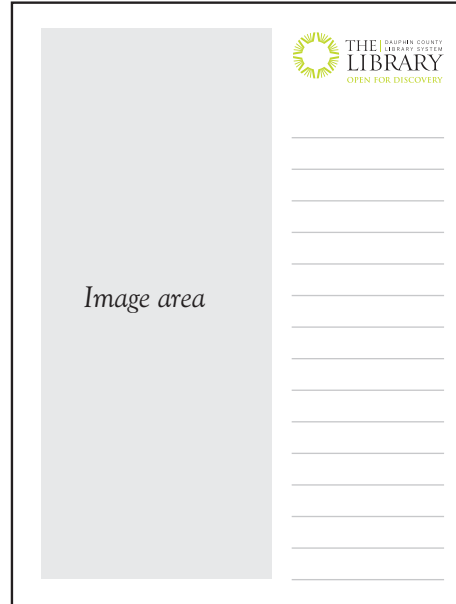
Promotional materials for library programs such as “Children’s Book Week” or “Born to Read” may also feature program logos not referenced in this manual. The size relationship of the program logo and library logo is determined by the structure and weight of the information presented. Program logos should not appear without the support of The Library logo.



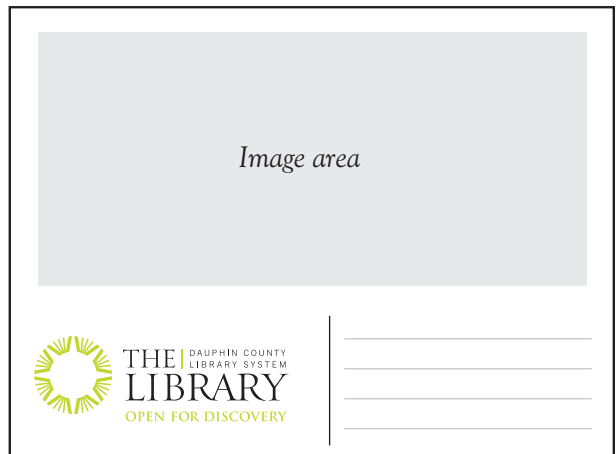
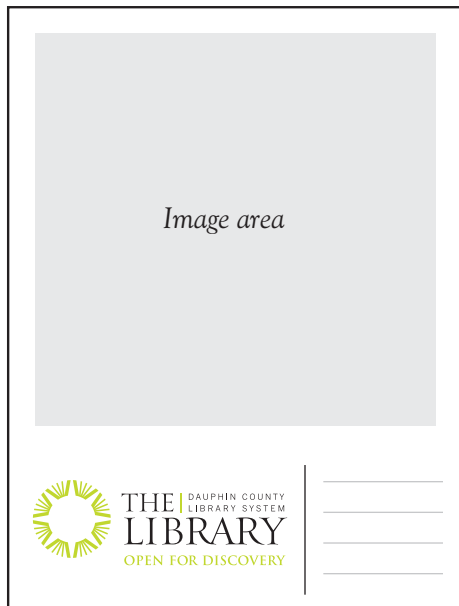


11"x17"

*The flexibility of the grid system allows for a wide variety of formats and content. Examples shown represent only a few possible layout options.*



8.5"x11"



8.5"x11"



# Notes



For questions, contact:  
Christina Lauver  
Marketing & Public Relations Manager  
Dauphin County Library System  
101 Walnut Street, Harrisburg, PA 17101  
717-234-4961 x114 [clauver@dcls.org](mailto:clauver@dcls.org)