The Urbana Free Library

# Brand Guidelines

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This guide has been designed to provide you with recommendations and instructions on how to properly use The Urbana Free Library brand in your marketing materials.

Promotional materials must be sent to the Library's Community Engagement department for approval before publishing and distribution. Please give the CE department two business days to review and edit materials.

# Brand Voice

The Urbana Free Library

## Mission
We encourage learning and enrich lives by providing access to diverse resources and programs.

## Vision
Our vision is to nurture growth by sparking curiosity and fostering a sense of belonging.

## Tag Line
"You are welcome here."

### Accessible
We use clear written communication to capture a wide audience and ensure easy translation to other languages.

### Inclusive
We respect and reflect the diversity of our community while affirming belonging and equity in our messaging.

### Informational
We provide accurate and helpful content that supports learning and discovery.

### Warm
We use friendly language that makes every interaction feel personal and inviting.

### Welcoming
We welcome our patrons with kindness and openness while celebrating the diverse community we serve.

# Style Basics

The Urbana Free Library

Following our style basics will maintain the consistency and integrity of The Urbana Free Library brand. Please follow these guidelines.

**Tone**
Our tone is positive, welcoming, and respectful.

**Language**
We use plain, clear language, avoiding jargon or overly technical terms.

**Formatting**
We adhere to AP Style on digital and print communication and refer to Merriam-Webster for word spelling and preferred formatting.

**Naming**
We use our full name, The Urbana Free Library. After the first reference, we may use the terms "TUFL" or "the Library."

**Consistency**
We use consistent terminology, spelling, and punctuation across all materials.

**Visual Style**
We prioritize clean, uncluttered design elements featuring colors, graphics, and photographs that embody our brand voice and reflect our diverse population.

# Logo
# Usage

The Urbana Free Library logo was inspired by the traditional architecture and rich history of the Library building and community.

Always use master artwork, which can be found on The Urbana Free Library website or requested from the Community Engagement department, when reproducing the logo design. Only the original high-resolution or vector graphic files should be used – logos should never be reproduced with a screenshot, right-click downloaded from a website, or recreated. Always ensure you are using the correct artwork for the application. Logo usage must be approved by the Library.

Brandmark

Logotype

# Clear Space
# & Size

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

Do not allow any graphic elements, such as copy, photography, or background patterns, to clutter up the clear space.

**Clear Space**

The clear space is determined by the height of the **T** and the leading space between the **T** and the **U**.

Do not let other graphics or text violate this space.

**Minimum Size**

The logo may not be reproduced any smaller than 1" wide. Any smaller size will negatively impact the readability of the logo for all audiences.

If the logo is 3/4 of an inch tall or smaller, do not use the primary logo. Instead, use the logo with leaf icon and logotype.
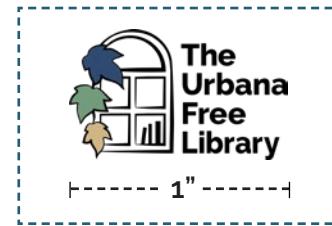
The preferred way to use The Urbana Free Library logo is full color over white or light background.

**B&W**
This logo should be used when the logo is to be printed in black and white.

**Reversed-Out Logo**
The reversed-out logo may be used on dark backgrounds that provide sufficient contrast.

Full color



The Urbana Free Library

B&W



The Urbana Free Library

Reversed-Out Logo



The Urbana Free Library



The Urbana Free Library

# Incorrect
# Logo Use

Using the logo correctly will maintain consistency and integrity for The Urbana Free Library brand. The logos on the right are examples of improper modifications of the logo that may violate the integrity of the brand.

**DO NOT** change the colors of the logo.

**DO NOT** recreate the logo or typography.
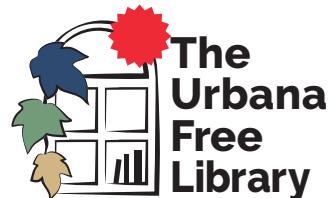
**DO NOT** place other graphics on or near the logo.

**DO NOT** frame the logo with a box.

**DO NOT** alter the composition of the logo.

**DO NOT** rotate the logo.

**DO NOT** apply special effects to the logo.

**DO NOT** distort the proportions of the logo.

**DO NOT** use the logo on a color or background image.

# Color
# Palette

The Urbana Free Library

The color palette provides a guide for keeping a consistent color scheme within the logo. Consult the color palettes and work closely with professional printing services to ensure proper color palettes are used.

*The CMYK values may vary depending on software and color profile setup within that software. Please contact the Community Engagement department if you have questions.*

Hex: #314B71
RGB: 49, 75, 113
CMYK: 57, 34, 0, 56

Hex: #4D76B2

Hex: #6D8FC0

Hex: #AEC1DC

Hex: #CEDAEA

Hex: #729B79
RGB: 114, 155, 121
CMYK: 26, 0, 22, 39

Hex: #91B898

Hex: #AACEB0

Hex: #BDDCC3

Hex: #D0E7D4

Hex: #D6BC92
RGB: 214, 188, 146
CMYK: 0, 12, 32, 16

Hex: #D3B789

Hex: #DFCBAB

Hex: #ECE0CC

Hex: #F9F5EE

Hex: #612D80
RGB: 97, 45, 128
CMYK: 24, 65, 0, 50

Hex: #823CAC

Hex: #9F5DC6

Hex: #CAA5DF

Hex: #ECDFF4

Hex: #AA4465
RGB: 170, 68, 101
CMYK: 0, 60, 41, 33

Hex: #C36A87

Hex: #D18BA2

Hex: #DEACBC

Hex: #EBCDD7

Hex: #BEBBBA
RGB: 37, 104, 130
CMYK: 87, 51, 35, 11

Hex:#9A9594

Hex: #B0ADAB

Hex: #DDDCDB

Hex: #F4F3F3

# Font
# Usage

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 variety of fonts are used in The Urbana Free Library's communications, we recommend the use of four fonts.

## Heading

🍁 **Raleway - Google font**

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Body

🍁 **Proxima Nova - Adobe font**

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

🍁 **Figtree - Google font**

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

🍁 **Roboto - Google font**

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Contact Information

The Urbana Free Library

For any questions or more information, please contact the Community Engagement department at The Urbana Free Library.

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