



**Graphic Standards
& Style Guide
2014**



USING THIS MANUAL

To help you create consistent and high-quality messages on behalf of the Library, this manual contains guidelines and examples of approved applications of the graphic identity. Use of the guidelines will simplify your communication efforts and improve your results.

In these pages you will find directions for:

- Incorporating EPL's official fonts, colors, and logo into documents
- Creating materials consistent with EPL's standards colors
- Working with templates
- Communication within appropriate style guidelines
- Sending external media (PR efforts that go outside the building)
- Requesting PR materials

With current computer technology and the use of this manual, you can ensure Elmhurst Public Library graphic standards are not compromised. If you have questions about using this guide or developing communications outside of these guidelines, contact the Public Information Team (PR).

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ELMHURST PUBLIC LIBRARY OVERVIEW

Mission Statement

The Elmhurst Public Library enriches life in Elmhurst by providing opportunities to explore, learn and grow.

Vision Statement

Elmhurst Public Library will be a place for discovery at the heart of the community. The Library will provide the support and resources for Elmhurst residents to

- develop a love of reading
- access information for work and learning
- pursue interests that will enrich their lives
- understand changes in technology, society, and culture
- gather and interact with each other

Values Statement

Elmhurst Public Library values:

RESPECT

We provide an environment that is welcoming to all.

We protect the privacy of Library users.

We defend intellectual freedom.

We respect all points of view.

We expect all library users and staff to be treated with respect.

INTEGRITY

We commit to going the extra mile.

We listen to our community.

We put the public interest first in all decisions.

We are fiscally responsible.

We protect the community's investment by maintaining the library facility in top condition.

We minimize our environmental impact.

ACCESS

We believe in equal access to information for all.

We facilitate convenient access to library resources.

We employ friendly and approachable staff.

LEARNING

We foster literacy.

We support lifelong learning.

We provide diverse resources and programs.

We hire well-qualified staff and support their continued learning.

We encourage collaboration among staff and with community organizations.

Fonts

Official Fonts

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 employed in Elmhurst Public Library communications, we recommend the use of three fonts:

Bebas Neue for mastheads and program titles headlines

Sanchez is used for text headlines and subheadlines (1)

Neutra Text is used for body copy (not bold) and subheads(2) (bold)

**THE QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG**

**The Quick Brown
Fox Jumps Over
the Lazy Dog**

The Quick Brown
Fox Jumps Over
the Lazy Dog

Alternative Fonts

When the above fonts are not available*, the following are the approved alternatives:

Haettenschweiler for mastheads and program title headlines (all caps)

Rockwell (Bold) for text headlines and subheadlines (1)

Calibri for body copy (not bold) and subheads(2) (bold)

**THE QUICK BROWN
FOX JUMPS OVER
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* This is the case with almost all Windows-based systems.

Font Sizes

Standard font sizes vary depending on specific usage; find specific size requirements in individual template files or in the Templates section of this guide on page 14. In general, follow these size rules:

Mastheads: **35 pt**
Program Title Headlines: **100 pt**
Text Headlines: **18 pt**
Subheadline (1): **13 pt**
Subheadline (2): **12 pt**
Body copy: **10-12 pt**

Text Alignment

Body copy should always be justified. For example, in Word this is done in the Home Tab. Select "Justify Text" in the alignment section, indicated by this icon:



Examples of Typography in EPL Materials

- 1 Masthead
- 2 Program Title Headline
- 3 Text Headline
- 4 Subheadline (1)
- 5 Subheadline (2)
- 6 Body copy

ADULT

1

3

Games in the Afternoon
 Thursday, Sept. 9, Oct. 14, and Nov. 17
 1-4 p.m. • Kossmann Room
 Drop by and enjoy playing cards or a variety of board games. No registration required.

Literacy Tutor Training
 Sept. 8, 10, 15, 29, Oct. 1, and 6
 9-4:5 a.m.-12:45 p.m. • Kossmann Room
 Literacy DuPage, in partnership with EPL, is offering a way for you to help someone with limited English discover their full potential. No teaching background or second language skills are required. Tutor training teaches people like you how to assist adults by providing one-on-one and small group tutoring. To register, call (630) 416-6699 or visit www.literacydupage.org.

Baseball Film Series
The Stratton Story (1949)
 Thursday, Sept. 11 • 6:30 p.m. • Large Meeting Room
 The true story of how Chicago White Sox pitcher Monty Stratton returns to baseball after a freak accident. Starring James Stewart. Not rated. Co-sponsored by the Elmhurst Historical Museum. No registration required.

Guitar 101
 Sunday, Sept. 14 and Oct. 12 • 2-3 p.m.
 Meeting Room B
 Always wanted to learn guitar? This hands-on class is geared towards beginner-level players. Attendees must bring their own instruments. Register online, in person, or by phone.

The Settling of Germans in America
 Tuesday, Sept. 16 • 7 p.m. • Large Meeting Room
 Learn how the immigration of Germans during the 17th-19th centuries shaped local culture. They settled into the "Teut"-Addison, Bensenville, and Elmhurst, and left well-known artifacts: the Graue Mill and Mount Emblem Cemetery Windmill, among others. Even Elmhurst College has a German history! No registration required.

Celebrate German Cuisine
 Tuesday, Sept. 23 • 6:30 p.m. • Large Meeting Room
 Chef Carolyn Friedman shows you how to prepare delicious German food. Register online, in person, or by phone.

Senior Series
Grandparent Appreciation Day
 Saturday, Sept. 6 • 1-4 p.m.
 Large Meeting Room • All ages
 Celebrate National Grandparents Day at EPL! Grandparents and grandchildren can make crafts, play games, and more at various stations. Light refreshments will be provided. No registration required.

An Afternoon at the Pictures
 Tuesday, Oct. 14 • 3 p.m.
 Large Meeting Room • Age 55+
 Join us for a special screening of the classic musical *Singin' in the Rain*. We'll even serve popcorn! No registration required.

Craft Day: Holiday Cardmaking
 Tuesday, Nov. 18 • 3-5 p.m.
 Large Meeting Room • Age 55+
 This holiday season, wow friends and family by creating your own uniquely-styled holiday cards. We'll provide the materials. Register online, in person, or by phone.

Free Career Counseling
 Monday, Sept. 15, Oct. 20, and Nov. 17
 9:30 a.m.-12 p.m. • 2nd Floor Study Rooms
 Need an objective review of your resume or input on your job-search strategy? Get one-on-one career counseling. Register for a 30-minute session in person, by phone, or by email reference@elmhurst.org.

Resources for Career Changers
 Thursday, Oct. 16 • 7-8 p.m.
 Large Meeting Room
 Looking for a job? Interested in changing careers? Join Angela Nackovic from College of DuPage to learn where to access college funding through the Workforce Investment Act (WIA), financial aid, and scholarships for adults. No registration required.

Lyric Opera Lectures
 Sundays • Kossmann Room
 Hear the story, learn about the composer, and listen to the music. No registration required.

■ **Don Giovanni** by Mozart
 Sunday, Sept. 20 • 2:30-3:45 p.m.

■ **Capriccio** by Strauss
 Saturday, Sept. 26 • 2:30-3:45 p.m.

■ **Il Trovatore** by Verdi
 Sunday, Oct. 26 • 2:30-3:45 p.m.

■ **Porgy & Bess** by Gershwin
 Sunday, Nov. 2 • 2:30-3:45 p.m.

■ **Anna Bolena** by Donizetti
 Sunday, Nov. 23 • 2:30-3:45 p.m.

The Sandwich Generation: Planning for Eldercare and Retirement
 Monday, September 28 • Large Meeting Room
 What happens when your parents begin to decline and need more care than you can provide? How do you address their needs while balancing your own work and family? Perhaps you are close to retirement yourself, and are wondering what preparations to make. Learn what options are available at this program presented by the Senior Resource Alliance of Chicago-Land. No registration required.

Die Lustigen Musikanten (Merry Musicians)
 Wednesday, Oct. 8 • 7 p.m.
 Large Meeting Room
 Join us for traditional Oktoberfest music played on accordion, keyboard, and trumpet as well as a 12" alp horn and tuned cow bells. Learn about cultural aspects such as language, food, and customs. You may even learn to yodel! No registration required.

Come see the stein exhibit in the lobby during September!

Oktoberfest

You Can Brew It!
 Tuesday, Sept. 30 • 7 p.m. • Large Meeting Room
 Do you enjoy quality craft beer? Home brewing is a fun hobby enjoyed by millions all over the world. Award-winning home brewer Scott Pointon discusses the brewing process and resources available to would-be brew masters. No registration required.

2

FIZZ+BOOM ROADSHOW THEATER W•O•R•K•S•H•O•P

5

Take to the stage as part of a world premiere play that will be the finale for Summer Reading. Registering for this production means you're committing to the whole week, from rehearsals to final production on August 16.

3

Mon. Aug. 11-Thurs. Aug. 14 • 1-4 p.m.
Large Meeting Rm. • Entering Grades 3-5
Register starting July 19 in person, by phone, or online.

4

Performance: Sat., Aug. 16 • 2 p.m.

COLORS



DARK GREY

Co Mo Yo K90
R65 G64 B66
Pantone 433
#333333



MEDIUM GREY

C55 M46 Y46 K1
R130 G130 B130
Pantone 425
#999999



LIGHT GREY

Co Mo Yo K10
R230 G231 B232
Pantone 427
#e6e6eb



GOLD

C23 M29 Y73 K1
R199 G170 B97
Pantone 457
#cc9966



DARK GREEN

C74 M14 Y100 K2
R75 G150 B69
Pantone 361
#4b9f45



LIGHT GREEN

C52 Mo Y81 Ko
R132 G198 B99
Pantone 367
#99cc66



TEAL

C75 M25 Y26 Ko
R56 G153 B175
Pantone 632
#339999



DARK BLUE

C100 M80 Y12 K3
R15 G75 B143
Pantone 293
#003399



PURPLE

C70 M70 Yo Ko
R100 G95 B170
Pantone 5275
#666699



ORANGE

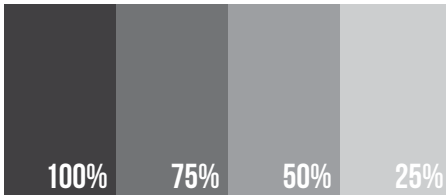
Co M47 Y88 Ko
R248 G154 B56
Pantone 138
#ff9933

These ten colors are Elmhurst Public Library's official colors. Each swatch provides the CMYK values, RGB values, Pantone equivalent, and hex numbers. The next page shows additional tint options for each color.

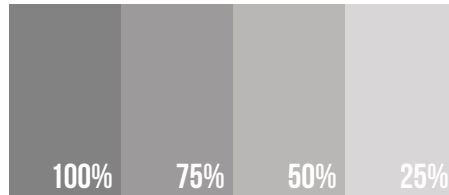
To use these colors in Microsoft Programs (e.g. Word):

- Choose the item to color, then click the [colors] option.
- Chose [Custom]
- On the drop down menu, make sure [RGB] is selected, then use the corresponding RGB values for the color according to the previous page.

COLORS



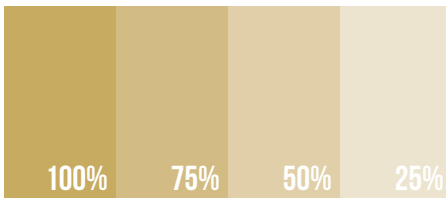
DARK GREY



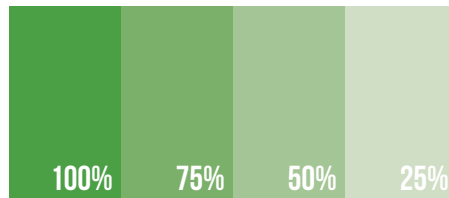
MEDIUM GREY



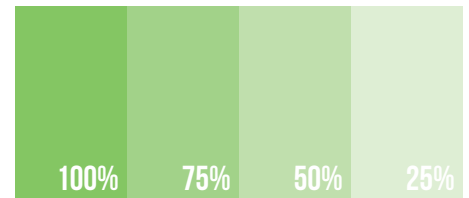
LIGHT GREY



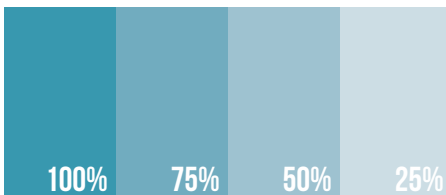
GOLD



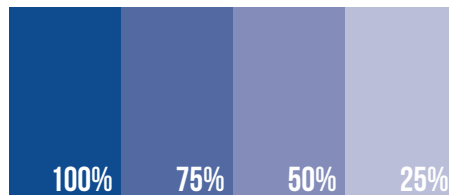
DARK GREEN



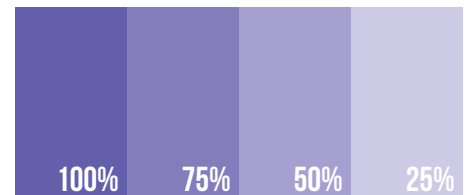
LIGHT GREEN



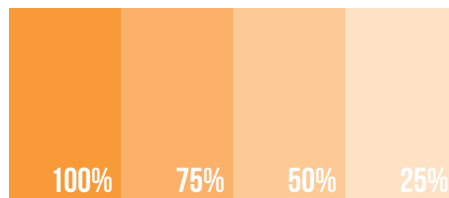
TEAL



DARK BLUE



PURPLE



ORANGE

GRAPHIC IDENTITY

Official Logos

Any printed piece that could potentially leave the building must have Elmhurst Public Library's logo, or the words "Elmhurst Public Library" along with the phone number, address, and website. Usually, the logo should be placed on the front (near the top) or back (near the bottom) of the document.

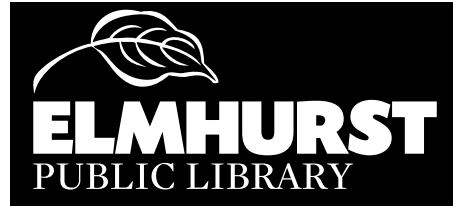
Full-color logo



Black one-color logo



White reversed one color logo



Rule of A

To ensure the logo is easily readable, use the "Rule of A." Leave a uniform blank space around all sides of the logo and elements equivalent to the letter 'A' in 'Library'. This 'A' space will change according to the size of the logo.

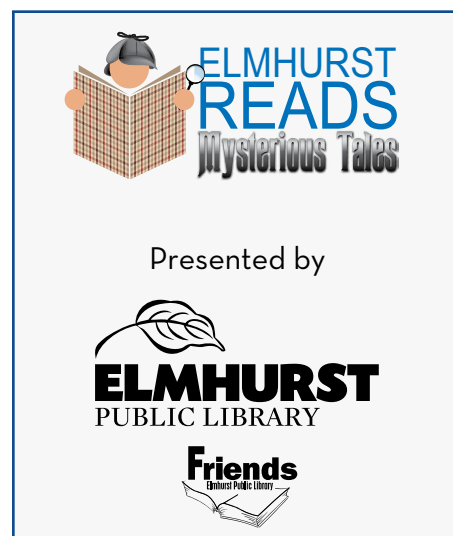


Other Logos

In general, EPL's logo should be prominent in the material, on the front or back of a document.

When partnering with external organizations, place the other logo below the EPL logo.

Exception: When a secondary logo from EPL is used (e.g. Elmhurst Reads, Oktoberfest, Summer Reading) the secondary logo takes precedence, but the official EPL logo must be used somewhere on external materials (usually the bottom of the front or back page). See example at right.



Unacceptable Uses



To prevent loss of detail, the logo and elements should not be printed at less than one-inch wide.

If space does not allow for a logo to be used, the words “Elmhurst Public Library” along with the phone number, address, and website should be written out in the official headlines and subheadlines (1) font Sanchez. If Sanchez is unavailable the alternative font Rockwell should be used.



To maintain the consistency of EPL’s graphic identity, only official colors should be used.



The size of the words should always be reproduced in the same proportions as the original logo. In this example, the leaf is much larger than the original, and should not be used.



The text and graphic elements of the logo are meant to be used as a unit and should not be rearranged.



The logo and elements should never be stretched or distorted in any way.

STYLE GUIDE

General Writing and Editing Guidelines

In general, EPL follows AP style, the rules established by the Associated Press in written publications.

Acronyms

Spell out an acronym the first time it is used with the acronym following in parentheses. Then freely use the acronym in the body copy. *Example: Elmhurst Public Library (EPL)*

Active Voice vs. Passive Voice

Use active voice, not passive voice. *Example: the program served 75 people.* Better than: *75 people were served by the program.*

Dates

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.*, *Dec.* Spell out when using alone or with a year alone.

Dates should be given in **[day] (comma) (space) [month] (space) [numerical date]** format. Unless the date is referring to a date outside the current year, the year is not necessary. Always spell out the entire day of the week. If room allows, spell out the entire month's name. *Example: Thursday, Sept. 4 or Monday, February 28*

Separate dates and times with a bullet. *Example: Thursday, Sept. 4 • 5 p.m.*

Keyboard Shortcuts:

PC: alt + 0149 (using the keypad)

MAC: option + 8)

Always use Arabic numerals, without *st*, *nd*, *rd*, or *th*. If writing about an anniversary or occurrence, spell out the number with modifier. *Example: Elmhurst Public Library's tenth anniversary*

Oxford Comma/Serial Comma

In general, when listing three or more items in a sentence, use a comma after the first two, before the "and." *Example: You can check out DVDs, books, and audiobooks.*

Numbers

Numbers zero through nine are always spelled out. Numbers 10 and up are written using numerals. Numbers are always spelled out at the beginning of a sentence, except in dates. *Example: Three hundred people attended the event. 2013 was a stellar year.*

Phone Numbers

Write phone/fax numbers as (xxx) xxx-xxxx. *Example: (630) 279-8696*

Short and Simple

Keep words, sentences and paragraphs short for the cleanest writing. Using shorter words rather than long words – "use" instead of "utilize," "now" instead of "currently."

Spacing

Avoid using two spaces after a sentence; use only one. *Example: This program will run for three weeks. For middle school students.*

Symbols

In body text, use “percent” instead of the % symbol. The symbol may be used in headlines, charts and tables. In body text, use “and” instead of the ampersand (&) unless the ampersand is part of the official name of a company, book, song, etc.

Times

Current AP style avoids using unnecessary zeros when the time is on the hour; also, use a.m. or p.m. to indicate morning/evening. Avoid using “noon” or “midnight.” *Examples: 10:30 a.m., 11:15 a.m., 2 p.m., 12 p.m.*

Other Miscellaneous

Web is capitalized (shorthand for World Wide Web), but website is not. Neither is webcam, webmaster, webcast or webinar.

Use email, not e-mail (AP style approved in 2011).

ZIP code is all caps; it is an acronym for Zone Improvement Plan.

STYLE GUIDE

EPL-Specific Guidelines

Address, Telephone, and Fax Numbers

Elmhurst Public Library

125 S. Prospect Ave.

Elmhurst, IL 60126

(630) 279-8696

Fax: (630) 279-0636

TTY: (630) 782-4310

Text message: (331) 642-0375 (Texting fees may apply)

Email: reference@elmhurst.org or ypsref@elmhurst.org (Kids' Library)

Website: elmhurstpubliclibrary.org

EPL on Social Media

Facebook: <http://elmlib.org/facebook>

Pinterest: <http://elmlib.org/pinterest>

Twitter: @askelmhurst

Yelp: <http://elmlib.org/yelp>

Instagram: <http://elmlib.org/instagram>

Name

Elmhurst Public Library—first letters all capitalized, no periods between letters, no “the” before “Elmhurst.” Using the acronym EPL is acceptable after first using Elmhurst Public Library. The word Library should always be capitalized when referring as shorthand to Elmhurst Public Library. When referring to other libraries or a library in general, the “l” should be lowercase. *Example: This Elmhurst Public Library-organized program was a city-wide event at the Library. Planning is underway for EPL’s next program. Another library in the area has similar program.*

Personal Names

In general, staff names should not appear on materials (handouts, brochures, etc.) that are printed in mass quantity because Elmhurst Public Library owns all items created as part of employment. Use job titles or department names instead.

Program Names

Some recurring programs require capitalization: Summer Reading Program (variations would include: Kids’ Summer Reading Program, Teen Summer Reading, Adult Summer Reading). The word “program” may be used if space allows.

Room Names

First Floor

Administration Conference Room
Checkout Desk
Kids' Library
Kossmann Room
Large Meeting Room
Meeting Room A
Meeting Room B
Storytime Room

Second Floor

2nd Floor Information Desk
2nd Floor Study Rooms
Computer Lab

Statistics

Only quote those numbers published in the most recent Elmhurst Public Library Annual Report.

Tagline

Explore • Learn • Grow

If bullets (*keyboard shortcut: ALT+8*) cannot be used, commas are an acceptable alternative.

Example: Explore, Learn, Grow.

Boilerplate Description

The Elmhurst Public Library strives to enrich life in Elmhurst by providing opportunities to explore, learn, and grow. EPL offers the support and resources for Elmhurst residents to develop a love of reading; access information for work and learning; pursue interests that will enrich their lives; understand changes in technology, society, and culture; and gather and interact with each other. Elmhurst Public Library is a place for discovery at the heart of the community.

TEMPLATES

Templates

PR will provide templates for publicity materials where it makes sense and is time-effective, and is up to the discretion of the PR team.

Templates will be set up for editing in widely-available software such as Word. Many pieces of templates are not editable—this is purposeful. The moving parts of each template are the only changes allowed by the graphic standards set forth in this guide.

Any templates (posters or other) must be printed using the PR printer in Administration to maintain print-quality standards.

Any deviation from the standards set forth in this guide must be approved by PR.

Margins

On documents with primarily written content (e.g. letterhead) margins should be one inch on every side, except for the top, where type should begin one inch below the logo.

For documents that are primarily image-based (e.g. posters, bookmarks, brochures) margins should be equal on all sides: 0.1875 inch or 1.125 picas or 13.5 points.

Folding brochures should double the edge margin separating the folded pages. (i.e. .375 inch) to give a uniformed look when folded.

Columns

Whenever possible, divide written text into columns. Use the document margins referenced above, except between columns, which should be 0.1875 inch or 1.125 picas or 13.5 points.

Masthead and start of copy

Masthead are white reversed text on green. They should end at 1.3333 inch from the top of the document. Start of copy is at 1.667 inch from the bottom of the masthead.

Copies of Materials

Copies of official materials are not allowed. This includes the newsletter, brochures, or other items on the document server in PR. To ensure consistency, items using official library colors must be printed from the PR printer in Administration. If an item is not on the document server and you believe it should be, talk to a PR team member.

IMAGE REQUIREMENTS

Photographs and Illustrations

To protect design integrity in marketing communications, Elmhurst Public Library has established standards for using photography and illustration.

Image Standards

Print: minimum 300 dpi

Should not appear blurry when printed.

Digital: 72 dpi

Should not appear blurry on your computer at 100 % magnification.

Clip Art

As a rule, EPL does not use clip art. Clip art images are simple pictures and symbols that are generally cartoonish in nature. Notable exceptions that use clip art-style images are in-house-created logos and children's booklists.

Stock Photos

Stock photos are acceptable for Library use. PR has accounts with several online stock photo companies. If you need a specific stock photo for a project, request it using the PR Request software and PR may purchase it after review.

Permissions

A clause appears in the *Fine Print* newsletter, "Photo Policy: Elmhurst Public Library reserves the right to photograph program participants. Such photos are only for Library use and may be published in Library publicity materials. If you do not wish to be photographed, please notify staff," which takes the place of individual release forms.

Refer to the Policy Manual for additional guidelines on computer, social media, and email use at Elmhurst Public Library.

Copyright

Any and all promotional material that leaves the building must pass through the PR department to ensure images to do not infringe copyright laws.

ELECTRONIC COMMUNICATIONS

Email

Your email is the property of Elmhurst Public Library. Please see the Policy Manual for additional guidelines on email usage. For communication standards purposes, email must be spell checked prior to sending. There is a default setting in Groupwise that will automatically check spelling in your outgoing messages. Always include a personal signature in external email.

Example for personal email signature:

Mary Beth Campe
Elmhurst Public Library Director
125 S. Prospect Ave.
Elmhurst, IL 60126
(630) 279-8696, ext. 304
elmhurstpubliclibrary.org

Email Disclaimer

Elmhurst Public Library email should not be used for personal correspondence, therefore an email disclaimer is not necessary. However, should you chose to use one, the following is the acceptable Disclaimer for EPL employees:

Opinions expressed are those of the author and do not necessarily reflect official Library policy.

Commenting on Public Internet Forums

EPL staff are encouraged to use community blogs and other public online forums (including social media) to discuss our issues. Any outgoing community messages that are written as a Library representative must be approved by your immediate supervisor or the Public Information Coordinator.

Social Media

EPL's Facebook, Flickr, Instagram, Pinterest, Twitter, Yelp, and YouTube pages are intended to encourage networking and information sharing among the Elmhurst community. These pages are monitored and updated daily. Posts to this page include current news, events, videos, news stories and other Library-related information. If you would like to post an item to EPL's social media page, see [Exceptions] under the "Requesting PR materials" section.

REQUESTING PR MATERIALS

PR Request Process

When an item or program you are working with requires publicity, there is an online request process. In general, any given item will take up to two weeks* to go through the process, so plan accordingly. Find the link to the PR Request site on the Staff Bookmark page. Print requests are not accepted.

What should be requested:

Printed materials such as posters, bookmarks, booklists, stickers, handouts, etc.

Digital materials such as LCD signs and screensavers

Changes to the website

Additions to the newsletter not contained in the normal Evanced listing

Edits or additions to existing materials (print or digital)

Large items (shortest side >24 inches) needing lamination

Special articles or press releases for inclusion in newspapers or other external publicity (example- District 205 Virtual Backpack**)

Social Media*** requests

Exceptions:

* Items that require special paper, large quantities, or intricate planning may require longer- If you're unsure what your project will require, talk to a PR team member well in advance of your project's deadline.

***Virtual Backpack* Guidelines: District 205's *Virtual Backpack* is sent every Friday.

PR must send materials at least 10 days prior to our event (e.g. no last minute event promotion).

Virtual Backpack is sent out every Friday. For materials to be included, they must be received by District 205 at least seven days prior to the desired distribution date.

We are limited to three items at any time. One of these items is a permalink to our calendar of events. Therefore, there are only two listings at any time for inclusion in *Virtual Backpack*. It is up to the KL and Teen librarians to determine what content, if any, should be included. Requests for *Virtual Backpack* inclusion should include the date desired for publication (always on a Friday)

Materials must include the statement "Not a District 205 sponsored or endorsed event."

***Facebook and Twitter content can be posted in the Shared file under [Public Relations], then [Social Media] in the file [Facebook-Twitter.xlsx]



125 S. Prospect Avenue, Elmhurst, IL 60126
(630) 279-8696 • www.elmhurstpubliclibrary.org

Library Hours:

M-F 9 a.m.-9 p.m. • Sat. 9 a.m.-5 p.m. • Sun. 1-5 p.m.