ELMHURST PUBLIC LIBRARY

Graphic Standards & Style Quick Guide

Vision

Elmhurst Public Library, a trusted place at the heart of the community, champions library use by providing the support, resources and space for all to:

• Pursue a Love of Reading
• Access Information
• Explore Interests
• Connect with Others
• Cultivate Curiosity
• Create and Innovate

Photographs and Illustrations

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.

Stock Photos
If you need a specific stock photo for a project, request it through Marketing.

Font Sizes and 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:

Mastheads: **35 pt**
Text Headlines: **17 pt**
Body copy: **10**

Marketing Request Process
If an item or program you are working on requires publicity, please submit a ticket through Mojo. A link to Mojo ticketing is found on the Staff Bookmark Page. Allow 2-3 weeks for projects to be completed.

Writing Style

Voice
EPL's tone aims to be genuine, plainspoken, and friendly. We use active voice rather than passive voice. *(Example: Mary presented the program. Better than: The program was presented by Mary.)* Avoid using slang or jargon, and use positive language rather than negative language when possible.

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

Times
Avoid using unnecessary zeros when the time is on the hour; also, use a.m. or p.m. to indicate morning/evening. *Examples: 10:30 a.m., 2 p.m.*

Library
When referring to the Library, use Elmhurst Public Library or EPL; no "the" before "Elmhurst." The word Library should always be capitalized when referring as shorthand to Elmhurst Public Library. References to other libraries or a library in general should be lowercase.

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.

Colors

DARK GREY
R65 G64 B66
#333333

MEDIUM GREY
R130 G130 B130
#999999

LIGHT GREY
R230 G231 B232
#ebebeb

GOLD
R199 G170 B97
#cc9966

DARK GREEN
R75 G150 B69
#4b9f45

LIGHT GREEN
R132 G198 B99
#99cc66

TEAL
R56 G153 B175
#339999

PURPLE
R100 G95 B170
#666699

ORANGE
R248 G154 B56
#ff9933

DARK BLUE
R15 G75 B143
#003399

Official Fonts

Bebas Neue for mastheads and program title headlines

ELMHURST

Sanchez is used for text headlines and subheadlines

Elmhurst

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

Elmhurst

Alternative Fonts

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

Haettenschweiler for mastheads and program title headlines (all caps)

ELMHURST

Rockwell (always in Bold) for text headlines and subheadlines

Elmhurst

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

Elmhurst

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.

Unacceptable Uses

The minimum width is one inch.

The logo should never be stretched or distorted.

Spacing

The logo must always have space left around it so that it doesn't touch other objects or text.