

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 α.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	MEDIUM GREY	LIGHT GREY	GOLD	DARK GREEN
R65 G64 B66	R130 G130 B130	R230 G231 B232	R199 G170 B97	R75 G150 B69
#333333	#999999	#ebebeb	#cc9966	#4b9f45
LIGHT GREEN	TEAL	PURPLE	ORANGE	DARK BLUE
R132 G198 B99	R56 G153 B175	R100 G95 B170	R248 G154 B56	R15 G75 B143
#99cc66	#339999	#666699	#ff9933	#003399

Official Fonts

Bebas Neue for mastheads and program title headlines

Sanchez is used for text headlines and subheadlines

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

ELMHURST

Elmhurst

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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 (always in Bold) for text headlines and subheadlines

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

ELMHURST

Elmhurst

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



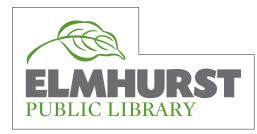
The minimum width is one inch.



The logo should never be stretched or distorted.

Spacing

MHURST



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

