



Chatham-Kent
Public Library

The guidelines presented here must be observed and are to be used as a guide/reference by all Chatham-Kent Public Library staff and must be transmitted and/or translated when in collaboration with third party vendors whenever plausible.

BRAND STANDARDS

2011

Color Palette

The Chatham-Kent Public Library logo — along with print collateral and web/onscreen graphics — should only be reproduced using the colors listed here:



PRIMARY COLORS

BLUE
C:85% M: 24% Y:0% K:0%
Pantone: 2925
R:0 G:150 B:214
Hexadecimal: 0096D6

GREEN
C:57% M:0% Y:100% K:0%
Pantone: 368
R:122 G:193 B:67
Hexadecimal: 7AC143



SECONDARY COLORS

ORANGE
C:0% M:53% Y:100% K:0%
Pantone: 021
R:247 G:143 B:30
Hexadecimal: F78F1E

DARK GRAY
C:0% M:2% Y:0% K:68%
Pantone: Cool Gray 11
R:113 G:112 B:116
Hexadecimal: 4D4E53

LIGHT GRAY
C:0% M:0% Y:0% K:37%
Pantone: Cool Gray 7
R:174 G:176 B:178
Hexadecimal: 9D9D9D



TERTIARY COLORS

CREAM
C:0% M:4% Y:18% K:0%
Pantone: 7401
R:255 G:242 B:212
Hexadecimal: F2E3BC

YELLOW
C:0% M:30% Y:100% K:0%
Pantone: 130
R:253 G:184 B:19
Hexadecimal: F4AA00



The Brand Mark *or, Logo*

The logo is the visual cornerstone of the brand. You will be protecting and strengthening the Chatham-Kent Public Library visual identity by ensuring that this logo is always properly reproduced.

The full color logo treatment is the preferred version and is to be used whenever possible.



Do not stretch or squeeze the logo.



Do not place the logo over a busy background. Place on white background whenever possible.



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Alignment

The angle of the Chatham-Kent Public Library logo should not be altered.
The orientation of the text should be upright and level with the icon on top.



Required Clear Space

The Chatham-Kent Public Library logo is most effective when surrounded by an area of clear space, separated from type and other graphical elements. No type, additional logos or other graphic elements should be placed within 0.25" inches of any edge of the logo.



Logo and Color Representations

The full color logo treatment is the preferred version and is to be used whenever possible.



When full color CMYK printing is not available, a single color version of the logo (**in either Pantone 2925 BLUE or, Pantone 368 GREEN**) is approved for use. The logo may also be reversed out of either of these colors using the CK-logo-white.eps logo file.



The solid black and grayscale versions of the logo are also approved for use.

For use in headlines, subheads and body copy.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

For use in headlines, subheads and occasional body copy.

American Typewriter Light
American Typewriter Regular
American Typewriter BOLD

For use in subheads and body copy.

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

Typography

Arial, American Typewriter and Times New Roman are the fonts used for advertising, publications and signage. They have been chosen for their clean style and accessibility for all users. In combination they create a pleasing juxtaposition of serif and sans serif typography.

The consistent use of these recommended fonts will help establish typography as a recognizable brand identity element, while reinforcing a unified family appearance among communication materials.

Brochures



Sizzlers/Rackcards



Business Card Template



Toolkit Materials

Press Quality PDFs and packaged InDesign CS3 files are available of the print collateral represented here.

The PDF documents are optimized for professional press quality printing or in-house office printing.

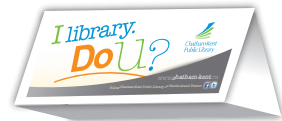
Whenever feasible these materials should be printed on white cover weight stock. A lighter weight stock is acceptable for the poster and newsletter.

quick tip

Easily convert a color PDF to grayscale:

1. Open a color PDF file in Acrobat Professional.
2. Choose Advanced > Print Production > Preflight.
3. Click the right-pointing triangle next to PDF Fixups and select the Convert to Grayscale option that appears.
4. Click the Execute button. The entire PDF file will be converted to grayscale.

Table-Tents



Shelf-Hangers



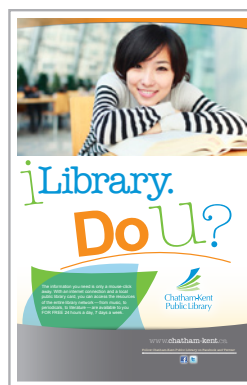
Library Card



Bookmarks



Posters



Newsletter Template





Standards of Reproduction

Compliance with these brand standards will ensure quality reproduction and maximum visual impact.

The logo master files must be used as supplied and should not be manipulated or altered.

The logo should not be scanned into your computer from a hard copy.

Printers should only be supplied with the logo in the form of a high-resolution master electronic file—the logo files ending with the extension of (eps) or (ai).

The logo file ending with the extension of (jpg) is intended for onscreen usage only. Perhaps as an image placed within word processing or other standard desktop applications.

The logo file ending with the extension of (png) has a transparent background that can be placed in an application such as PowerPoint.

The logo file ending with the extension of (pdf) is suitable for in-house printing needs.



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WWW.chatham-kent.ca

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