



BRAND GUIDELINES

TABLE OF CONTENTS

BRAND STRATEGY

- Introduction.....4
- Mission, Vision Values.....5

BRAND VOICE

- Brand Pillars.....7
- Tone.....8
- Writing Guidelines for Social Media.....9

BRAND IDENTITY

- Logo
 - Primary Logo.....11
 - Logo Variations.....12
 - Logo Spacing.....13
 - Improper Use of Logo.....14
- Type.....15
- Brand Colors.....16
- Brand Color Format Usage.....17
- Illustration.....18
- Photography.....19

BRAND STRATEGY

INTRODUCTION

How to use this guide

These brand guidelines have been created to keep the guesswork out of the messaging and marketing for Friends of the Salt Lake City Public Library (FOTL).

FOTL is a supporting organization for the Salt Lake City Public Library, and the brand is influenced by its work, tone, mission, and values.

MISSION, VISION, AND VALUES

Mission

The mission of The Friends of the Salt Lake City Public Library is to support The City Library system through fundraising and advocacy.

Vision

We envision a world where the library is an active center of the community and everyone is literate with equal access to information.

Values

- Public libraries are cultural, educational, & social centers
- The importance of 21st century literacies
- Open & equal access to resources
- Entertainment, creativity, & play
- Equity
- Education
- Communication
- Respect
- Teamwork

Pillars

- Literacy
- Community
- Access

BRAND VOICE

BRAND PILLARS

Integrity

We practice honesty and transparency, every day. We act with integrity and respect for one another and the community we serve to build trust and accountability.

Partnership

We are stronger when we collaborate with others, and we strive for partnerships that deliver long-term value.

Inclusion

We honor differences of thought, opinion, and worldview because we believe that we are stronger together. We believe that diversity in all its forms leads to connections and a community that we can only create together. The Friends make a conscious effort to strive towards equitable outcomes and inclusive communities. We will continue to celebrate the diversity of our community and support the Salt Lake City Public Library in all efforts to provide an environment where everyone feels welcomed, valued, and respected.

Service

We lead through service and generosity. We prioritize the needs of The City Library, its patrons, and stakeholders, and we respond accordingly.

Support

To accelerate social change, we must amplify and support the community-focused work of this city's most trusted institution.

Equity

We leverage our resources to build an equitable community.

Gratitude

We recognize and show gratitude to those who support and carry out the Library's mission, and celebrate our successes together.

TONE

Tone of voice is how a brand communicates and connects with its audience through messaging and customer interactions. Tone is the personality of the message. While the entire organization has an overall tone, it may have a different emphasis for different channels the brand uses to communicate with the public.

Fundraising, Advocacy, and Volunteerism embody everything we do at FOTSLCPL.

We are

- Friendly
- Gracious
- Respectful
- Inspiring
- Inclusive
- Sincere
- Informal

We are not

- Brash
- Aggressive
- Pessimistic
- Cheeky

WRITING GUIDELINES FOR SOCIAL MEDIA

Be positive and friendly in your social media and marketing copy. It is important to create a welcoming environment for our audience.

Make sure to be helpful and informative. When possible, provide detailed explanations. For example, don't just assume someone knows or has the capability to find the exact address of a branch of the library. If we are publicizing a branch sale, make sure to share the exact location.

Keep your messages concise, and avoid using too many big words. Your target audience's reading level should be around 8th grade.

Always use language that is respectful and avoid any offensive or harmful language.

Finally, make sure to respond to any comments or questions you receive in a timely manner so that your followers feel heard.

BRAND IDENTITY

PRIMARY LOGO

The logo is the most visible element of the brand's visual identity system and is the primary touchpoint to communicate the brand. To ensure the logo maintains its strength, it may only be treated as designated in these guidelines.



Primary Logo Variations



Black

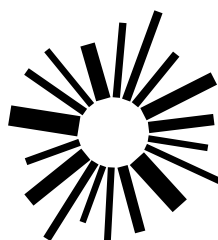


White

The Friends logo spark represents inspiration and alignment with The City Library's brand.



Primary



Black



White

LOGO VARIATIONS

When possible, the primary colored logo should be used. However, in certain circumstances of space, horizontal or square versions of the logo are acceptable. Black and white logos are also available in instances of color incompatibility, but colored logos should be used predominately.

Stacked Logo Variations



Primary



Black



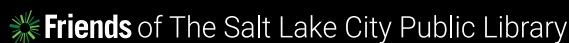
White

**Primary
white text**

One Line Variations



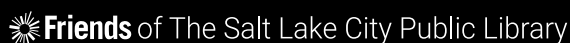
Primary



Primary white text



Black



White

Text Only Variations



Black

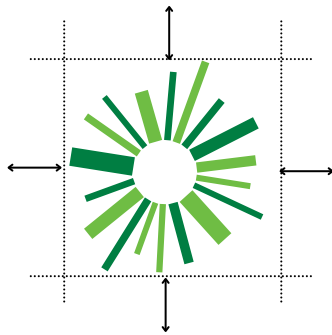
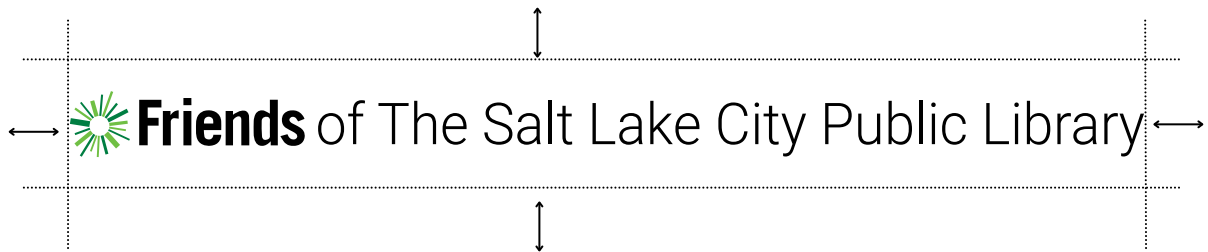


White

LOGO SPACING

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clear space and margins come into play.

The logo's clear space defines the distance between the logo and any graphic element it may be sitting next to in a composition.



Favicon Spark



Banner logo with text

IMPROPER USE OF LOGO

For visibility, impact, and overall integrity, it is important to retain a consistent use of the logo. Do not alter the appearance in any way. Examples of improper logo usage are illustrated below.



X

NEVER stretch or morph the logo. It will become illegible, unrecognizable, and unprofessional



X

Do not separate the logotype from the mark in any way. Keep elements spaced and arranged as they are.



X

Do not add additional color to any part of the logo or change the color from any acceptable color variation.



X

Do not place the logo in a graphic shape, without clear space behind and around.

TYPE

HEADING - OSWALD, REGULAR

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * ()

For print materials, signage, on the web and wherever headings are needed, use Oswald. It can be used for major headlines, subheadings, or for initial caps in body copy. Use all caps in most settings.

Body - Roboto, regular

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * ()

For body copy, headings, and text that needs to be clear and legible, use the Roboto Font Family. Use everywhere for general text.

Additional usage

Aa

*Roboto,
mono light*

Aa

*Roboto, mono
light italic*

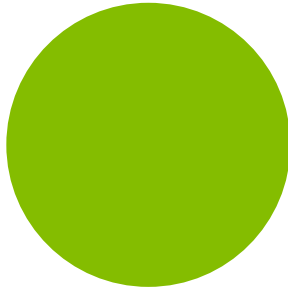
Aa

*Roboto,
regular bold*

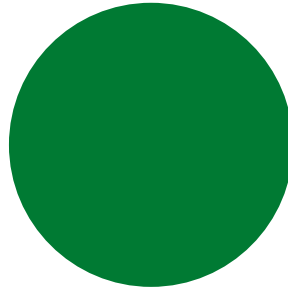
If Roboto is not available, Lato or Helvetica are acceptable alternatives.

BRAND COLORS

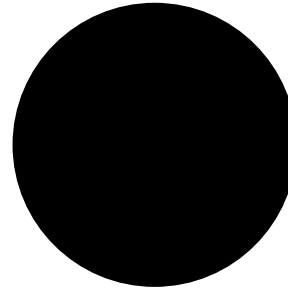
Primary Colors



FOTL Bright Green
Hex #84bd00
CMYK 54, 0, 100, 0
RGB 132, 189, 0
PANTONE 376 C

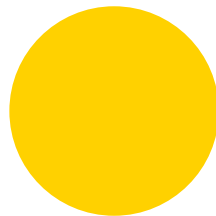


Dark Green
Hex #007a33
CMYK 91, 4, 100, 25
RGB 0, 122, 51
PANTONE 356 C

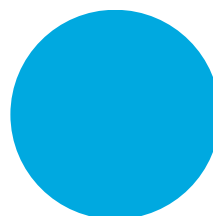


Black
Hex #000000

Secondary Colors



Yellow
Hex #ffd100
CMYK 0, 9, 100, 0
RGB 235, 209, 0
PANTONE 109 C



SLC Blue
Hex #00a9e0
CMYK 83, 1, 0, 0
RGB 0, 169, 224
PANTONE 2995 C

Neutral Colors



Hex #666666



Hex #b3b3b3



Hex #cccccc













































Hex #e6e6e6



Hex #f3f3f3

BRAND COLOR FORMAT USAGE

Please don't use these color combinations; they do not meet a color contrast ratio of 4.5:1, so they do not conform with the WCAG standards for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

	White text #FFFFFF Aa	Yellow text #FFD100 Aa	SLC Blue text #00A9E0 Aa	FOTL Bright Green text #84BD00 Aa	Dark green text #007A33 Aa	Black text #000000 Aa
 Black background #000000						
 Dark green background #007A33						
 FOTL Bright Green background #84BD00						
 SLC Blue background #00A9E0						
 Yellow background #FFD100						
 White background #FFFFFF						

ILLUSTRATION

The goal of any illustration used in marketing and social media should be to demonstrate inclusivity and represent the diversity of our audience. To ensure this, please keep the following guidelines in mind when creating and curating illustrations.

1. Include diversity in gender, age, ethnicity, and ability when choosing or creating illustrations.
2. When depicting people, use a variety of representations of body types and skin tones.
3. When creating holiday items, please remember that we serve people from many different faiths.
4. When possible, please use the brand colors outlined in the previous section.
5. Avoid using outdated stereotypes or cliched representations.
6. Use respectful language and avoid any language that could be considered offensive or exclusive.
7. When possible, seek out illustrations created by artists from diverse backgrounds.
8. Use illustrations to create positive narratives and messages.

PHOTOGRAPHY

When using photography for marketing and social media, it's important to create content that is welcoming, representative, and inclusive of all people.

Here are a few tips to keep in mind when selecting imagery:

1. Use diverse models. Represent people of all genders, body types, ethnicities, sexual orientations, and abilities.
2. Avoid stereotypes. Reinforce positive messages and avoid perpetuating negative stereotypes or clichés.
3. Review images carefully. Double-check that you're not using any images that could be interpreted as offensive or insensitive.
4. When possible, use bright, happy, and welcoming imagery.