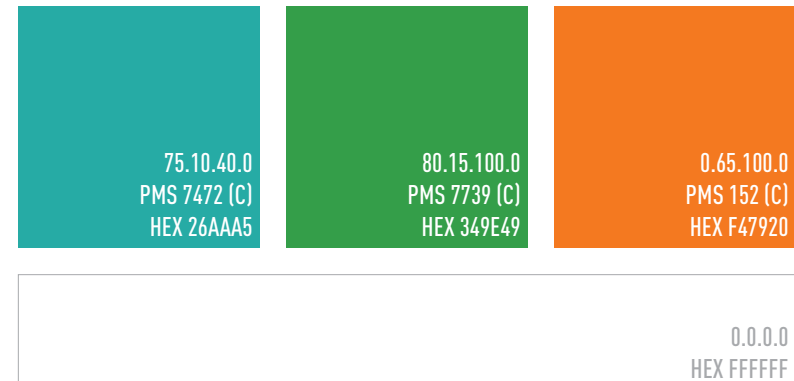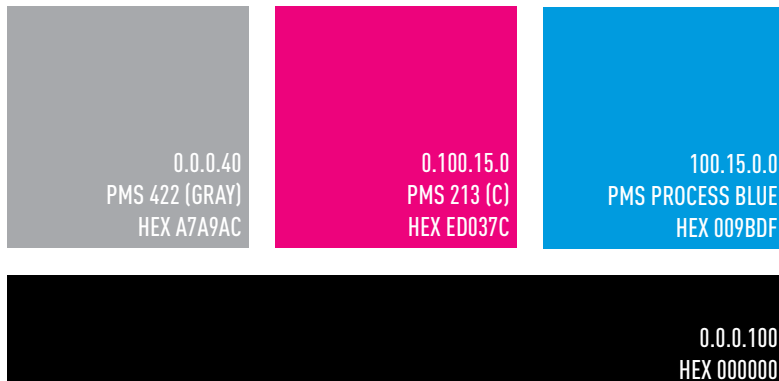# Library Style Guide

Olin College Library
OWL Design/Build 2015

Library Color Palette

Our color palette is a subset of the tones in
the official Olin Color Palette.

0.0.0.40 PMS 422 (GRAY) HEX A7A9AC	
0.100.15.0 PMS 213 (C) HEX ED037C	
100.15.0.0 PMS PROCESS BLUE HEX 009BDF	

0.0.0.100
PMS (not shown)
HEX 000000

75.10.40.0
PMS 7472 (C)
HEX 26AAA5

80.15.100.0
PMS 7739 (C)
HEX 349E49

0.65.100.0
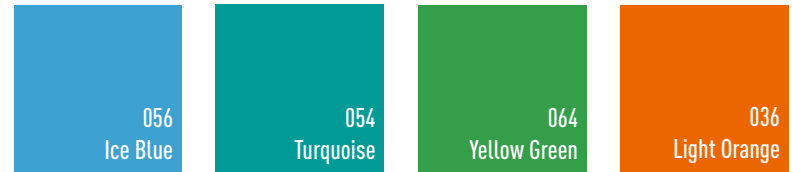PMS 152 (C)
HEX F47920

0.0.0.0
HEX FFFFFF

Color Matching

When applying tones from our color palette in physical media, we use the following color approximations.

Library Color Palette tone

070 Black	**010** White	**072** Light Grey	**041** Pink	**056** Ice Blue	**054** Turquoise	**064** Yellow Green	**036** Light Orange

Oracal Vinyl approximation

Fonts

We use the following fonts in our documentation.
No exceptions.

DIN OT - 30pt

The quick brown fox jumps over the lazy dog.

Light & *Italic*

Regular & *Italic*

Bold & ***Italic***

Condensed Medium & *Italic*

DIN OT 10pt with 12pt spacing is our default body font.
DIN OT Bold is the default Olin Library title font.

Windsor - 30pt

The quick brown fox jumps over the lazy dog.

Windsor is the default OWL title font. It is best used sparingly, to add whimsy and character to documents.

Logos

We use the following logos in our documentation.

When identifying OWL documentation and products, we use the OWL owl.

When referencing Olin College or the Olin Library, we use the official Olin logo without the gradient.
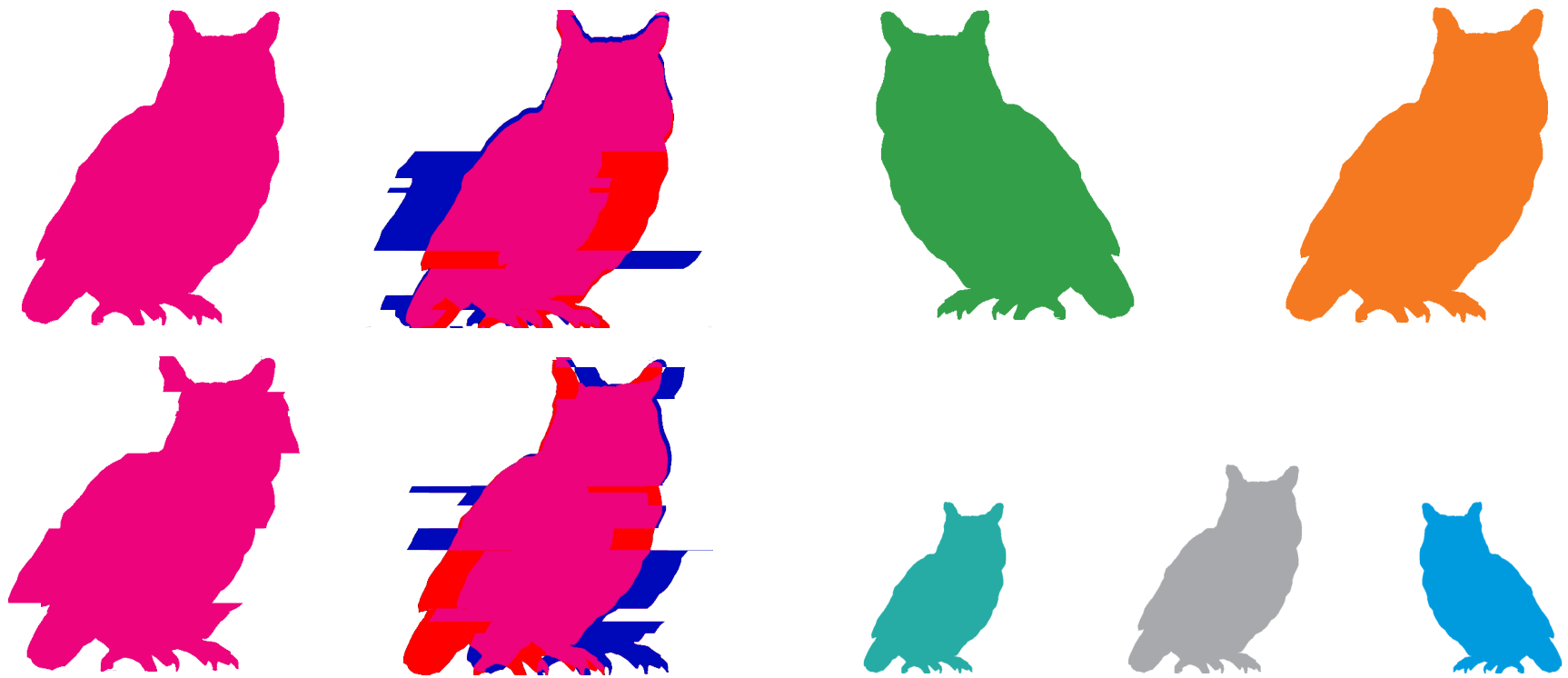
When conveying both Olin college and OWL in a condensed form, the Owlin logo is used.

OWL Logo Variations

The Olin OWL takes many forms, including various colors, sizes, and orientations. The OWL may also glitch in video documentation.

Documentation

All documentation answers the questions of What, Why, and How.
See the presentation and design brief templates for example.

What did you create?

Clean photos / videos show what.

Include close-ups to show content in detail.
We use studios to produce optimal media.

Why is it valuable?

Your product in context shows why.

Include faces of users and interaction as
action. Video best captures this interaction.

How did you create it?

.gifs of methods show how.

Illustrate the steps that led to the final
product. .gifs allow the audience to dwell
on interesting or confusing steps. This is
essential for open source projects.

Videos

All videos will be of the highest possible quality. Out of focus,
jittery shots will not be tolerated.

Introduction

Outroduction

rewritethelibrary.org
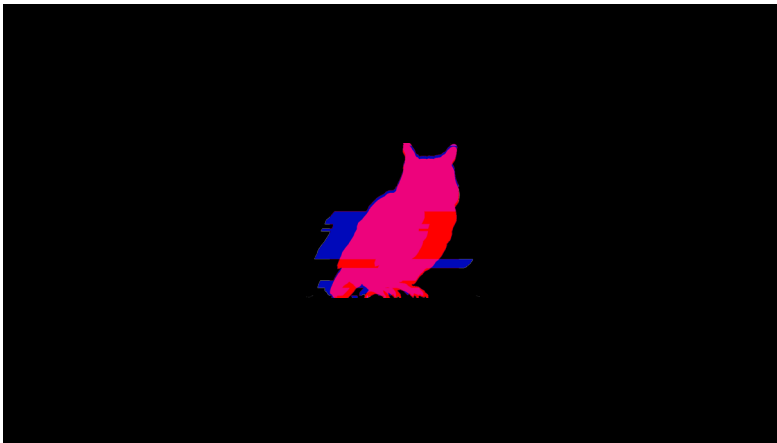
.gifs

We use .gifs to intrigue and inform the audience.

Use them!