

# Library of Congress

## Style Guide

LOC



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# Introduction

The Library of Congress is the oldest federal cultural institution in the United States, housing 838 miles of bookshelves, including more than 173 million books, maps, moving images, periodicals, and more. The Library has a rich and enduring history, beginning in 1800 as the brain child of Thomas Jefferson and James Madison. Through multiple fires, foreign invasion, and more than 200 years, the Library of Congress has not only stood the test of time but has remained as a pillar of learning, knowledge, and inspiration into the modern digital age.

(TOP & MIDDLE RIGHT) LIBRARY OF CONGRESS EXTERIOR (BOTTOM & MIDDLE LEFT) LIBRARY OF CONGRESS INTERIOR



# The Library & Design

Over its more than two century lifetime, the Library of Congress has had many forms of identity, including several rebranding campaigns. In the beginning of its existence, the library primarily used the Library of Congress seal, an official government icon similar to many of the seals used in other government institutions. However in more recent memory, the library has had several different prominent logos leading up into the current branding campaign done by the studio Pentagram. Many of these previous logos relied on associated

imagery, paired with a blocky serif font. The newest addition, designed by Pentagram, boldly moves into the sans-serif space, though has been critisized for being to generic.



*The* LIBRARY  
of CONGRESS



LIBRARY OF  
CONGRESS



LIBRARY  
**LIBRARY  
OF CONGRESS**

(TOP LEFT) 1999–2008 (TOP RIGHT) 2008-2018 (BOTTOM RIGHT) SIMPLIFIED TOP LEFT (BOTTOM RIGHT) 2018-PRESENT, DESIGNED BY PENTAGRAM

# Ideas & Values

The Library of Congress represents many things for many people, but it also retains some core values. As the oldest and the largest library in the world, it can be described as historical, inspirational, and full of wisdom. And yet, as a modern digital resource containing millions of freely accessible resources, it is also a diverse, representative and democratic resource for millions of people around the globe. To represent these two core ideas, three words and their values can be distilled and put to use in creating a representative identity.

The Library of Congress is ...

## **Enduring, Democratic, & Universal.**

The Library is a public good serving to preserve as well as provide countless generations with limitless knowledge without constraint.

The Library is a center of diverse learning and represents a common good for all of humanity.

The Library is timeless, projecting strength through a rich history even in its most modern forms.

# Logo, Type, & Color

## Logo

In keeping with Pentagram's allusion to a bookshelf, the C is slanted to suggest the image of books on a shelf.

PRIMARY 2 COLOR MARK



The removal of the full title in place of the simple "LOC" creates a more streamlined, easily digestible look.

SECONDARY WORD MARK



For use when the entire title is necessary. Like the original, it places emphasis on the word library, while maintaining the blocky nature of the primary mark.



PRIMARY ON IMAGE / DARK BACKGROUND



SECONDARY ON IMAGE / DARK BACKGROUND

# Color

Ditching the simple but mundane blues and blacks of the past, Congressional Magenta provides a much needed pop of color while veering away from the more sedate and corporate orange of the current identity.

## CONGRESSIONAL MAGENTA (PRIMARY)

CMYK    15, 100, 24, 18  
HEX    #B00D63  
RGB    176, 13, 99

## CONGRESSIONAL MAGENTA TINT (SECONDARY)

CMYK    15, 100, 24, 80  
HEX    #4A001F  
RGB    74, 0, 31

BLACK

WHITE

# Typography

## BODY AND HEADERS

**Open Sans (Regular)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ()

## LOGO TYPE

**Open Sans (Condensed Bold)**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4  
5 6 7 8 9 ! @ # \$ % ^ & \* ()**

This simple, open source san serif face reflects the bold strength & democratic nature of the library, while giving it a clean, legible, modern look.

## Usage Don'ts Primary



DO NOT FLIP ELEMENTS



DO NOT ROTATE ELEMENTS



DO NOT APPLY UNAPPROVED COLORS



DO NOT APPLY OUTLINES



DO NOT APPLY A DROP SHADOW



DO NOT STRETCH ELEMENTS



DO NOT USE LIGHT COLORED MARK  
ON LIGHT BACKGROUNDS



DO NOT MOVE ELEMENTS

## Usage Don'ts Secondary



DO NOT FLIP TEXT



DO NOT FLIP BOTTOM ELEMENT



DO NOT APPLY UNAPPROVED COLORS



DO NOT APPLY OUTLINES



DO NOT ALTER THE FONT



DO NOT STRETCH ELEMENTS



DO NOT APPLY A DROP SHADOW



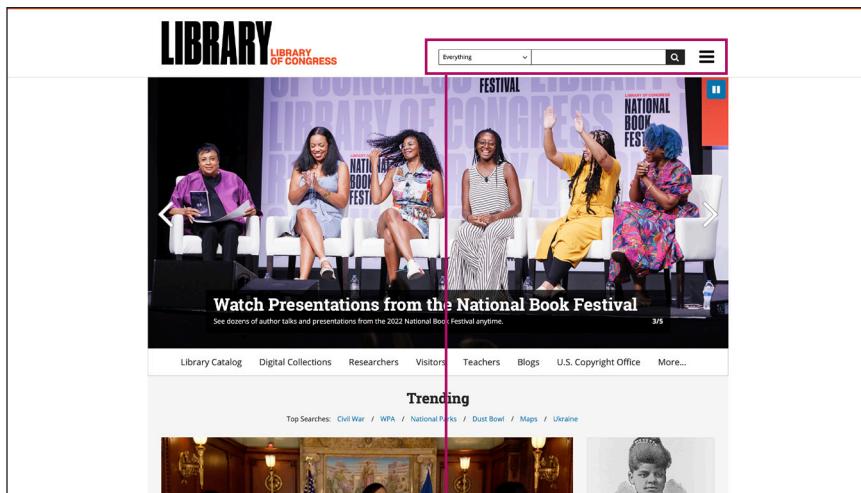
DO NOT MOVE ELEMENTS

# Identity Usage

## Web & UI Design

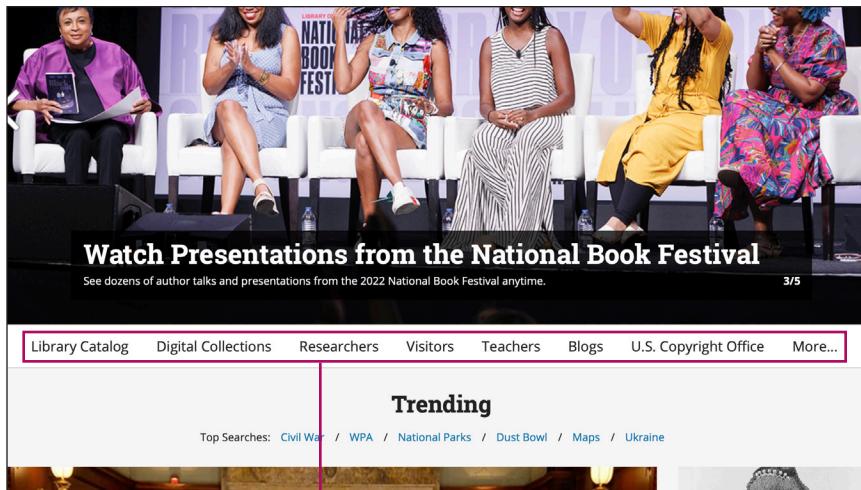
For many, the Library of Congress webpage will be their primary, and sometimes only, interaction with the Library. Because of this, the Library of Congress website houses an incredible amount of information and resources.

However, the current site lacks some basic usage optimizations, making it confusing and often cumbersome to use. With this new identity, the goal is to amend these issues and make [loc.gov](#) reflect the universal and democratic qualities of the library.



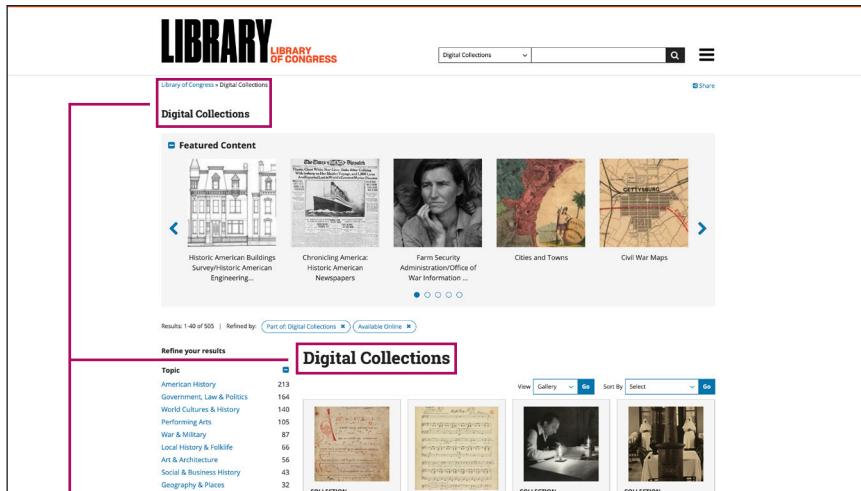
CURRENT LANDING PAGE

Too many menu options, dispersed across the site with no visual hierarchy.



CURRENT LANDING PAGE

Confusing naming and hierarchy,  
could be consolidated.



CURRENT CATALOG PAGE

Confusing naming and hierarchy,  
could be consolidated.

The current site lacks understandable visual hierarchy, a consistent and legible set of menu items, and a strong organizational pattern. Additionally, it doesn't fully take advantage of the available type faces and colors of the identity. Through simplified UI, better sorted and organized catalogs, and a simple but consistent color scheme, the new site aims to be more accessible and easily understood.



Kislak Family Foundation Gives \$10M to Create New Gallery Exploring History of Early Americas at Library of Congress



## Trending Topics



ARTICLE  
1920's Newspapers



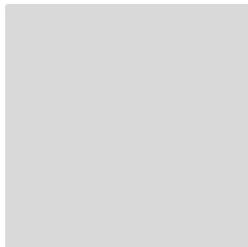
COLLECTION  
Civil War Maps



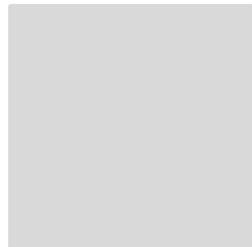
CLASROOM MATERIAL  
Dust Bowl Migration



CLASROOM MATERIAL  
Caribbean Maps



CLASROOM MATERIAL  
Dust Bowl Migration



CLASROOM MATERIAL  
Dust Bowl Migration

NEW LANDING PAGE (DESKTOP)

Showing results for  
**Dust Bowl****REFINE YOUR RESULTS****Topic**

- [American History](#)
- [Government, Law, & Politics](#)
- [World Cultures & History](#)
- [Performing Arts](#)
- [War & Military](#)
- [\*\*Local History & Folklife\*\*](#)
- [Art & Architecture](#)
- [Social & Business History](#)
- [Geography & Places](#)
- [Science & Technology](#)
- [African American History](#)
- [Religion & Philosophy](#)
- [Literature & Poetry](#)
- [Women's History](#)
- [Sports & Recreation](#)

**Format****Collection**

Results: 1-40 of 505

[Local History & Folklife](#) [American Hisotry](#) **CLASROOM MATERIAL**  
**Dust Bowl Migration**

A selection of Library of Congress primary sources exploring the The Great Depression and World War II (1929-1945). This set also includes a Teacher's Guide with historical context and teaching suggestions.

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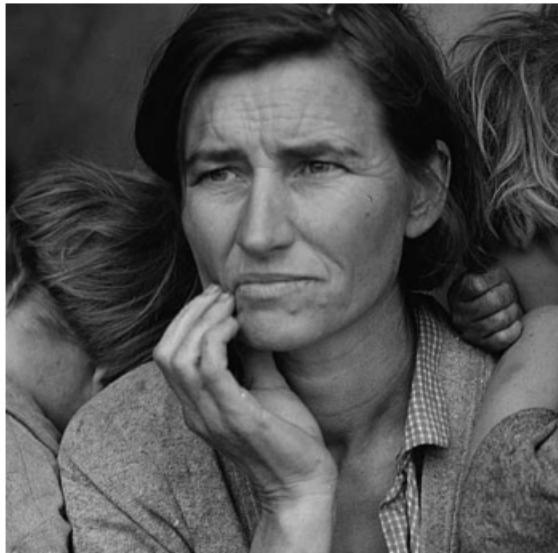
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**CATALOG PAGE (DESKTOP)**

## Kislak Family Foundation Gives \$10M to Create New Gallery Exploring History of Early Americas at Library of Congress



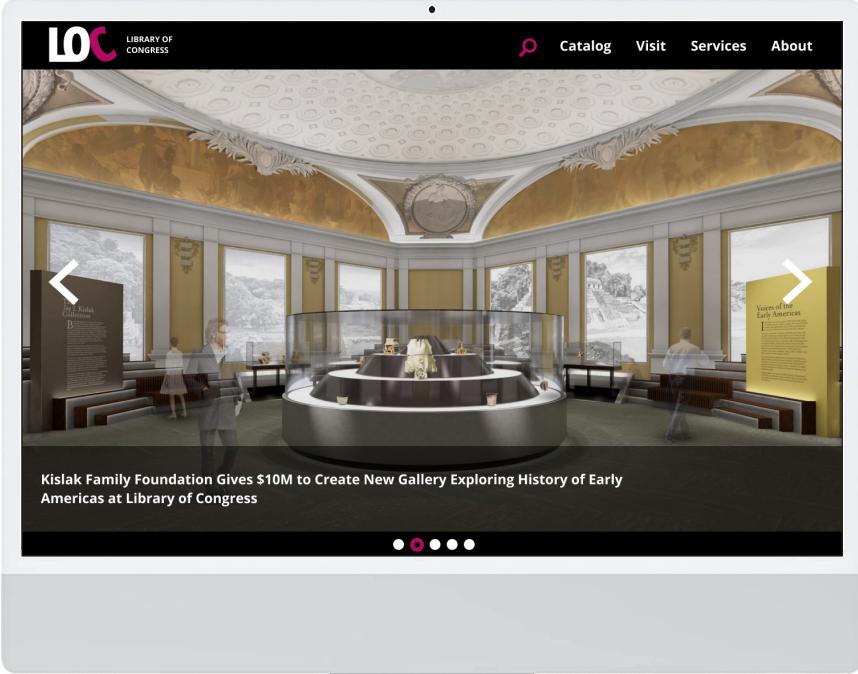
## Trending



**CLASROOM MATERIAL**

**Dust Bowl Migration**

LANDING PAGE (MOBILE)



LANDING PAGE (DESKTOP MOCKUP)







