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FOR ALL COMMUNICATIONS PERSONNEL

BASIC GRAPHIC STANDARDS GUIDE

VERSION 2.0 (12/2014)

How to Use This Guide

This graphic standards guide provides visual standards, requirements and guidelines for the use and application of the Calgary Public Library graphic identity. It covers complete specifications for use of the logo, colours, typography, photographic treatment, and other design elements of the brand.

The purpose of this manual is to preserve and enhance the value of the Calgary Public Library's logo and brand environment through consistent application to all printed and electronic communications.

Please read and follow this guide carefully. The application of these guidelines reflects upon the quality and coherence of the visual identity as a whole. Graphic standards remove barriers created by differing, often conflicting, versions of communication materials — ultimately, they make for a better audience experience. By adhering to them, we will communicate a clear, consistent message and continue to reflect the quality of the Calgary Public Library.

If you have any questions in regard to applying the following guidelines, please contact:

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The Brand

The library of today is the centre of our community. It is a place for learning, discussion, invention and action. It is a place where anyone and everyone can be a part of something bigger.

The new logo of the Calgary Public Library stands for unlimited possibilities. It is about the way ideas ignite in our minds. It is about how these ideas grow and evolve when they are shared with others. It is about seeking the answers to the questions we ask. It is about asking new ones.

And it is about a collective future, one that we will build together.



KEY ELEMENTS



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Key Elements

The Calgary Public Library visual identity has four key elements. When applied consistently in the correct way, they will create a powerful and distinctive look for the Library.



1. Logo



2. Icon

Museo Sans
Museo Sans
Arial

3. Typography



4. Colour Palette

LOGO



Logo: Components

The Calgary Public Library logo is comprised of two main components: the Calgary Public Library icon and the Calgary Public Library wordmark. These two components have been custom designed as a single unit and align to a strict grid. Within these parameters, there is no occasion where these two components should be separated or adjusted in any way that changes their relationship.

However, there are cases when the icon component may be enlarged and used as a separate graphic in a layout. In these situations, there is the option of including the wordmark on its own. See the icon section of this guide for the rules and relationship in these situations.



Logo: Colour Applications

The primary colour option for the Calgary Public Library logo is PMS 7540. It is intended to be used on a white or light coloured background or image to ensure legibility. The logo can be reversed if being used on a dark background or photo.

The primary usage option (shown below) is preferred. However, in more casual usage – such as merchandise – the logo may be used in colour with its corresponding colour opposite from the Calgary Public Library colour palette. The legibility of these colour versions can be compromised when used on other background colours and images, therefore the primary colour should be used in this instance.



Primary usage: PMS 7540 / Process 41c 28m 22y 70k / Greyscale: 85% Black



Primary usage (reversed): white



Limited usage: PMS 123 on 7475 (or reverse)



PMS 7540 on 7709 (or reverse)

Logo: Clearspace + Minimum Size

To guarantee the legibility and integrity of the logo and the tagline, a minimum distance from any other graphics, or 'clearspace' must be respected. This space isolates the Calgary Public Library logo from competing graphic elements such as other logos, copy, photography, illustration or background graphics. Clearspace ensures the logo retains its visual strength in a wide range of sizes, and the placement of the logo gives it a prominent and visible position that does not compete with other content.

Minimum size further assures legibility and integrity of the mark in instances when it is necessary to scale it down in size.

The unit of clearspace is equivalent to the height of "CALGARY PUBLIC" in the wordmark



Clearspace

To ensure readability of all logo components, the logomark should not be reproduced in any instance where the height is less than .275 inches

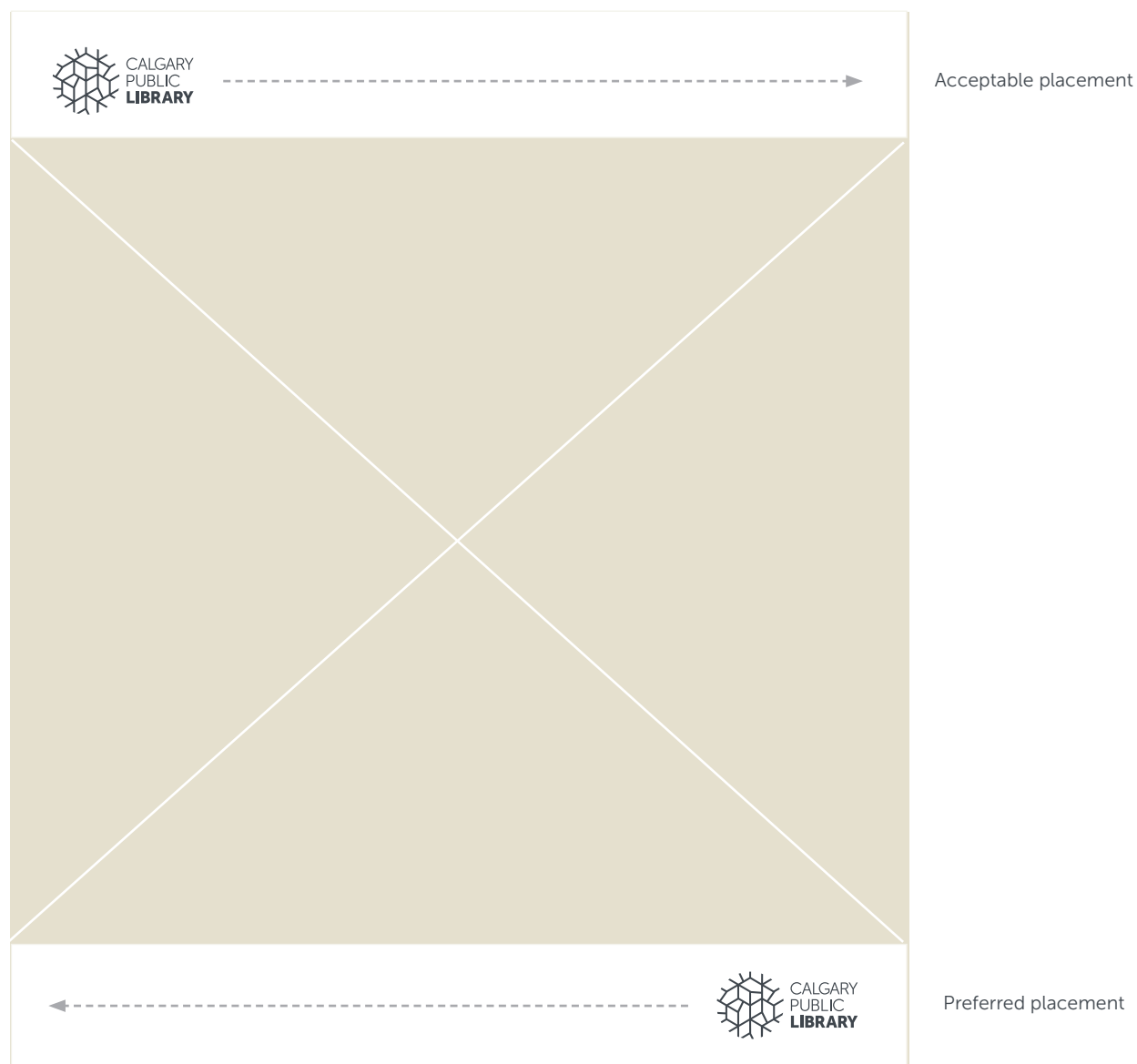


Minimum height

Logo: Sizing and Position

The preferred placement for the logo is in the lower segment of communications and, when possible, in the right corner. The logo should become a grounding element that appears consistently on all pieces.

If the bottom segment is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece. Again, corners are preferred.

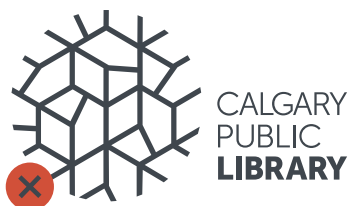


Logo: Improper Usage

Here are a few examples of practises to avoid.



DON'T stretch, condense, or change the dimensions of the logo



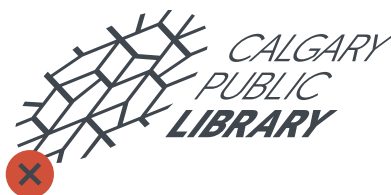
DON'T alter the placement or scale of the elements



DON'T add colour to any individual elements



DON'T crop the icon or wordmark



DON'T skew or bend the identity



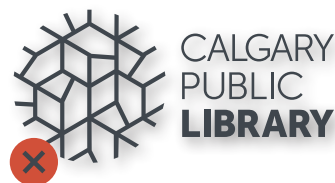
DON'T rotate the identity



DON'T use colours other than those specified in this document



DON'T rearrange the placement of the type within the identity



DON'T use drop shadows, strokes, or other visual elements

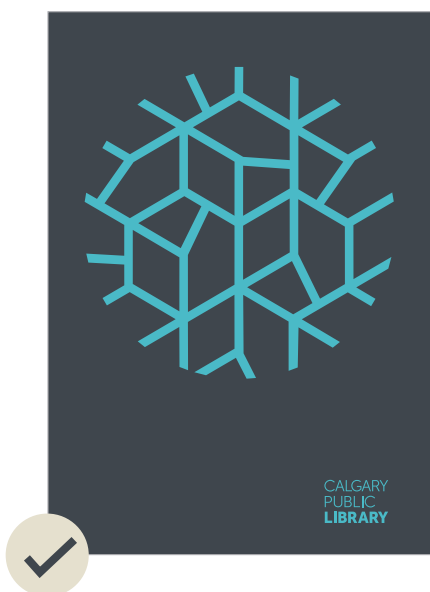
ICON



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Icon: Role

The Calgary Public Library icon can be used as a strong graphic element on its own, separately from the Calgary Public Library wordmark. However, the Calgary Public Library icon is not a decorative graphic to be spattered at whim, and all applications need to be carefully considered to ensure it's recognition as the mark of the Calgary Public Library. The icon should also not be placed together with the wordmark in a way that it could be confused as the actual Calgary Public Library logo.

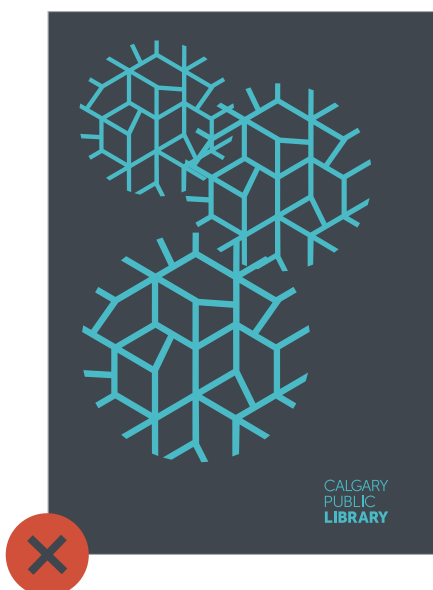


Clear separation of the icon from the wordmark

Size relationship between the icon and the wordmark is dramatically different to ensure no confusion

The wordmark exists preferably in the bottom right corner

The icon is used as a pattern and you cannot recognize the mark as it's own



The wordmark is too close to the icon and appears incorrectly as the actual logo

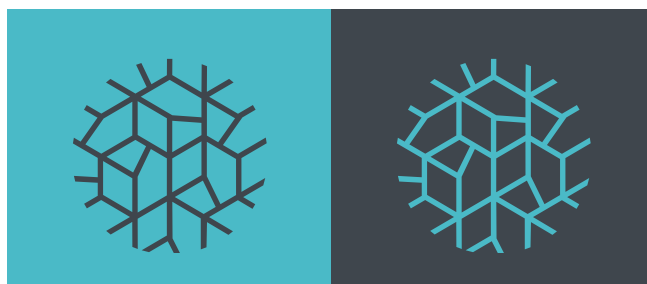


Icon: Colour Applications

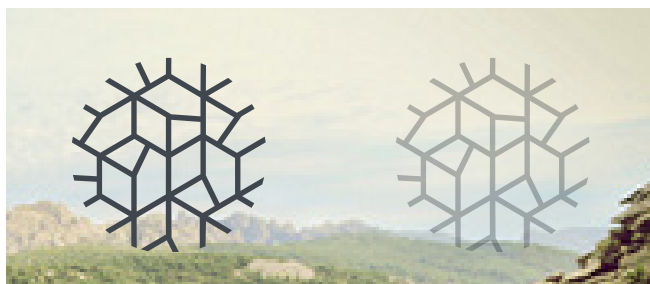
When used on its own, the icon should remain bold in its application and be easily recognized. The icon works very well graphically when used in colour combinations from the Calgary Public Library colour palette. The primary colour option for the Calgary Public Library icon is PMS 7540, a transparency of white, or multiply effect of grey on an image. The logo can be reversed if being used on darker backgrounds or photos, however care should be taken to ensure the mark does not appear too wintry.



Limited usage: PMS 123 on 7475 (or reverse)



PMS 7540 on 7709 (or reverse)



Limited usage: PMS 7540 on light image, or at 35% multiply effect



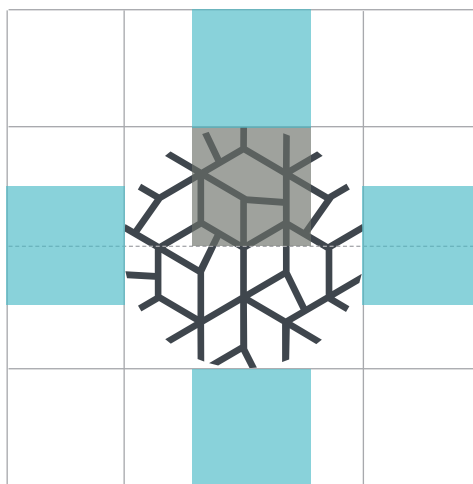
White on a dark image, or at 65%, soft light effect

Icon: Clearspace + Minimum Size

To guarantee the legibility and integrity of the icon, a minimum distance from any other graphics, or 'clearspace' must be respected. This space isolates the Calgary Public Library logo from competing graphic elements such as other logos, copy, photography, illustration, or background graphics. Clearspace ensures the icon retains its visual strength in a wide range of sizes, and the placement of the icon gives it a prominent and visible position that does not compete with other content.

Minimum size further assures legibility and integrity of the mark in instances when it is necessary to scale it down in size.

The unit of clearspace is equivalent to half the height of the icon itself.



Clearspace

To ensure recognition of the icon, the icon should not be reproduced in any instance where the height is less than .275 inches.

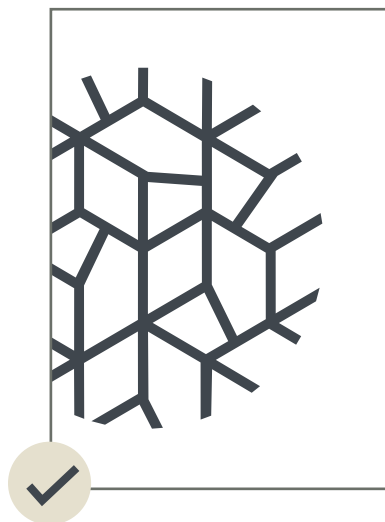
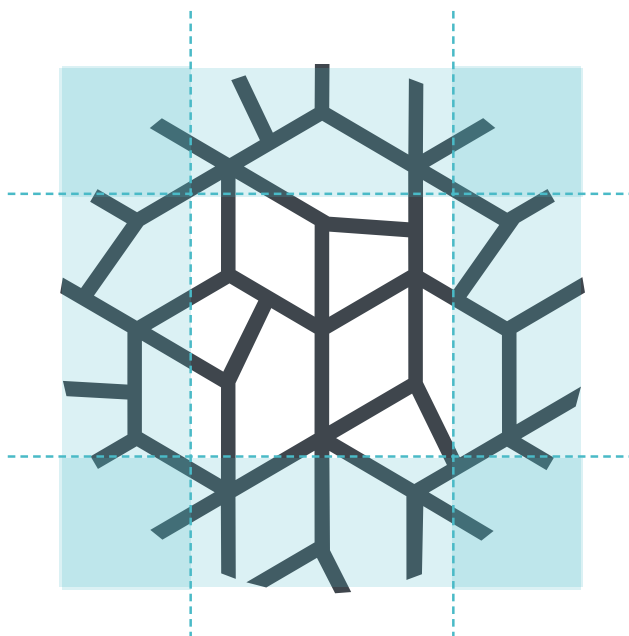


Minimum height

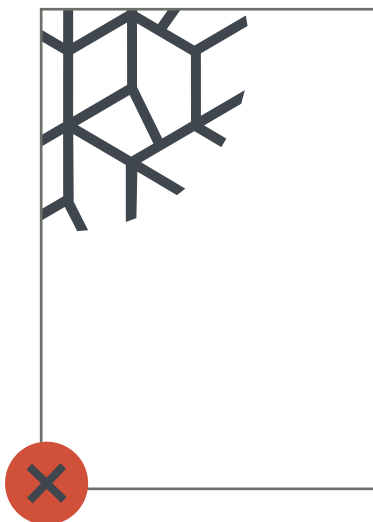
Icon: Cropping

Any application where the icon will be cropped must be carefully considered so as to retain the recognition of the icon itself, and not cause any other visual reference that is not in line with the brand. The best location to crop the icon if going off the edge of a layout is at 25 per cent from either the top, bottom, left, or right edge. The icon can also only be cropped at 90 or 180 degrees, and must never be cropped on two adjoining sides (such as in a corner), as the mark begins to look like a spiderweb.

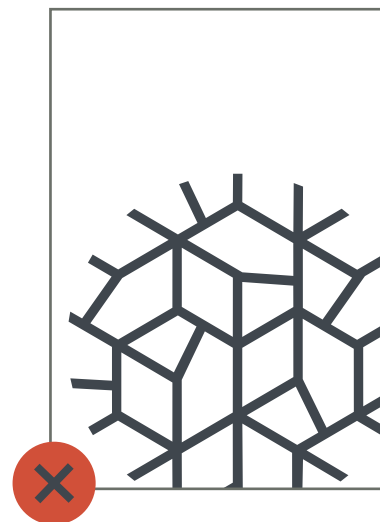
Potential crops at 25% of the width from the edge



DO crop the icon at 25 per cent from edge and ensure the mark is centered on the page



DON'T crop the icon too excessively, and never on two corners



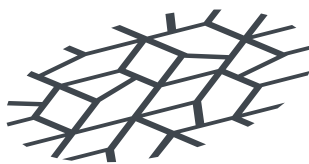
DON'T crop the icon on two corners and off centre

Icon: Improper Usage

Here are a few examples of practises to avoid:



DON'T stretch, condense or change the dimensions of the icon



DON'T skew or bend the icon



DON'T add colour to any individual elements

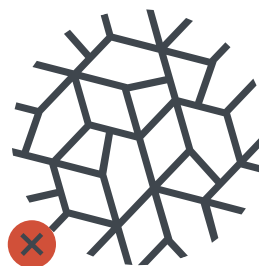
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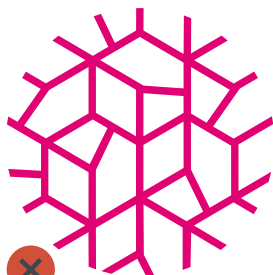
DON'T crop the icon at an angle other than 90 or 180 degrees



DON'T place an image inside the icon framework



DON'T rotate or flip the icon



DON'T use colours other than those specified in this document



DON'T use the icon as a frame for another image placed behind the icon



DON'T use drop shadows, strokes, or other visual elements

COLOUR



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Colour: Palette

The Calgary Public Library logo uses the colours shown below in branding and collateral. Whenever using the Calgary Public Library colour palette, care must be taken to accurately reproduce each colour and ensure total consistency across all materials.

Listed below are the different specifications for the palette in Pantone, CMYK (4-colour process), and Hexadecimal (web). Please do not rely on the appearance of this guide for colour matching, as each computer screen and office printer will reproduce the colours differently. Please consult a Pantone Colour Formula Guide for accurate colour.

	PMS 7709 C/U 62c 0m 18y 6k #5DC0CD
	PMS 7475 C/U 69c 12m 30y 36k #539496
	PMS 123 C/U 0c 19m 89y 0k #F6CD2E
	PMS 7527 C/U 3c 4m 14y 8k #F0EDDF
	PMS 416 C/U 28c 18m 29y 51k #6F6D67
	PMS 7540 C/U 41c 28m 22y 70k #4D4D4F
	1 Colour: 85% Black

Colour: Palette Pairings

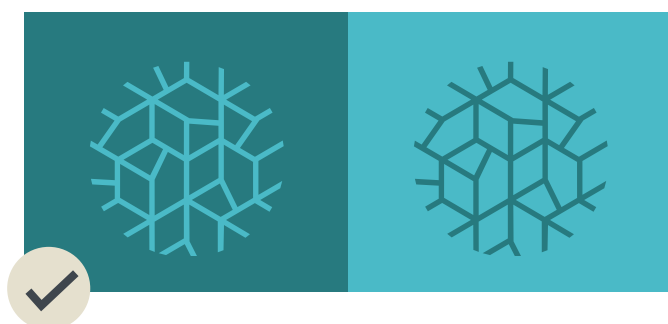
The palette developed for the Calgary Public Library allows for various colour combinations when working with the icon on coloured backgrounds. Fine details in small type and linework should be carefully considered for legibility when using colour. Correct and incorrect examples are shown below.



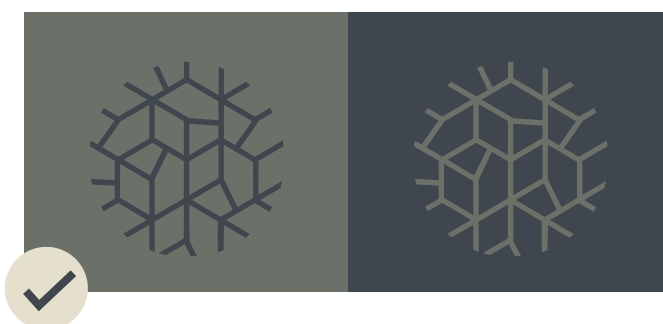
Correct usage: PMS 123 on 7475 (or reverse)



PMS 7540 on 7709 (or reverse)



Correct usage: PMS 123 on 7475 (or reverse)



PMS 7540 on 416 (or reverse)



Incorrect usage: PMS 123 on 7527 (or reverse)



Using colours outside of the brand palette

TYPOGRAPHY



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Typography: Primary Typefaces

Typography is a strong extension of the Calgary Public Library brand personality and plays a major role in creating a consistent look across all applications. The official font family used in the identity program is Museo Sans, with five different weights within the family, which allows for flexibility.

The Museo Sans font family was selected because it is warm, open and legible at all sizes.

For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<:>?

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<:>?

Museo Sans 300

For subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<:>?

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<:>?

Museo Sans 700

For headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+<:>?

Museo Sans 900

For emphasis within body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()_+<:>?*

Museo Sans 100 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()_+<:>?*

Museo Sans 300 Italic

Typography: Web, Word and PowerPoint

In order for all Calgary Public Library materials to appear consistent in brand, the fonts selected for web, Microsoft Word and PowerPoint applications must resemble official Calgary Public Library fonts as closely as possible. The fonts below have been chosen for that purpose.

The type style for body copy is Arial Regular, and headings and sub-headings is Arial Bold.

For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+”:<>?

Arial Regular

For emphasis within body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()_+”:<>?*

Arial Italic

For heading and subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+”:<>?

Arial Bold

APPLICATIONS

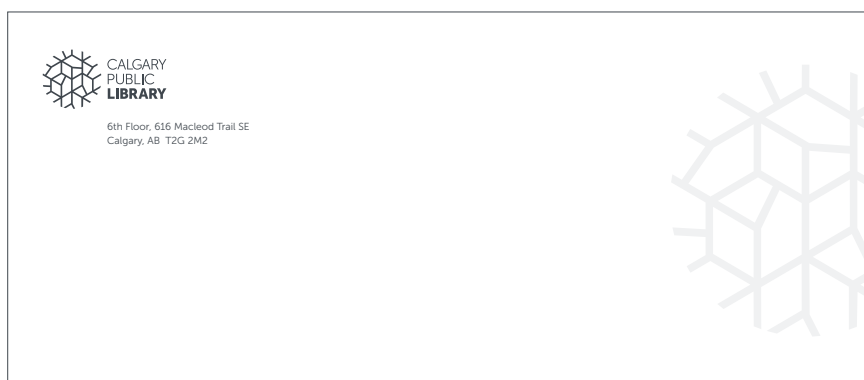


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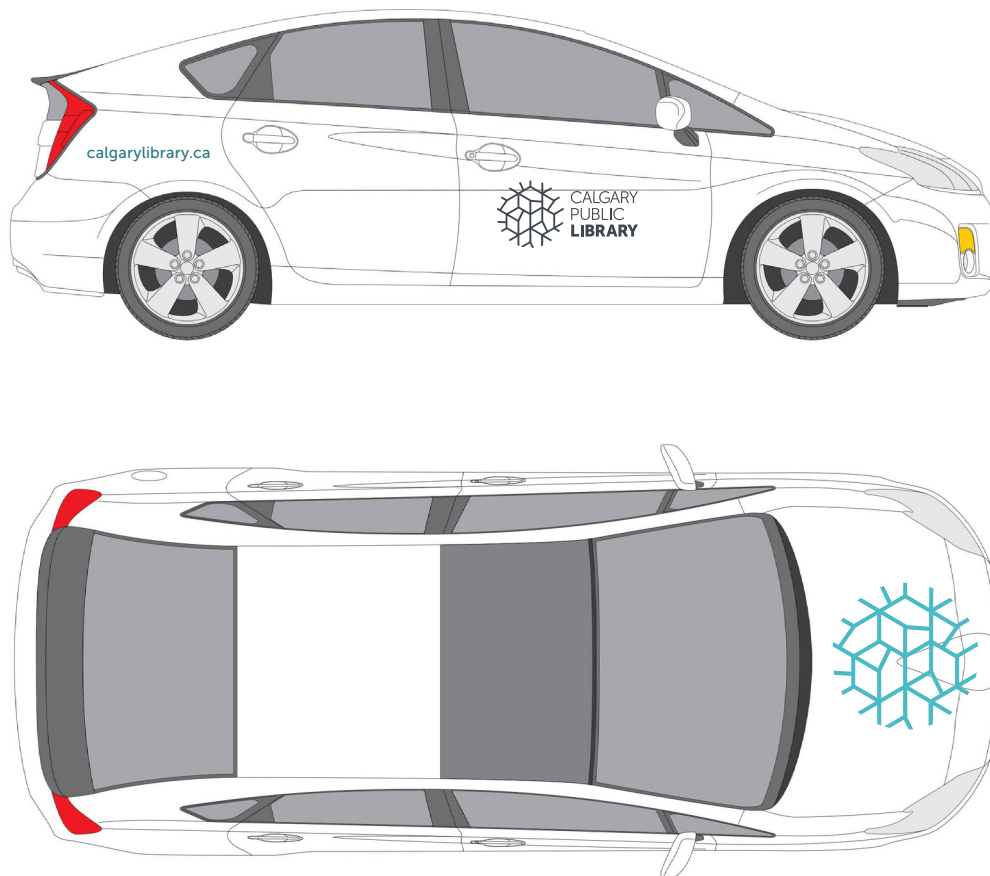
Applications: Stationery



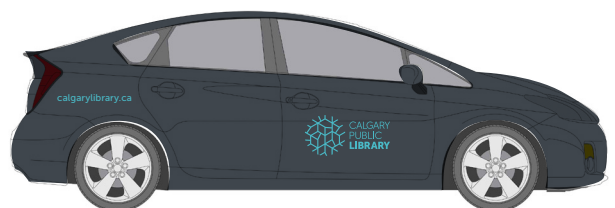
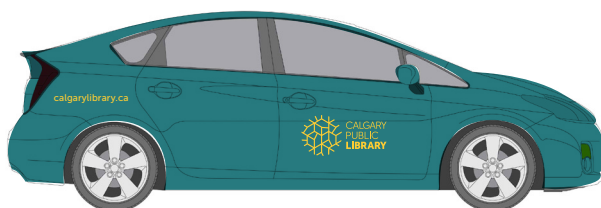
NOTE: The above colour combination shows a solid background of one of the brand colours with the icon as a percentage of the same colour on top. This is within the brand guidelines.



Applications: Vehicles

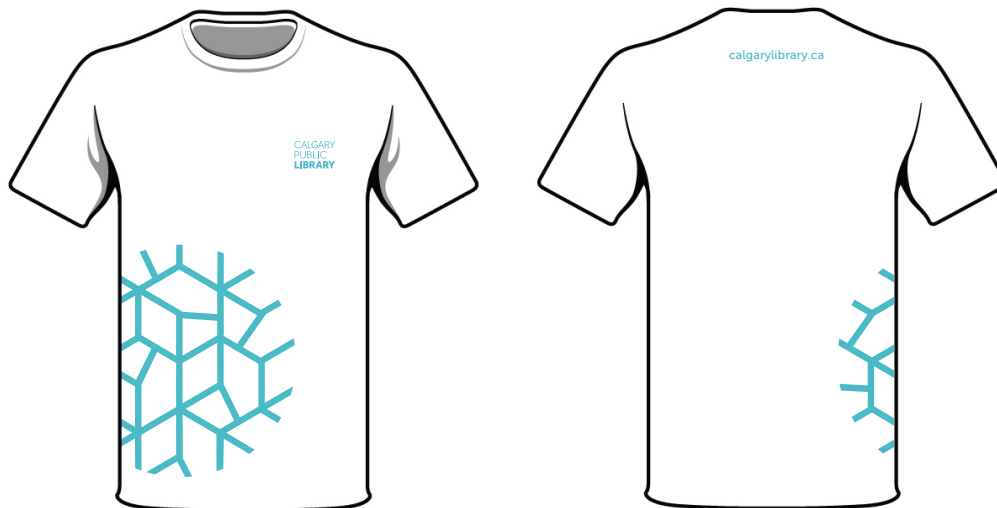


Basic application to white vehicles



Bold application to coloured vehicles

Application: Apparel

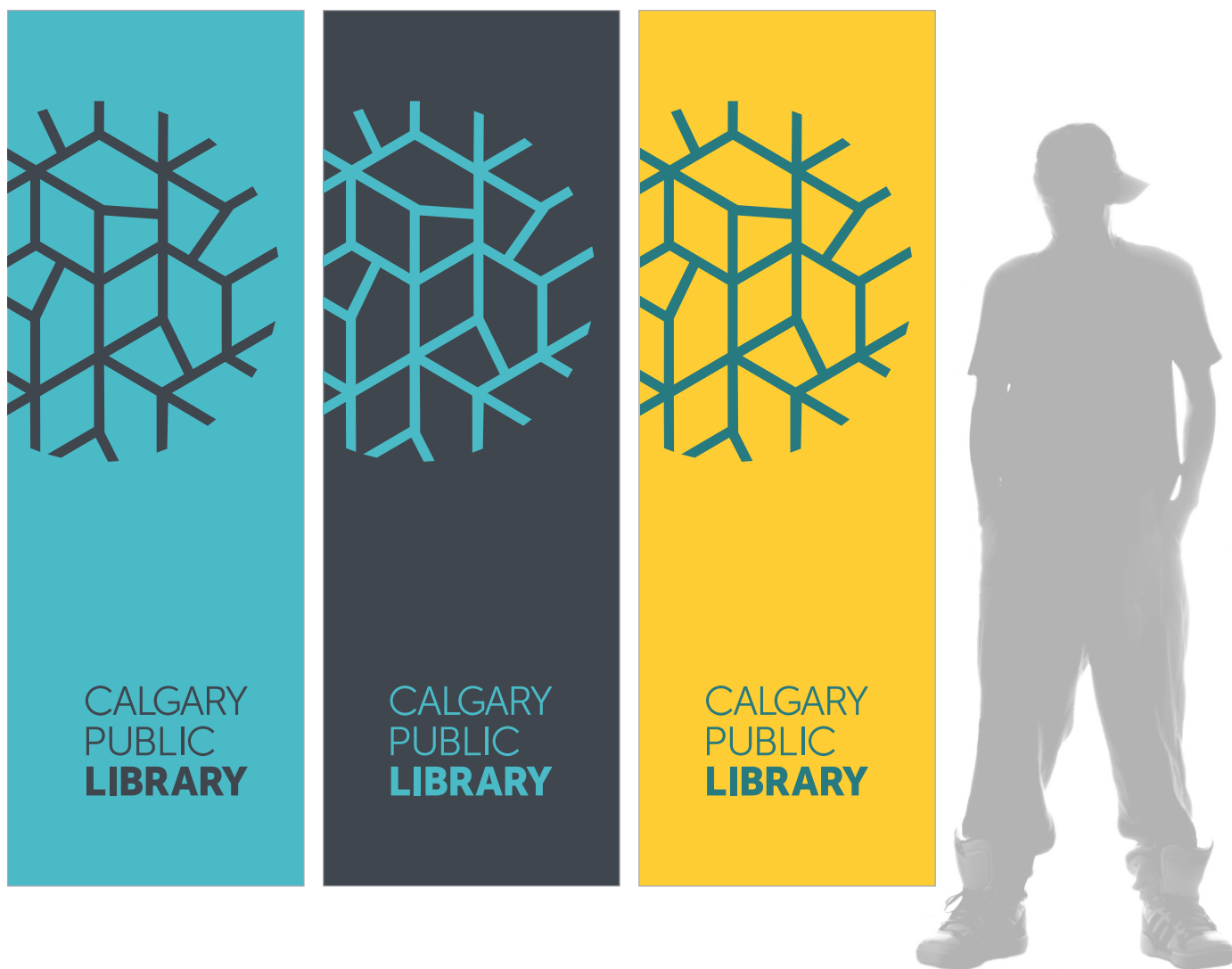


Application to casual t-shirts (silk-screened) – print colour could vary



Application to corporate shirts (embroidered)

Application: Banners



Application: Exterior Signage + Window Wrap



