

## Messaging

### Official Tagline

When the communication is from the overarching University Libraries system, use the official “Pursue What’s Possible” tagline with the official University Libraries logo.

### Modified Tagline

When the communication is from a specific library, the logo lock-up will include the name of the library along with a corresponding modified tagline. For tips on selecting a modified tagline, please see the guide on page 10.

Library name  
to switch out

Modify tagline  
to correspond  
with library



**Pursue what's  
possible.**



Kenneth & Nancy Kranzberg  
Art & Architecture Library

**Pursue  
inspiration.**

# Messaging

## Modified Tagline

The Library brand differentiator is focused around its action word, Pursue. The word pursue should be coupled with either a key concept of the brand: an outcome from working with the libraries or a key offering of the library. See examples to the right.

If a custom tagline is needed, please contact the Marketing and Communications Office (See page 24 for contact information).

Official Tagline

**Pursue what's  
possible.**

Modified Tagline Examples

**Pursue a new  
adventure.**

**Pursue  
understanding.**

**Pursue  
inspiration.**

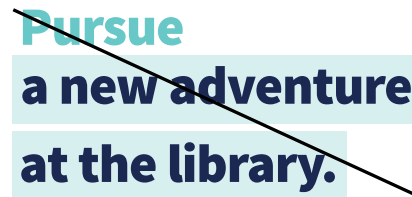
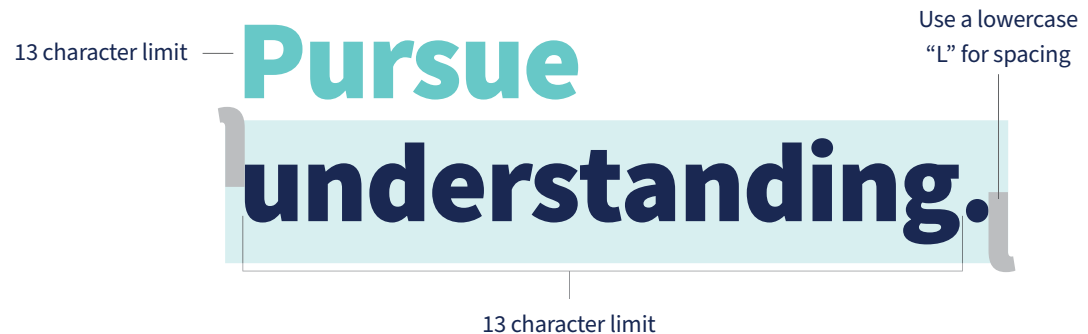
**Pursue  
a cure.**

# Messaging

## Modified Tagline Guidelines

Use the following guidelines to create a modified tagline for a particular library.

- Tagline should be a maximum of 13 characters followed by a period.
- The crisp blue bar should extend the length of the amount of characters. The space between the period and the end of the bar should have a space that is the width of a lowercase “L”, as shown to the right.
- The modified tagline should always be one line and never extend to two lines.



Do not extend tagline to two lines.



Do not add more than 13 characters to the first line



Do not include a large amount of space after the tagline.



Do not add a bar behind "Pursue".

## Logo and Tagline

The full-color logo is the preferred mark. However both the logo and tagline may also be used in a 1-color version as needed.

### Full Color Tagline

For the tagline, a light blue (crisp blue) bar behind navy (uniform blue) type is the preferred logo configuration when placed on a white background. Curator blue is preferred when placed on a navy background. (See the next page for more details on the color palette).

*\* Minimum height 1 inch*

### 1-Color Tagline

As demonstrated to the right, when using the tagline in a 1-color format on a white background, use a 15% gray bar behind black type. On a black background, use an all-white version of the logo with a white bar behind black text.

*\* Minimum height 1 inch*

#### Official Logo

#### Tagline

Full Color Logo



**Pursue what's  
possible.**

Reverse Full Color Logo



**Pursue what's  
possible.**

Reverse 1-Color Logo



**Pursue what's  
possible.**

1-Color Logo-Black



**Pursue what's  
possible.**