



OUTSIDE
THE LINES

LIBRARIES REINTRODUCED

Logos and usage

Libraries are dynamic centers for engagement that help people in our communities be their best. We need to do something unified and bold to help shift perceptions and demonstrate how the library is more relevant than ever.

The paint splatter treatment is a tribute to the R-Squared Conference that started it all. It reminds us to take risks and, most importantly, have fun.

- 1** Main treatment: To be used whenever possible, print or screen.
- 2** The solid logo is to be used where the main logo cannot. For example, over photographs and colored backgrounds, or for embroidery, screen printing and other print processes when colors are limited.
- 3** Whenever the logo size is 1 inch in width or smaller, the tagline should be removed for readability purposes.

Main logo



1

Solid logo



2



3a



3b

- 4 The spray logo is to be used for a visually enhanced design. This is to be used only on a solid white, black or Text Gray background.
- 5 The negative solid version of the logo is used on any background that may render the main logo unreadable (e.g., clashing colors).

Spray logo



4

Negative logo



5

Be kind to our logo. Do's and Don'ts

- 1 Make sure the logo has some room to breathe. Use the "O" as a reference.
- 2 If the logo is on photo or color, preferably an OTL color, the negative version of the logo should be used.

Do's



1



2

- 3 Do not place the main logo on any of the OTL colors except the Text Gray as it may be difficult to read. No yucky colors either, please.
- 4 Do not use the negative logo on cluttered or busy backgrounds.
- 5 Do not use special effects on any form of the logo such as drop shadows or outlines.
- 6 Do not use any colors other than the OTL colors for the solid logo.
- 7 Do not rotate the logo.

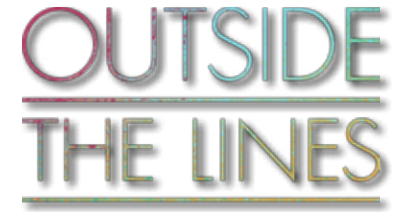
Don'ts



3



4



5



6



7

What the font?

Fonts for print and display.

Futura Light

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

Futura Book

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

Futura Bold

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
pqrstuvwxyz**

Museo Slab

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
pqrstuvwxyz**

What the font?

Fonts for web.

Century Gothic Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

Century Gothic Bold

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmno
pqrstuvwxyz**

Museo Slab

Aa

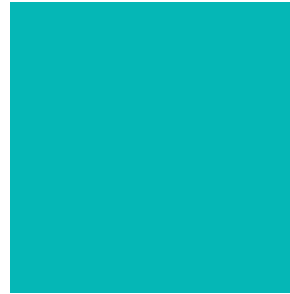
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

Color me beautiful.

These colors let our audience know we are fun and daring. They give our logo an essential punch and personality.

Primary Colors



TEAL

PMS 3262 C
C 72 - M 2 - Y 34 - K 0
R 8 - G 184 - B 183

#00BBB3



ORANGE

PMS 715 C
C 0 - M 53 - Y 99 - K 0
R 247 - G 142 - B 30

#F98D29



TEXT GRAY

PMS COOL GRAY 11 C
C 65 - M 57 - Y 52 - K 29
R 85 - G 86 - B 90

#555559

Secondary Colors



BLUE

PMS 636 C
C 46 - M 0 - Y 12 - K 0
R 8 - G 184 - B 183

#82D1DD



MAGENTA

PMS 7434 C
C 26 - M 95 - Y 50 - K 9
R 8 - G 184 - B 183

#AD2D58



GREEN

PMS 7465 C
C 72 - M 0 - Y 61 - K 0
R 8 - G 184 - B 183

#35B88A

