Style Guide

SWAMPSCOTT

— PUBLIC LIBRARY —

Style Guide

Brand Promise:

noun \brand\   noun prom·ise \prä-məs\

When people come into contact with our library, we want them to feel
- **Comfortable**;
- **Inspired**; and
- **Guided**

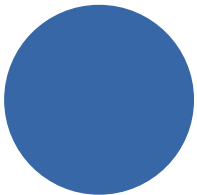so they come away from their experience with the library feeling **satisfied.**

We think we can do this by changing the perceptions people currently have of the library (dated and quiet), to a place that's

forward-thinking ✶ smart ✶ professional ✶ collaborative ✶ inspiring ✶ fun.

Please use this as a reference tool if you are creating physical or online content that bears the Library's name. This style guide is a living document. As we progress and mature in our brand, so will this document.
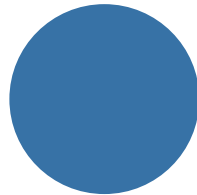
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- When adding logo to a design, try to keep either in the header or the footer of the page.

- The logo should be prominent, but not domineering.

- See the next pages for approved variations of the logo for use on promotional materials. Do not distort the logo by altering its design or colors. If you need any alterations, please contact the Director or Assistant Director for approval.
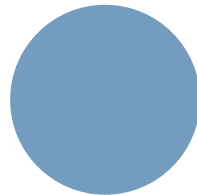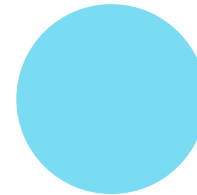
R	55	R	55	R	115	R	121	R	242
G	103	G	114	G	156	G	220	G	242
B	166	B	166	B	191	B	242	B	242
HEX	#3767A6	HEX	#3772A6	HEX	#739CBF	HEX	#79DCF2	HEX	#F2F2F2
C	67	C	67	C	40	C	50	C	0
M	38	M	31	M	18	M	9	M	0
Y	0	Y	0	Y	0	Y	0	Y	0
K	35	K	35	K	25	K	5	K	5

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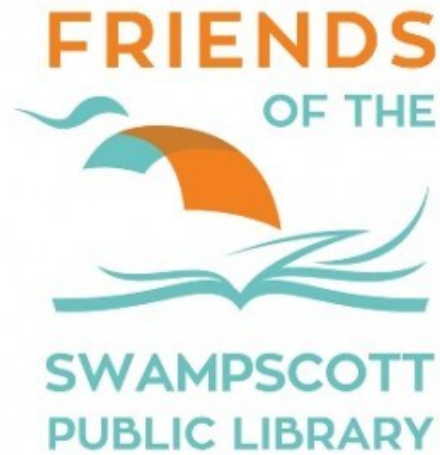
- To change #HEX values to RGB: https://www.rgbtohex.net/hextorgb/

- Colors can be tricky, when in doubt stick to the colors of the logo

- The complimentary colors can be used to create contrast in your design. Again, you would want to pick one set of complimentary colors to work with (one panel from one of the logo colors), and build color layers if you think your design can handle more color.

- Less is more!

- All colors are also in the Brand Kit on Canva

Complimenting colors

| #263440 | #54728C | #B6C0CA | #B8EF4C | #93DA49 | #0fAD99 | #9B4894 | #797AF2 |

| #6093BF | #735C50 | #BF9A60 | #19A64B | #0F8783 | #175B75 | #BF86B6 | #121259 |

| #BF937C | #C7B8A9 | #F2A279 | #7EBF69 | #69BFBA | #70733F | #BF8886 | #FFD205 |
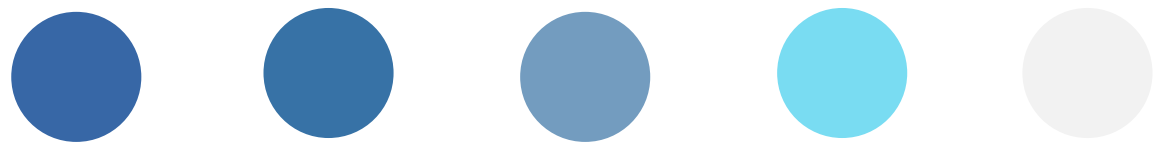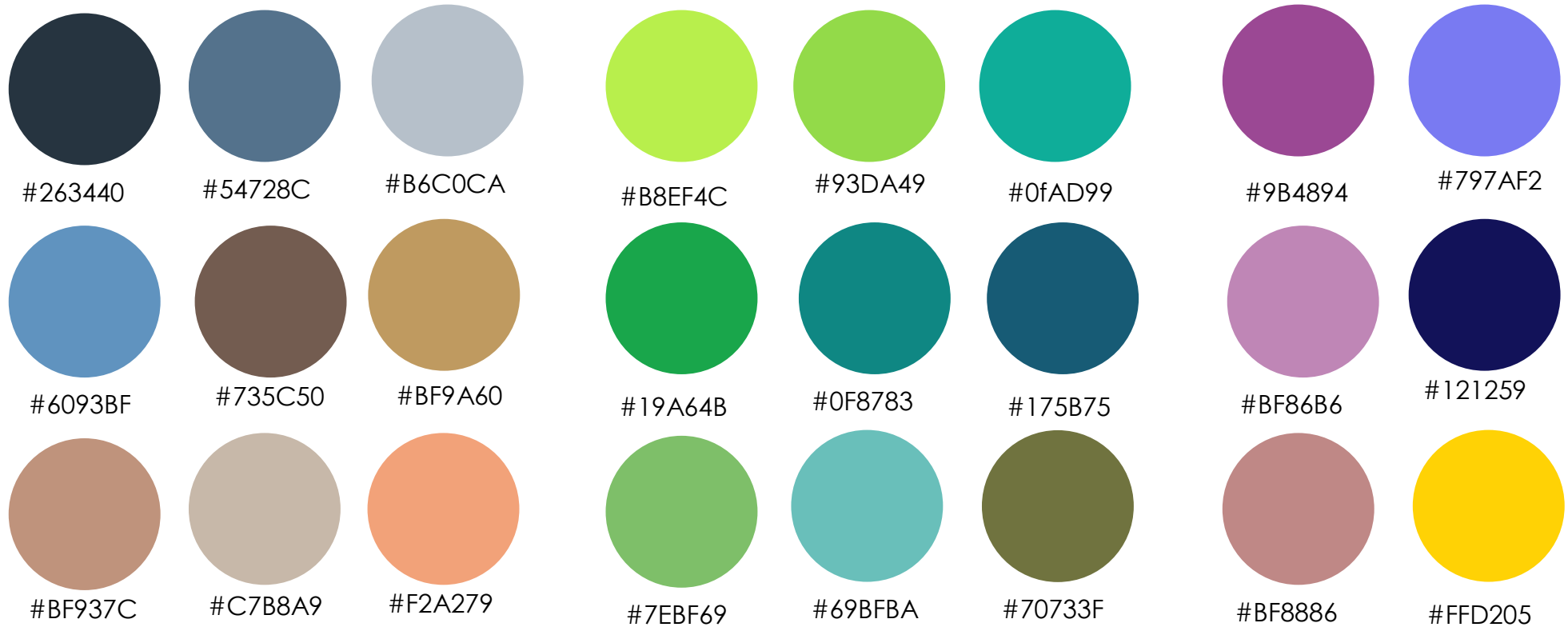
- Fewer fonts in a document makes for a streamlined document: *Maybe* a special font for the title, 1 for headers, and 1 for text.

- Eye-catching is important, but legibility is king! Catch eye's with the design of the flyer when possible. Fancy fonts are nice, but do they pass the walk-by test?

- Coloring text can be a great way to highlight certain information, but again, make sure it's legible.

GLANCE SANS	This is the closest font to our logo. Must be capitalized.	Download
LEAGUE SPARTAN	A font that's great to use for Time, Date, Location as it can be easily read	Download
FALLING SKY	A happy medium between Glance and League Spartan.	Download
CENTURY GOTHIC	A classic font that is useful for text body.	
BEBAS NEUE	MUCH LIKE LEAGUE SPARTAN, THIS FONT IS BOLD AND EASILY READ FROM AFAR; HOWEVER, IT IS AN ALL-CAPS FONT.	Download

Use these templates as a guideline for flyer creation. The main thing to remember is to include the appropriate logos and library information in the footer. This ensures that if the flyer is distributed outside the library it calls back to our organization and to our sponsors.

Examples (Footer Logo)

TITLE

Graphics and

Program

Information

DAY-OF-THE-WEEK, MONTH DATE
TIME, ROOM

SWAMPSCOTT
— PUBLIC LIBRARY —
61 Burrill Street | 781-596-8867 | swampscottlibrary.org

TITLE

Graphics and

Program

Information

DAY-OF-THE-WEEK, MONTH DATE
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61 Burrill Street
Swampscott, MA 01907
781-596-8867
swampscottlibrary.org