# Jasper County Public Library Brand and Logo Use Policy

Overview

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in a consistent manner you will build awareness and understanding of the library and its impact in the community. Use the guide when producing print or digital content or merchandise. Staff will be able to find more information regarding visual and voice identity on the library intranet.

Definitions
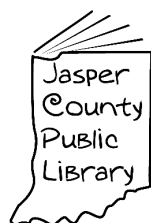
Logo

"A symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc."

Slogan

"A short and striking or memorable phrase used in advertising."
This is not necessarily a visual element.
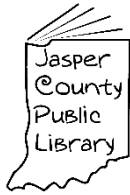
Inform, Enrich, Empower

Branding

A specific combination of these and/or other elements to distinguish a specific marketing campaign or product. Branding is "your promise to your customer." At JCPL, our slogan is an essential part of our brand.

Our Preferred Use of our Brand

- Pair the visual element (JCPL Book Logo) with our preferred styled text slogan whenever possible, and when space allows and is visually appropriate, include our locations and website.
- Whether the logo or slogan are located left or right, above, or below each other is not important, and may vary depending on the use. What is important is proximity of the visual element to the slogan.
- Logo size should be at least as large as the visual area of the slogan, if not larger.
- The slogan should use commas or graphic spacers when written out in a single line. Commas are not essential when stacked vertically.
- These elements should be used in a single color, and may be used with shadow, glow or other graphic effect intended for the clarity of the logo presentation against various backgrounds and art.
- The overlay of specific colors, such as a rainbow, or inclusion of specific elements such as social media "twibbons," are strongly discouraged and/or prohibited without specific consent of the director because these may be considered to be endorsements of particular causes with which the library is not necessarily affiliated.
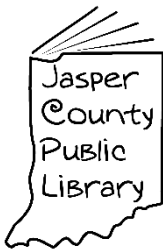
Preferred Use Examples

Inform
Enrich
Empower

Inform
Enrich
Empower
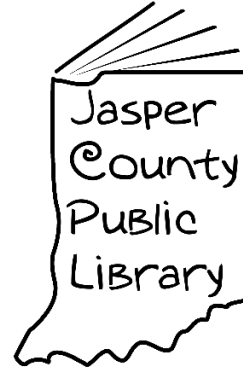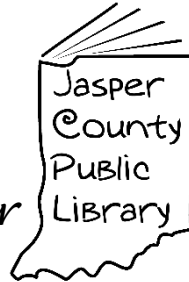
Inform
Enrich
Empower

*Rensselaer*
DeMotte
Wheatfield
www.myjcpl.org

Jasper County Public Library
Inform, Enrich, Empower
Rensselaer, DeMotte, Wheatfield
www.myjcpl.org

Alternative Uses

When this cannot be accomplished, it is advisable to use the visual element (JCPL Book Logo) alone, and if possible to use the Slogan nearby. This allows for flexibility in placing art for marketing items.

In case of text only applications, such as pencils, the library name, slogan and website is preferable, in order of importance.
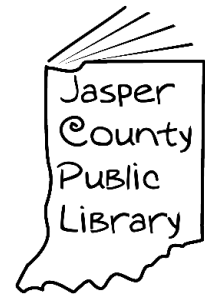
Typography

The text inside the logo, Jasper County Public Library, is part text and part graphic, so while the base font of the text is Augie, use of the base font without the stylized "C" in "county" should not be used in place of the image.

The preferred font for the slogan is Lucida Handwriting Italic, however any font may be used.

There is no preferred font for library name, locations and website.