WESTERLY LIBRARY & WILCOX PARK

Using this Manual

Table of Contents

This Logo Guidelines explains how to use the Westerly Library & Wilcox Park logo in a way that ensures consistency across all communications. Accurate implementation of these brand identity elements will build brand equity, as well as strengthen and unify the messages in marketing communications.

While the following guidelines provide designers with a set of standards, they are not prescriptive. They are intended as a framework and consideration should also be given to the intent and context of the design.

We encourage you to make appropriate use of the logos, colors, and typefaces by following these guidelines.

Logo Configurations

- There are two configurations of the logo (stacked and horizontal).

- The stacked version of the logo is the primary version of the logo. It is the default version of the logo for use on materials.

- The horizontal logo should be used only when the design does not allow for the stacked version.

Stacked (primary)

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Horizontal (secondary)
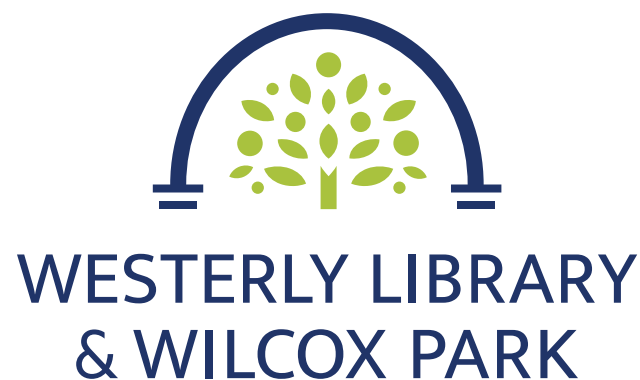
WESTERLY LIBRARY & WILCOX PARK

Logo Elements

- The Westerly Library & Wilcox Park logo is made up of two elements: The Tree and Arch mark and the typography.

- **Tree and Arch Mark**
  The Tree and Arch may not be used on its own. It must always be paired with the typography.

  Never use the tree or the arch by themselves; they must always be paired together.

- **Logotype/Typography**
  The typography may not be used on its own. It must always be paired with the Tree and Arch mark.

Tree and Arch
Mark

Logotype/Typography

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& WILCOX PARK

Logo Color Variations

- **Full Color**
  The preferred use of the logo is in full color.

- **Black and White**
  The black or white versions of the logo should only be used if there are certain printing constraints or if the background behind the logo would render the logo illegible if used in full color or grayscale.

- Always think about legibility and contrast with the background when deciding which color version of the logo is appropriate.

Full Color (preferred over all black or all white)

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Black

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White or Knockout
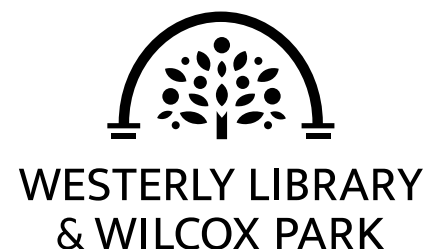
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Clear Space

- The "clear space" is a clear margin that surrounds the Westerly Library & Wilcox Library logo, providing a visual buffer to separate the logo from any other graphic elements.

- The clear space is based on the width of the 'W' in the logo.

- Whenever possible, a wider margin of separation is strongly encouraged.

- Keep this area free of trim edges, graphic elements, typography, rules, or distracting imagery.

- This applies to all versions of the logo (horizontal, stacked, and all color variations).

"x"

"x"

"x"

"x"

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"x" = width of 'W'
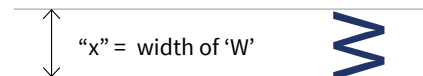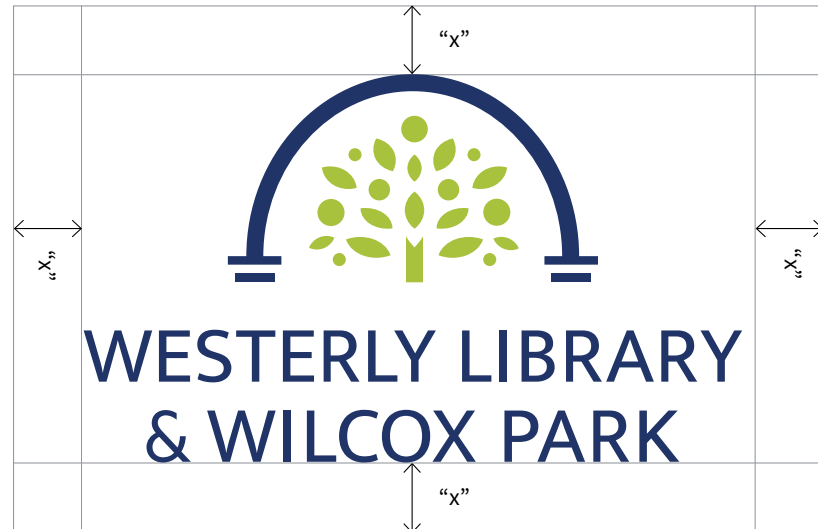
Typography

- Typography is a critical tool in creating materials that reflect the dynamic character of Westerly Library & Wilcox Park.

- **Mukta**
  The typeface used in the logo is Mukta Regular. This typeface should be reserved for the logo only and not used elsewhere.

- **Eames Century Modern**
  The medium weight of Eames Century Modern should be used for headlines and high level subheads. It should not be used for body copy.

- **Source Sans Pro**
  The Regular weight should be used for body copy. The Bold weight should be used for emphasis and smaller subheads.

  Source Sans Pro Regular and Bold can be found at https://fonts.google.com/specimen/Source+Sans+Pro (free through Google Fonts).

- **System Fonts**
  For communications that require a system font, such as a Word document, use either Times New Roman or Arial. The serif (Times New Roman) should follow the usage for Eames Century Modern and the sans serif (Arial) should follow the usage for Source Sans Pro.

Logo: Mukta Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Website and Print: Eames Century Modern Medium and Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz *abcdefghijklmnopqrstuvwxyz*
0123456789 *0123456789*

Website and Print: Source Sans Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz *abcdefghijklmnopqrstuvwxyz*
0123456789 *0123456789*

Website and Print: Source Sans Bold and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ***abcdefghijklmnopqrstuvwxyz***
0123456789 ***0123456789***

System Font (ex: Word, Powerpoint): Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

System Font (ex: Word, Powerpoint): Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Color Palette

- The color palette is a key element, providing a strong visual link to the Westerly Library & Wilcox Park identity across a wide range of applications. All materials and messages must use colors from the approved color palette to ensure the consistency and integrity of the brand experience.

- Pantone Matching System (PMS) colors should be used for printing when budget allows and quality/consistency is a priority.

- CMYK colors should be used for 4-color printing. The CMYK breakdowns are intended as guidelines only. Color will shift slightly depending on the printer and paper stock.

- RGB/HEX colors should be for screen display. There will be variation across different monitors/devices.

PRIMARY

The primary colors used in the logo are prominent on the website and should be incorporated into all other collateral.

Teal

PMS:	7467 C
CMYK:	97 / 0 / 30 / 0
RGB:	0 / 163 / 173
HEX:	#00A9B3

Green

PMS:	2300 C
CMYK:	40 / 0 / 84 / 0
RGB:	169 / 194 / 63
HEX:	#A9C23F

Navy

PMS:	294 C
CMYK:	100 / 69 / 7 / 30
RGB:	0 / 47 / 108
HEX:	#002F6C

SECONDARY

The secondary colors should be used as accents to supplement the primary colors. They should not be used on their own without any of the primary colors.

Purple

PMS:	2355 C
CMYK:	55 / 100 / 0 / 0
RGB:	135 / 2 / 123
HEX:	#87027B

Yellow

PMS:	128 C
CMYK:	0 / 10 / 75 / 0
RGB:	255 / 228 / 106
HEX:	#FFE46A

Orange

PMS:	2011 C
CMYK:	0 / 48 / 100 / 0
RGB:	242 / 165 / 66
HEX:	#F2A542

WEB USE

These colors are used on the website in order to pass WCAG 2.1 AA accessibility. The light secondary color is used on the website to add a background color to active menu items.
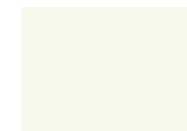
Dark Teal

CMYK:	85 / 31 / 42 / 5
RGB:	0 / 131 / 140
HEX:	#00838C

Dark Green

CMYK:	63 / 33 / 100 / 15
RGB:	102 / 126 / 0
HEX:	#667E00

Light Green

CMYK:	3 / 0 / 8 / 0
RGB:	246 / 249 / 235
HEX:	#F6F9EB

Logo Usage/Checklist

- **Do**

  Honor the clear space around the logo.

  Reproduce the logo in the approved colors only.

  Supply a copy of our brand guidelines when dispensing the logo to third party vendors.

  Obtain approval for any other use of the logo not defined in this document.

- **Do Not**

  Modify or substitute the logo in any way.

  Stretch or distort the logo or the logotype.

  Modify the scale or relationship between the logo and logotype.

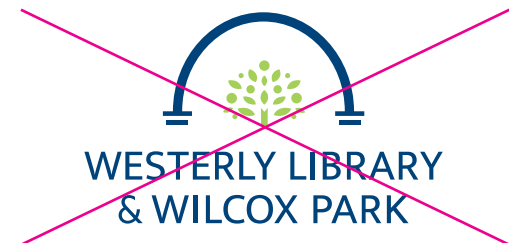 Put the logo on a background that does not provide enough contrast.

Do not stretch

Do not change typefaces

Do not switch or add new colors

Do not change the proportions of any element

Do not put on a background that does not have enough contrast

File Types

- The file types provided are organized to help you select the correct file for your use.

- The files may not be opened and edited, only imported into software programs such as common page-layout, presentation programs or word-processing software.

Logos are organized in the following manner/order:
Orientation: Horizontal vs. Stacked
Color: All White vs. All Black vs. Grayscale vs. Full Color

HORIZONTAL
All White
Westerly_Horiz_White.eps
Westerly_Horiz_White.png

Black
Westerly_Horiz_Black.eps
Westerly_Horiz_Black.png
Westerly_Horiz_Black.jpg

RGB
Westerly_Horiz_RGB.eps
Westerly_Horiz_RGB.png
Westerly_Horiz_RGB.jpg

CMYK
Westerly_Horiz_CMYK.eps
Westerly_Horiz_CMYK.png
Westerly_Horiz_CMYK.jpg

PMS
Westerly_Horiz_PMS.eps

STACKED
All White
Westerly_Stacked_White.eps
Westerly_Stacked_White.png

Black
Westerly_Stacked_Black.eps
Westerly_Stacked_Black.png
Westerly_Stacked_Black.jpg

RGB
Westerly_Stacked_RGB.eps
Westerly_Stacked_RGB.png
Westerly_Stacked_RGB.jpg

CMYK
Westerly_Stacked_CMYK.eps
Westerly_Stacked_CMYK.png
Westerly_Stacked_CMYK.jpg

PMS
Westerly_Stacked_PMS.eps

File formats (eps, png, jpg) should be selected based on use:

EPS: Ideal for print. EPS files can scale up and down in size.

PNG: Ideal for screen. Has a transparent background. PNG files can not be scaled up in size.

JPG: Ideal for screen. JPGs can be used for print or screen but eps and png are preferred. JPGs do not have a transparent background and can not be scaled up in size.

If you have questions regarding the proper
use of the logo or other brand elements such
as color and typography, please contact:

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