



SCPL Style Guide

Use this style guide to ensure consistency in our written communications. Combined with our branding guidelines that specify colors, patterns, and fonts, using the specified language and grammar in this guide will help promote us as a cohesive brand.

Who We Are

The Santa Cruz Public Libraries

This is our official name in all communications except those that require our legal name, such as legal documents and contracts with vendors. An acceptable alternate title is **Santa Cruz Public Library System**.

Do not use: Santa Cruz Public Library or Santa Cruz Library

Legal Name: Santa Cruz City-County Library System

This name is only used on legal documents and contracts.

Branch Names

It is important that we promote a unified sense of the library as a system. We must all develop a consistent use of our branch names. Each branch should be referred to as such:

Branch Name - BRANCH - Library

Aptos Branch Library

Branciforte Branch Library

Boulder Creek Branch Library

Capitola Branch Library

Downtown Branch Library

Felton Branch Library

Garfield Park Branch Library

La Selva Beach Branch Library



SANTA CRUZ
PUBLIC LIBRARIES

Live Oak Branch Library
Scotts Valley Branch Library

In external communications, such as press releases and communications with community partners, BRANCH NAME should be followed by “of the Santa Cruz Public Libraries.” Identifying our library system may only be necessary in the first instance of the use. Additionally, you may leave out the “library” part of the branch name when using in conjunction with system identification. For example, in a community calendar listing or a press release:

...More than 60 families showed up Thursday September 19th at the Aptos Branch of the Santa Cruz Public Libraries to learn how to become a clown....

If you missed the workshop, another opportunity to participate will be available at the Capitola Branch Library on Monday and at the Felton Branch Library on Wednesday.

Do not use:

Aptos Library	Capitola Library	Garfield Park Library	Scotts Valley Library
Boulder Creek Library	Downtown Library	La Selva Beach Library	
Branciforte Library	Felton Library	Live Oak Library	

Definitely do not use: Any abbreviation for branch name in an external communication.

The Bookmobile & Kermit

In formal or external communications, use:

The Santa Cruz Public Libraries Bookmobile

The Santa Cruz Public Libraries Bike Mobile, Kermit

Later in the communication or for internal communications, you may call it the Bookmobile or Kermit, the mobile book bike.