SANTA CRUZ
PUBLIC LIBRARIES

SC
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SANTA CRUZ PUBLIC LIBRARIES
Brand Guidelines

SANTA CRUZ
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"The libraries' most powerful asset is the conversation they provide between books and readers, between children and parents, between individuals and the collective world."

Bella Bathurst,
"The Secret Life of Libraries," The Guardian (U.K.),
May 1, 2011.

The Santa Cruz Public Libraries Logo represents the ideals and goals of the organization within the communities that support it.

The logo mark draws its form from multiple meanings. First, the speech bubble represents the conversation that the library wants to start within the community about what they offer to the public in terms of information and technology. Communication is the key to understanding and learning. And secondly, the turning page; which isn't immediately recognizeable, but no less important to the goals of the library. The SCPL wants to "turn the page" in the story of their presence in the community. New projects aimed at increasing the involvement of their communities will help usher in a new age of modern information sourcing.

		charcoal
pantone 418 coated pantone 419 uncoated c57 m49 y66 k36 hex: 5B5949		

		scpl orange
pantone 173 coated pantone 1665 uncoated c6 m68 y100 k0 hex: E57025		

		sea green
pantone 5565 coated pantone 5565 uncoated c54 m21 y47 k1 hex: 7DA792		

		mustard
pantone 1245 coated pantone 7550 uncoated c13 m32 y82 k3 hex: D7A74A		

		eggplant
pantone 5205 coated pantone 5195 uncoated c37 m54 y43 k17 hex: 916E70		

|		blue
pantone 5415 coated pantone 5405 uncoated c58 m17 y0 k46 hex: 3B6E8F		

Color Palette

The color palette for the SCPL Identity was carefully selected to represent all ages while providing a unique and comfortable applicability to the different communities that support the libraries.

Each color is depicted above in 100%, 80%, 60% and 10% to be used in various applications throughout the branding process. the 10% tints are only to be used in background placements and fills.

Each color is defined by its pantone, CMYK, and hex values. CMYK is the standard formula for mixing colors in print applications and should be used in any printing situation save for printing the logo. Hex values are used strictly on screen (the web) and should not be used when printing at all. The pantone (spot) color value is a single ink and should be used when full consistency is required over a large amount of printing.

There are two pantone values for each color to achieve the closest hue on both coated and uncoated paper stock. Even though the same ink can be applied to both types of paper stock, the same color does not always occur.

x   x   a

y

a

y

b

1.5y

SANTA CRUZ
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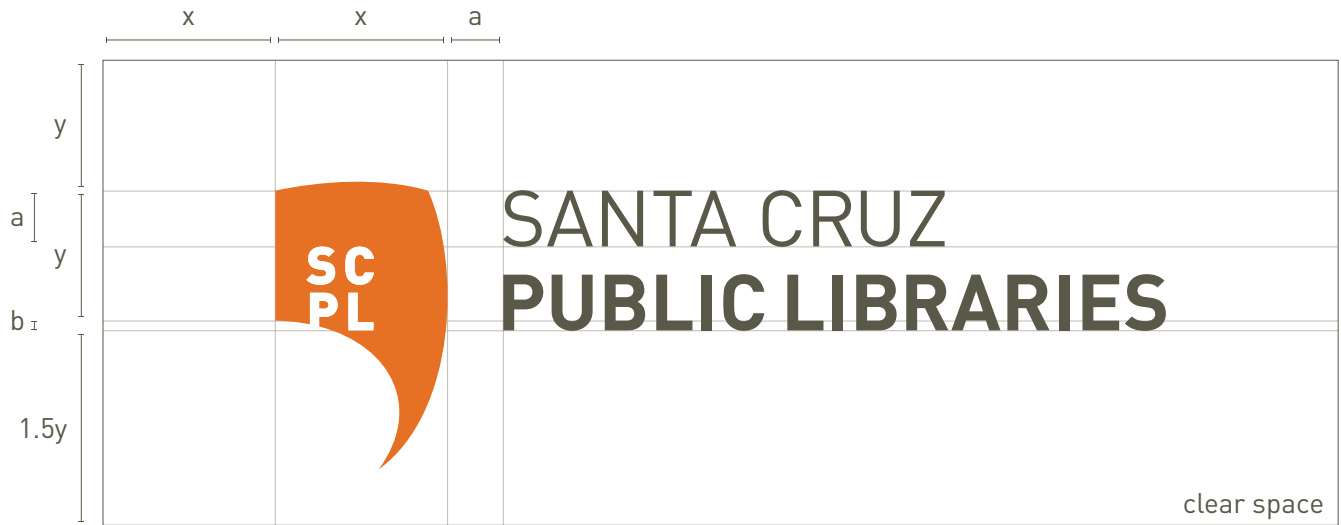
clear space

Logo Measurements

The SCPL logo is based off of specific measurements to maintain consistency. Here you see what each of the major measurements correspond to as applicable to the standard logo lockup.

Clear space is the amount of space that the logo needs to have clear around it when placed on documents and third party items so that it is clearly visible and maintains a clean look and identity.

(1)

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(3)

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Proper Usage & Variations

The SCPL logo should be used only in ways that properly depict the mark and/or type.

The large format logo[1] should only be used in applications where the logo will appear large so that the type does not overwhelm the mark.

The standard logo[2] should be used in applications that call for small placement. Business cards, brochures and documents would require the logo to be no more than one inch high and should then use this variation.

The logomark alone[3] should be used only on internal documents and applications where the brand and name of the library is already apparent.

Black & White

The logo can appear in black or white only if color printing is not available at all and should only be printed against only a white backdrop or a black backdrop respectively.

Placement on Colors

The logo can only be placed on top of different colors as depicted in the "color palette & variations" section and on images where the logo maintains a high level of contrast so as to not lose legibility and recognition.

The "SCPL" within the mark should stay white, despite what it is placed on top of. The letters are white in the logo files provided and their placment on the shape or their color should not be altered at all.

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DOWNTOWN BRANCH

Branch Branded Logos

Each branch of the Santa Cruz Public Libraries has its own variation of the SCPL logo containing the name of the branch and a keyline above it. These logos should be used on all printed and digital signage that correspond directly to the branch itself or any advertisement or event material that is exclusive to that branch.

All rules and guidelines that pertain to the standard logo apply to the Branch Branded Logos.

(1)

(2)

(3)

(4)

Improper Usage

Please be sure to enforce the proper usage of the SCPL brand as defined on the previous page. Here are some instances of improper usage and what to avoid.

Spacing or Rotation[1]

Do Not space the elements of the logo beyond what is defined in the "logo measurements" section or rotate any of the elements at any degree on the graphic field where it is placed.

Color Shift or Alteration[2]

Do Not change the colors or tints of either of the elements in the logo or change the shape or size relationship of those elements.

Skewing or Scaling[3]

Do Not skew the logo or either of the elements in the logo. Do Not scale the logo beyond recognition on the small side or so large that it is inappropriate for the context it is placed in.

Backgrounds or Framing[4]

Do Not place the logo on top of a background color, texture or image that causes the logo to lose contrast and thus recognition and legibility. Do Not frame the logo either within the clear space formerly defined or outside it. The logo should be open from any graphical constraints.
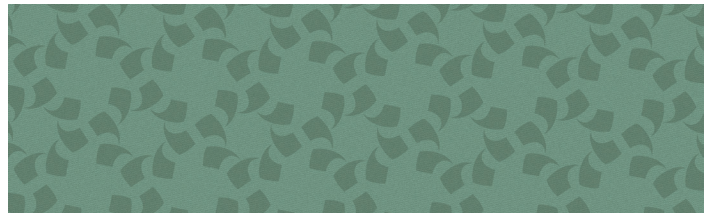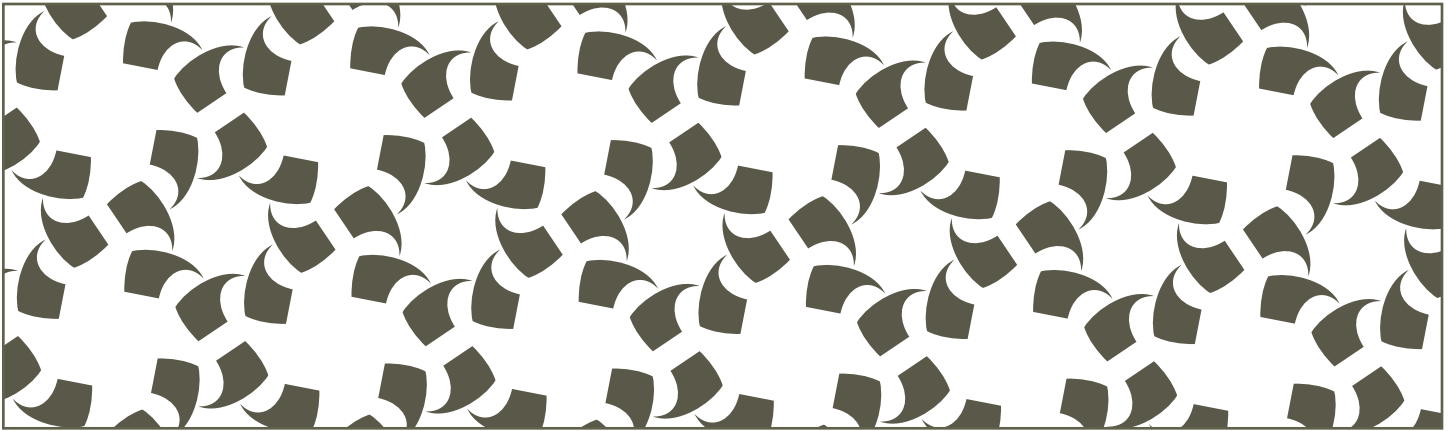
Pattern Palette & Variations

Patterns will be an integral part of how the SCPL brand is portrayed. Across the next few pages, you will see our recommended combination of color and pattern for use in online and printed applications.

This foundation of this pattern is the logo shape rotated to create a circle of 8 shapes, suggesting a conversation. The way that each group fits together implies interconnectivity and sharing.
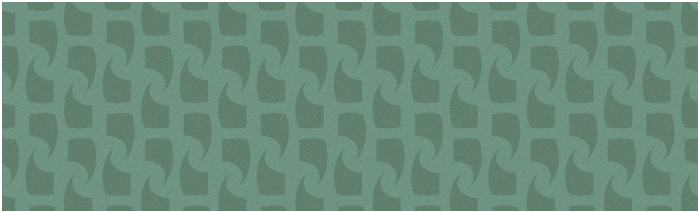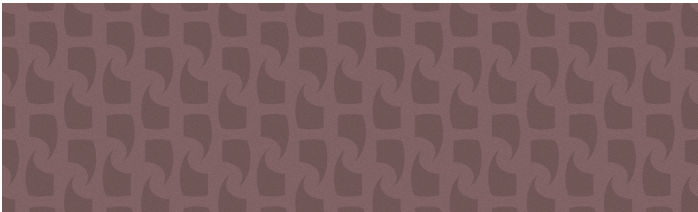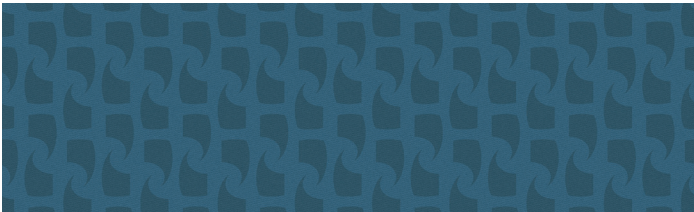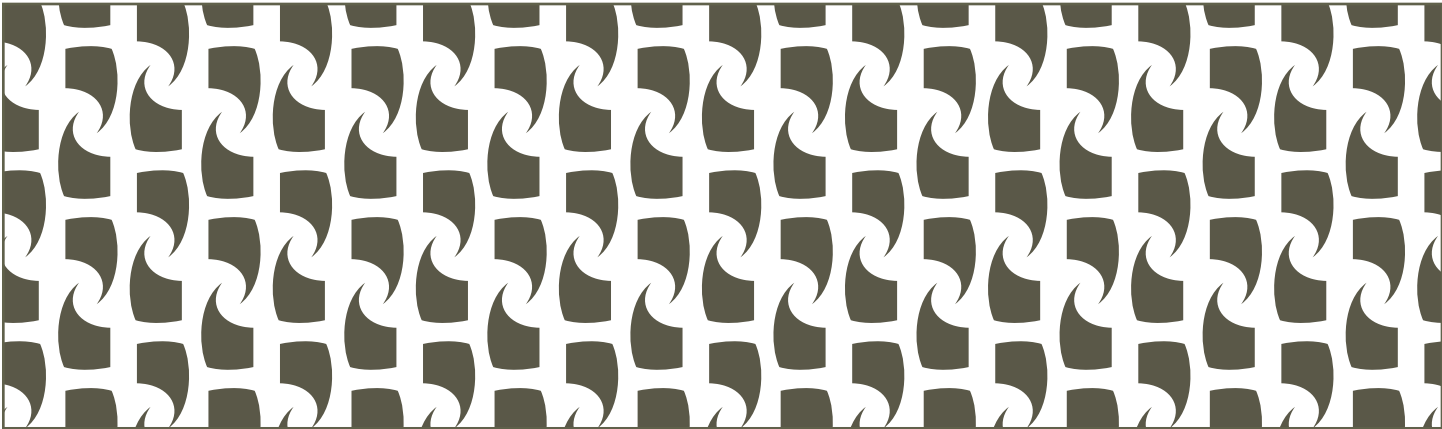
Pattern Palette & Variations

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The foundation of this pattern is two logo shapes face-to-face; essentially locked in conversation. The neat rows of these double shapes implies a communal area where ideas are exchanged as people are seated facing each other.
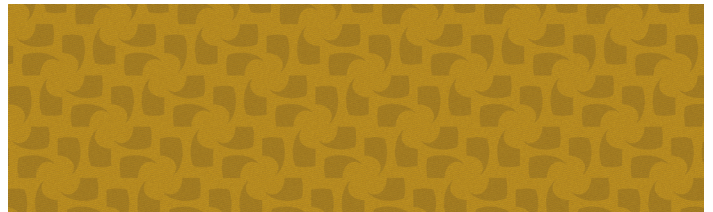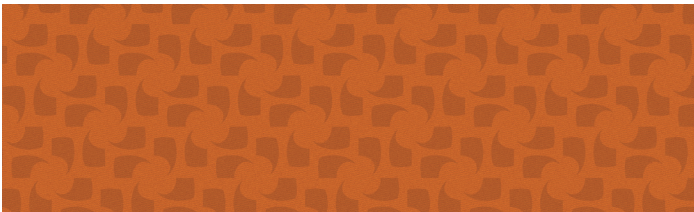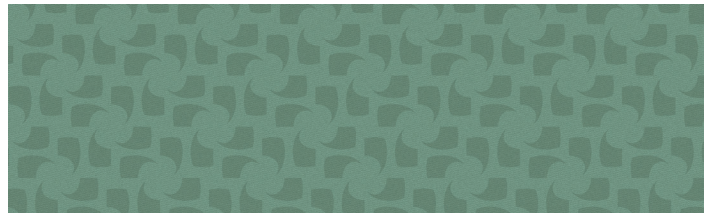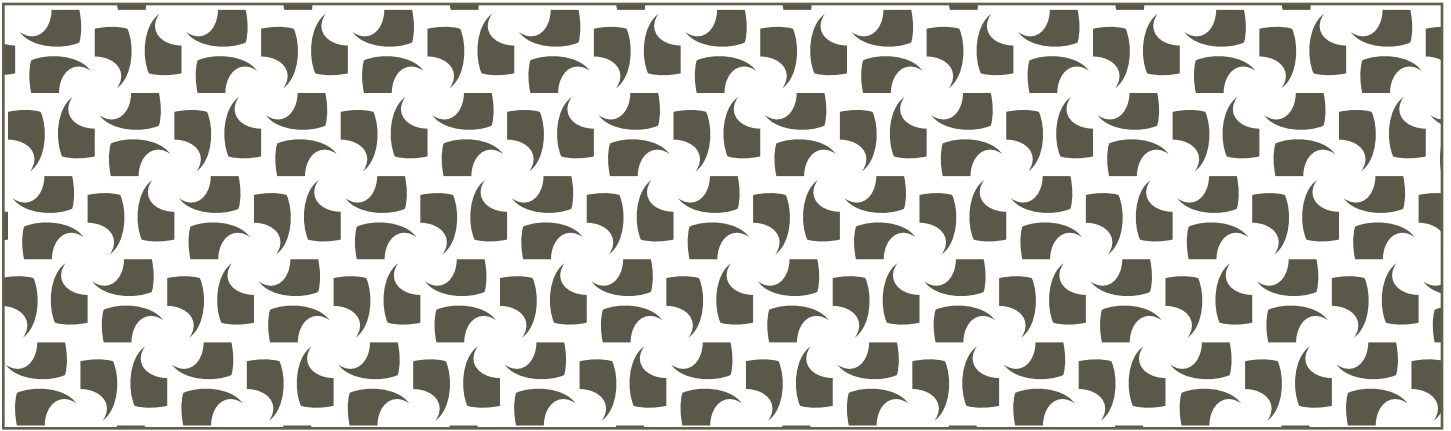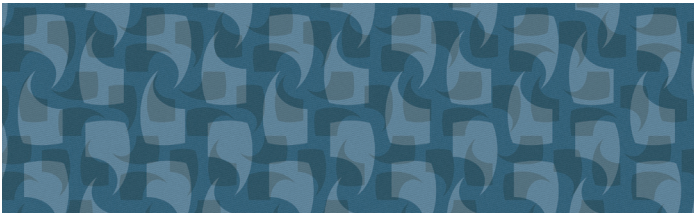
Pattern Palette & Variations

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The spacing and direction of each logo shape in this pattern leads the eye in simultaneous directions, both in a circle around the groups of four, and in waving lines. The constant flow of sight in this pattern draws from the constant motion of knowledge found in the community around the library.
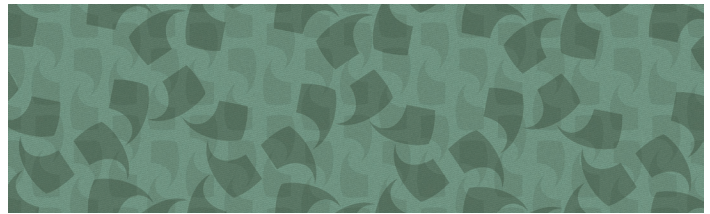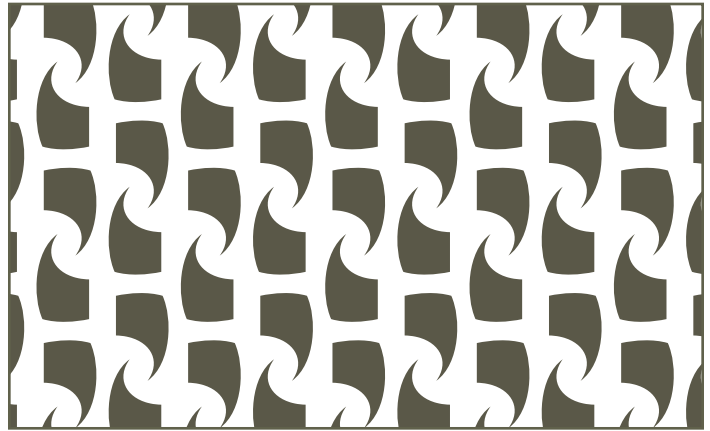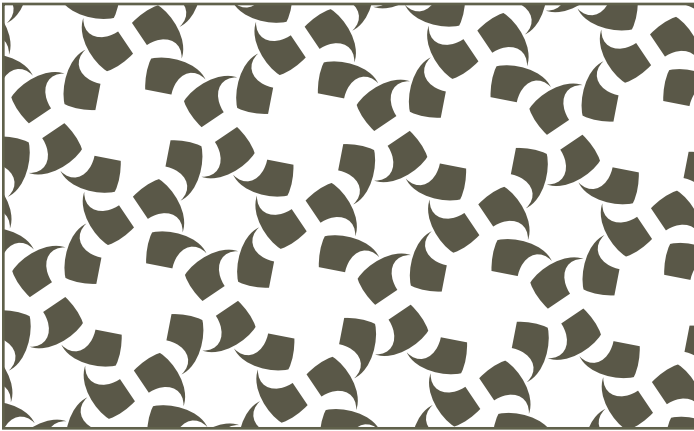
Complex Patterns

These patterns on these pages are carefully selected
combinations of the single patterns in the previous selection.

Complex Patterns

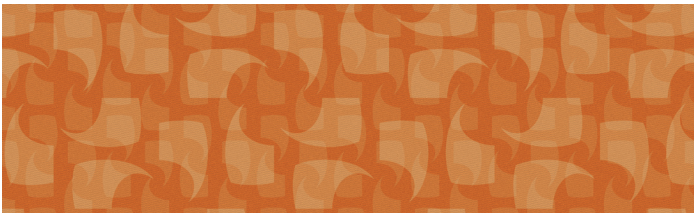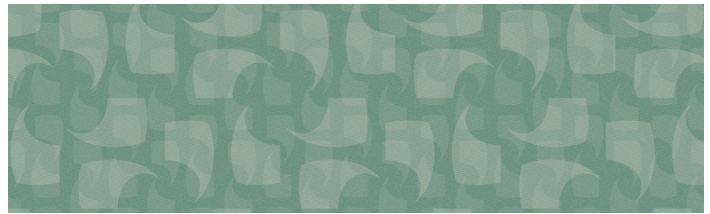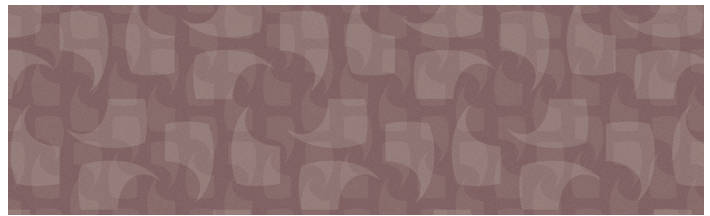These patterns on these pages are carefully selected
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Complex Patterns

These patterns on these pages are carefully selected combinations of the single patterns in the previous selection.

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Janis O'Driscoll

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connect | inspire | inform
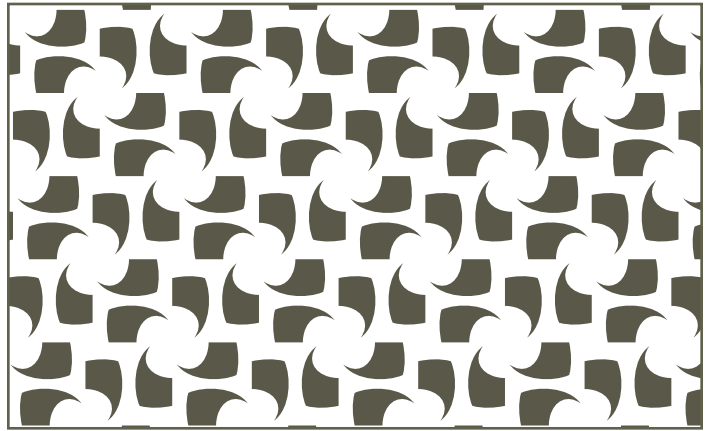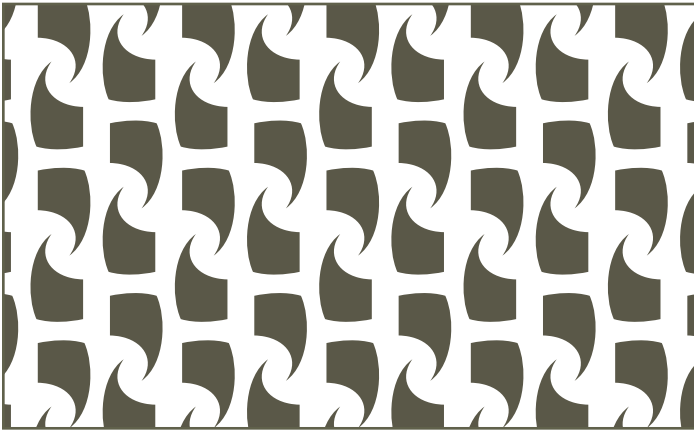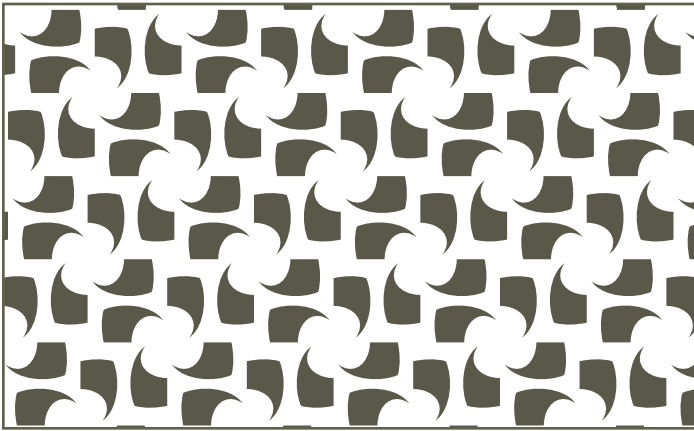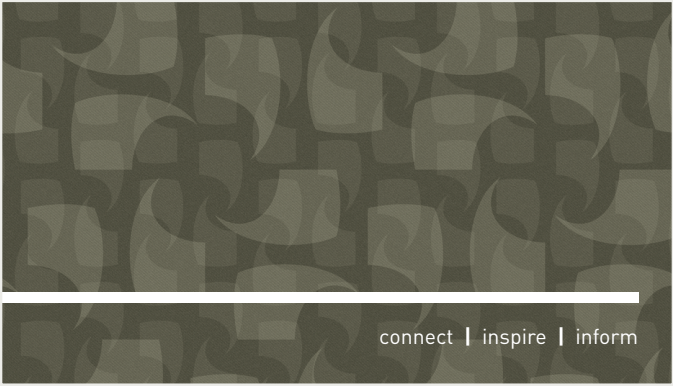
Business Cards

This is the design that will be applied to the business cards of all employees of the Santa Cruz Public Library System.

The back of the business card will portray 1 of a variety of patterns as depicted in the previous section as well as the tagline for the SCPL: Connect. Inspire. Inform.

SANTA CRUZ
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addressee
address line
address line2

phone number
email address

Etiam imperdiet, sem vel blandit pretium, sem nulla pellentesque urna, vitae porttitor tortor risus ut felis. Pellentesque id velit faucibus est ultrices accumsan non nec dui. Fusce condimentum turpis vel libero lacini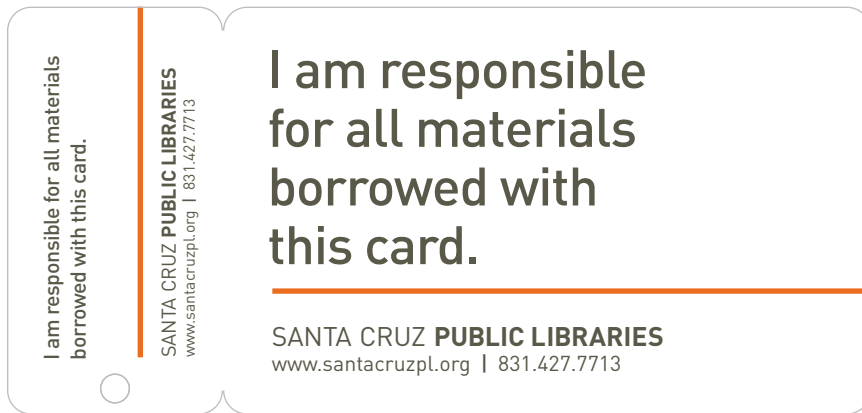a in mollis sem ullamcorper. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin at magna nibh. Sed in arcu vel lectus fringilla varius nec ac diam. Maecenas sapien risus, consequat eu dignissim non, tempus a justo. Nulla non sapien sit amet dolor viverra fermentum nec sed orci. Mauris pulvinar tortor quis eros laoreet viverra. Proin vel tellus a felis dictum cursus. Donec a nibh consequat elit eleifend posuere. Fusce a lorem ac purus ullamcorper ornare. Sed eu scelerisque nibh. Sed id velit posuere arcu volutpat tempus. Aliquam a imperdiet eros. Curabitur pretium, mauris eget congue vestibulum, risus enim molestie quam, eu varius dolor sem a velit. Maecenas vulputate elementum faucibus. Mauris nec orci est. Vestibulum at massa ante, in vestibulum ipsum.

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Letterhead

This is a scaled down version of the letterhead at 50%.

Library Card

The library cards above implement the pattern palette as a series both to solidify the brand image in multiple applications as well as to offer options to the patrons of the library system to personalize their experience. We believe that this will encourage participation in the library and sell the idea of carrying a library card not only as a key to information but as a fashionable statement of inclusion in the community.

The reverse of every card will have the statement "I am responsible for materials borrowed with this card" followed by a line to sign the name of the cardholder on. This serves to communicate participation, responsibility, and patronage.