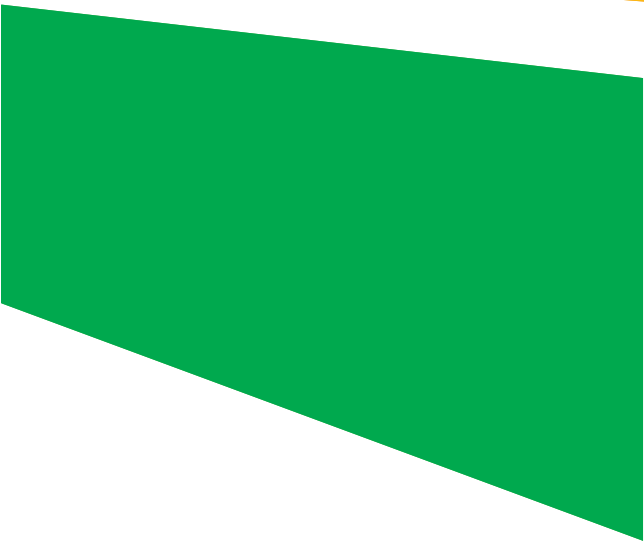




LOGO STANDARDS



Logo

The Hartford Public Library (HPL) logo is the most basic yet significant graphic representation of our library.



It expresses our unique character and, with consistent and repetitive use, will help us gain wider recognition and strengthen our position in the community. It is therefore critical that this logo is always used consistently and correctly.

The elements of the logo consist of the stair graphic and the rest of the Hartford Public Library name in text, along with the the tagline "A place like no other."

The core color palette for the brand identity is detailed to the right. No other colors are ever used without prior Marketing Department approval.

The HPL brand identity uses Fruitiger as the native font, which creates our unique library logo and should never be reset. Proportion of the brand identity must never be altered, and the brand identity layout should never be distorted with additional copy or design elements. The brand identity must not be redrawn. It should be reproduced from the original artwork.

The HPL brand identity should appear at least once in every piece of printed or visual material, including stationery, flyers, brochures and advertisements.

Core Color Palette



HPL Cranberry Pantone® 228

C: 0 M: 100 Y: 4 K: 41
R:156 G:0 B:89
WEB #9C0059



HPL Yellow Pantone® 130

C: 0 M: 30 Y: 100 K: 0
R:253 G:185 B:19
WEB #FDB913



HPL Green Pantone® 355

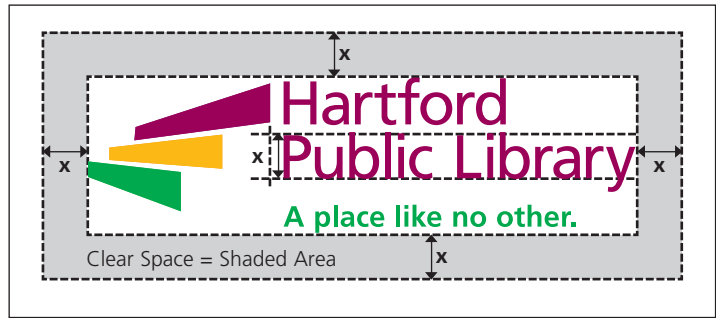
C: 94 M: 0 Y: 100 K: 0
R:0 G:69 B:179
WEB# 00A94F

The color palette can be applied as Pantone® match inks or as process color equivalents for print materials. Please refer to the Pantone Matching System® for accurate representation of the color palette. Web-safe colors are included for multimedia and online usage. RGB color equivalents are provided for color accents within Microsoft® Office applications.

Use the black version of the logo for one-color printing when the logo will measure less than an inch wide. It is acceptable to use for faxes, memos or other internal items that are of a lower quality or are frequently photocopied.

Clear Space

Allow clear space equal to the height of the uppercase letter "P" in the word "Public" on all sides of the logo. This is defined in the illustration as "X" and represented by the shaded rectangle. No graphics or text should invade the clear space area.



Size

Minimum width on printed materials is 1.25". Height is proportional to that measurement.

Placement

Logo can be placed over white background, solid dark background and full-color images (not preferred), as long as it is legible. Any additional copy around the logo needs to follow the clear-space boundaries outlined above.

PREFERRED 1-COLOR VERSIONS



■ Black



□ White/Reverse to provide contrast



Branch Logo

Individual branch logos have been established for brand identity consistency. The name of each branch location is highlighted in all capital letters in yellow.



Logo may appear with or without tagline.

For clear space, size and placement see above.



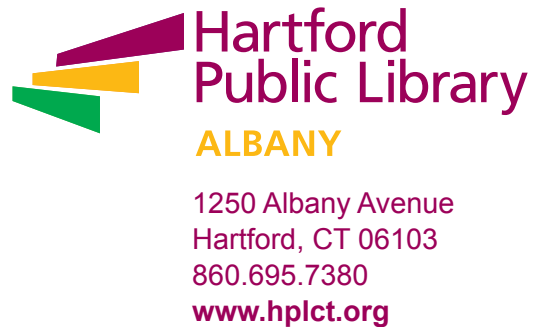
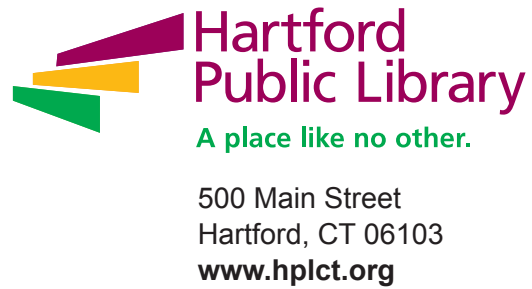
Web Use

When asked to supply the logo at a small pixel size for online usage, the logo should appear without the tagline.



Logo LOCK-UPS

To the right are vertical examples of how the logo should be locked up with the library address, phone number and web site. The address and phone number should be set in Arial Regular, however the web site should always appear in Arial Bold. This text may appear in black or in HPL Cranberry. This system is very flexible depending on the information needed to be displayed. For example you may or may not include the tagline, or you may just include the web site, etc.



When using the lock-up horizontally, the last line of informational copy should align with the bottom of Public Library in the logo mark.



For clear space guidelines see page 3.



Logo MISUSE

Never place the logo on an angle or sideways and never distort the proportions of the logo.



The HPL logo should never appear in any three-color combinations other than HPL cranberry, yellow and green without prior Marketing Department approval.



Never place the logo on a full-color image background if the image interferes with the legibility of the logo.

