

IDENTITY GUIDELINES



San José Public Library
Foundation



Gateway to Your Future

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COLORSYSTEM

Color Introduction

Gateway to Your Future

Lifelong Learning

Transforming Communities

Discover New Adventures

The San José Public Library Foundation color palette is bold, professional, and dynamic that is inspired from the rich culture and history of the Silicon Valley area.

The blend of colors provides great flexibility and will bring vibrance to all communication materials.

Color is a strong & communicative element.

Color Palette

Primary Colors	Secondary: Shade	Secondary: Mid-tone	Secondary: Tint
CMYK 61, 1, 35, 0 RGB 91, 193, 181 HEX #5bc1b5	CMYK 75, 27, 50, 4 RGB 67, 142, 133 HEX #438e85	CMYK 37, 1, 21, 0 RGB 160, 214, 207 HEX #a0d6cf	CMYK 12, 0, 7, 0 RGB 221, 240, 236 HEX #ddf0ec
CMYK 2, 33, 99, 0 RGB 246, 177, 29 HEX #f6b11d	CMYK 23, 44, 100, 3 RGB 194, 141, 44 HEX #c28d2c	CMYK 1, 20, 59, 0 RGB 251, 205, 124 HEX #fbc77c	CMYK 0, 7, 20, 0 RGB 254, 236, 206 HEX #fecce
CMYK 89, 68, 33, 17 RGB 46, 81, 116 HEX #2e5174	CMYK 91, 75, 49, 50 RGB 26, 45, 65 HEX #1a2d41	CMYK 53, 41, 20, 10 RGB 119, 129, 156 HEX #77819c	CMYK 18, 14, 7, 3 RGB 199, 201, 212 HEX #c7c9d4
CMYK 52, 36, 33, 26 RGB 105, 117, 124 HEX #69757c	CMYK 72, 60, 55, 41 RGB 62, 69, 73 HEX #3e4549	CMYK 31, 22, 20, 16 RGB 154, 160, 166 HEX #9aa0a6	CMYK 10, 7, 7, 5 RGB 213, 215, 217 HEX #d5d7d9

The primary color palette is made up of four colors. These colors reflect the Santa Clara Valley and is inspired from its landscape, climate & weather, and the year-round sunshine.

The secondary color palette is designed to support and complement the primary color palette. These colors enable flexibility and variety in design.

A tone-on-tone approach of compatible color combinations should be used as often as possible. Tones are neighbors on the color wheel and live harmoniously.

*Brands are visually
created in the mind.*



TYPOGRAPHY

Typography

Primary Typeface

CENTURY GOTHIC REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CENTURY GOTHIC ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CENTURY GOTHIC BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CENTURY GOTHIC BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Typeface

CAVIAR DREAMS REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAVIAR DREAMS ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAVIAR DREAMS BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CAVIAR DREAMS BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography is a strong extension of the personality and plays a major role in creating a consistent look across all communications and promotional materials.

CAVIAR DREAMS has been selected for its modern and welcoming design. It should be used for headlines, subheads, quotes, and copy. It offers the standard weights and styles which provide a large amount of design flexibility for all graphic communications.

CAVIAR DREAMS can be used along with CENTURY GOTHIC, or in its place if not available. Century Gothic is readily available within word processing, spreadsheets, and presentation programs and will be used for all internally produced documents as well as for correspondence.

The integrity of the font should be maintained at all times. Do not add vertical or horizontal scaling, stroke, etc.

*Consistent tone, voice, and style
creates brand trust & recognition.*

Type Specifications

SHORT SUPER HEADER

(36 pt, bold)

Long super headers
using sentence case.

(36 pt, bold)

SHORT HEADER

(28 pt, bold)

Long headers using
sentence case.

(28 pt, bold)

Short Subhead

(20 pt, regular)

Copy
(20 pt, regular)

Keep a consistent style while using typography to maintain a strong and cohesive brand. Use this as a guide to maintain consistent designs while creating collateral.

It is recommended that the selected fonts be used at all times. If a different design approach is required, choose a third font that is easy to read and will work well for the overall design.

It is recommended to never use more than two fonts for headers and subheads, and never use more than two fonts for copy.

The integrity of the font should be maintained at all times. Do not add vertical or horizontal scaling, stroke, etc.

*Consistency is key to
brand identity.*

A photograph of a city street scene. On the left, there is a multi-story yellow building with many windows and small balconies. Bare trees are in front of the building. A black street lamp with a warm light is on the left. In the foreground, there is a paved sidewalk with a pattern of light and dark grey tiles. A black metal railing runs along the sidewalk. To the right of the railing, there are several planters with flowers. A yellow fire hydrant is visible. In the background, there is a street with parked cars and more buildings. A teal banner with the text "LOGODESIGN" is overlaid in the center of the image.

LOGODESIGN

Logotype

Horizontal Logotype



San José Public Library
Foundation

Vertical Logotype



San José Public Library
Foundation

Brandmark



Wordmark

San José Public Library
Foundation

The logo is the main element of San José Public Library Foundation's identity and is used to represent SJPLF in all communications. The logo is inspired by the rich agricultural history, the landscape, and the technological future of the Capital of the Silicon Valley—all shaped by the generous support of helping hands.

The integrity of the logo must be respected at all times. Never recreate or modify in any way.

Vertical and horizontal versions have been designed to allow flexibility for a range of applications.

- Horizontal layout is the preferred format.
- Vertical layout should be used when space is prohibited.
- The Brandmark may be used when space is prohibited, and in social media, digital multimedia, or as a watermark.
- The Wordmark should only be used to limit the number of elements on a design, such as a presentation.

The logo is one of the greatest features and most valuable assets.

Reverse Logos



This version of SJPLF's logo is particularly effective when used in combination with the primary colors. **Special care should be taken when using this version to ensure there is sufficient contrast for both the white and black areas of the signature and the background.**

A solid gray logo can also be used only when color print is not available.

A logo is your brand's primary identifier.

Clear Space & Size

Horizontal Clear Space



Always maintain the minimum space around the logo to maintain visual clarity and to provide maximum impact.

The minimum buffer space is X, where X is equal to the height of the “o” in Foundation. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim, and rules.

Vertical Clear Space



Horizontal Minimum Size



Vertical Minimum Size



Never reduce the logo past the minimum size. The minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

A strong consistent brand is built over time.

Logo with Tagline

Horizontal Clear Space



Official Communications: The logo with the tagline should be used in all official communications, including press releases, annual reports, and formal documents that represent the San José Public Library Foundation.

Mission Statements: When crafting mission statements or vision statements that highlight the foundation's commitment to supporting the San José Public Library, consider using the logo with the tagline to reinforce the organization's identity and purpose.

Foundation's Identity Promotion: In marketing materials, advertisements, and promotional campaigns specifically designed to communicate the foundation's identity, mission, and values, it is appropriate to use the logo with the tagline to create a strong visual association.

It's important to note that while the logo with the tagline is appropriate for these specific situations, *it should not be used as a replacement for the logo without the tagline in cases where a more streamlined and simplified visual identity is preferred.* **Do not use the logo with tagline if there is not enough space for the tagline to be easily read.** Always maintain the integrity of the logo and follow the general guidelines for logo usage when incorporating the tagline.