



Chillicothe Public Library District

Style Guide

Updated September 2023

Table of Contents

What to use this document for.....	3
Mission Statement	3
Vision Statement.....	3
General Information	4
Logo	5
Color Palette.....	6
Fonts	7
Quick Formatting Guide.....	7
Email Signature.....	8
Blog Posts.....	9
Standard Sizes for Graphics/Photos	9
Signs and Templates.....	9
Photographs	10

What to use this document for

This is a collection of best practices, suggestions, and examples to help ensure that our outgoing marketing efforts are cohesive.

Use this document as a reference when marketing questions come up. These could include:

- CPLD Brand
 - Logo, color palette, font
- Social Media
 - Standard sizing, design guidelines, timelines, photographs
- Blog Posts
 - Content, header images
- External and Internal Signage
 - Templates and examples
- Formatting
 - Email signatures, press releases, abbreviations

Mission Statement

The library enriches lives, builds community, and encourages success by bringing people, information, and ideas together.

Vision Statement

Read, Learn, Share, Grow

CPLD Icons



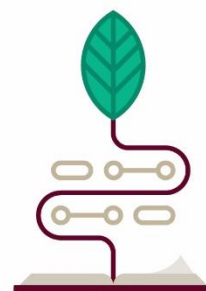
READ



LEARN



SHARE



GROW

General Information

For formatting that is not included here, follow [Associated Press Style](#).

Name:

Chillicothe Public Library District - *May be abbreviated to CPLD after first use in a publication*

Not THE Chillicothe Public Library District – just Chillicothe Public Library District.

Address:

430 N. Bradley Ave.

Chillicothe, IL 61523

Phone/Fax:

p. 309-274-2719 f. 309-274-3000

Hours:

M/F: 9 am - 5 pm

T/W/TH: 9 am - 8 pm

Sat: 9 am - 4 pm

Sunday: Closed

Dates:

Spell out the days of the week and month names when used in a sentence. Abbreviations should only be used when space is an issue (newsletter or images for programs).

Mon.	Jan
Tue.	Feb
Wed.	Mar
Thur.	Apr
Fri.	May
Sat.	June
Sun.	July
	Aug
	Sep
	Oct
	Nov
	Dec

If you are going to use ordinals (ex. 15th) do not use superscript letters.

Use Friday, October 15 or See you on the 15th

Not Fri., Oct 15th or See you on the 15th

Time:

Do not include minutes if the time is on the hour.




Do not use periods when writing time of day (am or pm). Unless we are sending information to a publication that asks for different formatting.

Use 9 am or 9:30 am

Not 9:00 am or 9:30 a.m.

Logo

Do Use:

 <p>CHILLICOTHE PUBLIC LIBRARY DISTRICT READ • LEARN • SHARE • GROW</p>	<p>The full color logo should be used when it can be seen clearly and does not blend into colors in the background. Do not stretch the logo so it is disproportionate.</p>
 <p>CHILLICOTHE PUBLIC LIBRARY DISTRICT READ • LEARN • SHARE • GROW</p>	<p>The white logo can be used when the background clashes with the colors in the logo or would make it too hard to read. Use this on a darker background, a green or grey background, or if the rest of the text on an image is white.</p>
 <p>CHILLICOTHE PUBLIC LIBRARY DISTRICT READ • LEARN • SHARE • GROW</p>	<p>The black logo should be used as a last resort or for black and white publications.</p>

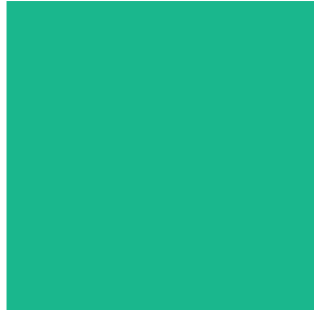
Do Not Use:

 <p>CHILLICOTHE PUBLIC LIBRARY DISTRICT READ • LEARN • SHARE • GROW</p>	<p>Using the full color logo on the green background makes the tagline invisible.</p>
 <p>CHILLICOTHE PUBLIC LIBRARY DISTRICT READ • LEARN • SHARE • GROW</p>	<p>While white might make sense because it coordinates with the colors in the cloud picture, it makes the logo hard to read.</p>
 <p>CHILLICOTHE PUBLIC LIBRARY DISTRICT READ • LEARN • SHARE • GROW</p>	<p>Full color logo does not stand out against a busy background like this one. Try using white instead or putting something solid behind it.</p>

Color Palette

CPLD colors are used on the website, logo, and should be incorporated into promotional materials when possible. When creating promotional materials, feel free to use any of these colors. They do not need to be used for everything, but can serve as a good starting place. The colors are taken from CPLD logo and icons.

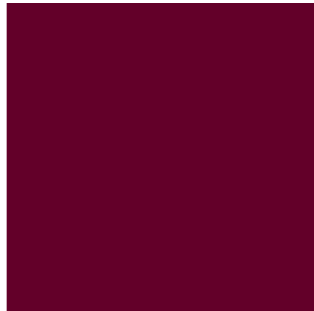
CPLD Green:
RGB: 26 183 141
HSL: 116 192 105
Hex: #1AB78D



Dark Green:
RGB: 16 112 87
HSL: 32 14 41
Hex: #686159



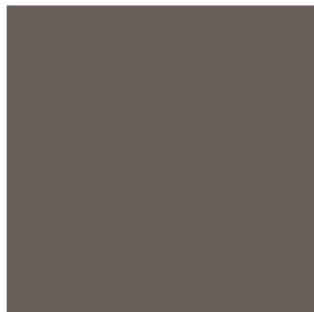
CPLD Maroon:
RGB: 99 0 41
HSL: 238 255 50
Hex: #630029



Light Maroon:
RGB: 134 26 63
HSL: 241 172 80
Hex: #861A3F



CPLD Gray:
RGB: 104 97 89
HSL: 32 14 41
Hex: #686159



Gold:
RGB: 246 170 90
HSL: 22 229 168
Hex: #F6AA5A



Tan:
RGB: 194 181 155
HSL: 28 62 175
Hex: #C2B59B



Fonts

Metropolis is the official CPLD font, so use this as much as possible. Metropolis is not available on Canva, use **Montserrat** instead.

If your publication has lots of words (press release, newsletter, etc.) use Metropolis for headings and **Calibri** for body text.

Metropolis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Other fonts can be used for titles, headings, and accents, but try to use **no more** than two per design. Using too many fonts can be overwhelming and take away from the information you are trying to get across.

Quick Formatting Guide

Font style:

Metropolis/Calibri

Headings:

14 pt font and bold

Subheadings:

14 pt font not bold or 11 pt font and bold

Body:

11 pt font

Spacing:

Single (you can use “multiple at 1.1” for extra space)

Email Signature

To change your email signature:

1. Log into your CPLD Gmail account.
2. Click on the settings button that looks like a gear.
3. Click “see all settings.”
4. Scroll down to “signature.”
5. Copy and paste what is written below into the text box:

Your Name | Your Title | Preferred pronouns

Chillicothe Public Library District | 430 N. Bradley Ave., Chillicothe, IL 61523

chillipld.org | p [309.274.2719](tel:309.274.2719) | f [309.274.3000](tel:309.274.3000)

[Facebook](#) | [Instagram](#) | [Goodreads](#)

“Optional library related quote.” Author’s Name

6. Change the fields that are specific to you (name and title).
7. Include your pronouns and a library related quote if you would like to. If not, delete the text that you are not using.
8. Check that hyperlinks are correct:
Facebook: <https://www.facebook.com/chillipld>
Instagram: https://www.instagram.com/chilli_library/
Goodreads: <https://www.goodreads.com/user/show/49723172-chillicothe-public-library-district>
9. Make sure that the font is Sans Serif, “normal” size, and the text color is grey (RGB 102, 102, 102), with no background color.

Text color



10. Scroll all the way to the bottom of the page and click “save changes.”

Blog Posts

Articles posted on the CPLD website blog should follow a few guidelines:

- About 500 words (400-600)
- Written in a casual tone with easily understandable words
 - Write as if you are writing to all ages and various levels of education
- All articles should have a title, date, time, and author listed on the page
 - Author can be CPLD Staff
- Blog should be used for library updates, informational articles, and other library related topics.

Standard Sizes for Graphics/Photos

- Blog Featured Image – 1650 x 650
- Website banner – 1400 x 300-500
- Facebook post – 940 x 788
- Facebook event header – 1640 x 924
- Instagram photo – 1080 x 566-1350
- Instagram story – 1080 x 1920
- E-newsletter banners – 800 x 320
- Poster (plotter printer) – 24 x 36 in

Signs and Templates

There are premade signs and templates made up in the Shared Drive >> Signs and Templates folder. Create a copy of the templates and input your own information to save time on formatting.

Premade Signs:

- Out of Order
- Internet is Down
- Tornado Warning
- Power is Out
- Fax Machine Not Working
- Library is Closed

Closures:

Post on Facebook 2 weeks prior to library closure. Share the same post or post a similar reminder the day before closure.

Put signs on front and lobby doors 2 weeks prior to library closure.

Templates are on the shared drive.

Photographs

Photographs are more engaging on social media than graphics. Taking and posting quality photographs will help us better promote and document the programs we put on. Photos can be added to the shared drive in the Program Photos folder.

Before programs (if applicable):

- Take photos that will help promote the program and provide options for social media
 - Examples: craft examples, photo of relevant books, presenter headshots, etc.

During programs:

- Take a variety of photos
 - Examples: Close ups of crafts/food/activities, group shots, pictures of people with finished work/activities, etc.
- Instagram requires photos to be the same orientation, so keep that in mind. Try to take multiple vertical or multiple horizontal pictures.

After programs:

- Add photos to the shared drive > Program Photos > relevant folder