



# Blue Island Public Library

## Color Palette

**Color Profile**

RGB: 67-153-255  
CMYK: 63-35-0-0  
HEX: 6699ff

**Usage**

LOGO, Adult Signage, Newsletter



Screen: 67-153-255  
CMYK: 56-8-100-10  
HEX: 73a53b

Young Adults Signage, Newsletter



RGB: 67-153-255  
CMYK: 77-88-3-0  
HEX: 5e4396

Spanish Events, Newsletter



RGB: 67-153-255  
CMYK: 0-100-0-0  
HEX: ec008c

Youth Services, Newsletter



RGB: 67-153-255  
CMYK: 0-80-91-0  
HEX: f15a2f

All Ages, Family Events



RGB: 88-89-91  
CMYK: 0-0-0-80  
HEX: 58595b

Body of text.



RGB: 147-149-152  
CMYK: 0-0-0-50  
HEX: 939598

Body of text.



# Blue Island Public Library

## Library Name

– Use full name:

**Blue Island Public Library**

Do not use *the* before Blue Island Public Library.

## Address/Website/Phone

2433 York St.  
Blue Island, IL 60406  
blueislandlibrary.org  
708.388.1078 x10

(eliminate http and www.)

## Typography/Font

### Primary

Helvetica Neue Light  
Helvetica Neue Regular  
**Helvetica Neue Bold**

### Alternatives

Arial (Microsoft and Google products)  
Calibri (Microsoft and Google products)  
Helveticish (Canva)

### – Please Note

Use the provided typography for body text. Titles or “Shout out” may be displayed in any typography which conveys the event’s theme or essence.

# Helvetica

# Arial

# Calibri

## Inspirational/Concept Words

Clean  
Colorful  
Contemporary

## Image Quality

Recommended Resolutions  
Print: 300 dpi  
Web: 72 dpi



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## Locations

### Adults Services Desk

**Use:** Pickup items, Services, SRP, Marketing

**Use:** Events, Marketing

### Makerspace

**Use:** Events, Marketing

### Tech Annex

**Use:** Events, Pickup items, Services, Marketing

### Children's Department

**Use:** Events, Services, SRP, Marketing

### Meeting Room

**Use:** Events, Marketing

### Circulation Desk

**Use:** Pickup items, Services, Marketing  
Conference Room

### Main Floor

**Use:** Holiday Events, Marketing

## Time

**1. Use** a space before AM or PM.

**Indicate** AM or PM only once, unless it changes.

**3. Do not include** :00, but do include :15, :30, and :45.

**3. Use 12 instead of noon.**

### Examples:

10-11 AM or 1-2 PM  
11 AM-2 PM

### Examples:

11:30 AM-2 PM

### Examples:

12-1:45 PM

## Dates

**1. Spelling out MONTH and DAYS**

### Examples:

If space is limited, use these abbreviations.

EX. Mon Tue Wed Thu Fri Sat Sun  
Jan Feb Mar Apr May Jun Jul Aug Sep  
Oct Nov Dec

**2. Separate DATE and TIME with a comma**

### Examples:

Thursday, April 15th, 6-8 PM  
or  
Thursday, April 15th, 7 PM

**3. RECURRING PROGRAMS, separate dates with a comma**

### Examples:

Events with end dates:  
Thursdays, November 19th through  
December 3rd, 6:30 PM

Events with no end dates: Every  
Thursday, 6:30 PM

Do not use thru or to, but do use  
through. No need for using starting.

If the date and time appear on two lines,  
then the comma isn't necessary:  
Thursday, November 19th  
6:30 PM



# Blue Island Public Library

## Logo Usage

To ensure the BIPL logo is visually recognizable in different visual environments, please observe Unused Space guidelines, and approved Logo and Logo + Text combinations below.

### UNUSED SPACE: SPACE AROUND LOGO

Make sure enough space is around logo. Do not put content close to logo. Give the logo space to breathe. As a visual help, the bottom of the book, in the tree-book graphic in the BIPL logo, is an acceptable distance to use around the logo. Use this distance, of unused space, all around the logo.

Visually, the logo needs to have a consistent appearance. Enough unused visual space around the logo, affects consistency of the logo's appearance.

Visually, the logo needs to be legible/recognizable. Clearing the space around the logo from competing visual elements, will help the logo to be recognizable.

This might sound contradictory: it is fine to have an image, pattern, or whatever under or around the logo. *So long as it doesn't compete visually with it.*

Visually, the logo needs to have prominence on the page. Think: *'Is the logo lost on the page, visually?'*

Also, the logo doesn't have to be the first thing that people notice either. It simply needs to have a voice on the page.

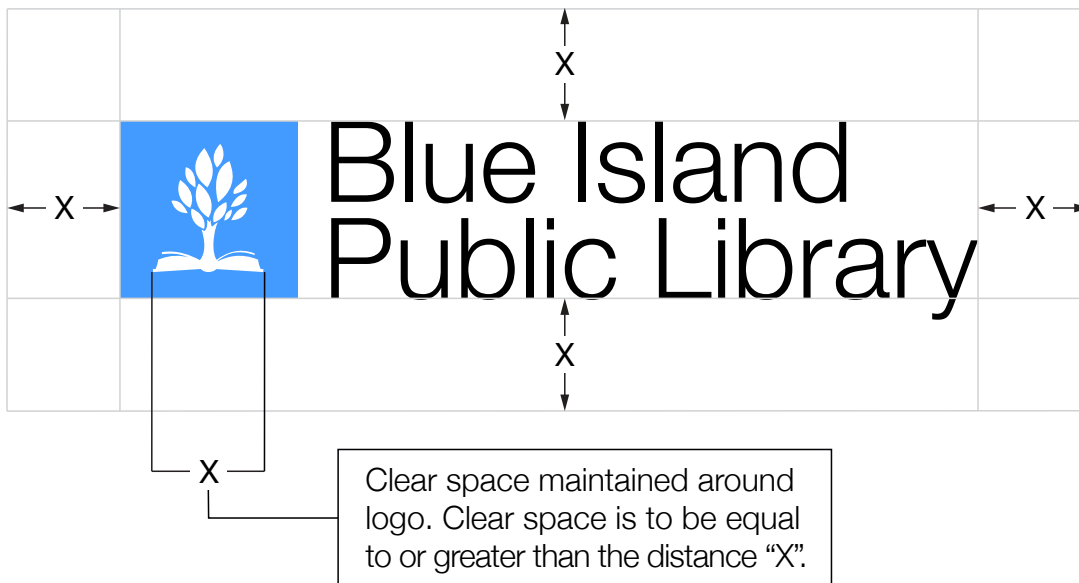
### DO NOT ADD VISUAL ELEMENTS TO THE LOGO DESIGN ITSELF.

To ensure the BIPL logo is recognizable, please do not add visual elements to the design of the logo. Adding visual elements reduces instant recognition of the logo, and the library's visual brand.

### OTHER USES

**Vertical usages of the logo.** Use the logo variations below.

**Logo + Contact info.** Use variations below.



NOTE: Due to the scalability of the logo, to facilitate being zoomed down for a business card or zoomed up for a 5 foot banner, the space around the logo is only identified by an "X". "X" is a variable/changeable value, depending on the scale of the logo.



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