

Brand Identity Guidelines



Winnetka-Northfield
PUBLIC LIBRARY DISTRICT



Table of Contents

| | |
|-------------|------------|
| Logo | 007 |
|-------------|------------|

| | |
|--------------|------------|
| Color | 012 |
|--------------|------------|

| | |
|-------------------|------------|
| Logo Usage | 013 |
|-------------------|------------|

| | |
|-------------------|------------|
| Typography | 022 |
|-------------------|------------|

| | |
|----------------|------------|
| Contact | 026 |
|----------------|------------|

Mission

The Winnetka-Northfield Public Library District is a community resource for the advancement of knowledge, and a provider of innovative and informative cultural enrichment for all ages.

Vision

We aspire to be a recognized leader and collaborative partner within our communities, and an innovator in library best practices.

Key Messages

WNPLD is for everyone in the community.

Individuals and groups use it in unique ways; these stories are what make the library special.

WNPLD is a place to connect with friendly staff, fellow patrons, resources, and ideas.

WNPLD expands worlds. Travel across millennia... or across Chicago; no boundaries here.

WNPLD is a premier library system. Staff go above and beyond to meet community member needs. The Northfield and Winnetka staff are united in providing the highest level of service.



Brand Positioning Statement

A brand positioning statement outlines exactly what your company does, for whom, and what makes you different. The idea behind it is to create a unique niche for your brand in the minds of consumers within your category.

Winnetka-Northfield Public Library District (WNPLD) is a collaborative community resource that helps all members of the community learn and grow. An innovative hub that goes far beyond books, the Library takes an innovative approach to cultural enrichment and connecting people to knowledge.

Staff members are committed to providing the highest level of personalized services to help people uncover their story. Whether you visit the library at the Northfield location, the Winnetka location or engage online, WNPLD is a friendly resource that stirs your imagination, quenches curiosity and connects people and ideas.

Brand Tone

Brand tone includes key attributes to achieve when drafting outward-facing communications.

outgoing

curious

lively

educated

inclusive

engaging

helpful

Sample Copy

Standards for tone and personality should be reflected in copy. A few examples are provided here.

Did you know? Literacy Learning Starts Long Before Reading.

It's never too early for toddlers and preschoolers to start learning with WNPLD's Early Literacy Kits. Teach important pre-literacy skills through books, games, toys and a hearty dose of laughter.

Cutting-Edge Tools Available in The Studio.

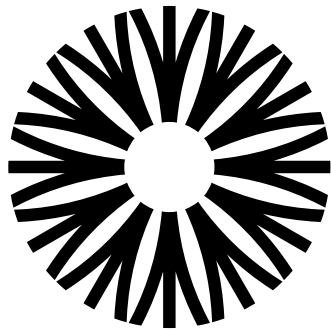
From 3D printers to vinyl cutters, the WNPLD makerspace provides access to professional-level digital tools to inspire your next creative endeavour.

Are You Doing Everything to Prepare Your Child for Literacy?

It's never too early for pre-readers can enhance their literacy skills with kits that explore concepts such as words, rhymes and songs through books, games, toys, and more.

Logo

Primary logo



Winnetka-Northfield
PUBLIC LIBRARY DISTRICT

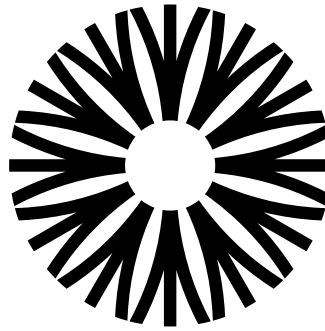
Logo

Condensed logo



Logo

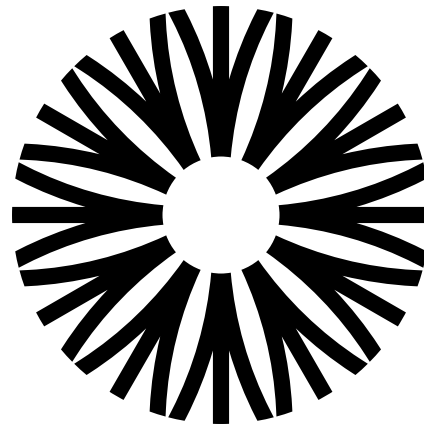
Vertical logo



Winnetka-Northfield
PUBLIC LIBRARY DISTRICT

Logo

Logomark



Logo

White logos



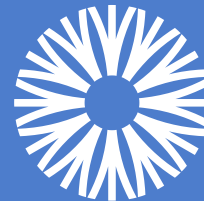
Winnetka-Northfield
PUBLIC LIBRARY DISTRICT

Primary logo



**Winnetka-
Northfield**
PUBLIC LIBRARY
DISTRICT

Condensed logo



Winnetka-Northfield
PUBLIC LIBRARY DISTRICT

Vertical logo



Logomark

Color

Primary color palette

Maximum red

cmyk 14 89 99 4

rgb 204 64 41

hex #cc4029

Jonquil

cmyk 9 23 100 0

rgb 235 191 15

hex #ebbf0f

Paolo Veronese Green

cmyk 83 18 62 2

rgb 8 150 125

hex #08967d

Maximum purple

cmyk 67 95 15 3

rgb 114 52 129

hex #723480

Glaucous

cmyk 72 48 0 0

rgb 77 125 204

hex #4d7dcc

Deep Purple

cmyk 64 93 47 57

rgb 63 18 51

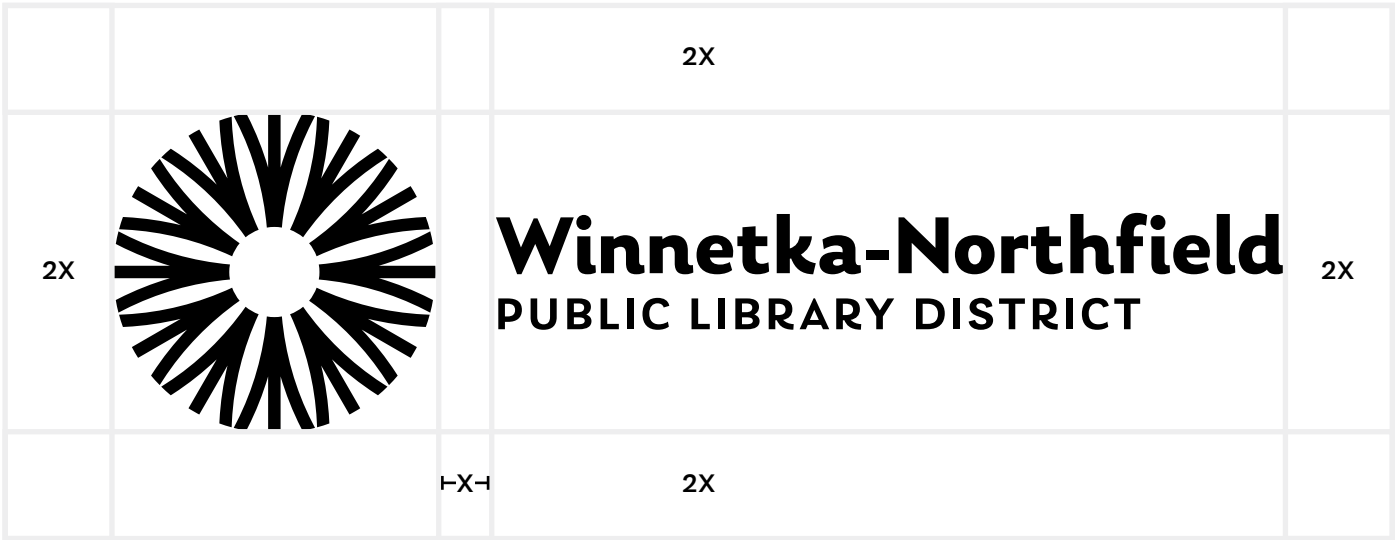
hex #3f1233

White

Black

Logo Usage

Primary logo lockup
and clear space



Logo Usage

Correct usage

Use the logo only in all black or all white, depending on which provides better contrast.



Logo Usage

Incorrect usage



Do not adjust size relation of logomark to logotype.

Do not outline the logo.

Do not use on visually complex portions of background photos.

Do not use logo in or on unapproved colors.
Do not use non-black or white logo.



Avoid using white on lighter tone brand colors.

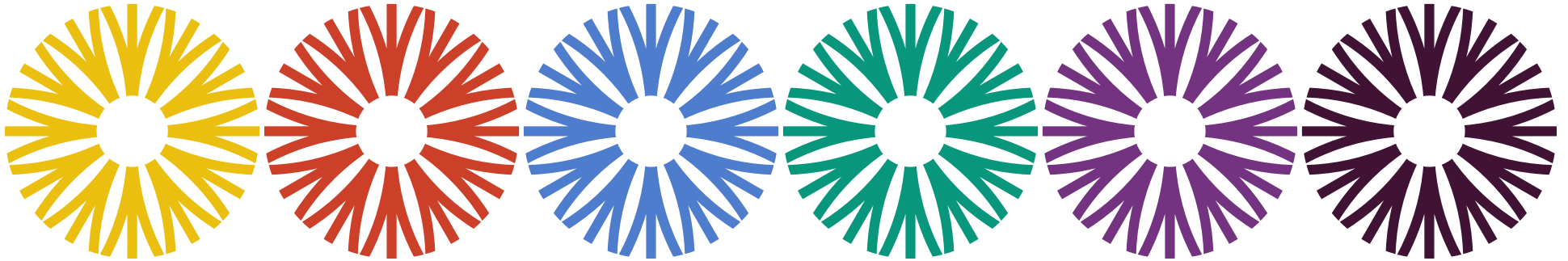
Avoid using black on darker tone brand colors.

Do not change the font in the logotype.

Do not use distort the logo.

Logo Usage

Logomark color & fill



The logomark, unlike the full logo, be used in any color or fill when used alone.



Logo Usage

Tagline

Discover Something New

Logo Usage Example

Tagline with logo

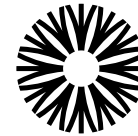
**Discover
Something
New**



**Winnetka-Northfield
Public Library District**

Regular

**Discover
Something
New**



**Winnetka-
Northfield**
PUBLIC LIBRARY
DISTRICT

Condensed

Logo Usage

Tagline with logo

Discover
Something
New



Winnetka-Northfield
Public Library District

Logo Usage

Tagline



Logo Usage

Secondary marks with logo

When using the logo with an unbranded subset entity, such as a summer camp programs or currently The Studio, applying the logo mark behind the name is preferred.

The Studio 

The Studio logo treatment

Typography

Headlines

Laca

<https://fonts.adobe.com/fonts/laca>

If unavailable, substitute with Sen:

<https://fonts.google.com/specimen/Sen>

A B C D E F

G H I J K L

M N O P Q

R S T U V

W X Y Z

abcdefghijklmnopqrstuvwxyz

Light

Book

Medium

Semibold

Bold

**0123456789
!@#\$%^&*?**

Typography

Body copy

PT Serif

<https://fonts.adobe.com/fonts/pt-serif>
<https://fonts.google.com/specimen/PT+Serif>

Also to be used for the tagline.

A B C D E F
G H I J K L
M N O P Q
R S T U V
W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Regular
Bold

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * ?

Typography

Hierarchy and Styling

Headlines:

Laca bold

Bis et audam reitur, tectur?

Suheads/Captions:

Laca medium

**MissionLenestibus eossi as nam rem
laboraturepe susapel lorionest et.**

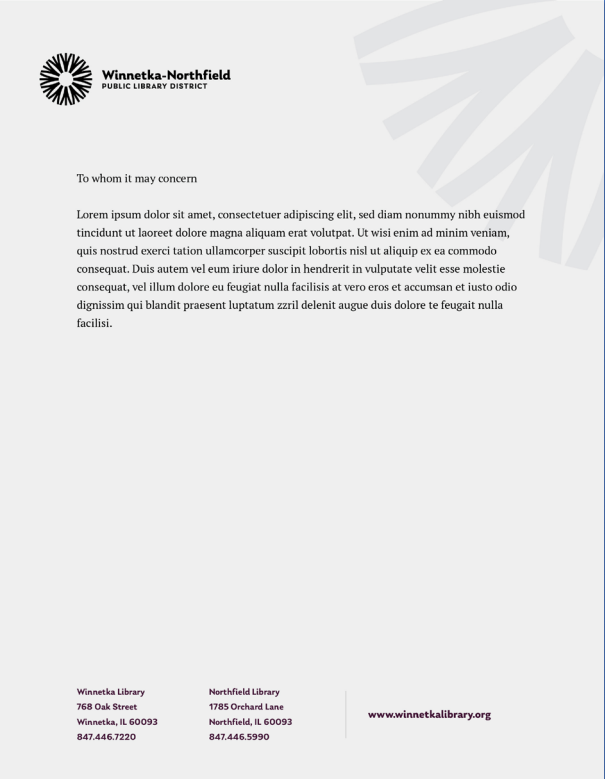
Body:

PT Serif regular

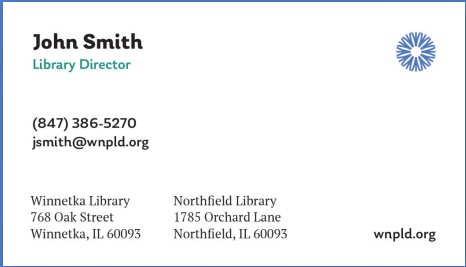
At oditis voluptatur? Consecture nonet laccus.
Omnis et et endae accatampe volut adipsaepel moluptaquunt
es assum eaquam voluptatur audae nat ipsam simoluptam
ani dolor ariaepuditam laccumquia doloreperum facesti dipis
cusae dellorro molorro rpore, is et que pa sum volupta tiatur
repersperum nobitiur re, tem non et volor sum, sunt aut
exceprem latemol lectur sunt, quas et enitatur solorer atuscim
hiliquam simet quibeatem aliquo consequiae nonsequi

Typography

Usage



Letterhead



Business card

Contact

For questions about the Winnetka-Northfield Public Library District Brand Identity Guidelines, please contact:

Sarah Quish

Head of Marketing & Communications
sjquish@winnetkalibrary.org

Rathy Skiba

Graphic Designer
kskiba@winnetkalibrary.org