

# Howard County Library Graphic Identity Guidelines

JANUARY 31 2006

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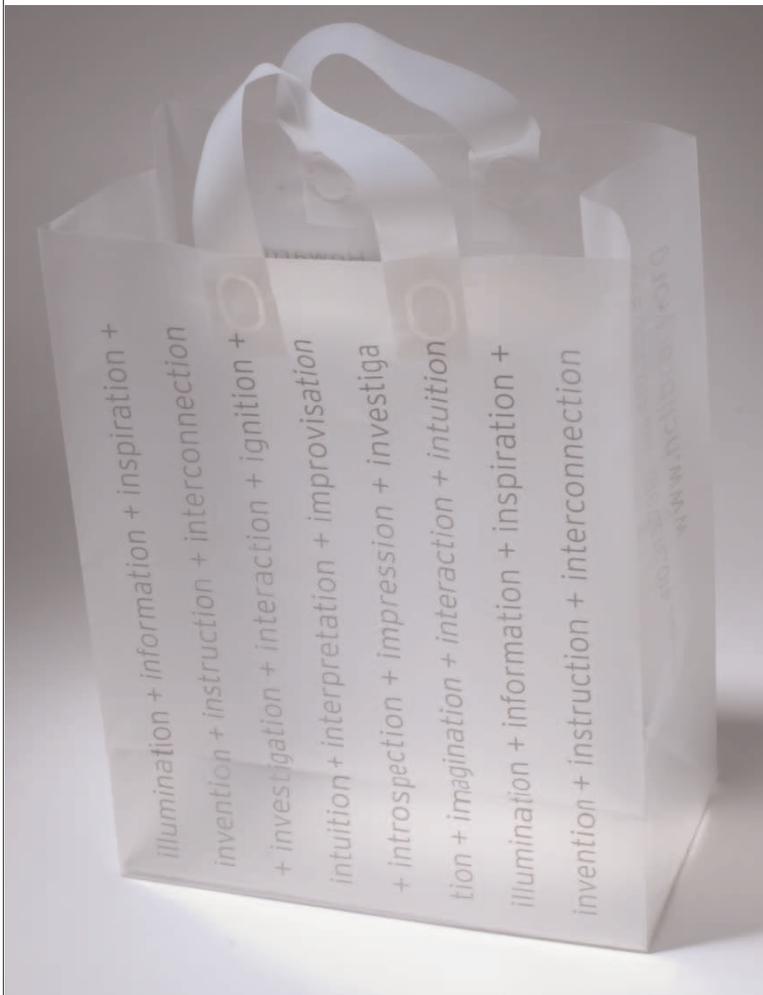
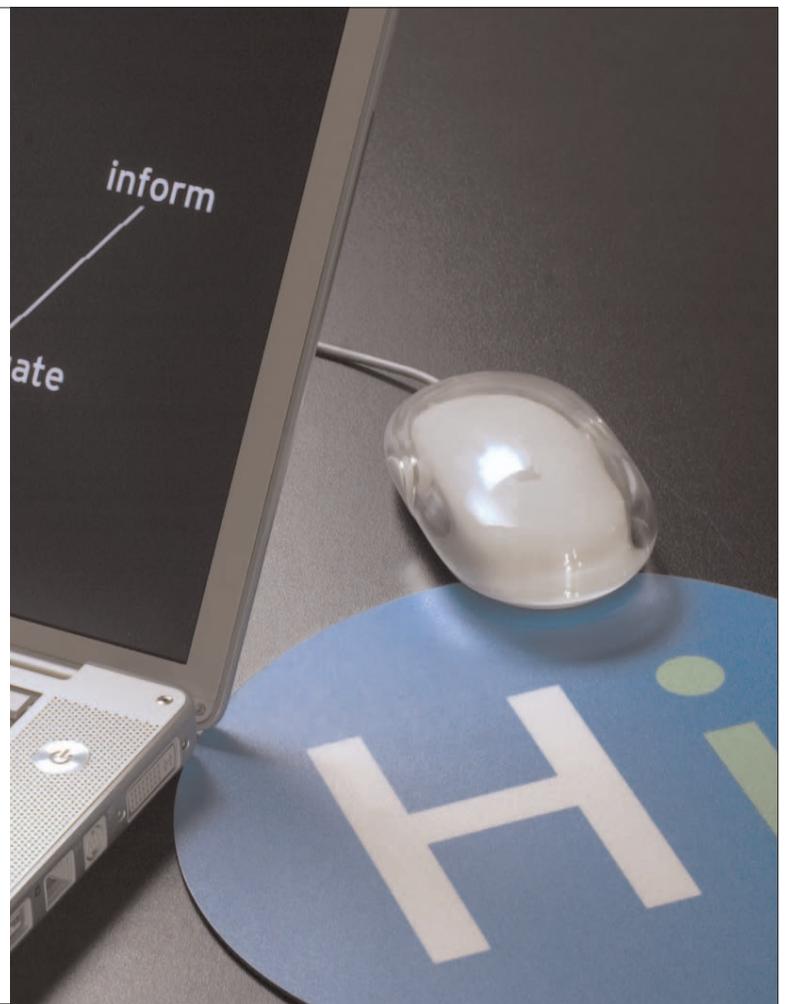
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The Library's graphic identity is more than simply a logo.

The identity consists of a symbol, a wordmark, language, connecting lines, a type style, color, circles, and a systematic way to use them.

The system reflects the Library's progressive nature, emphasizes its customer service, and highlights its educational role.





This guide details how to manage a consistent and sophisticated image, which affects how customers perceive the Library.

Our dynamic and progressive visual identity is designed to be useful and fun—like the Library itself.

## Symbol:

H = Howard

i = information, inspiration,  
interaction, **instruction**

Hi = welcome, customer service,  
elevated, positive

The symbol engages the community, who perceives the Library as a helpful, trusted partner. It invites everyone to participate in the Library's rich educational and cultural offerings.

The symbol, the name, and other branding elements identify and promote the Library.



Howard  
COUNTY Library

## Wordmark:

The wordmark is a uniquely stylized version of the Library's name; it operates like a signature. It identifies the system in a distinctive manner and should not be altered in any way.



## Identity Module:

The identity module is the Library's "logo." It consists of the symbol, the wordmark and a connecting line. Use the identity module to identify and promote the Library.



The "letterhead" logo (with "inform + instruct + interact = educate") is now the standard identity module.

## Standard Identity Module

The wordmark, symbol and connecting line form the standard identity module. Use it to identify and promote the Library.

Download identity modules from the staff intranet.

Protect Howard County Library's brand: always use the standard identity module and other identity elements with extreme care. A seal of quality, it must project Howard County Library's leadership and reliability.

If the standard module does not fit a specific application, choose an alternate identity module outlined on page 14.

In rare instances, using the wordmark or symbol alone is the best choice (see pages 21-22).

## Brand Colors

Howard County Library's colors are blue, green, white, and grey, and are a crucial part of the brand. Once again, consistency matters; accurate reproduction requires careful attention.

				
PANTONE:	Process Blue	366	White	Cool Grey 9
PROCESS:	C100 M40	C30 Y50		K60
HSB:	H 208 S 100 B 80	H 88 S 49 B 80	H 88 S 0 B 100	H 208 S 0 B 60
WEB:	#0066CC	#99CC66	#FFFFFF	#999999
RGB:	R 0 G 140 B 204	R 191 G 227 B 135	R 255 G 255 B 255	R 140 G 125 B 112



## Identity Module Colors

The identity module should appear in color whenever possible: the circle is Howard County Library blue; the "i" Howard County Library green; the wordmark and connecting line are Howard County Library Grey.

Black & White Identity Module: A fax cover sheet and a newspaper advertisement are examples where color is not an option. Use the black and white identity module instead.

## Exception to the Brand Colors

Color provides a useful and expedient way to show Howard County Library as an exciting, progressive, and multi-faceted organization. Under certain circumstances, the symbol can appear in colors other than Howard County Library blue and green. These alternate symbol colors are outlined at right.

The following conditions must be met before rendering the Library's symbol in the alternate symbol colors:

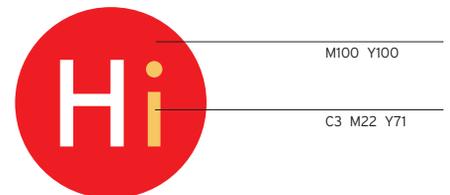
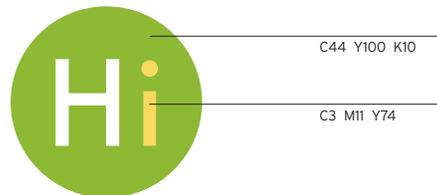
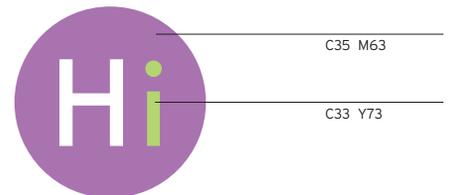
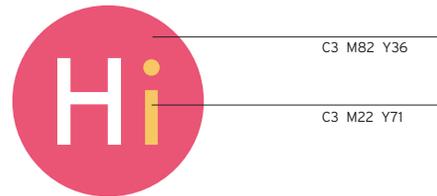
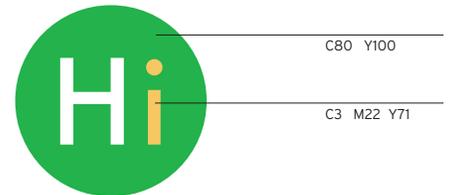
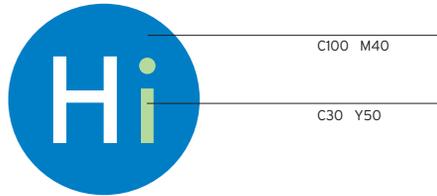
- Use the alternate symbol colors only as part of a series or set of identical items. The buttons exemplify this because customers see them either as a series over time, or a set viewed together.
- The wordmark does use an expanded palette. Render it in gray, black, or white.
- Receive explicit permission from PR.

Examples of appropriate uses of the alternate brand colors:

- buttons
- web animations
- banners
- stickers
- holiday closing signs

### APPROVED ALTERNATE SYMBOL COLORS:

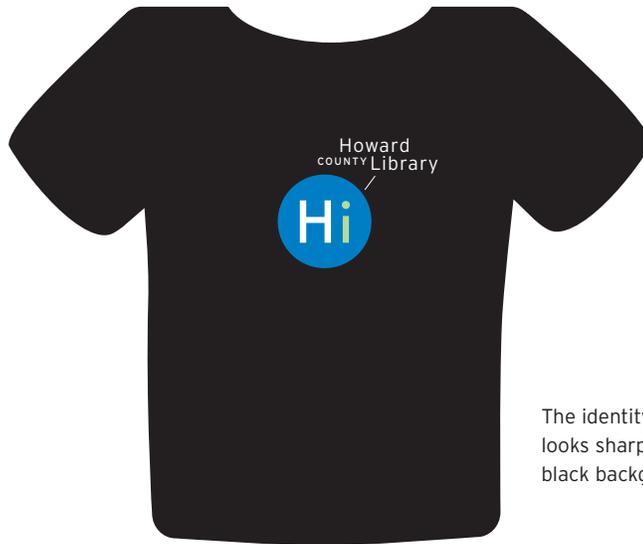
Use these color combinations only after meeting the conditions for using alternate colors.



## Using a Black Background

Placing the identity module or symbol on a black background suits some applications best.

When placing the identity module on a black background, DO NOT change the color of the symbol. DO change the color of the wordmark and connecting line to white.



The identity module looks sharp on a black background.



Note the white wordmark in this example.

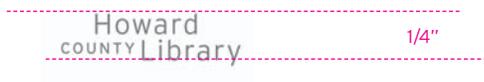
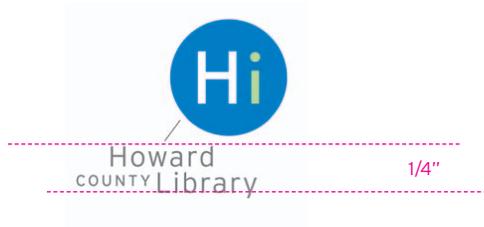


Do not change the color relationship of the symbol.



Never render the wordmark in blue. On a black background, use white. On a white background, use black or Howard County Library grey.





## Minimum Size

If reproduced too small, the identity module becomes illegible and imparts a diminished significance.

Therefore, the minimum height of the wordmark is no less than 1/4" (or .25").

If using the standard identity module at the correct minimum size and the symbol appears too big, use one of the alternate identity modules on page 14.

## Inappropriate Usage

The Library works to foster a sense of mutual respect among and with the community. If we do not honor the image's integrity, we cannot expect it from anyone else.

Do not treat the identity module carelessly or haphazardly. Do not alter it in any way.

Have fun and project a positive and upbeat attitude; impart a sense of playfulness. Look through this manual to find examples of how the brand elements work together.



⊘ Don't spin.



⊘ Don't squish.

## Positioning of the Identity Module

A great deal of flexibility exists in placing the identity module. Position it where it makes most sense.

In many instances, a natural position for the identity module is near an edge or corner of the document (or display). This visually anchors the module.

Sometimes it might make sense to organize the layout by centering the identity module.

If the standard identity module does not suit your particular need, try using one of the alternate identity modules (see page 14).

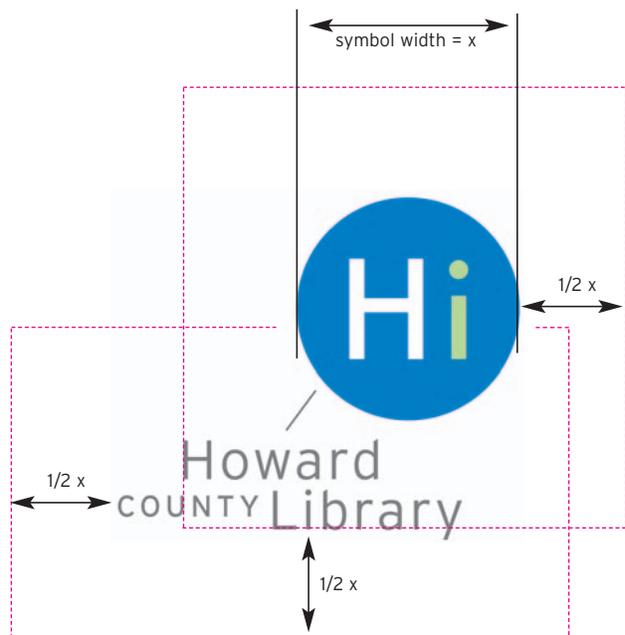


In this example the placement of the identity module seems natural and respects the clear space.

## Clear Space:

Maintain a cushion of space around the identity module to reduce clutter and ensure the identity is easily discerned and clear.

Maintain a clear space equal to half the diameter of the symbol around the perimeter of the identity module.





## Cropping the Identity Module, Continued

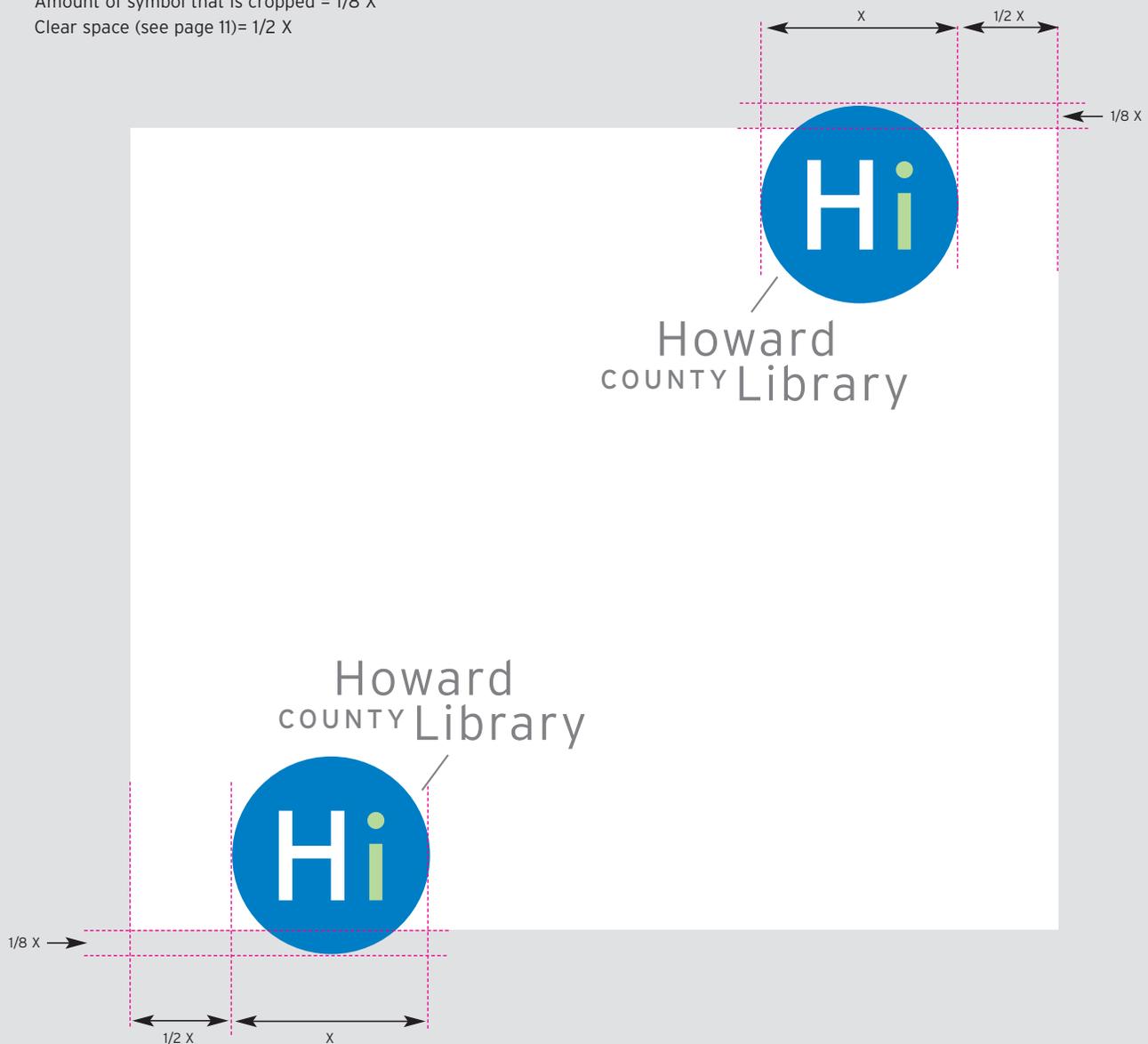
With permission from PR, follow these rules to crop the symbol:

- Crop only one side of the symbol.
- Crop exactly  $1/8$  the width of the symbol (see diagram).
- Crop the side of the symbol opposite the wordmark.
- Respect the clear space of the portion of the identity module that is not cropped.
- Send the layout to PR for final approval.

Width of symbol =  $X$

Amount of symbol that is cropped =  $1/8 X$

Clear space (see page 11) =  $1/2 X$



## Alternate Identity Modules

### WHEN TO USE ALTERNATE IDENTITY MODULES:

The standard identity module suits most needs. However, sometimes either a larger wordmark or a larger symbol makes the most sense. At other times, placing the wordmark above the symbol works best.

### DIFFERENT SIZES:

Use the big symbol identity module to emphasize the symbol. Use the small symbol identity module to emphasize the wordmark.

### DIFFERENT CONFIGURATIONS:

These alternate configurations provide layout flexibility, especially when bleeding the symbol off the bottom of the page.

The names of these identity modules correspond with the names of the downloadable files on the staff intranet.

STANDARD



STANDARD ABOVE



BIG BELOW



BIG ABOVE



SMALL BELOW



## Language: "i" Words

Language plays an important role in the Library's identity with the adoption of an approved list of "i" words. The "i" in the symbol's "Hi" refers primarily to information. Additional "i" words complement it and expand upon qualities that define education. Howard County Library is more than a depository of information—it is an educational resource for everyone.

Use only the approved "i" words in a series, use verbs or nouns, but do not mix them.

### [VERBS]

inspire

inform

illuminate

imagine

interact

interconnect

ignite

instruct

invent

investigate

integrate

### [NOUNS]

inspiration

information

illumination

imagination

interaction

interconnection

ignition

instruction

invention

investigation

integration

### FONT:

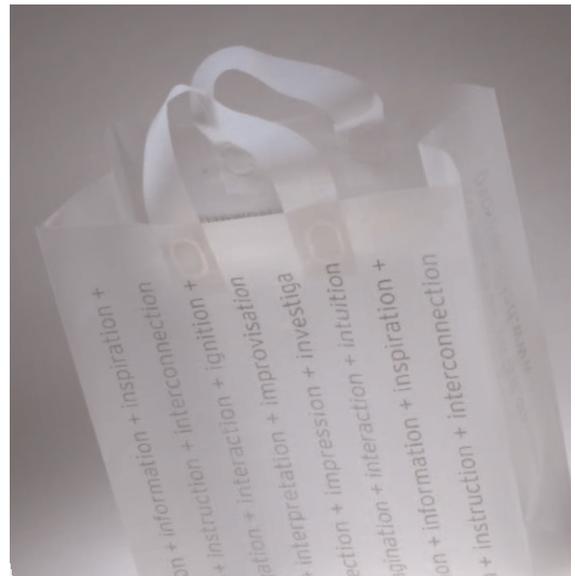
The "i" words always appear in Interstate light (see page 18 for font information).

### LOWER CASE:

The "i" words always appear in lower case.

### STYLE:

Use the words individually or together. When used as a pattern, as in the examples at right, separate the words with plus signs.



## Lines that Connect and Label

Use lines to make connections among various elements and ideas. Use them to label photographs and illustrations, or to direct the viewers' attention.

Part of the graphic identity, connecting lines function as a useful design element to direct and instruct the viewer. They also promote the brand by alluding to the Library's educational focus.

The use of connecting lines is optional. Use them purposefully and playfully, but never gratuitously.

### LINE COLOR:

Always render the lines in Howard County Library grey (60%K or PMS cool grey 9). On a black background, use white.

### TYPE FONT FOR LABELS:

"Labels" are the words to which the lines point. Use Interstate Light as the font for labels. Within a project use all caps, upper/lowercase, or all lowercase consistently. If Interstate Light is too light for the production requirements, use Interstate Regular. Do not use Interstate Bold or any other font for labels (see page 18 for more information on fonts).

### LINE THICKNESS:

Do not use hairline thin or disproportionately chunky lines. The line thickness should not exceed the weight of the strokes that make up the type used as labels or tags.

### POINT, DON'T TOUCH:

Connecting lines do not overlap or touch labels or words. End the line short of the word.



## Circles

The circular shape is a useful component of the Howard County Library graphic identity. Used with other identity elements, circles unify the Library's image across different kinds of publications. Use circles as a layout element, frame, or pattern.

### CIRCLES ARE AN OPTIONAL DEVICE:

Use circles only if they help you achieve your communication objectives and make sense.

### DON'T OVERDO IT:

Less is more. Employ circles sparingly so they will remain novel and fresh.



Circular signs are both novel and effective. They elegantly reinforce the brand with only the typeface and a simple shape.



### Crop the Circle:

These proposed banner designs employ a circular picture window. By cropping the circle, it draws a more subtle and sophisticated reference to the circle theme. Also note the expanded color pallet (explained on page 8).

## Howard County Library Font:

The Howard County Library font is Interstate Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Use Interstate Light as the “display” font in all communications. “Display” refers to copy that serves as the dominant message or headline.

### TEXT FONT FOR PRINT MATERIAL:

Use Interstate Light or Times New Roman as the text font in most communications projects (see page 19 for correspondence on letterhead). Seek approval from PR if choosing another font. The font should be visually compatible with Interstate Light and not overly stylized. The Library does not use casual, cartoon-like, or goofy fonts in its communications.

### INTERSTATE BOLD, REGULAR AND ITALIC:

Interstate Bold, Interstate Regular and Interstate Italic may be used—but never as the display font. If a headline or masthead requires more weight, try making it bigger, reducing the size and color value of surrounding elements, or, as a last resort, using Interstate Regular.

### What is “Display” Type?

A headline, masthead, or any copy used large is “display” type and should always be rendered in Interstate Light.

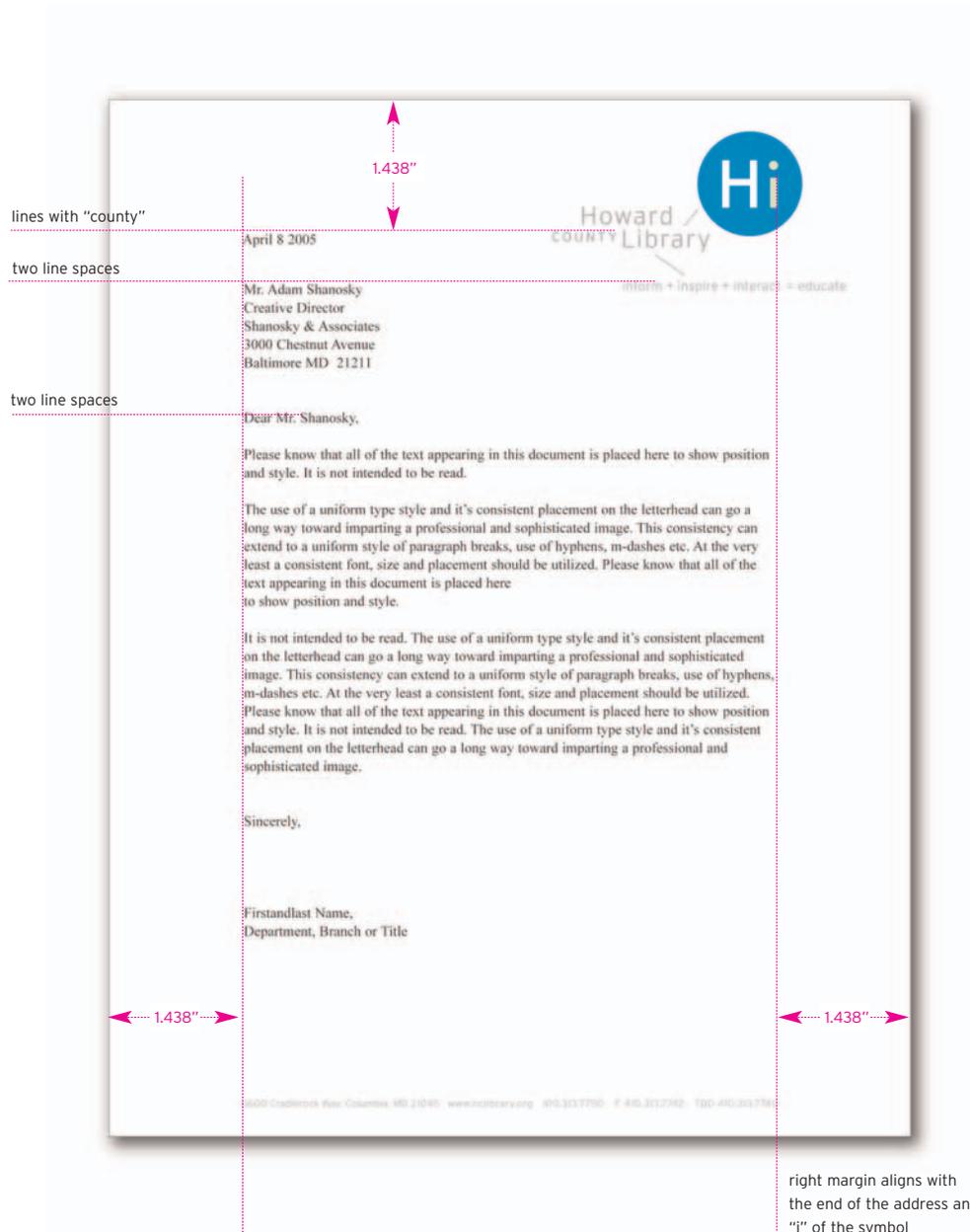
### What is “Text” Type

“Text” refers to the body copy of piece of communications.

## Correspondence–Letterhead:

The letterhead is one of the most visible components of how the Library communicates. Again, consistency is key.

The text font for correspondence on the Howard County Library letterhead is 11 pt Times New Roman.

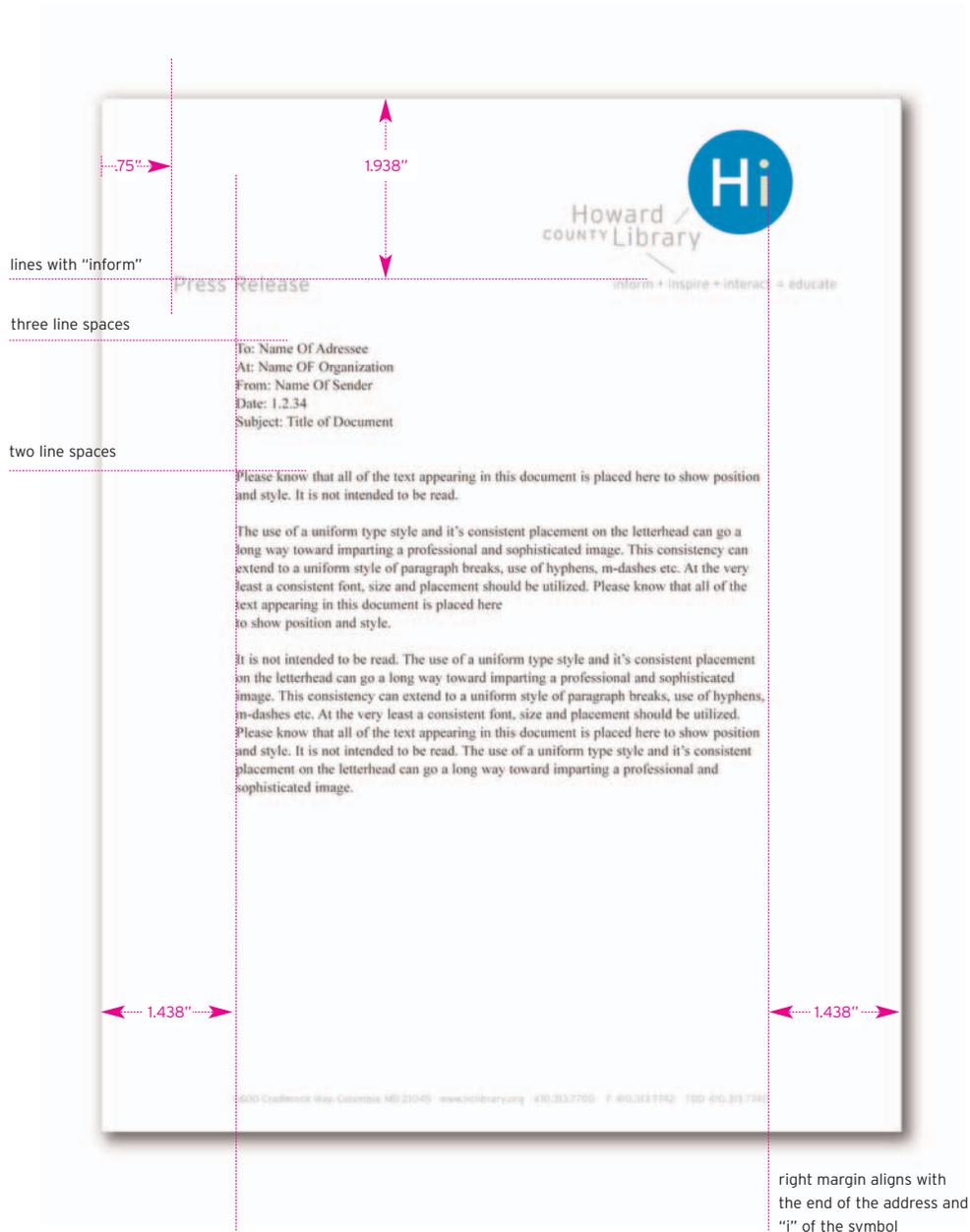


Use the correct margins and ensure the date and addressee align correctly.

## Correspondence–Memo:

The letterhead can be adapted for use as a memo, press release or other standardized correspondence such as a transmittal.

Follow the specifications below to add a title to the letterhead. Note the text for a memo starts lower than that of the standard letterhead.



Use the correct margins and ensure the title and text align properly.

## Using the Wordmark without the Symbol

In certain exceptional cases, using the wordmark without the symbol might better suit a particular design.

Used alone, it adequately identifies the Library and conveys the brand.

### AN EXCEPTION, NOT THE RULE:

The standard identity module suits most needs. However, certain exceptions occur when the wordmark can be used without the symbol:

- when the Library displays its brand with other symbols or partner logos,
- for formal or discreet correspondence, such as the back of an invitation , or
- for the sole purpose of identifying ownership, e.g., circulation materials.

Seek advice from PR to use the wordmark alone.



The mug uses the wordmark alone because the Library's brand appears with the logo of a partner organization. The use of two or more logos may confuse viewers by imparting a split and competing personality. Removing the Library symbol works to simplify the overall presentation.

The lines (see page 16) connect the two organizations and clarify the cooperative nature of the partnership. The lines with the wordmark function to clarify the message, but they also work to brand the overall presentation as a Library authored effort.

## Using the Symbol Without the Wordmark

In certain exceptional instances, using the symbol without the wordmark might better suit a particular design. The circular shape and simple message of the symbol will at times fit an application perfectly. Seek approval from PR about such applications.



These mousepads reinforce the Library brand, particularly when viewed with a specially designed screen saver.



Buttons are an appropriate usage of the symbol alone. Note also the expanded color palate (see page 8).



This symbol appears alone on one side of a coffee mug, opposite the wordmark.

## Templates for Announcements

The Library is a major Howard County venue for programs, events, and happenings. One way to increase program awareness is through simple letter-sized announcements.

Templates simplify the production and increase the effectiveness of announcements.

The template includes instructions and can be downloaded on the staff intranet.

date and time

major headline

optional area for subhead (see examples on page 25)

text description area, with two text sizes available (the large text size is pictured here)

dates, times and branch

identity module

3rd Thursdays 7:00pm

# Writers' Circle

optional area for subhead (see examples on page 25)

Share your original writing with other aspiring authors for mutual support and feedback.

3rd Thursdays  
March 17, April 21, May 19  
7:00 - 8:30pm  
Glenwood Branch

Howard COUNTY Library  
**Hi**

## Templates for Announcements, continued

### USING THE TEMPLATE IS A SIMPLE PROCESS:

- 1) Download and review the template.  
Read this guide and the instructions included in the template file.
- 2) Type information into the appropriate template boxes.
- 3) Determine whether an appropriate image is available.
- 4) Choose a color from one of the examples in the template file.
- 5) If using an image, place it into the template.  
Choose whether the image will be full-color or bi-color (black and a color) and colorize it, if necessary.

### IMAGERY IS OPTIONAL:

The announcements may be used with or without imagery. If no appropriate image is found, simply use a field of color.

### FINDING AND CHOOSING IMAGERY:

By eliminating the need to determine a layout, the template affords more time to consider and locate compelling imagery.

Use photography, drawings, or other artwork to distinguish the announcement and clarify its purpose.

Select appropriate images for your audience and subject matter. Thoughtful, slightly unexpected images work best.

Be creative and resourceful when searching for images.

- When choosing images, check the Library of Congress online archives ([www.loc.gov](http://www.loc.gov)) for images in the public domain.
- Ask a guest speaker for photos or illustrations.
- Take digital photos of common objects to illustrate a subject. Coordinate with PR if in need of a camera.
- Create an archive of interesting, provocative, or useful images.

Locate several potential images, then consider which is most appropriate and visually compelling.

### INAPPROPRIATE IMAGES:

It is vital to use imagery that reflects the Library's educational nature, high standards, and progressive culture.

- Do not use cartoon images unless illustrating a program about cartoons or for children.
- Do not use commercial images or images containing anonymous models.
- Do not use "clip" art. It does not reflect the unique, educational, and progressive nature of Howard County Library.

Use images in the public domain and free of copyright. Receive permission or right to use any copyrighted image.

# Templates for Announcements, continued

April 12 7:30pm

## Growing From Seed



Learn from Master Gardeners

Glenwood Branch  
410.313.5577  
Tuesday April 12  
7:30pm

Howard  
county Library  
**Hi**

April 13 7:00pm

## Travels in Cuba



Photography of Eric Stocklin

Award Winning photojournalist Eric Stocklin shares images from recent trips to Cuba. His photographs will be displayed in the Central Branch through April.

Central Branch  
410.313.7860  
Wednesday April 13 7:00pm

Howard  
county Library  
**Hi**

March 16 11:00am

## Spinning



Betsy Szkil and other members of the Weavers Guild of Greater Baltimore demonstrate spinning wool into yarn and help you try.

Wednesday March 16  
11:00am  
Glenwood Branch  
410.313.5577

Howard  
county Library  
**Hi**

April 13 7:30pm

## Growing From Seed

Learn from Master Gardeners

Glenwood Branch  
410.313.5577  
Tuesday April 12  
7:30pm

Howard  
county Library  
**Hi**

April 13 7:00pm

## Travels in Cuba



Photography of Eric Stocklin

Award Winning photojournalist Eric Stocklin shares images from recent trips to Cuba. His photographs will be displayed in the Central Branch through April.

Central Branch  
410.313.7860  
Wednesday April 13 7:00pm

Howard  
county Library  
**Hi**

4th Mondays 10:30am

## Morning Books With Coffee



March 28: The Monk Downstairs by Tim Farrington  
April 13: The Miracle Life of Edgar Mint by Brady Udall  
May 11: The Shadow of the Wind by Carlos Ruiz Zafon

East Columbia Branch  
410.313.1700

Howard  
county Library  
**Hi**

April 12 7:30pm

## Growing From Seed



Learn from Master Gardeners

Glenwood Branch  
410.313.5577  
Tuesday April 12  
7:30pm

Howard  
county Library  
**Hi**

May 10 7:00pm

## The History of Gardening



with Pat Greenwald

Glenwood Branch  
410.313.5577  
Tuesday May 10  
7:00pm

Howard  
county Library  
**Hi**

April 12 7:30pm

## Butterfly Gardens



With Master Gardener Ethelyn Bishop

Miller Branch  
410.313.5577  
Tuesday April 12  
7:30pm

Howard  
county Library  
**Hi**

## Exceptions to the Rules

The Library's brand consists of flexible and useful graphic elements. Play with them within the guidelines. If this guide does not address an idea or solution, consult PR.



Can you determine why these applications required special permission from the Marketing Office?

