



PENNSYLVANIA  
LIBRARIES

# 2017 Graphic Standards Manual

## 1.0 | INTRODUCTION AND PURPOSE

The brand identity mark for PA Forward | Pennsylvania Libraries, also known simply as PA Forward, and the graphic element for the five literacies – was created to unify all communications developed by or related to the initiative.



The brand identity mark – or logo – incorporates a type treatment of the PA Forward name, a graphic arrow button design, and a signature block for Pennsylvania Libraries.

The guidelines and specifications for application of the identity mark, and the full PA Forward brand signature outlined in sections which follow, are to be utilized for all communication vehicles – both printed and electronic. Consistent utilization of these components will serve to strengthen and enhance the overall branding of PA Forward.

Digital files in a variety of formats have been created for your use in a wide range of communications. Identification of the files and specifications for their usage are presented in Section 5.0 of the Manual.

## 2.0 | GUIDELINES FOR GENERAL LOGO USAGE

Guidelines have been outlined for proper application of the PA Forward | Pennsylvania Libraries identity mark for most communications situations. If you encounter a scenario not covered by this guide – or have any questions regarding the content of this guide – please contact the Pennsylvania Library Association’s PA Forward Project Manager at 717-766-7663 or [paforward@palibraries.org](mailto:paforward@palibraries.org) for further assistance.

### 2.1 | PROPORTION

The PA Forward identity mark should appear in the original proportions as designed, and not be extended, condensed, or otherwise manipulated.



## 2.2 | COLOR APPLICATION

The PA Forward | Pennsylvania Libraries identity mark should appear in full color as shown. No other coloration should be introduced into the design.



Yes.



No.

## 2.3 | BLACK & WHITE

In instances where full color cannot be used, the identity mark may be created in black and white greyscale as shown.



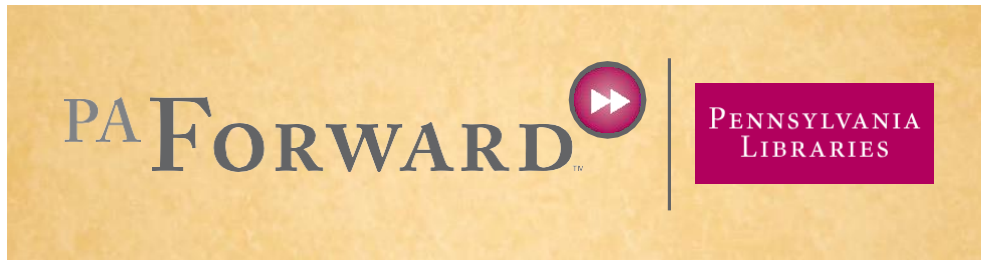
Yes.

## 2.4 | PLACEMENT ON COLORS OR PHOTOS

Whenever possible, the brand identity mark should be placed on a white background so that it stands out. Light-toned backgrounds like paper stocks such as ivory or light tan are also acceptable. If placing on a darker or more vibrant-colored background, please ensure the logo still pops and is clearly visible to the viewer(s).



Yes.



Yes.



Avoid.



Avoid.

When placing the image on a photo, be sure to place in a location with an adequate light area so that the logo doesn't become lost in the photo.



Yes.



No.

Please note, the PA Forward | Pennsylvania Libraries logo should not be reversed out, i.e., appear as white on a dark background or photographic image.



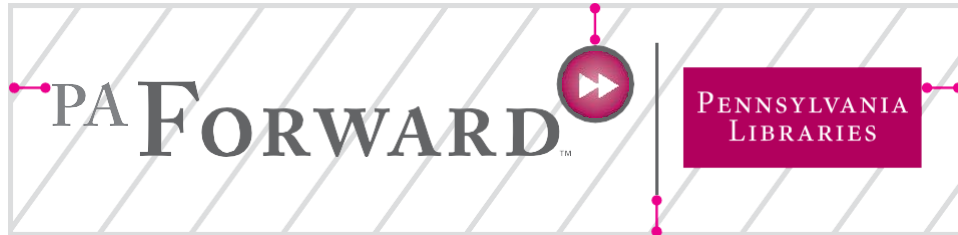
No.



No.

## 2.5 | RESTRICTED AREA AROUND LOGO

There is a restricted area around the brand identity mark in which no text or images should appear. The height of the “P” in “PA” can be used to determine this area.



*Example copy example copy*

Yes.



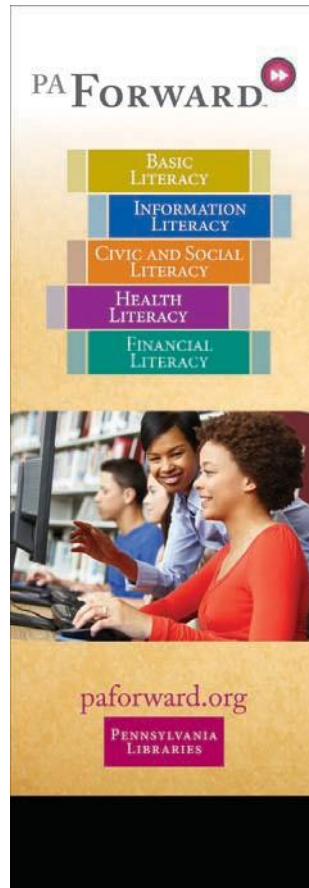
*Example copy example copy*

No.



## 2.6 | UNBUNDLING OF THE IDENTITY MARK

When working within a narrow-width element such as a pull-up banner, unbundling the Pennsylvania libraries block from the identity is permissible. However, the restricted area around the identity mark PA Forward must still be adhered to.



Yes.

## 2.7 | USE WITH OTHER INSTITUTIONAL MARKS & NAMES

As long as restricted space around the PA Forward | Pennsylvania Libraries identity mark is respected, it can be used in conjunction with other verbal or visual identities. For example, a library may wish to identify itself utilizing all type or it may use its own logo in conjunction with PA Forward's elements – this is permissible. The size relationship between the PA Forward | Pennsylvania Libraries' identity mark and that of the library or other institution is a judgement call that should be based on which entity is to be the primary focal point

### HOMETOWNLIBRARY

SUPPORTS



Yes.



### HOMETOWNLIBRARY

Yes.

### 3.0 | USAGE GUIDELINES FOR 5 LITERACIES GRAPHIC



A graphic representation of books bearing the five literacies has been developed to reinforce the foundation of the PA Forward | Pennsylvania Libraries mission. Full color versions as well as black and white versions, are available for usage. The books can be unbundled so that a specific literacy can be highlighted. Regardless of the option selected, the graphics should be placed in proximity to the PA Forward logo.



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Yes.

#### HOMETOWNLIBRARY



#### HOMETOWNLIBRARY



For items such as shelf talkers, the above is allowed.

## 4.0 | TYPEFACE

To ensure that messaging relating to PA Forward | Pennsylvania Libraries complements its brand identity and all communications already created for the initiative, the typefaces of Verdana or Minion Pro should be used for text when possible. These typefaces have a variety of weights, in addition to oblique (italic) versions that should be appropriate for any situation.

### Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Verdana Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### **Verdana Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ***Verdana Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Minion Pro Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### **Minion Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvw  
xyz 1234567890

### ***Minion Pro Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvw  
xyz 1234567890

## 5.0 | USE OF DIGITAL FILES

The manner in which you plan to use the PA Forward | Pennsylvania Libraries identity mark and its other components will determine which type of file is used.

### DIGITAL FILES FOR INTERNAL USE

For all Microsoft® applications – including Word, PowerPoint and Excel – always utilize the RGB files. These should also be the files used for other electronic applications for the Web or video.

The full-color (4c) version of these PA Forward brand identity mark is preferred for use on Web applications, video and film, and electronic presentations utilizing programs such as PowerPoint.

*Important note: use only the RGB files for electronic mediums.*

#### FILE NAME AND USAGE:

PA Forward Logo RGB.jpg  
PA Forward Logo BW.jpg  
Literacies Graphic RGB.jpg  
Literacies Graphic BW.jpg

### DIGITAL FILES FOR USE BY OUTSIDE VENDOR OR IN PROFESSIONAL DESIGN PROGRAMS

There are two general instances when these files should be used. The first is if you are working in a professional design program such as InDesign, PhotoShop or Quark Xpress. When using these programs, you are able to use the .eps files.

These files can also be provided to vendors such as offset printers, banner/sign production houses or promotional materials manufacturers for high-quality final output in the appropriate size.

*Please note: If the program you're using does not accept .eps files, you will not be able to view them.*

#### FILE NAME AND USAGE:

PA Forward Logo 2C.eps  
PA Forward Logo 4C.eps  
PA Forward Logo  
BW.eps            Literacies  
Graphic            4C.eps  
Literacies        Graphic  
BW.eps