

LOGOS, FONTS, COLORS, OH MY!

CREATING A STYLE GUIDE FOR YOUR LIBRARY

- The webinar will begin shortly
- Please
 - Mute your microphone
 - Type any questions in the chat throughout the presentation
 - Access resources at oconomowoclibrary.org/style-guide-resources/

LOGOS, FONTS, COLORS, OH MY! CREATING A STYLE GUIDE FOR YOUR LIBRARY

Lissa Radder, Administrative Coordinator
Jennie Fidler, Special Services Coordinator

AGENDA

- What and why
- Process
- Our project
- Questions
- Resources will be provided

OCONOMOWOC PUBLIC LIBRARY

COMMUNITY

- City – 16,000
- Service Area – 24,000

LIBRARY

- Building – 1987
- Updating mission, vision, and strategic plan

STAFF

- 13.83 FTE
 - 7 full-time
 - Most have traditionally created materials
 - 20 part-time
 - Only a few create materials

WHAT IS A STYLE GUIDE?

An organization's set of standards or instructions in regard to design and communication

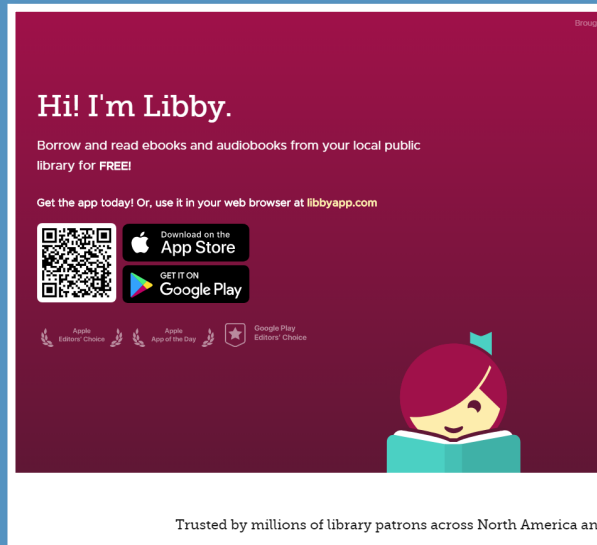
DESIGN

- When and where logo is used
- Use of color and images
- Fonts

COMMUNICATION

- Grammar
- Tone
- Terms/vocabulary

WHAT IS A STYLE GUIDE?



Hi! I'm Libby.

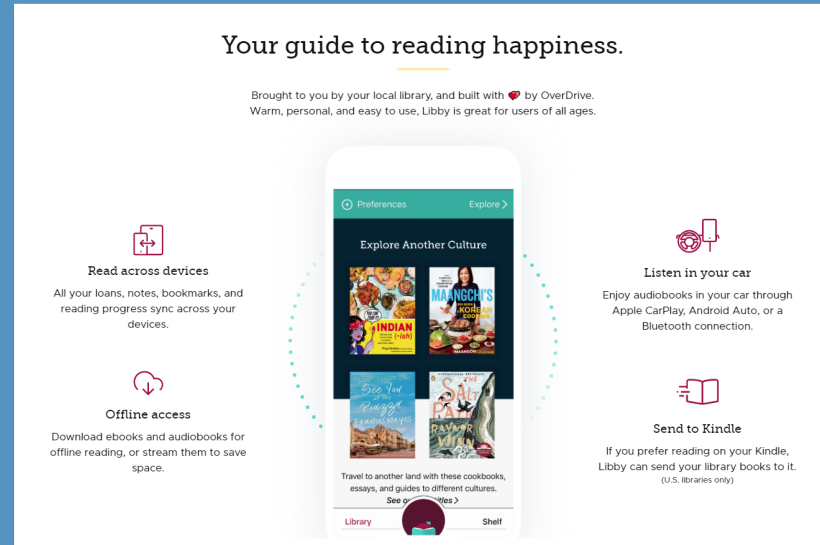
Borrow and read ebooks and audiobooks from your local public library for FREE!

Get the app today! Or, use it in your web browser at libbyapp.com

Download on the App Store
GET IT ON Google Play

Apple Editors' Choice
Apple App of the Day
Google Play Editors' Choice

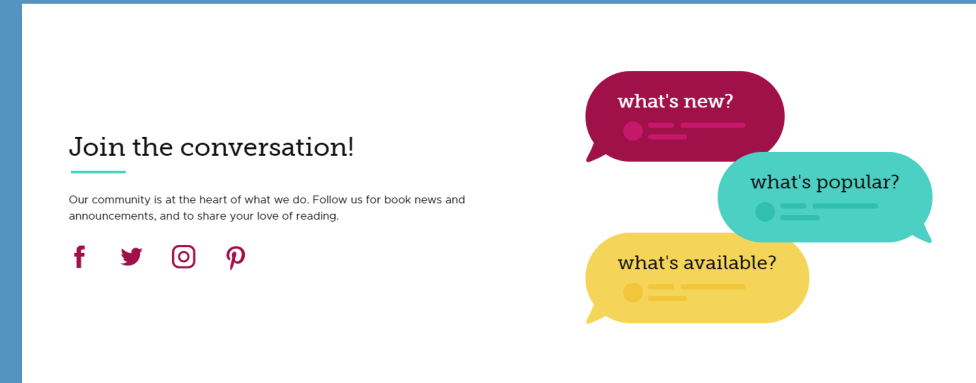
Trusted by millions of library patrons across North America



Your guide to reading happiness.

Brought to you by your local library, and built with ❤️ by OverDrive. Warm, personal, and easy to use, Libby is great for users of all ages.

- Read across devices**
All your loans, notes, bookmarks, and reading progress sync across your devices.
- Offline access**
Download ebooks and audiobooks for offline reading, or stream them to save space.
- Listen in your car**
Enjoy audiobooks in your car through Apple CarPlay, Android Auto, or a Bluetooth connection.
- Send to Kindle**
If you prefer reading on your Kindle, Libby can send your library books to it. (U.S. libraries only)



Join the conversation!

Our community is at the heart of what we do. Follow us for book news and announcements, and to share your love of reading.

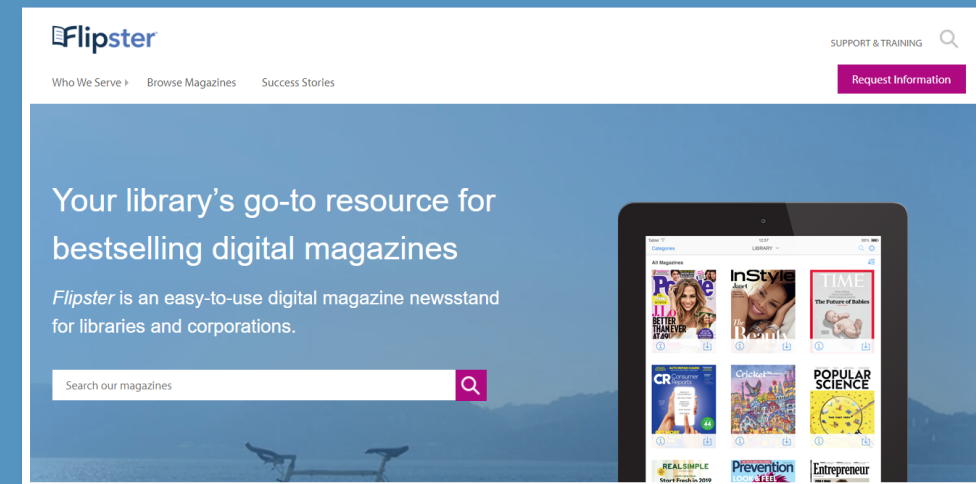
f t i p

- what's new?
- what's popular?
- what's available?

overdrive.com/apps/libby/



flipster.ebsco.com



Your library's go-to resource for bestselling digital magazines

Flipster is an easy-to-use digital magazine newsstand for libraries and corporations.

Search our magazines

Who We Serve | Browse Magazines | Success Stories | Request Information

WHY IS IT IMPORTANT?

BRAND

- Consistency
 - Voice
 - Look and feel
- Standard for design and accessibility
- Professional, polished, and recognizable

STAFF

- Efficiency
 - Design elements and templates have already been created
- Tool
 - Answers basic questions about design and limits poor design choices

APPLICATIONS

Oconomowoc PUBLIC LIBRARY Adult Volunteer Application
Exploring comes *naturally* here (Ages 16+)

Date _____

General Information

Last Name _____ First Name _____ MI _____

Address _____ Apt. # _____ P.O. Box _____

Home Phone _____ Cell _____ Email _____

Emergency Contact _____ Phone _____

Volunteer Experience and Skills

Have you previously worked/volunteered at a library? If so, what duties did you perform?

Do you speak other languages? If so, what language(s) do you speak and at what level?

What skills or experiences do you have that would be beneficial as a library volunteer?

Why would you like to volunteer at the Oconomowoc Public Library?

Schedule

Please check the times you would be available to volunteer

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning						
Afternoon						
Evening						

How many hours are you available to work each week? _____ Each month? _____

Additional comments:

OCONOMOWOC PUBLIC LIBRARY
Application for a CAFE Library Card

ALL INFORMATION IS CONFIDENTIAL. PATRON PRIVACY IS PROTECTED PER WISCONSIN STATUTE CHAPTER 43.30

PLEASE PRINT CLEARLY

Last Name _____ First Name _____ Middle Initial _____

Mailing Address _____ Apt. # _____ P.O. Box _____

City _____ State _____ Zip _____ Dr. Lic. _____

Primary phone number (____) _____ Alternate number (____) _____

Note: Your password will be the last 4 digits of your primary telephone number.

Birth date ____/____/____ EMAIL: _____

Note: Email addresses will be kept confidential and used only for library purposes.

Would you like to receive email notification for: items on hold, upcoming due dates, overdue notices? Yes No

Would you like to receive email notification of our library monthly newsletter? If so, please check all that apply:

Children's Programs Teen Programs Adult programs Library Events

Please read and sign below:

Patrons may borrow any circulating item in CAFE collections. Cardholders are responsible for:

- Following all Oconomowoc Public Library rules & policies as listed on the library's website.
- Providing their library card when checking out materials
- All costs & fees for lost or damaged materials and equipment
- All fines for materials returned late
- Attorney's fees incurred in material recovery or in collection
- Replacing lost cards (\$1.00). Cards are not transferable

Parent/guardians are also responsible for the selection and return of all materials borrowed by their minor children (under 18 years), and for minors' use of all library services, including Internet. By signing this application, patron acknowledges that all information is correct and that they understand these rules.

Signature of applicant X _____ Date _____

Signature of parent/guardian X _____ Date _____

Print name of parent/guardian X _____

FOR LIBRARY USE ONLY - DO NOT WRITE BELOW THIS LINE Revised 5/2016

=====

ID = Barcode _____ User Cat1 = municipal code _____

OCONOMOWOC PUBLIC LIBRARY

VOLUNTEER APPLICATION

GENERAL INFORMATION - PLEASE PRINT CLEARLY
All information is kept confidential and used only for library purposes per WI Statute 43.30.

LAST NAME _____ FIRST NAME _____ MIDDLE INITIAL _____

MAILING ADDRESS _____ EMAIL _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMERGENCY CONTACT _____ EMERGENCY CONTACT PHONE _____

VOLUNTEER EXPERIENCE & SKILLS

Have you previously worked/volunteered at a library? If so, what duties did you perform?

What skills or experiences do you have that would be beneficial as a library volunteer?

Why would you like to volunteer at the Oconomowoc Public Library?

SCHEDULE

PLEASE CHECK AVAILABLE VOLUNTEER TIMES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MORNING						
AFTERNOON						
EVENING						

How many hours are you available to work each week? _____ Each month? _____

Additional comments:

Revised November 3, 2020 N:\Staff-Volunteers\Volunteers\Volunteer-Application.docx

OCONOMOWOC PUBLIC LIBRARY

LIBRARY CARD APPLICATION

GENERAL INFORMATION - PLEASE PRINT CLEARLY
All information is kept confidential and used only for library purposes per WI Statute 43.30.

LAST NAME _____ FIRST NAME _____ MIDDLE INITIAL _____

BIRTHDATE ____/____/____ EMAIL _____

ADDRESS _____ Apt. No. _____ PO Box _____

CITY _____ STATE _____ ZIP _____

PHONE (Last 4 Digits Will Be Your Password) _____ ALTERNATE PHONE _____

NOTIFICATION OPTIONS (PLEASE SELECT ONE)

Phone Call Email Text Message - Cellular Provider _____ Email and Text

I would like to be emailed the library newsletter (library events, programs, and news) I would like to maintain my reading history (library events, programs, and news) I would like a library bag (\$1)

PROOF OF IDENTIFICATION REQUIRED
Government issued picture I.D. with current home address information and proof of temporary address with name associated.

PLEASE READ AND SIGN

Patron may borrow any circulating item in the CAFE collections. Cardholder agrees to the following:

- I will follow all Oconomowoc Public Library rules and policies as listed on the library's website.
- I am responsible for all costs and fees for lost or damaged materials and equipment.
- I am responsible for fines for materials returned after due date.
- I am responsible for attorney's fees incurred in material recovery or in collection.
- I will replace a lost library card.
- As a parent/guardian, I am responsible for the selection and return of all materials borrowed by my children (under 18 years old), and for children's use of all library services, including internet.
- I understand by opting to maintain my reading history that such data may be accessed by law enforcement personnel without my consent.

By signing this application, patron acknowledges all information is correct and that they understand these rules.

APPLICANT SIGNATURE _____ DATE _____

PARENT/GUARDIAN SIGNATURE _____ DATE _____

PRINT PARENT/GUARDIAN NAME _____

FOR LIBRARY USE ONLY - DO NOT WRITE BELOW THIS LINE

Barcode _____ Municipal Code _____ Staff Initials _____

Revised February 14, 2020 N:\Library-Services\Applications\To-Print\Temporary-Card-Application-02-2020.pdf



PROCESS - RESEARCH

GRAPHIC DESIGN

- Talk to people who know design
 - Does your library system have someone in marketing?
- Books
- Blogs

OTHER LIBRARIES

- Websites
- Printed materials
- Style guides

PROCESS – ELEMENTS TO CONSIDER

NEW LOGO

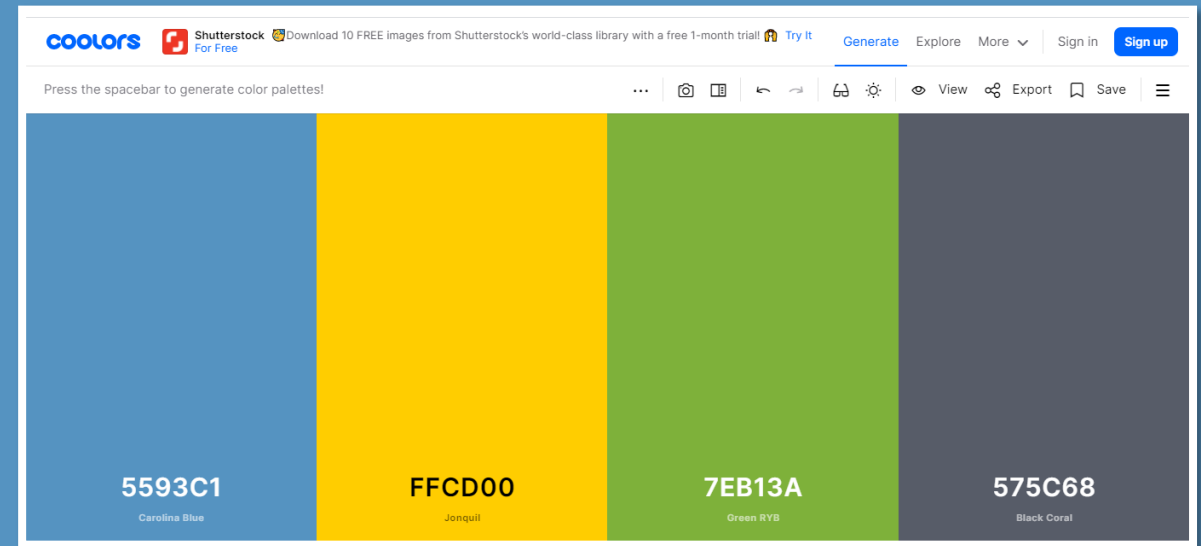
- Research trends
 - Name, initials, and/or icons
- Flexible orientation
 - Portrait vs. Landscape vs. square
- How many/which colors?
- Who chooses the final design
- Include vision statement?
- When and where the logo will be used



PROCESS – ELEMENTS TO CONSIDER

COLORS

- 2-5 colors
 - Tier as main and accent colors
 - When and where colors can be used
- Work well in print and online

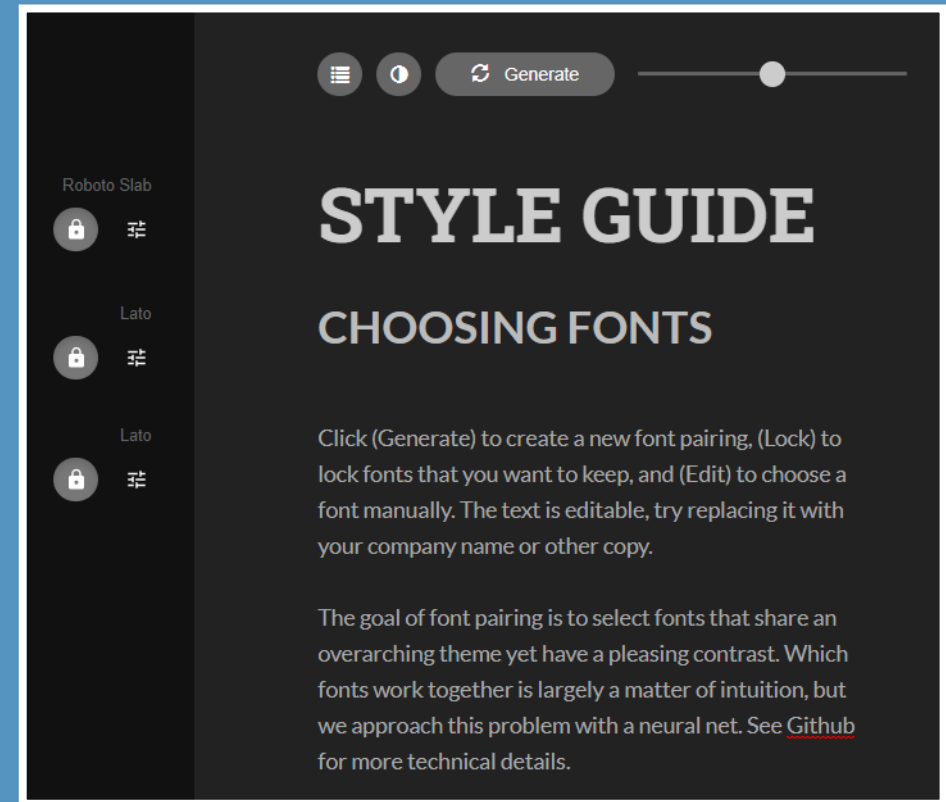


coolors.co

PROCESS – ELEMENTS TO CONSIDER

FONTS

- 2-3 fonts (headings and content)
- Create a hierarchy of headings
 - Contrast serif and sans serif
 - Use all caps and small caps
- Availability online and offline
 - Choose alternate fonts just in case



PROCESS – ELEMENTS TO CONSIDER

PUNCTUATION & GRAMMAR

- When and how to use
 - Number of spaces after periods
 - “&” only in titles, not content
 - Serial comma
 - Indent paragraphs

FORMATTING

- Dates
 - Mon., Jan. 4 vs. Monday, January 4
- Time
 - 1-2 pm vs. 1-2 PM vs. 1-2 p.m.
- Address
 - 200 W. South St. vs. 200 West South Street

PROCESS – ELEMENTS TO CONSIDER

TERMS

- What needs to be standardized
 - Non-fiction vs. Nonfiction
 - Checkout Desk vs. Circulation Desk
 - eBook vs. e-book vs. ebook

ACCESSIBILITY

- Colors that contrast
- Fonts that are easy to read
- Left justification
 - Center justification is more difficult to read if text is more than 2-3 lines

PROCESS – MAKE DECISIONS

BUILD A SMORGASBORD

- Color schemes
- Font combinations
- Formats (dates, times, etc.)
- Templates

TEST

- Create a variety of designs
 - In print and online
- Get feedback

PROCESS – MAKE DECISIONS

WHO

- Determine who will make materials and who will submit content

WHERE

- Determine where materials will be stored and displayed

WHAT

- Determine what materials are bound by the guide
 - All online content, brochures, applications, handouts, etc.
 - Exemption: Flyers and book displays
 - Fun/unique fonts may be used, but all content is in Lato

FLYERS

Pirates & Princesses Tea Party!

Meet and take pictures with princesses & pirates!

Free!

- * Sat., Sept. 24
- * 10 am - noon
- * Ages 3 and up
- * Register at www.oconomowoclibrary.org
- * Costumes encouraged but not required!

Oconomowoc PUBLIC LIBRARY
Exploring comes naturally here

STAR WARS READS DAY

Saturday, October 22 10:00 am - 12:00 pm

Calling all Padawans and rebel fighters, Stormtroopers and intergalactic heroes! Join us at the library for crafts, activities, and more. Something to do for all ages, there will be! Free, the event is. Coming in costume is not required, but highly encouraged. No registration necessary.

Oconomowoc PUBLIC LIBRARY
Exploring comes naturally here

SING-ALONG STORYTIME

Get your hands clapping and your toes tapping for stories and songs!

Saturday, February 15
10-10:30 am
Ages 0-5

Oconomowoc PUBLIC LIBRARY
200 W. South St.
Oconomowoc, WI 53066
(262) 569-2193
oconomowoclibrary.org

TEEN ADVISORY BOARD

Earn an hour of volunteering by chatting with other teens and Ms. Caitlin about library services and events for teens.

Monday, November 9 4-5 pm
Ages 12-18

Registration required.
Visit oconomowoclibrary.libcal.com/calendar

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(262) 569-2193
oconomowoclibrary.org

Monday makers To Go

Monday, October 12

Pick up a to-go bag and create a craft at home. Available while supplies last.

Ages 5-12

Oconomowoc PUBLIC LIBRARY
200 W. South St.
Oconomowoc, WI 53066
(262) 569-2193
oconomowoclibrary.org



Progression of time + knowledge

PROCESS – IMPLEMENT

TOOLS

- Style guide
- Templates
- Add fonts and colors to computers and accounts, like Canva

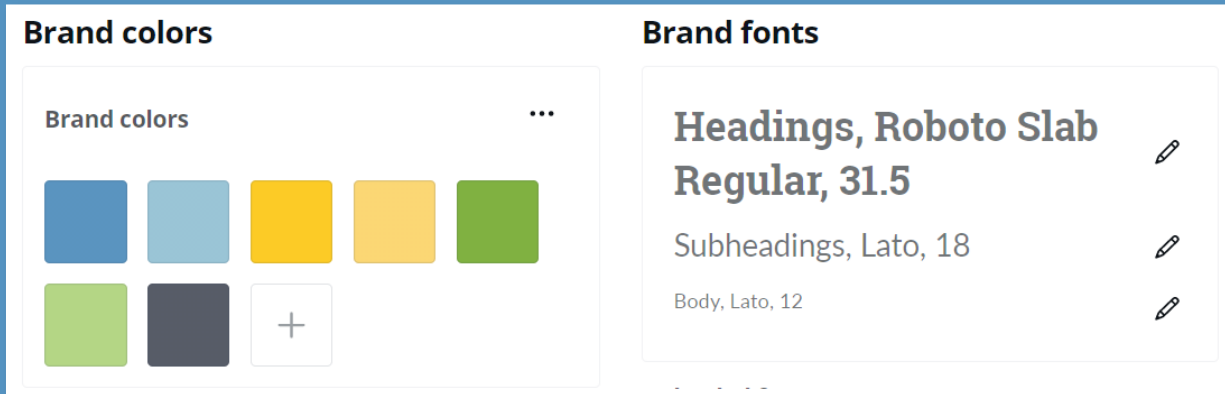
STAFF

- Train those who make materials
- Prepare for learning curve

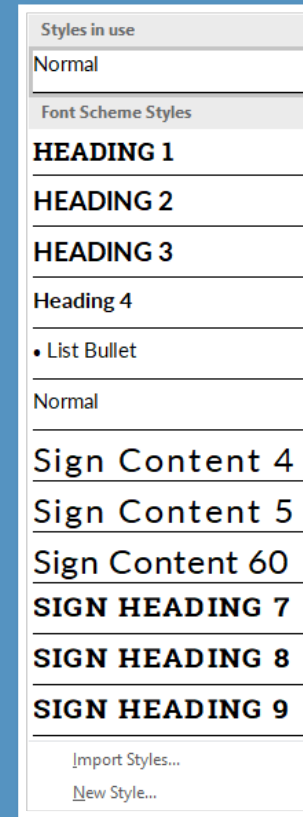
UPDATE

- Signs
- Brochures, handouts, applications
- Flyers
- Staff forms
- Website

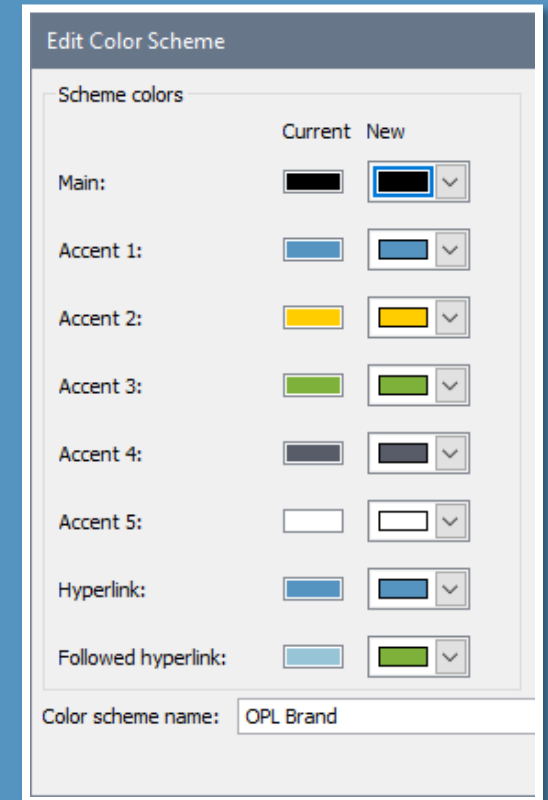
TOOLS



Canva Brand Styling



MS Office Font Styles

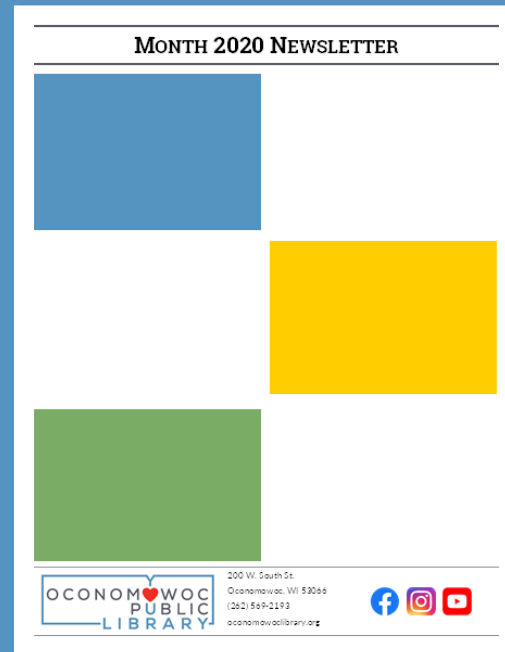


MS Office Color Theme

TEMPLATES



Canva - Flyer



Publisher - Newsletter



Word - Informational Sign

UPDATING SIGNS



Welcome
to the
Oconomowoc Public
Library

Monday through Thursday
10:00 am – 9:00 pm

Friday
10:00 am – 5:00 pm

Saturday
9:00 am – 5:00 pm

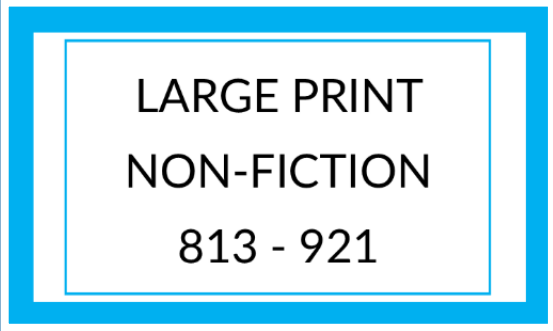
Sunday
1:00 pm – 4:00 pm



Everyday Sale

Hard Covered Books **\$5.00**
Paperbacks: **50¢**
Magazines: **25¢**


Proceeds help fund the Lucky Day Collection.



**LARGE PRINT
NON-FICTION**

813 - 921

Old Signs




**LIBRARY
HOURS**

Monday-Thursday 9 am-6 pm
Friday 9 am-5 pm
Saturday 9 am-3 pm
Sunday 1-4 pm

OCONOMOWOC PUBLIC LIBRARY

200 W. South St.
Oconomowoc, WI 53066
(262) 569-2193
oconomowoclibrary.org



New Signs



**EVERYDAY
SALE**

Hardcover \$5
Paperbacks \$.50
Magazines \$.25
Book bags \$1

Proceeds go to the
Friends of the
Oconomowoc
Public Library.



**ADULT
FICTION
AAA-BBB**

PROCESS - NEXT STEPS

KEEP THE STANDARD

- Check new designs with others
- Keep learning
 - Pay attention to graphic design all around you
 - Attend webinars and conferences
- Revisit the style guide in 5 years

BIGGER PROJECTS

- Sign and material audit
 - Take a hard look at what signs and materials you really need and their wording
- Redesign website
- Purchase tablecloths and giveaways

OUR PROJECT

STAFF

- Two staff
 - Research
 - Creation
 - Training
- Director was a part of the decision-making

TIME

- Began research in December 2018
- Finished guide late 2019
- Trained staff October 2020
 - Originally planned March 2020
- Still updating print materials, designing new website, and rewriting vision and mission statement

TAKEAWAYS

- Give yourself more time than you think you need
- Expect to add unexpected portions to the project
- Director needs to be 100% on board
- Hold yourself to the standards that you create
- Less is more; keep designs simple
- Don't be critical of yourself, but look at your work through a critical lens

CONTACT

PRESENTERS

- Lissa Radder
 - lradder@oconomowoclibrary.org
- Jennie Fidler
 - jfidler@oconomowoclibrary.org

STYLE GUIDE RESOURCES

- oconomowoclibrary.org/style-guide-resources/