The webinar will begin shortly

Please

  o Mute your microphone
  o Type any questions in the chat throughout the presentation
  o 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
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?
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
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
  o Name, initials, and/or icons

• How many/which colors?

• Include vision statement?

• Flexible orientation
  o Portrait vs. Landscape vs. square

• Who chooses the final design

• When and where the logo will be used
COLORS

• 2-5 colors
  o Tier as main and accent colors
  o 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

fontjoy.com
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
TERMS

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

ACCESSIBILITY

• Colors that contrast
• Fonts that are easy to read
• Left justification
  o 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
  o In print and online
• Get feedback
PROCESS – MAKE DECISIONS

**WHO**

- Determine who will make materials and who will submit content

**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

**WHERE**

- Determine where materials will be stored and displayed
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
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
  o Research
  o Creation
  o Training
• Director was a part of the decision-making

TIME

• Began research in December 2018
• Finished guide late 2019
• Trained staff October 2020
  o 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
  o lradder@oconomowoclibrary.org

• Jennie Fidler
  o jfidler@oconomowoclibrary.org

STYLE GUIDE RESOURCES

• oconomowoclibrary.org/style-guide-resources/