

STYLE GUIDE

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USING THIS MANUAL

To help you create consistent and high-quality messages on behalf of the Library, this manual contains guidelines and examples of approved applications of the Library's brand.

This document contains directions for:

- Official fonts, colors, and logo use
- Creating materials standard with the Library style
- Communication within appropriate style guidelines

OCONOMOWOC PUBLIC LIBRARY OVERVIEW

The Oconomowoc Public Library is located in the City of Oconomowoc. The City's population is approximately 18,000 residents, and the Library serves an additional 9,000 residents of surrounding communities, for a total service population of 27,000. Patrons include residents from communities in Jefferson, Dodge, and Washington counties. The Library is part of the Bridges Library System with 24 public libraries that serve Waukesha and Jefferson counties.

Mission Statement

The Oconomowoc Public Library's staff, collections, services, and spaces provide the opportunity for our diverse community to explore, discover, learn, and grow; enriching individual lives and our community.

WRITING STYLE

GENERAL LIBRARY INFORMATION

- The official name of the Library is Oconomowoc Public Library.
- When using the Oconomowoc Public Library “the” should be lower case unless it is at the start of a sentence.
- Using the acronym OPL is acceptable after first using Oconomowoc Public Library.
- The word Library should always be capitalized when referring by shorthand to Oconomowoc Public Library.
- When referring to other libraries or a library in general, the “l” should be lowercase.
- Use “we” when referring to “the Library” as a current organization inclusive of all staff.
- Use “it” when referring to the history of “the Library.”

ADDRESS, TELEPHONE, & FAX NUMBERS

- Abbreviate West as W. and Street as St. with periods.
- Use a comma between city and state and a single space between state and zip code (except when addressing an envelope, then do not use punctuation).
 - Correct: Oconomowoc, WI 53066
 - Incorrect: Oconomowoc WI 53066
- Include area code in parentheses; do not use all hyphens or periods.
 - Correct: (262) 569-2193
 - Incorrect: 262-569-2193
 - Incorrect: 262.569.2193
- Abbreviate extensions as ext.
- Website should be listed without http:// or www.
- Website address should be in all lowercase.
- Email addresses should be in all lowercase.
- Address Example:

Oconomowoc Public Library
200 W. South St.
Oconomowoc, WI 53066
(262) 569-2193, ext. 123
Fax: (262) 569-2176
oconomowoclibrary.org
contactus@oconomowoclibrary.org

- Single line:
 - Oconomowoc Public Library • 200 W. South St., Oconomowoc, WI 53066 • (262) 569-2193 • oconomowoclibrary.org
 - Keyboard shortcut for bullet point: PC: alt + 0149 (using the keypad) or use Insert Symbol from the Microsoft Office ribbon

EMAIL FORMAT

Always include a personal signature in external email. Standard signature format for all email users:

Name Roboto Slab 12 pt, bold, blue

Pronouns: [pronouns lowercase] Lato 11 pt, black

Job Title

Oconomowoc Public Library Lato 11 pt, black
 (262) 569-2193, ext. 123

oconomowoclibrary.org



Logo 2" wide

Confidentiality Notice: Lato 8 pt, black

This electronic transmission, including any files attached thereto, may contain confidential information that is legally privileged, confidential, and exempt from disclosure. The information is intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or any employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any disclosure, dissemination, copying, distribution, or the taking of any action in reliance on the contents of this confidential information is strictly prohibited. If you have received this communication in error, please destroy it and immediately notify the sender.

SOCIAL MEDIA ACCOUNTS

- Facebook: facebook.com/oconomowoclibrary
- Instagram: instagram.com/oconomowoclibrary
- YouTube: youtube.com/channel/UCFIMTW1tk5uSUp6BXDILOLw
- Use logos of social media sites instead of URLs.
- Attempt to use the most current logo version available.

DEPARTMENTS & SERVICES

- Departments and services should be capitalized.
- Use these specific names for departments, services, and sections of the Library:
 - Youth Services
 - Children's Department or Children's Services
 - Teen Department or Teen Services
 - Adult Department or Adult Services
 - Checkout Desk (checkout is one word)
 - Reference Desk
 - Cataloging Department
 - Circulation Department
 - Marketing & Communications Department
 - Outreach Department
 - Spaulding Conference Room (can be referred to as Conference Room if full name has been previously stated)
 - Lyke Meeting Room (can be referred to as Meeting Room if full name has been previously stated)
 - Debbink Room or Summer Program Room
 - Early Literacy Corner
 - Fiction
 - Nonfiction

JOB TITLES

- Library Director
- Administrative Assistant
- Circulation Supervisor
- Head of Reference, Adult Services, & Cataloging
- Youth Services Librarian
- Special Services Coordinator
- Marketing, Communications, & Adult Program Coordinator
- Cataloging Processing Aide
- Cataloging Assistant
- Circulation Staff
- Page
- Reference Librarian

PROGRAMS & EVENTS

Programs are regularly scheduled activities. Events are one time, for a special purpose, or may have a guest/performer.

Categories to be used for programs and events:

- Youth (Ages 0-18)
 - Birth-Preschool Programs (Ages 0-5)
 - School-Age Programs (Ages 5-12)
 - Tween Programs (Ages 8-12)
 - Teen Programs (Ages 12-18)
- Adult Programs (Ages 18 & Up)
- Family Programs (All Ages)
- Community Programs (All Ages)
- Summer Library Program (SLP) – encompasses all programs offered during the summer
- Summer Reading Program – the reading program itself

GENERAL WRITING & EDITING GUIDELINES

In general, OPL follows AP style, the rules established by the Associated Press in written publications. Consistency should be maintained throughout documents created.

LANGUAGE

English is the primary language of the Library. Select items will be translated to Spanish.

ACRONYMS

Spell out an acronym the first time it is used with the acronym following in parentheses. Then freely use the acronym in the body copy. Example: Oconomowoc Public Library (OPL).

DATE & TIME

- Dates should be given in [day] (comma) (space) [month] (space) [numerical date] format. Unless the date is referring to a date outside the current year, the year is not necessary.
 - Example: Monday, January 1
- Abbreviated date should only be used when space is limited. Day should always be spelled out.
 - Example: Monday, Jan. 1
- Time should be given in [start time](no space)[hyphen](no space)[end time] (space) [am or pm].
 - Example: 10-11 am

- There is no space between time ranges and no periods in am or pm.
- If time is on the hour, do not include colon or zeros.
 - Example: 10 am
- When start and end time are in the same 12-hour period (both am or both pm) only put the am or pm in after the end time.
 - Example: 10-11 am
- Use am and pm when start and end time go between different 12-hour periods.
 - Example: 10 am-12 pm
- Separate dates and times with a bullet.
 - Example: Thursday, September 4 • 5 pm
 - Keyboard shortcut for bullet point: PC: alt + 0149 (using the keypad) or use Insert Symbol from the Microsoft Office ribbon.

NUMBERS

- Numbers zero through nine are always spelled out.
- Numbers 10 and up are written using numerals.
- Hyphenate all compound numbers from twenty-one through ninety-nine.
- Numbers are always spelled out at the beginning of a sentence, except in dates.
- Library programs should use ages, not grades.

PHONE NUMBERS

- Write phone/fax numbers as (xxx) xxx-xxxx, ext. xxx
 - Example: (262) 569-2193, ext. 123

HYPERLINKS

- Hyperlinks should be underlined in content.
- economowoclibrary.org is not underlined when used with the logo, address, and social media icons.

CAPITALIZATION

- Names of programs, job titles, services, and departments should be capitalized using title case.
- Department, desk, and collection names should be capitalized using title case.
- Book titles, movie titles, and other specific titles available for checkout should be capitalized using title case and italicized, if software allows.

- Capitalize the following:
 - Library when referring to the Oconomowoc Public Library
 - Board when referring to the Board of Trustees
 - Friends when referring to the Friends of the Oconomowoc Public Library
 - Board committees
 - Library System when referring to Bridges
 - City when referring to the City of Oconomowoc
 - Council when referring to the Common Council

SPACING

- One space should be used after a period, comma, semicolon, colon, exclamation point, question mark, quotation marks, and between a hyphen.
- No spaces should be used around a hyphen when used for a date, time, or number range.

PUNCTUATION

Oxford Comma/Serial Comma

- In general, when listing three or more items in a sentence, use a comma after each listed item and before the “and/or.”
 - Example: You can check out DVDs, books, and audiobooks.

Exclamation Mark

- Exclamation marks should be used sparingly.

Symbols

- An ampersand “&” can be used in a title, but “and” should be spelled out within content.
- Other symbols such as “%” and “\$” can be used in title and content.

LISTS

- Use a bulleted list to show a list of related items.
- Use a numbered list to show steps in a process or the number of parts in a whole.
- Lists should be created using built-in list formatting in Microsoft Office or design programs.
- Do not create lists manually by simply inserting numbers, characters, images, or other symbols before list items.
- Use a small amount of space between each line.

- Bullet lists should start with a solid bullet using the Microsoft Office bullet list option.
- Complete sentences receive punctuation in a bullet list.
- Use a colon to introduce an item or a series of items.
 - Correct:
 - Heading:
 - List item 1
 - List item 2
 - Incorrect: Heading.
 - List item
- Outline formatting order – capital Roman numerals, capital letters, numbers, and lowercase numbers.

Example:

I. Capital Roman numeral

A. Capital letter

1. Number

a. Lowercase letter

COMMON TERMS

- audiobook
- BadgerLink
- book sale
- canceled
- check out (when used as a verb)
- checkout (when used as a noun)
- Email
- eMedia, eBook, eAudiobook, eMagazine
- homepage
- hoopla
- hotspot
- Internet
- LearningExpress
- livestream
- log in (when used as a verb)
- login (when used as a noun)
- nonfiction
- nonprofit

- NoveList
- OPAC (online public access catalog)
- OverDrive
- paperback
- pick up (when used as a verb)
- pickup (when used as a noun)
- picture book
- sign up (when used as a verb)
- signup (when used as a noun)
- storytime
- webpage
- website
- Wi-Fi

STANDARD PHRASES

- Registration is required to receive Zoom link by email.
- Registration is required to receive Zoom link by email; one registration per family.
- Register for access to the Library's Teen Discord at oconomowoclibrary.org/teen-discord.
- Contact name at name@oconomowoclibrary.org or (262) 569-2193, ext. xxx with questions.
- Available while supplies last.

JUSTIFICATION

- In general text and headings should be left aligned.
- One to two lines can be left, center, or right justified.
- More than two lines of content should be left justified.
- All content should be left aligned.
- Paragraphs should not be indented.
- A blank line should be left between paragraphs.
- Tab stops should be set at .25".

LINE SPACING

- Line height should be at least single space.
- Line height should be 1.5 spaces in official Library documents.
- There should be 12 pts between paragraphs.

- Avoid widow lines – a line of text at the end of a paragraph separated from the rest of the text, meaning that this line is either in the next column or on the next page.
- Avoid orphan lines – a word or few words in its own row that end a paragraph, thus creating too much white space between paragraphs.

FONT FORMATTING

- Avoid large sections of italics, underlining, and large blocks of capital letters.
- Page numbers, footnotes, and image captions should all be the same size as the body text.

UNDERLINE

- To create a blank line – _____
 - Select underline from the menu
 - Ctrl-Tab to create the line

TEMPLATES

- Templates are set up for editing in widely available software such as Word, Publisher, and Canva.
- Many pieces of templates are not editable—this is purposeful.
- The moving parts of each template are the only changes allowed by the graphic standards set forth in this guide.
- Any deviation from the standards set forth in this guide must be approved by the Marketing, Communications, & Adult Program Coordinator.
- Formatted stationery is provided to staff.

COPYING MATERIALS

- Copying previous printouts of official materials is not allowed.
 - This includes the newsletter, brochures, handouts, applications, and any other documents distributed to patrons or the general public.

CITATION

AP citation style should be used.

GRAPHICS

PHOTOGRAPHS & ILLUSTRATIONS

Image Standards

- Print: minimum 300 dpi
Should not appear blurry when printed.
- Digital: 72 dpi
Should not appear blurry on your computer at 100% magnification.
- Image should not be resized as to distort the image quality.

FACEBOOK IMAGE SIZES

Profile Picture	180 x 180 px
Cover Photo	820 x 462 px
Image Post	1200 x 630 px
Event Image	1200 x 1080 px
Ad Image	1200 x 628 px

INSTAGRAM IMAGE SIZES

Profile Photo	110 x 110 px
Square	1080 x 1080 px
Portrait	1080 x 1350 px
Landscape	1080 x 566 px
Stories	1080 x 1920 px

WEBSITE IMAGE SIZES

Thumbnail	150 x 150 px
Medium Size	Maximum 300 px width and height
Large Size	Maximum 1024 px width and height

CLIPART

- Clipart is not allowed except for icons or in-house-created logos.
- Icons can be used in book displays and program flyers.

STOCK PHOTOS

- Stock photos are acceptable for Library use and can be downloaded.
- Photos should be used instead of clipart.

PHOTO PERMISSIONS

A clause appears in the Privacy Policy stating, “The Library takes photos at library programs, and they may be posted to the website or used in promotions. Patrons are advised to step to the side or notify library staff members if they do not wish to be in photographs.”

COPYRIGHT

Downloaded images must have proper usage rights.

FONTS

OFFICIAL FONTS

Using the same fonts will ensure consistency of design and the messages imparted by that design throughout the organization. While a variety of fonts are employed in communications, we recommend the use of two fonts. Standard font size, weight, case, and color varies depending on specific usage; find specific size requirements in individual template files or in the Templates section of this guide. In general, follow these size rules with at least a 2 pt font size difference between each use.

ROBOTO SLAB Size – at least 16 pt Weight – bold Case – SMALL CAPS or ALL CAPS Colors – black, blue, or white Uses – document titles	Lato Size – at least 10 pt Weight – normal or bold Case – sentence, title, SMALL CAPS, or ALL CAPS (see typography) Colors – black or white, if on a colored background Uses – headings, subheadings, and body content
-----------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ALTERNATE FONTS

Alternate font to be used when Roboto Slab is not available: Rockwell	Alternate font to be used when Lato is not available: Open Sans or Tahoma
Unique fonts can be used for book displays and titles on program flyers to fit theme. All content should be Lato.	

TYPOGRAPHY

Default font styles are set in Microsoft Office on all staff computers.

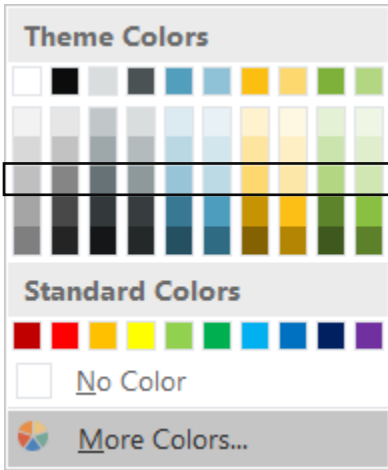
ROBOTO SLAB – HEADING 1	TITLE CASE, SMALL CAPS, BOLD, 24 PT
LATO – HEADING 2	TITLE CASE, ALL CAPS, BOLD, 16 PT
LATO – HEADING 3	TITLE CASE, SMALL CAPS, BOLD, 16 PT
Lato – Heading 4	Title Case, Bold, 14 pt
Lato – normal	Sentence case, 11 pt

BRAND COLORS

COLOR	USES	HEX	RGB	PANTONE
BLUE	Primary color Logo Border	#5593C1	85, 147, 193	7689 U 7689 C
GRAY	Accessory color Border	#575C68	87, 92, 104	2379 U 2379 C
GOLD	Accessory color Border	#FFCD00	255, 205, 0	116 U 116 C
GREEN	Accessory color Border	#7DB13A	126, 177, 58	7737 U 7737 C

TINTS

When using a lighter version of a brand color for a background, the tint should be 40% or lighter than the brand color.



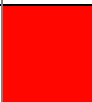





Acceptable Background & Font Combinations

BACKGROUND	FONT	HEX	RGB
BLUE	BLUE	#3b77a5	59, 123, 165
GRAY	GRAY	#575C68	87, 92, 104
GOLD	-	#FFCD00	255, 205, 0
GREEN	-	#78a937	120, 169, 55

COLOR & TEXT

- Ensure a strong color contrast between foreground and background on every document.
 - Make sure your colors have strong contrasts between them.
 - Black on white offers the strongest contrast.
 - Avoid combining colors of similar tone.
 - Use dark text colors on light backgrounds.
 - Use light text colors on dark backgrounds.
 - Avoid these color combinations:
 - Green and red
 - Green and brown
 - Blue and purple
 - Green and blue
 - Light green and yellow
 - Blue and gray
 - Green and gray
 - Green and black
 - Use a contrast checker to ensure proper contrast – webaim.org/resources/contrastchecker

PROGRAM COLORS

PROGRAM CATEGORY		HEX	RGB	PANTONE	SHADING
Birth-Preschool (Ages 0-5)		#FF0000	255, 6, 0	2347 C	20% tint 255, 206, 204
School-Age (Ages 5-12)		#FF9800	255, 152, 0	2013 C	20% tint 255, 235, 204
Tween (Ages 8-12)		#86B300	134, 179, 0	376 C	20% tint 231, 240, 204
Teen (Ages 12-18)		#14C762	20, 199, 98	2420 C	20% tint 208, 244, 224
Adult (Ages 18 & Up)		#3DA5F5	61, 165, 245	2191 U	20% tint 217, 237, 253
Family/All Ages Community Event		#C7528C	199, 82, 140	20-0109 TPM	20% tint 244, 221, 232

BORDERS

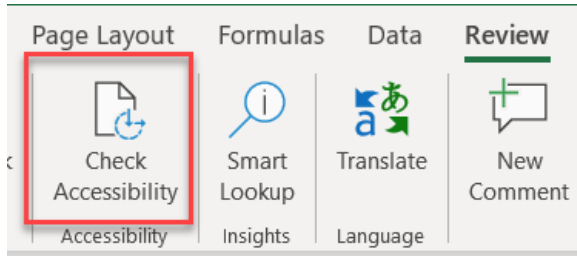
Library signs should include a border. Templates are available on the shared drive.

- Weight (width) 20 pt
- 1/4-inch page margins
- Colors
 - Blue - collection
 - Green - informational
 - Yellow - notices

ACCESSIBILITY

Use the Accessibility Checker in Microsoft Office to verify content is easy for people of all abilities to read and edit.

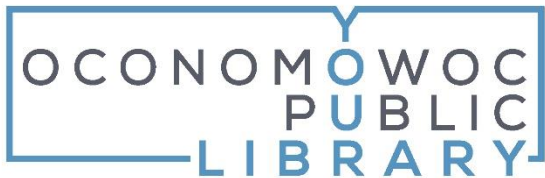
- On the ribbon, select the Review tab.
- Select Check Accessibility.



- Review your results. You'll see a list of errors, warnings, and tips with how-to-fix recommendations.

GRAPHIC IDENTITY

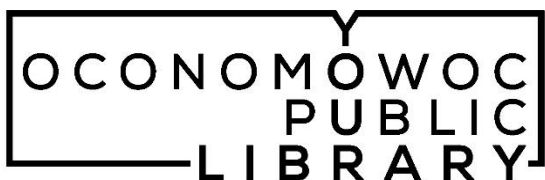
FULL-COLOR LOGO



GRAYSCALE LOGO



BLACK LOGO



WHITE LOGO



Used on color or patterned backgrounds.

LOGO USE

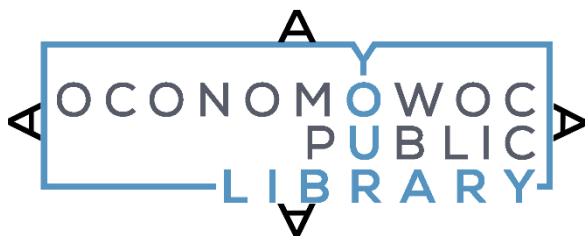
The logo should always be used in the following places:

- Website
- Social media profiles
- Email signature
- Business cards
- Signs and banners
- Letterhead
- Envelopes
- Notecards
- Postcards
- Invoices
- Forms and applications
- Brochures and handouts
- Promotional materials

Correctly-sized images, based on the logo use, can be found on the shared drive in the Marketing-Style-Guide folder.

RULE OF A

To ensure the logo is easily readable, use the Rule of A. Leave a uniform blank space around all sides of the logo and elements equivalent to the letter A in LIBRARY. This A space will change according to the size of the logo. Preformatted images with appropriate padding are saved in the shared drive.



UNACCEPTABLE USES

- To prevent loss of detail, the logo and elements should not be printed at less than one-inch wide.
 - Incorrect:



- If space does not allow for a logo to be used, the words “Oconomowoc Public Library” along with the phone number, address, and website should be written out in Lato font on a single line.

- Oconomowoc Public Library • 200 W. South St., Oconomowoc, WI 53066 • oconomowoclibrary.org

- To maintain consistency, only official colors should be used.
- The logo and elements should never be stretched or distorted in any way.

- Incorrect:

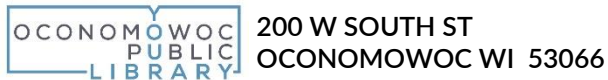


STATIONERY

Library correspondence should be printed on stationery. Templates for stationery can be found on the shared drive in the Marketing-Style-Guide folder.

ENVELOPES

Use preprinted envelopes or labels with the library logo.



Use this format on envelopes:

- All capital letters
- No punctuation
- Abbreviate N, S, E, W, ST, RD, etc.
- At least 10 pt
- Example:

NAME

COMPANY

DELIVERY ADDRESS

CITY ST ZIP

DOCUMENTS, POLICIES, & PROCEDURES

- Must be created using the Official Document Template found in the Stationery-Document-Templates folder on the shared drive.

FILE NAMING

- Files should be named consistently and should be short but descriptive (<25 characters).
- Avoid special characters or spaces in a file name.
- Use title case with hyphens between words.
- Do not use symbols or spaces in file names.
- Documents with dates should be in the YYYY-MM-DD or YYYY-MM format.
- Include a leading zero for numbers 0-9.
- Examples:
 - File-Name-2020-03-17
 - 2020-03-File-Name

FILE LOCATIONS

To-Edit files should only be accessed by designated staff to make changes. To-Print files are provided in pdf format for staff to print.

Templates can be found in the following folders on the shared drive. Documents created using these templates should be saved on the share drive in the appropriate folder:

- Signs – N:\Library-Operations\Signs
- Brochures and handouts – N:\Library-Services\Brochures-Handouts
- Logos – N:\Style-Guide\Logos
- Stationery – N:\Style-Guide\Stationery-Document-Templates
- Cataloging – N:\Cataloging\Templates

SIGNAGE

- Creation and posting of signage should be done by designated staff only or with the Marketing, Communications, and Adult Program Coordinator's approval.
- All signage should follow guidelines outlined in the Style Guide.
- An effort should be made to keep signage consistent and not redundant.
- Signage should only be posted in designated areas.
- See the Library Operations section of the Policy & Procedures Manual for more information.
- All sign, brochure, and handout files should be saved to the appropriate folder on the shared drive.

PROMOTIONAL MATERIALS

- Creation, posting, and distribution of promotional materials should be done by designated staff only or with the Marketing, Communications, & Adult Program Coordinator's approval.
- All promotional materials should follow guidelines outlined in the Style Guide.