

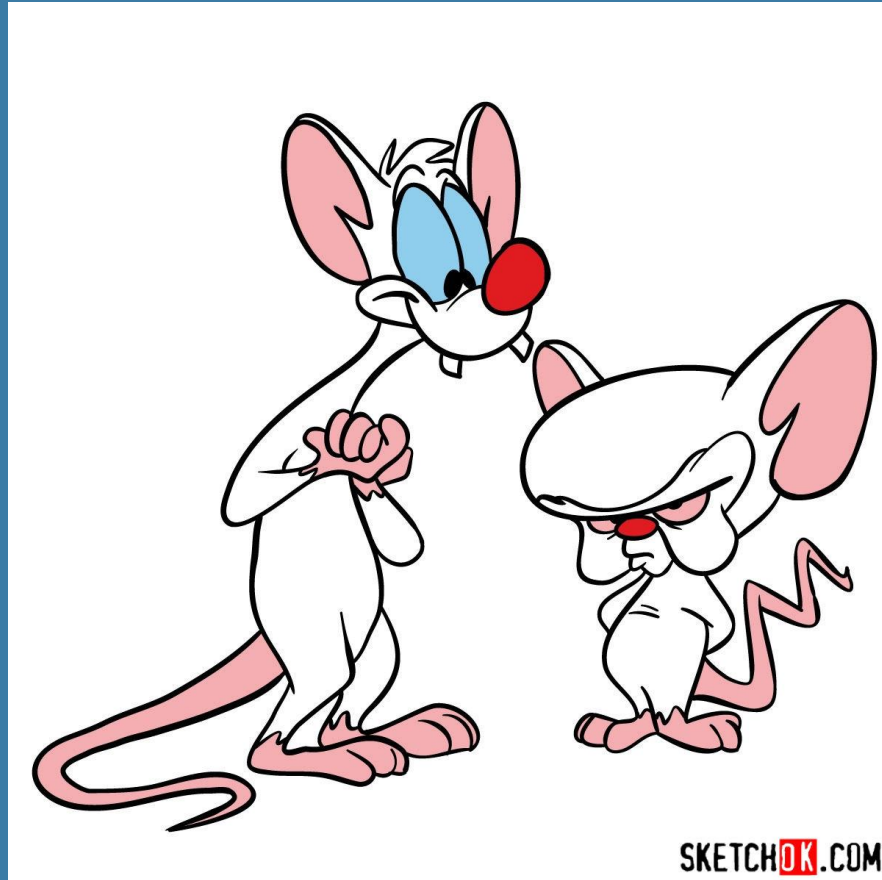
WE'VE GOT STYLE, YES WE DO! WE'VE GOT STYLE, HOW ABOUT YOU?

CREATING A STYLE GUIDE FOR YOUR LIBRARY

Lissa Radder • Marketing, Communications, & Adult Program Coordinator

Jennie Fidler • Special Services Coordinator

THE DYNAMIC DUO



AGENDA

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

OCONOMOWOC PUBLIC LIBRARY

COMMUNITY

- City – 18,000
- Service Area – about 27,000

LIBRARY

- Building – 1987
- Updated mission, vision, and strategic plan – 2020

STAFF

- 13.57 FTE
 - 7 full-time
 - Most create 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

Trusted by millions of library patrons across North America

The slide features a dark red background with a white QR code, download buttons for the App Store and Google Play, and a small illustration of a person reading a book.

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)

Explore Another Culture

Travel to another land with these cookbooks, essays, and guides to different cultures.

Library Shelf

The slide features a central image of a smartphone displaying the Libby app interface with various book covers.

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?

The slide features social media icons for Facebook, Twitter, Instagram, and Pinterest, and three speech bubbles containing the text 'what's new?', 'what's popular?', and 'what's available?'.

overdrive.com/apps/libby



flipster.ebsco.com

Flipster

SUPPORT & TRAINING
Request Information

Who We Serve | Browse Magazines | Success Stories

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

The slide features a screenshot of the Flipster app interface on a tablet, displaying various magazine covers like InStyle, TIME, and Entrepreneur.

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

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

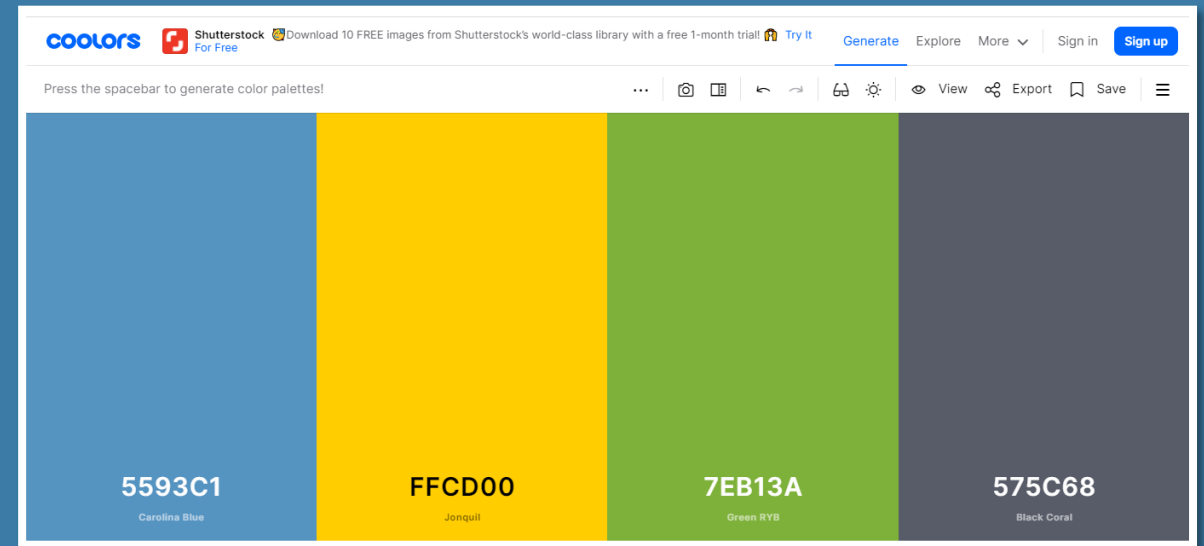
NEW LOGO

- Research trends
 - Name, initials, and/or icons
- How many/which colors?
- Include vision statement?
- Flexible orientation
 - Portrait vs. landscape vs. square
- Who chooses the final design
- 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

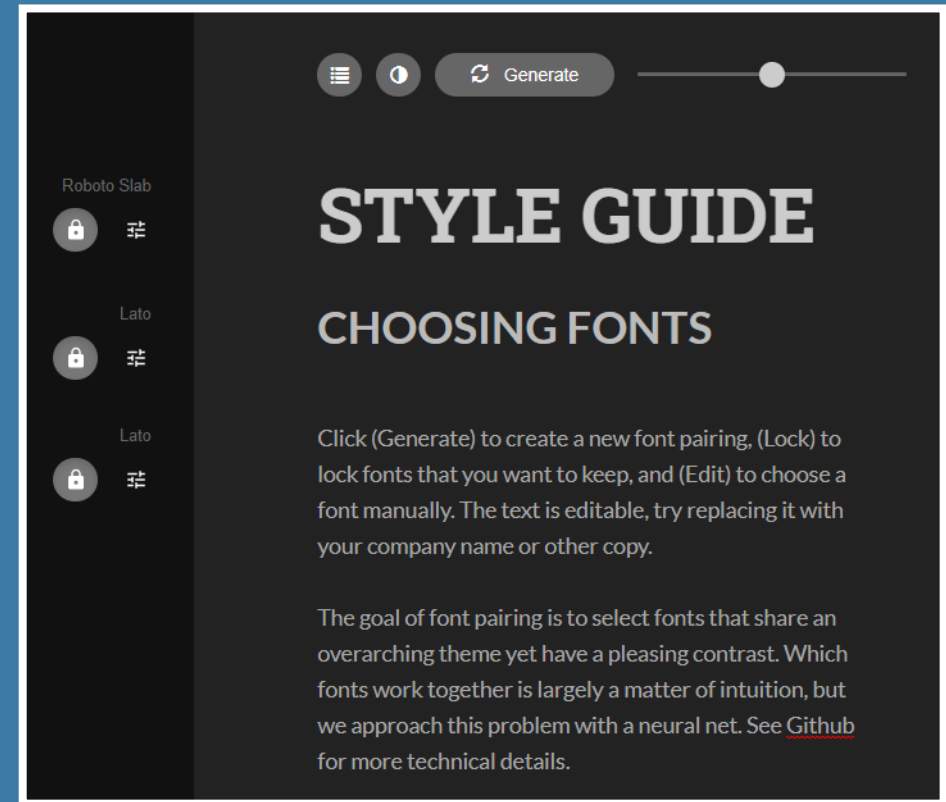


colors.co

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

- Font colors that contrast with background
- 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 sample designs
 - In print and online
- Get feedback

PROCESS – MAKE DECISIONS

WHO

- Who will make materials and who will submit content

WHERE

- Where materials will be stored and displayed

WHAT

- 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 in titles, but all body content is in Lato

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
 - Review initial designs

UPDATE

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

TOOLS

The Canva Brand Styling interface is divided into two main sections: "Brand colors" and "Brand fonts".

- Brand colors:** A panel showing a grid of color swatches. The top row contains five swatches: blue, light blue, yellow, orange, and green. The bottom row contains three swatches: green, dark grey, and a white square with a plus sign. A three-dot menu is visible in the top right corner.
- Brand fonts:** A panel listing font styles with edit icons (pencil icons) to the right of each entry:
 - Headings, Roboto Slab Regular, 31.5**
 - Subheadings, Lato, 18**
 - Body, Lato, 12**

Canva Brand Styling

The MS Office Font Styles interface displays a list of styles under the heading "Styles in use".

- Normal** (selected)
- Font Scheme Styles**
 - HEADING 1**
 - HEADING 2**
 - HEADING 3**
 - Heading 4
 - List Bullet
- Normal**
- Sign Content 4**
- Sign Content 5**
- Sign Content 60**
- SIGN HEADING 7**
- SIGN HEADING 8**
- SIGN HEADING 9**

At the bottom, there are links for "Import Styles..." and "New Style..."

MS Office Font Styles

The MS Office Color Theme interface is titled "Edit Color Scheme" and shows a table of colors for a scheme named "OPL Brand".

	Current	New
Main:		
Accent 1:		
Accent 2:		
Accent 3:		
Accent 4:		
Accent 5:		
Hyperlink:		
Followed hyperlink:		

Color scheme name: OPL Brand

MS Office Color Theme

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

Oconomowoc PUBLIC LIBRARY
200 W. South St.
Oconomowoc, WI 53066
(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

APPLICATIONS

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

Date _____

Adult Volunteer Application

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: _____

Old Applications

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 (____) _____

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 CAFÉ 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

New Applications

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 CAFÉ 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 _____

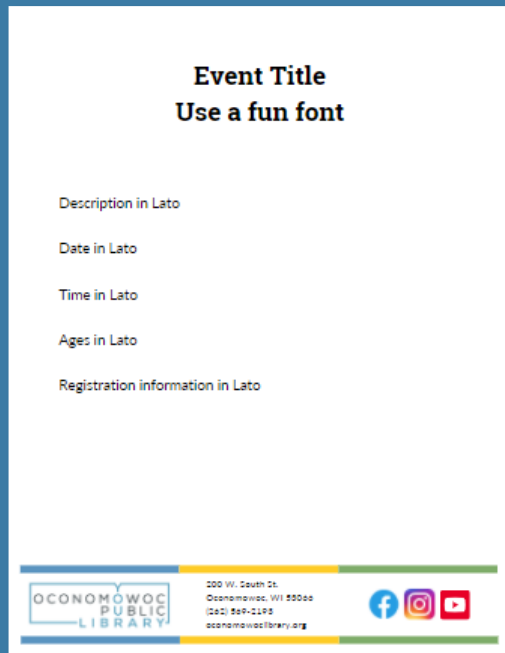
FOR LIBRARY USE ONLY - DO NOT WRITE BELOW THIS LINE

Barcode _____ Municipal Code _____ Staff Initials _____

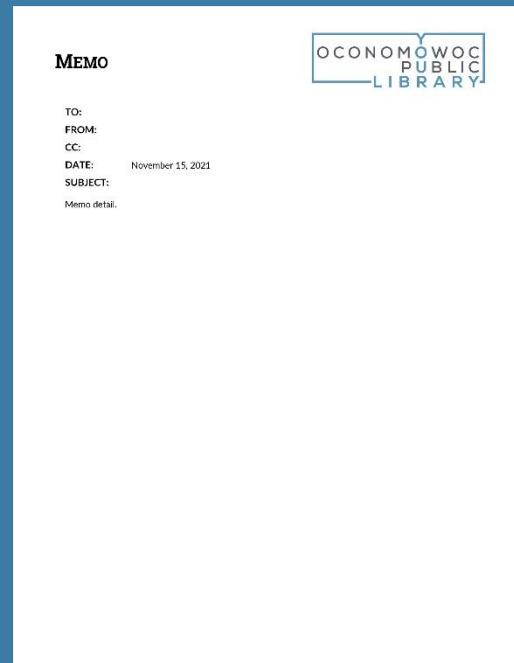
Revised February 14, 2020 N:\Library-Services\Applications\To-Print\Temporary-Card-Application-02-2020.pdf



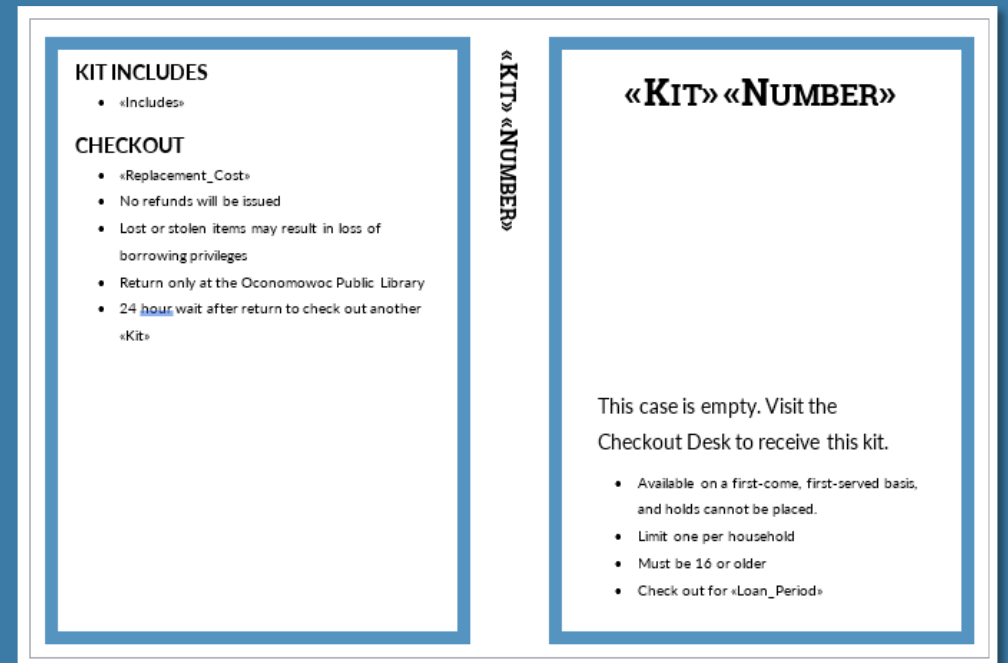
TEMPLATES



Canva – Flyer



Word – Memo



Publisher – Kit Cases



UPDATING MATERIALS



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-8 pm
Friday: 9 am-5 pm
Saturday: 9 am-5 pm
Sunday: 1-4 pm

Additional information can be found on
our website at oconomowoclibrary.org.

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



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**

WEBSITE

The screenshot shows the home page of the Oconomowoc Public Library website. At the top, there is a navigation bar with links for CATALOG, MY ACCOUNT, NEWS, STAY INFORMED, CALENDAR, HOURS, and CONTACT US. Below this is the library's logo and contact information: 200 W. South St., Oconomowoc, WI 53066, and phone number (262) 569-2193. A secondary navigation bar includes HOME, YOUR LIBRARY, SERVICES & PROGRAMS, ONLINE RESOURCES, and GET INVOLVED. The main content area features a search bar, icons for Catalog, Account, eMedia, Research, and Calendar, and a section for Library Hours (9am - 8pm). A featured image of a bearded dragon is accompanied by the text "Loki, The Lizard of Oz - learn all about me." Below this is a "News" section with links to "Toiletty Drive", "November 2021 Newsletter", "Building Closed", "September 2021 Newsletter", and "August 2021 Newsletter". There is also a "Join Our Email List" section with a "Stay Informed" button, a "Comments & Suggestions" section with "Send Us a Message" and "Suggest a Purchase" buttons, and an "Animal Ambassador" section for a bearded dragon. At the bottom, there is a "New Books" section with a carousel of book covers.

The screenshot shows the "Online Resources" page of the Oconomowoc Public Library website. The layout is similar to the home page, with the same navigation and contact information. The main content area is titled "ONLINE RESOURCES" and includes a "Home / Online Resources" breadcrumb. There are three main sections: "CAFE Libraries Online" with a logo and text about access to over two million items; "eMedia" with text about downloadable eBooks, audiobooks, and magazines; and "Research, Resources, & Online Learning" with text about finding consumer information and government resources. Each section includes a small representative image. At the bottom, there is a "MISSION STATEMENT" section, a "SEARCH THE WEBSITE" section with a search bar, and a "SEARCH THE CATALOG" section with a search bar and a "GO" button. The footer contains social media icons and a full navigation bar.

NEWSLETTERS

NEWS

MONTH
2021

Delete after adding to document!

HEADING
Details

HEADING
Details

KIDS (BIRTH-12)

BIRTH - PRESCHOOL PROGRAMS (AGES 0-5)

PROGRAM
Date • Time
Details

SCHOOL-AGE PROGRAMS (AGES 5-12)

PROGRAM Date • Time Details	PROGRAM Date • Time Details
--	--

FAMILY PROGRAMS (ALL AGES)

PROGRAM
Date • Time
Details

TEEN (AGES 12-18)

PROGRAM Date • Time Details	PROGRAM Date • Time Details
--	--

ADULT (AGES 18 & UP)

PROGRAM
Date • Time
Details

OCONOMOWOC
PUBLIC
LIBRARY

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

SEPTEMBER 2020 NEWSLETTER

SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH!

Libraries are community treasure chests, loaded with a wealth of information available to everyone equally, and the key to that treasure chest is the library card. I have found the most valuable thing in my wallet is my library card. – Laura Bush

Start your adventures today! Visit the Library or GetYourLibraryCard.org to register for a library card.

MEET YOUR EXPERT NEIGHBOR

Welcome to the Oconomowoc Public Library's "Meet Your Expert Neighbor" series! This video series will feature community members sharing their talents, tools, and tricks of the trade. Visit oconomowoclibrary.org/meet-your-expert-neighbor to view the videos.

NEWS YOU CAN USE

We've recently boosted our nonfiction audiobook collection! Funding for 31 popular and in-demand audiobooks was provided by the Institute of Museum and Library Services (IMLS) in the form of a Library Services and Technology Act (LSTA) grant from the Wisconsin Department of Public Instruction.

HOMESCHOOL EXPERTS NEEDED!

Calling all homeschool experts! Many parents are trying out homeschooling this fall. We are hosting a panel of experts to help answer questions, suggest resources, and offer reassurance to new homeschoolers. This virtual event will be held on Thursday, September 24 from 6-7:30 pm. If you would like to be on the panel, please email catch@oconomowoclibrary.org by September 14. Thank you for your help!

WHATCHA READING?

We would love to know what our patrons are reading! Please share your favorite authors, titles, and genres and we will pass your recommendations on to other patrons! If you would like to enter a prize drawing, please provide your email. One entry per person. A winner will be drawn and notified via email in early October. Submit your recommendation at oconomowoclibrary.org/reading-recommendations.

LITTLE LIBRARY LOVE

Share the library love! Do you have a Little Free Library? Stop by the Check Out Desk starting September 1 to pick up a collection of lightly used books for your little library, and keep sharing the love of books in the community! While supplies last.

OCONOMOWOC
PUBLIC
LIBRARY

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

NEWS

SEPTEMBER 2021

SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH

Visit the Library or our website to get yours today! With your library card, you can:

- Check out books, magazines, and DVDs.
- Place holds and access your account online.
- Borrow from our Library of Things, including Wi-Fi hotspots, Explore Passes, Career Kits, Rokus, and Early Learning Kits.
- Access online resources from home.
- Download eBooks, eAudiobooks, eMagazines, and music.

Stop dragon your feet!
Get your library card today!

SPECIAL EVENTS THIS MONTH

Reptile Day with Archie's Angels
Saturday, September 18
10-11 am, 11 am-12 pm, 12-1 pm, or 1-2 pm
Explore the world of reptiles and their care with Archie's Angels, the fantastic group who helped us adopt our bearded dragon! Registration required; one registration per family.

Library Memory Project Family Day at Retzer Nature Center
Sunday, September 26 • 1-4 pm
Those living with memory loss, their care partners, and families are invited to attend our free family-friendly outing. Register at bridgeslibrarysystem.org/events/family-day or call Bridges Library System at (262) 896-8000.

HOURS

Starting September 7 the Library will be open:

- Monday-Thursday: 9 am-8 pm
- Friday: 9 am-5 pm
- Saturday: 9 am-5 pm
- Sunday: 1-4 pm

FALL CLOSINGS

The Library building will be closed to the public on the following Fridays for staff training and collection improvement:

October 1 October 15 November 5 November 19

Library staff are investing time now so you can benefit later, with improved services, faster checkouts, and enhanced safety and security. The Library's online services are always available at oconomowoclibrary.org/resources!

WELCOME TO THE TEAM

Thank you for your help in choosing a name for our Animal Ambassador bearded dragon! Learn all about him at oconomowoclibrary.org/go/animal-ambassador.

STAY INFORMED

Sign up to receive our eNewsletter and Library updates at oconomowoclibrary.org/go/email-sign-up.

OCONOMOWOC
PUBLIC
LIBRARY

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

eNewsletter

First Redesign
Printed Newsletter

Second Redesign
Printed Newsletter

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
- Less is more; keep designs simple
- Keep learning about good design practices
- 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