OUR BRAND

The Kern County Library’s (KCL) new brand kicks off an exciting new era for Kern County Libraries and coincides with several exciting departmental projects in 2015. As a county library system, we continue to value the entirety of the community, including rural areas and aim to bring technology, learning, accessibility, and more to every citizen of Kern County.

MISSION
Kern County Library provides access to resources that enrich lives.

VISION
We nurture creativity, education, and imagination to inspire.

VALUES
Provides Access to Information in all Formats
Promotes Reading and Literacy
Serves as an Anchor in the Community

GRAPHIC STANDARDS MANUAL
This manual outlines all acceptable and approved use of the Kern County Library’s logo, graphical elements, and brand parameters.

Contact the Marketing Division at 661.868.0723 with any questions.
VISUAL IDENTITY: THE LOGO

PRIMARY LOGO

kern county LIBRARY

PLACEMENT
The logo is always aligned with the right-hand top corner, flush, for all formal documents. KCL reserves the right to alter this placement for special publicity considerations.

SIZE
The logo should never be smaller than 1.00” wide for readability.

CLEARANCE AREA
The area around the logo should never conflict with or overlap the logo. Appropriate spacing required.

IMPROPER USE
Although there is flexibility when using the logo, it is important that the logo and the brand it represents is not mistreated.

• Do not distort, stretch, or manipulate the logo.

• Do not recreate the logo or alter typeface.

• Do not realter the alignment of the logo.
VISUAL IDENTITY: COLORS

PRIMARY COLORS
The color palette focuses on bright, friendly, and fun colors -- and are reminiscent of the childlike quality of primary colors.

SECONDARY COLORS
The secondary color palette focuses on subtle, accent colors -- for formal documentation and heavily used on the KCL website.
VISUAL IDENTITY: COLORS

PRIMARY COLORS - LOGO VARIATIONS
The logo has 6 different color variations -- using the primary colors from the color palette. Although the color palette allows for variation, there are loose guidelines to the color selection. Also, the “kern county” portion of the logo must always stay black.

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**Please note, these guidelines are flexible. The color palette aims to convey certain divisions or types of events / publicity associated with KCL, but with the Marketing Division’s approval, logos and versions with differing colors can be used outside of these parameters.**
VISUAL IDENTITY: TYPOGRAPHY

PRIMARY TYPEFACES
The logo has 3 different primary typefaces, focusing on simplicity, readability, and modern design.

Calibri 1 2 3
Corbel 1 2 3
Helvetica Neue LT Std 1 2 3

**Please note, these guidelines are flexible. For various publicity, special projects, and campaigns, different typefaces can be used, but only with the Marketing Division’s approval.**
SOCIAL IDENTITY

STAY CONNECTED
All publicity and materials includes the KCL social media icons, website, and the “STAY CONNECTED” slogan.

STAY CONNECTED
kerncountylibrary.org

STAY CONNECTED
kerncountylibrary.org

STAY CONNECTED
kerncountylibrary.org
PUBLICITY PARAMETERS

LOGO
All publicity and materials must include the logo on the top of the page.

FOOTER
All publicity and materials include a footer that identifies the branch location, hours, and contact information, along with KCL social media icons, website, and the “STAY CONNECTED” slogan.

WORD TEMPLATES
Any last minute publicity or signage must utilize the pre-designed “Word Templates,” which are available to staff via the Shared Drive, and include the KCL logo and footer for each branch.
SIGNAGE PARAMETERS

SIGNS
All signage will follow a pre-designed template, unless otherwise approved by the Marketing Division.

ATTENTION:

The parking lot at the Baker Branch Library will be repaved and unavailable for use, beginning:

Thursday, February 19, 2015 through Wednesday, February 25, 2015

We apologize for the inconvenience.