

**ENGAGING
ENHANCING
EDUCATING**

FOR OVER 100 YEARS &

WE'RE ONLY BEGINNING



GRAPHIC STANDARDS 2015

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.

~~kern county **LIBRARY**~~

- Do not recreate the logo or alter typeface.

~~kern county LIBRARY~~

- Do not realter the alignment of the logo.

~~kern county **LIBRARY**~~

VISUAL IDENTITY: COLORS ---

PRIMARY COLORS

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



C:1 M:33 Y:96 K:0
R:249 G:178 B:36
HTML: #f9b224



C:8 M:94 Y:79 K:1
R:219 G:53 B:62
HTML: #db353e



C:54 M:13 Y:100 K:0
R:134 G:175 B:63
HTML: #86af3f



C:73 M:42 Y:14 K:0
R:79 G:130 B:175
HTML: #4f82af



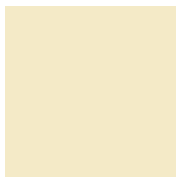
C:42 M:81 Y:0 K:0
R:156 G:82 B:160
HTML: #9c52a0



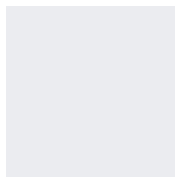
C:75 M:68 Y:67 K:90
R:0 G:0 B:0
HTML: #000000

SECONDARY COLORS

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



C:4 M:6 Y:24 K:0
R:244 G:232 B:199
HTML: #f4e8c7



C:7 M:5 Y:3 K:0
R:233 G:234 B:238
HTML: #e9eae



C:47 M:41 Y:40 K:4
R:140 G:137 B:137
HTML: #8C8989

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.

kern county		CHILDREN EVENTS
kern county		TEEN EVENTS & WEBSITE PRIMARY LOGO
kern county		CHILDREN EVENTS
kern county		ADULT EVENTS
kern county		ADULT EVENTS
kern county		FORMAL DOCUMENTATION & FORMS

***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



STAY CONNECTED



kerncountylibrary.org

STAY CONNECTED



PUBLICITY PARAMETERS

LOGO

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

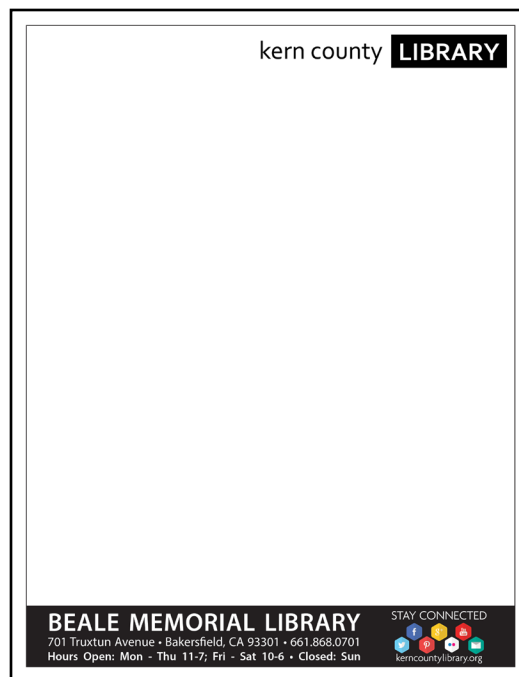
FOOTER

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.*

kern county **LIBRARY**

STAY CONNECTED      kerncountylibrary.org

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.

