

LOGO USE POLICY

The following are guidelines and specifications for the application of Columbus Public Library's (CPL) logo, colors, and graphics. These guidelines are meant to promote a consistent look, message, and feel in all of CPL's communications. The logo is subject to the control of CPL. Usage of the CPL logo must be approved by the director or the reference librarian two weeks prior to creation, display, and distribution of an item using the logo.

CLEAR SPACE:

Always maintain a minimum clear space around the logo to preserve its integrity. This clear space isolates the logo from competing graphic elements such as copy, photography, or background patterns that may interfere with the clarity of the signature.

COLOR:

Most projects will be printed in Pantone Matching System (PMS) colors: 282 (navy), 142 (gold/orange), 209 (maroon), 425 (gray). In some cases, solid black or white may be used.

RULES FOR USE:

Never re-typeset, re-create, or alter the CPL logo in any way. Any change made to the logo will cause inconsistencies with the brand image, ultimately diluting its impact. To maintain consistency, use only approved digital art files. In some cases permission may be given to use the symbol without the lettering.

Do not:

- Alter the logo.
- Stretch the logo.
- Change the font.
- Delete or add to any part of the logo.
- Change the proportions of the logo.
- Use any colors other than those specified above.
- Place the logo over images without sufficient contrast.
- Add a drop shadow to the logo.

FONTS:

To achieve a unified and consistent look across all communications and projects, one dominant typeface should be used: "Columbus Public" is in Helvetica Light, and "Library" and the tagline are in Helvetica Regular.

UNAUTHORIZED USE:

Unauthorized use of the CPL logo will result in confiscation of the items on which the logo appears, and possible legal action if the unauthorized use continues.

Adopted by the Library Board on 12/10/2013