



PUEBLO CITY-COUNTY
Library District

Brand Guidelines

Updated November 16, 2022

Table of Contents

Logo3

Color.....6

Typography7

Typography with Default System Fonts.....9

Photography10

Graphic Elements11

Logo



The Pueblo Library Logo includes two components: the **Mark** and the **Type**. The configuration including both Mark and Type is the **Combination**.

The long form Combination listing the entire name “Pueblo City-County Library District” is appropriate for more “formal” communications, sponsorships, etc. The short form Combination listing only “Pueblo Library” is appropriate for more “informal” communications, such as in-library posters advertising an in-library event.

The Mark may appear by itself, if appropriate. However, the Type may not appear by itself. This is because the Mark is particularly emblematic of the Library’s persona; it conveys accessibility, stability/dependability, connectedness, diversity, and innovation. Anywhere that the Type appears, the Mark should also appear, strengthening this connection and building equity for the Mark. This will allow the Mark to eventually stand alone as a well known and loved symbol of the Library.

Logo



Each configuration of the Logo may appear in one of three colorways.

The **3-color version** is preferred where possible, as the combination of the colors represents the diversity and connectedness of the Library. This version should *only* appear on a white background, in order for the strength of each color to shine.

The **1-color version** is suitable when the intended reproduction process doesn't allow for the 3-color version. It is preferred that this version appears in PCCLD Dark Blue, but it may also appear in black if necessary. This version may appear on backgrounds other than white, as long as sufficient contrast is maintained. The example on the left shows the 1-color version on a background of PCCLD Light Blue reduced to 50% tint. (See the Color section for guidelines on tinting brand colors.)

The **reversed (white) version** is suitable for creative applications where it makes sense for the logo to appear on a dark background. Again, sufficient contrast must be maintained between the Logo and the background.

Logo



The Logo requires **adequate clear space** to prevent it from competing with other elements. The recommended *minimum* clear space on each side is equal to the height of the L in “Library.” (The descender of the y in “Library” is not taken into account for clear space.)

Ensure that there is **adequate color contrast** between the Logo and its background. The 3-color version in particular may *only* appear on a white background.

Use only the provided colorways of the Logo; do not change the colorways.

Do not transform the Logo by rotation or stretching.

Do not decorate the Logo with drop shadows, glows, or other additional visual effects.

Do not use the Type without the Mark; read more about the reasoning behind this on the previous page.

While it is generally prohibited to modify the Logo, the Mark’s numerous geometric components create potential for the Mark to be modified and deconstructed as a dynamic graphic element. See the **Graphic Elements** section for guidelines and examples.



Insufficient contrast



Insufficient contrast



Prohibited color change



Prohibited transformation

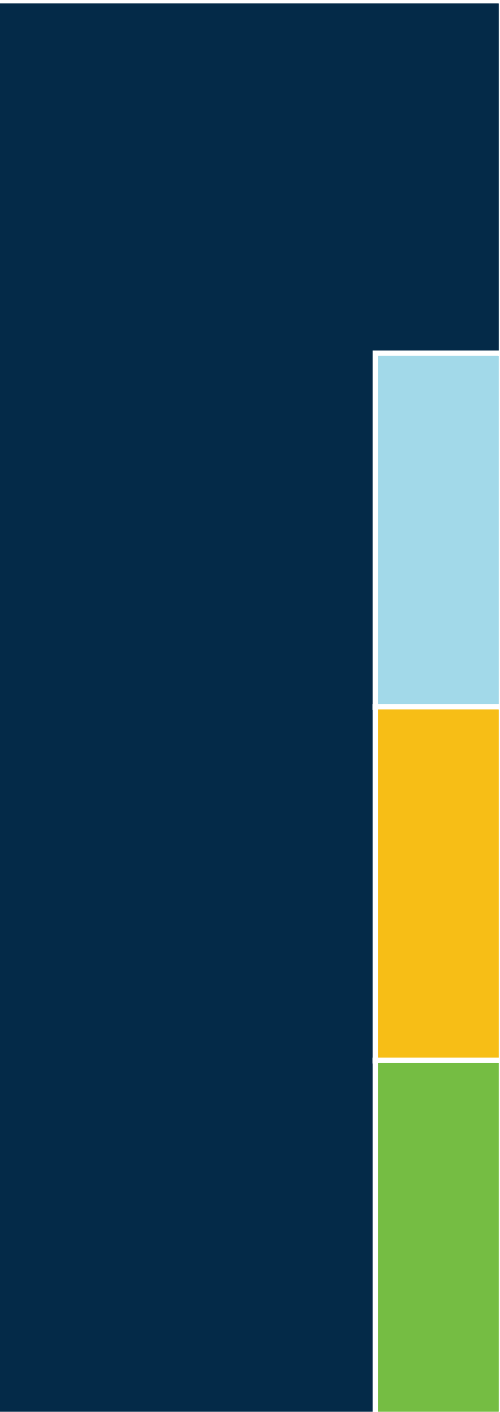


Prohibited decoration (drop shadow)



Prohibited configuration
(Type without Mark)

Color



PCCLD Dark Blue
Pantone: 7463 C
CMYK: 100, 80, 43, 45
RGB: 5, 44, 73
Hex: #052C49

PCCLD Light Blue
Pantone: 635 C
CMYK: 34, 1, 7, 0
RGB: 163, 217, 231
Hex: #A3D9E7

PCCLD Amber
Pantone: 7408 C
CMYK: 3, 26, 100, 0
RGB: 246, 189, 23
Hex: #F6BD17

PCCLD Green
Pantone: 368 C
CMYK: 59, 2, 100, 0
RGB: 118, 188, 67
Hex: #76BC43

The **primary color** is PCCLD Dark Blue. Being a very dark color, it is suitable for text on white backgrounds, as in this document. (Black text is also acceptable.) It is also suited for a dark background on which to overlay white text and graphics.

The **secondary colors** are PCCLD Light Blue, PCCLD Amber, and PCCLD Green. Each of these colors complements PCCLD Dark Blue and may be used for accent in any combination together with the primary.

PCCLD Dark Blue, being the primary color, should be the most dominant color whenever multiple brand colors are incorporated. The secondary colors should not be used without the primary.

In general, **all brand colors should be kept at 100% tint**, with some exceptions:

- PCCLD Dark Blue may be tinted back in order to create a “gray” color for ancillary text, such as captions. A 40% tint works well. (See the Mark/Type/Combination diagram on page 2 for an example.)
- PCCLD Light Blue may be tinted back in order to improve contrast with text or graphics overlaid on it. A 50% tint works well. (See the Typography section for examples.)

These colors were chosen based on psychological qualities, in addition to visual harmony:

- *Dark Blue: reliability, trustworthiness, serenity, problem-solving*
- *Light Blue: neutrality, balance, caring, intelligence*
- *Amber: energy, confidence, hope, analytical thinking*
- *Green: harmony, growth, renewal, meeting of basic needs*

Typography

PMN Caecilia LT Pro

PMN CAECILIA SANS TEXT

Caecilia LT Pro and Caecilia Sans Text, both designed by Peter Matthias Noordzij (PMN) and inspired by the Humanist tradition, create a “superfamily” of compatible typefaces. However, each has distinct characteristics, and accordingly they should be used in different scenarios.

Caecilia LT Pro is the primary typeface and is suitable for title elements and body copy.

It is recommended to use the Roman (regular) weight for these purposes, with the **Heavy** weight and *Italic* style reserved for emphasis as appropriate. (The Light and **Bold** weights may be used in special circumstances where their contrast levels make sense, but should not be the default weights used in most cases.) To maintain readability, it should be set in Upper and Lower Case – *never* in ALL CAPS.

Caecilia Sans Text is the secondary typeface and is suitable for title elements and ancillary text (captions, notes, etc).

When used for short title elements such as a header or a running footer, it should be set in **HEAVY WEIGHT, ALL CAPS** with generous tracking (letter spacing), for instance a value of 100. This creates stylistic contrast and prevents the text from looking overly elegant or brittle. When used for ancillary text, it should be set in the Regular weight, and perhaps in the *Italic* style (not the distinct *Oblique* style) depending on context.

Both type families are available from the Adobe Fonts cloud-based service for Adobe products, or they may be purchased from a website such as MyFonts.

The 2021-2025 Strategic Planning Process

The library initiated a strategic planning process in 2020. Activity was delayed until mid-year due to the impact of closing library locations in response to the consequences of the unprecedented COVID-19 public health crisis. In June 2020, the strategic planning team was assembled and an action plan was launched. The project was managed by Sherri Baca, PCCLD’s Associate Executive Director. The effort included issuing two requests for proposals. One RFP was for facilitation of focus groups...

COMMUNITY POLL

A poll was conducted that included a random sample of 300 adult residents in Pueblo County who were interviewed by telephone. A 95% confidence level provided a maximum margin of error of approximately 5.7%...

Note: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

To the left is an example of recommended typographic treatment. Keep in mind these best practices for accessible, highly readable typography:

Maintain a clear, consistent visual hierarchy between different levels of type. In the example, notice that the header is distinguished from the body copy by its much larger size (24 pt versus 14 pt). The subheader is distinguished from the body copy by its different typeface, heavier weight, and increased tracking (letter spacing; a value of 100 versus the default value of 0.)

Default to a left-aligned paragraph. Fully justified text often results in noticeably awkward variations in letter spacing or word spacing, unless great care is taken to mitigate those issues.

Maintain generous leading (line spacing). To enhance readability of body copy, the negative space between lines should appear to be *at least* as tall as the lines themselves. In the example, the text is 14 pt while the leading is 22 pt. Use that ratio (approximately 1 : 1.6) as a starting point if in doubt.

Do not make lines of type too narrow or too wide. The recommended line length to enhance readability is 45–80 characters per line. In the example, roughly 55 characters (including spaces) fit on a single line. In *this* paragraph, roughly 80 characters fit on a single line.

Do not place large amounts of white text on a dark background. It can be effective to place headers or other “special” text in white on a dark background, as in the example – but longer text becomes less readable.

The 2021-2025 Strategic Planning Process

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COMMUNITY POLL

A poll was conducted that included a random sample of 300 adult residents in Pueblo County who were interviewed by telephone. A 95% confidence level provided a maximum margin of error of approximately 5.7%. In theory, in 95 out of 100 cases...

Note: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Calibri

When the PMN Caecilia fonts are not available, it is recommended to set type in Calibri, designed by Luc(as) de Groot. It is a default system font on most computers. While it lacks the distinctive slab-serifs of Caecilia, its design is similarly informed by the Humanist tradition of type design.

Typography with default system fonts benefits greatly from the same best practices described previously. See the example to the left.

Photography



Photography should be custom, authentic, artful, and high-quality. It should capture the diversity of Pueblo Library's staff, customers, offerings, and activities.

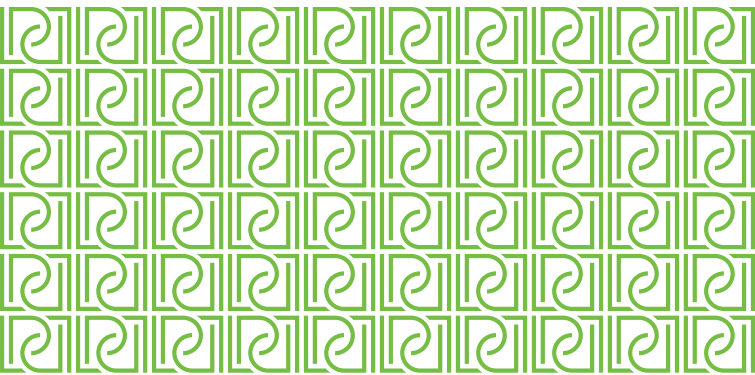
Avoid shots which look too sterile or stiff.
A sense of place and energy is crucial.

Avoid color palettes which are too dark or muted.
The Pueblo Library brand is vibrant.

The stock images to the left are for demonstrative purposes only.



Graphic Elements



The Logo Mark’s numerous geometric components create potential for the Mark to be modified and deconstructed as a dynamic graphic element.

For example:

The Mark may be tiled into a pattern to create depth.

Its terminals may extend outward to create “datum lines” for other elements, or to create opportunities for interaction with boundaries of space.

In a thinner form, it may be overlaid on a photo and manipulated such that it appears to interact with the subject(s) of the photo.

When modified for use as a graphic element, the Mark (and/or its component elements) should be placed and stylized in such a context that it clearly becomes a graphic element and *not* simply a reproduction of the Pueblo Library Logo. To aid this, the Logo Type should not accompany the modified Mark. If the Logo (either the Mark or the Combination) appears elsewhere on the piece, it should clearly be distinct from the stylized version used as a graphic element.



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Brand by studiotrope Design Collective