DLF GRAPHIC STANDARDS GUIDELINES

Corporate identity is vital to establishing and reinforcing our brand awareness and position in libraries. Consistency is key to building a strong brand, and it is important that all of the organization's materials have a consistent look.

These guidelines will help to ensure consistency in the use of our logo and corresponding graphics and ultimately, will lead to the success of DLF's branding effort.

Logo Usage

The primary element used to graphically identify DLF is the logo.
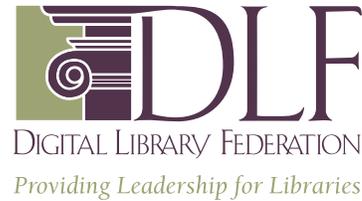
Approved Colors

DLF's brand identity is built on two colors to match: Pantone 5773 and Pantone 5115.
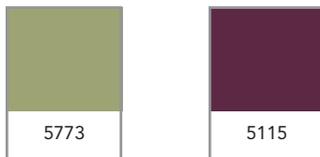
	5773	5115
Pantone Colors		
CMYK Colors	C 28	C 52
	M 10	M 85
	Y 48	Y 21
	K 31	K 64
RGB Colors	R 144	R 75
	G 152	G 41
	B 107	B 66
HTML Colors	90986B	4B2942

Black and white reproduction:

60% (black) tint

Reverse Logo:

The logo may be "reversed" to white on a black background or against one of the approved pantone colors.

Typography

For general consistency, it is recommended that when using the logo on marketing materials, supporting text should be set in either Berkeley or Arial (Microsoft® system fonts.) Do not alter or change the typography of the logo.

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Logo: Minimum Space Surrounding

To help maintain the integrity of the logo as an element, it is important to maintain a "comfort zone"(defined as "x") around the logo. No type, images or other graphic elements should infringe in this space. This restriction includes using the logo as part of a headline or a sentence.

Incorrect Logo Usage

The following are examples of incorrect uses of the logo.

The graphic element should never be used alone, separated from the words "DLF."

Don't distort or compress the logo.

Don't reset the type or otherwise change the logo.

Don't change the colors from the approved standards.

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Don't change the size or position of the tagline.

Don't place the logo on a photo or background color.

Logo Minimum Size (for Print)

When using the logo in printed material, it should appear no smaller than 1.35 inches in width.

1.35 Inches Wide
Minimum Print

1.35 Inches Wide
Minimum Print

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Stationary

When formatting letters and envelopes on existing DLF stationary, specific margins are recommended to maintain a consistant, clean and professional look.

Letterhead
top margin= 2" to top of text box
left margin= 1"
right margin= 1"
bottom margin= 1.25"

If the letter is longer than the bottom margin allows, please go to the second sheet.

All correspondence should be formatted using Arial. The size should be set at 10 pt and the leading at 12 pt (or single spaced). Double space between paragraphs; no indentations.

The DLF address block is set in ITC Officina Sans Book 9 pt with 12 pt leading. The website font is ITC Officina Sans Bold in 12 pt and the leading at 16 pt.

No. 10 Envelope
top margin= 2"
left margin= 4.5"

All correspondence should be formatted using Arial. The size should be set at 10 pt and the leading at 12 pt.

The DLF address block is set in ITC Officina Sans Book 9 pt with 12 pt leading.
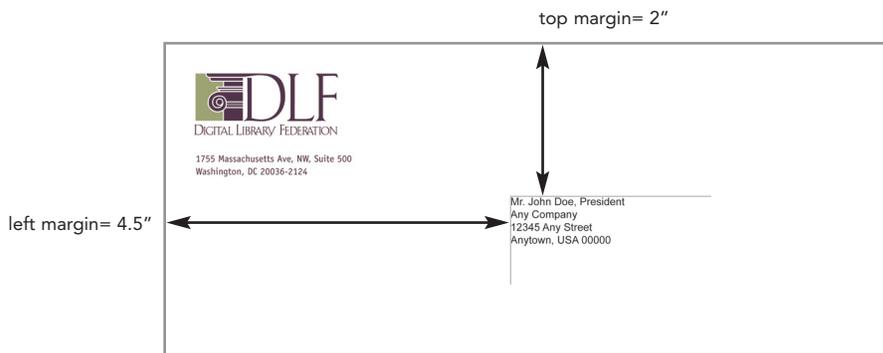
Web Applications

Logo Size
On the Web the logo should be no smaller than 144 pixels wide. The tagline should be positioned next to the logo at a size of 289 pixels wide.

DLF DIGITAL LIBRARY FEDERATION

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144 Pixels Wide
Minimum Web

289 Pixels Wide
Minimum Web

E-mail Signatures
E-mail signatures should be formatted using Arial. The point size should be set at 10 pt, with exact space delegations between specific information as shown in the example.

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