

LIBRARIES TRANSFORM[®]

Libraries Transform Style and Usage Guide

About the Libraries Transform Brand

Since its launch in October 2015, the Libraries Transform campaign has increased public awareness of the value, impact and services provided by libraries and library professionals, creating one clear, energetic voice for our profession. The campaign showcases the transformative nature of today's libraries and elevates the critical role libraries play in the digital age.

The Libraries Transform brand is an officially federally registered trademark: Libraries Transform[®]. Libraries who still have promotional materials using the TM symbol will not have to discard those materials.

Logos can be found in the [Libraries Transform Toolkit](http://www.ilovelibraries.org/librariestransform/toolkit) [http://www.ilovelibraries.org/librariestransform/toolkit]. Registration is required to access the page, but it's a quick and easy process.

Libraries Transform Logo Specs

FONT: Futura PT Heavy is the font used in the Libraries Transform logo. It should never be changed.

TRADEMARK: The logo has a registered trademark (®) and should not be altered in any way.

FONT:	Futura PT Heavy
TRADEMARK:	Use "®" after the logo.
PREFERRED COLORS:	Teal and Sky Blue
ALTERNATE COLORS:	Black, grayscale, or reverse white A color from the preferred palette, below A single alternative color



C	C	C 51	C 70	C 100	C 63
M 98	M 33	M	M	M 55	M 87
Y 100	Y 100	Y 100	Y 24	Y 41	Y
K	K	K	K	K 18	K
HEX: eb272e	HEX: fbb331	HEX: 8bc449	HEX: 22bec7	HEX: 005b71	HEX: 784898
PMS: 2035U	PMS: 116U	PMS: 375U	PMS: 3115U	PMS: 3025u	PMS: 2597U

ALA Staff Only: When used in conjunction with the ALA logo on materials such as stationery, business cards and other items, this logo can appear in ALA colors:

- Print: Red 186c and Blue 072
- Hexadecimal colors: c82538 (red) and 0055a4 (blue)

Logo Use Rules

- Use only logo files downloaded from www.librariestransform.org. Do not recreate the logo.
- The logo may not be altered, modified, or obscured in any way, with the exception of the listed color guidelines. It must be used without disturbing or distorting its proportions or otherwise altering the impression it creates.
- The logo cannot be physically incorporated into or graphically connected to any other graphic element—it must stand on its own.
- When used in conjunction with another logo, including the ALA logo, the two logos must not be stacked but should be separated by other elements such as text or white space.
- When used online, the logo must include a hyperlink without a border to <http://www.librariestransform.org>.
- It violates the registered trademark to insert a word or phrase into the logo such as "Libraries Help Transform" or "Libraries Transform Our Community".

Additional Rules for Library Organizations

- Libraries, state library agencies, state library associations, school library affiliates, ALA affiliates, Friends groups, and other library organizations may use the brand on signage, brochures, websites, social media or other promotional materials.
- Any other uses, and any use by parties other than libraries, the institutions of which they are a part, and library organizations, are subject to the prior written approval of ALA.
- Please send your proposal to The ALA Public Awareness Office, 50 East Huron Street, Chicago, IL 60611. E-mail: campaign@ala.org; Fax: 312-944-8520.