

PA FORWARD™



PENNSYLVANIA
LIBRARIES

Graphic Standards Manual

February 2012

1.0 | INTRODUCTION AND PURPOSE

The brand identity mark for PA Forward | Pennsylvania Libraries – and the graphic element for the 5 literacies – have been created to unify all communications developed by or related to the initiative.



The brand identity mark – or logo – incorporates a type treatment of the PA Forward name, a graphic arrow button design, and a signature block for Pennsylvania Libraries.

The guidelines and specifications for application of the identity mark, and the full PA Forward brand signature outlined in sections which follow, are to be utilized for all communication vehicles – both printed and electronic. Consistent utilization of these components will serve to strengthen and enhance the overall branding of PA Forward.

Digital files in a variety of formats have been created for your use in a wide range of communications situations. Identification of the files and specifications for their usage are presented in Section 5.0 of the Manual.

2.0 | GUIDELINES FOR GENERAL LOGO USAGE

Guidelines have been outlined for proper application of the PA Forward | Pennsylvania Libraries identity mark for most communications situations. If you encounter a scenario not covered by this guide – or have any questions regarding the content of this guide – please contact Kathy Silks at 717-766-7663 for clarification or input.

2.1 | PROPORTION

The PA Forward | Pennsylvania Libraries identity mark should appear in the original proportions as designed, and not be extended, condensed, or otherwise manipulated.



Yes.



No.



No.

2.2 | COLOR APPLICATION

The PA Forward | Pennsylvania Libraries identity mark should appear in full color as shown. No other coloration should be introduced into the design.



Yes.



No.

2.3 | BLACK & WHITE

In instances where full color cannot be used, the identity mark may be created in black and white greyscale as shown.



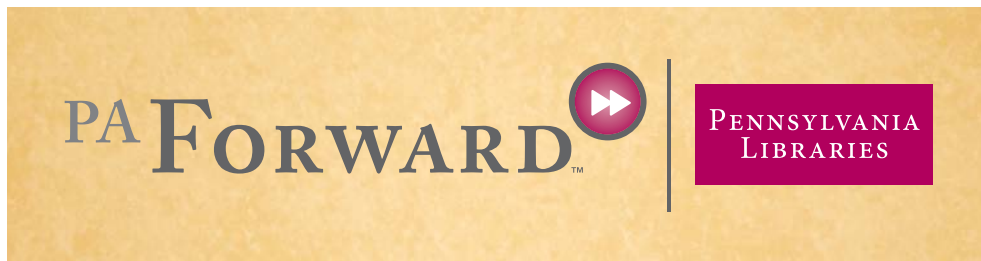
Yes.

2.4 | PLACEMENT ON COLORS OR PHOTOS

Whenever possible, the brand identity mark should be placed on a white background. It should not be used on a dark or vibrant-colored background. Light-toned backgrounds like paper stocks such as ivory or light tan are acceptable.



Yes.



Yes.



No.



No.

The mark should not be placed on a photo unless there is an adequate light area with ample room to accommodate the restricted area and keep it free from dark objects in the photo.



Yes.



No.

Additionally, the PA Forward | Pennsylvania Libraries identity mark should not be reversed out, i.e., appear as white on a dark background or photographic image.



No.



No.

2.5 | RESTRICTED AREA AROUND LOGO

There is a restricted area around the brand identity mark in which no text or images should appear. The height of the “P” in “PA” can be used to determine this area.



Example copy example copy

Yes.

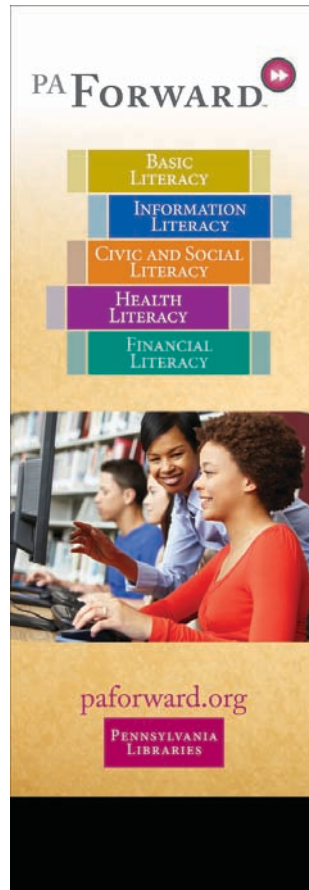


Example copy example copy

No.

2.6 | UNBUNDLING OF THE IDENTITY MARK

When working within a narrow-width element such as a pull-up banner, unbundling the Pennsylvania Libraries block from the identity is permissible. However, the restricted area around the identity mark (PA Forward) must still be adhered to.



Yes.

2.7 | USE WITH OTHER INSTITUTIONAL MARKS & NAMES

As long as restricted space around the PA Forward | Pennsylvania Libraries identity mark is respected, it can be used in conjunction with other verbal or visual identities. For example, a library may wish to identify itself utilizing all type or it may use its own logo in conjunction with PA Forward's elements – either is permissible. The size relationship between the PA Forward | Pennsylvania Libraries identity mark and that of the library or other institution is a judgment call that should be based on which entity is to be the primary focal point.

HOMETOWNLIBRARY
SUPPORTS



Yes.



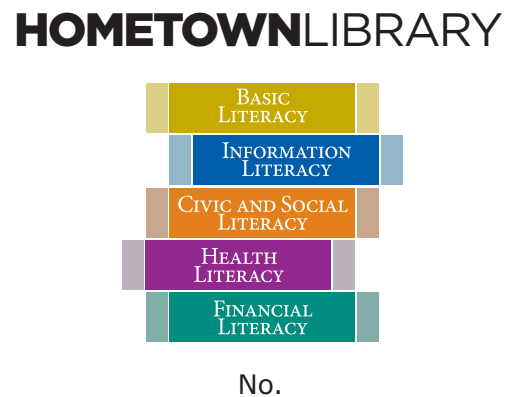
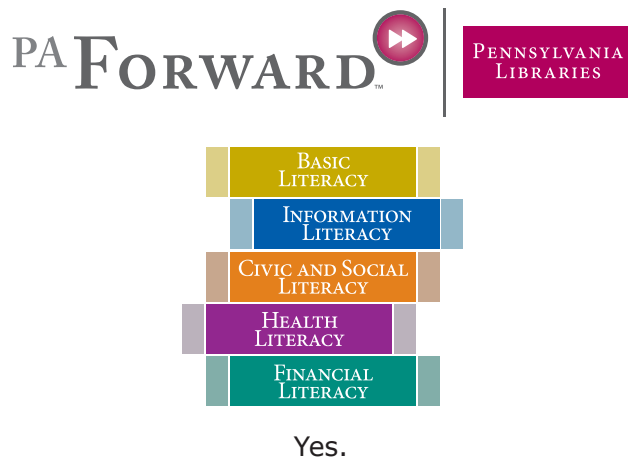
HOMETOWNLIBRARY

Yes.

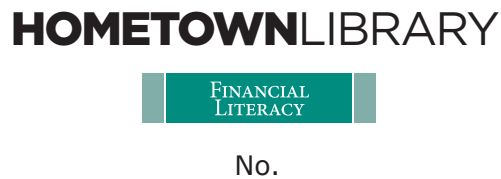
3.0 | USAGE GUIDELINES FOR 5 LITERACIES GRAPHIC



A graphic representation of books bearing the 5 literacies has been developed to reinforce the foundation of the PA Forward | Pennsylvania Libraries mission. This graphic should not be used independently of the PA Forward | Pennsylvania Libraries identity mark – it should only appear in tandem with the PA Forward | Pennsylvania Libraries identity mark. Generally, the PA Forward | Pennsylvania Libraries identity mark should be more dominant than the 5 literacies graphic.



Please note, too, that the individual books of the graphic should not be unbundled to illustrate a single literacy.



4.0 | TYPEFACE

To ensure that messaging relating to PA Forward | Pennsylvania Libraries complements its brand identity and all communications already created for the initiative, the typefaces of Verdana or Minion Pro should be used for text when possible. These typefaces have a variety of weights, in addition to oblique (italic) versions that should be appropriate for any situation.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Minion Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Minion Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

5.0 | USE OF DIGITAL FILES

The manner in which you plan to use the PA Forward | Pennsylvania Libraries identity mark and its other components will determine which type of file is used (and from which folder it needs to be accessed).

FOLDER 1 – DIGITAL FILES FOR INTERNAL USE

For all Microsoft® applications – including Word, PowerPoint and Excel – always utilize the RGB files from Folder 1 on the supplied disk in the appropriate size as outlined in Section 2. These should also be the files used for other electronic applications for the Web or video.

The full-color (4c) version of the PA Forward | Pennsylvania Libraries brand identity mark is preferred for use on Web applications, video and film, and electronic presentations utilizing programs such as PowerPoint.

Important note: use only the RGB files for electronic mediums.

FILE NAME AND USAGE:

PA Forward Logo RGB.jpg
PA Forward Logo BW.jpg
Literacies Graphic RGB.jpg
Literacies Graphic BW.jpg

FOLDER 2 – DIGITAL FILES FOR USE BY OUTSIDE VENDOR OR IN PROFESSIONAL DESIGN PROGRAMS

There are two general instances when the files from Folder 2 should be used. The first is if you are working in a professional design program such as InDesign, PhotoShop or Quark Xpress. When using these programs, you are able to use the .eps files contained on this disk.

These files can also be provided to vendors such as offset printers, banner/sign production houses or promotional materials manufacturers for high-quality final output in the appropriate size.

Please note: If the program you're using does not accept .eps files, you will not be able to view them.

FILE NAME AND USAGE:

PA Forward Logo 2C.eps
PA Forward Logo 4C.eps
PA Forward Logo BW.eps
Literacies Graphic 4C.eps
Literacies Graphic BW.eps