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The Orange County Library System is the public library system serving 1.2 million residents of Orange County. Our headquarters are located at the Orlando Public Library, located at 101 E. Central Blvd. in downtown Orlando. We also operate 15 branches located across Orange County, as far north as Apopka and as far south as Southchase, near the border of Orange and Osceola counties. Our communities are incredibly diverse and vibrant, and our goal is for our libraries to reflect and respect the rich multicultural nature of the place we call home.
Our libraries are about more than just books. Our libraries are places people come to have fun. To connect with others. To learn. To grow.

Our libraries are also more than just buildings – they are community centers where people come to share, collaborate and have fun. Our libraries empower people to improve their lives and discover new opportunities.

Everything we do and everything we say gives people an impression of what our libraries are about, so it’s vital that we communicate clearly to our customers (and the people we would like to become our customers) that we have more to offer than they might think. We have created this document as a guide for you to communicate our message as clearly, effectively and efficiently as possible.

The guidelines set in this document are not meant to restrict you, but to improve the creative and communications process. By following these guidelines, the messages you create about events, programs and services will represent the library in a consistent way.
MISSION. VISION. VALUES.

THE ORANGE COUNTY LIBRARY SYSTEM’S MISSION IS:
Where you engage in amazing experiences and opportunities to learn, explore and create the best you.

OUR VISION IS:
Adding to quality of life by creating a learning environment and experiences that foster personal growth and development.

OUR VALUES ARE:
Promote learning to improve the lives of those in the community.

Empower and foster creativity and collaboration.

Deliver outstanding customer service to external and internal customers.

Demonstrate respect, integrity and excellence.
WHO ARE OUR USERS?

Everybody who lives in our service area is a potential library customer!

We serve a very broad range of people, and we are always hoping to reach new potential customers. Families with children are our biggest constituency, but we are always looking to reach new people. Areas that are targets for growth for us include the so-called Millennial generation (adults ages 18-36), the multicultural market (especially the Hispanic population, which is rapidly growing in Orange County), and people who are new to the area (Orange County is growing at an incredibly fast pace).
The company logo is an important graphic element. It’s the way people identify us, and how we treat it says a lot about how we feel about our organization. So let’s always treat it with respect and make sure it’s front and center in everything we produce. The logo should be used consistently in all of our materials. Even minor variations can undermine and compromise our branding.
BRAND COLOR

ORANGE COUNTY

LIBRARY SYSTEM

PANTONE
Pantone is a standardized color matching system, utilizing the Pantone numbering system for identifying colors.

CMYK
(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationery, illustration, packaging and any other designs used for print.

RGB
(Read, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

SECONDARY BACKGROUND COLORS

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<table>
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<tr>
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<td>0 / 0 / 0 / 0</td>
<td>255 / 255 / 255</td>
</tr>
</tbody>
</table>
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LOGO USAGE

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the Orange County Library System logo is over white/ light background. Every attempt must be made to do this.

If the logo must be placed on a dark background or color options are limited the Orange County Library System logo can be knocked out and used in one color.

Always use master artwork, which can be found in the Image Bank or requested from Community Relations, when reproducing the logo design. Only the original high-resolution or vector graphic files should be used – logos should never be reproduced with a screenshot, right-click downloaded from a website, or recreated. Always ensure you are using the correct artwork for the application.
Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo breathe, free from distraction.

MINIMUM REPRODUCTION SIZE

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.
INCORRECT LOGO USAGE

DON’T:

1. Change logo’s orientation.

2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.

3. Place the logo on busy photography or background.

4. Change the logo colors.

5. Scale the logo un-proportionately.

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BRAND PRIMARY FONT

Myriad Pro Six commonly used families below with such variations as light, light italic, semi-bold, condensed, etc.

**REGULAR**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

**ITALIC**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

**BOLD**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

**BOLD ITALIC**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

**LIGHT**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

**BLACK**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Typography is a key element to communicate a unified personality. We have selected MYRIAD PRO as our font.

Myriad Pro is clean and contemporary. It communicates a modern and efficient approach. Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. As the primary font, Myriad Pro complements the library branding. It is an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provides a generous creative palette for even the most demanding display typography.

Brand Primary Font Myriad Pro Six are different commonly used families with variations as light, light italic, semi-bold, condensed, etc.
The pictures we use should be expressive and show real emotions. They should represent real people in real situations who are optimistic, happy and having fun. Images should be clear and simple, and they should showcase the library as a clean, pleasant environment. Images may be cropped for maximum effect. When we use photos of people in our newsletter, collateral or advertising, always select photos from the Image Bank, which you can find at intranet.ocls.info/ocls-images. All photos in the Image Bank are approved for use in library materials. If you need more generic photos of objects or gestures, you may use images from our approved stock photo service.
COPY AND TONE

When we talk about the library, we always use an upbeat, positive voice. Our language should be clear and straightforward. Remember that we are focused on education and learning, so it’s important that we reflect that in our communications. Use appropriate grammar, and avoid using slang or jargon, newsletters or official correspondence.

These standards may be relaxed somewhat on social media, but even on our social channels, we must be clear in our messaging and consistently positive about the library and its partners.
DO:
Feel free to share library messages on your social media accounts
Encourage others to share good experiences about the library
Use library letterhead when sending written correspondence from the library

DON’T:
Intentionally integrate library messages with controversial subjects
Speak with the media on behalf of the library without first getting approval from Community Relations and your manager
Examples of how to use the brand:

- Posters, Ads, Bookmarks
- Melrose
- Social Media
- Before & After
- Calendar
Join us for the maiden virtual voyage to PLANET, a multimedia “playground.” Free refreshments will follow the live demonstration. All ages welcome! Registration required.

FRIDAY, SEPTEMBER 30, 11 A.M.
WASHINGTON PARK BRANCH

TO REGISTER | OCLS.INFO | 407.835.7323

Those needing special accommodations due to a disability may arrange for assistance by contacting the location at least 7 days prior to the event.
SteveSongs returns to the Orlando Public Library for a very special show, just for you! He has earned numerous awards and is a co-host of the Mr. Steve show on PBS KIDS. Registration required.

FRIDAY, SEPTEMBER 30, 11 A.M.
ORLANDO PUBLIC LIBRARY, LIBRARY CENTRAL

SteveSongs returns to the Orlando Public Library for a very special show, just for you! He has earned numerous awards and is a co-host of the Mr. Steve show on PBS KIDS. Registration required.

Those needing special accommodations due to a disability may arrange for assistance by contacting the location at least 7 days prior to the event.
COMMUNITY YOGA
SUNDAY, OCTOBER 8, 3 P.M.
WEST OAKS BRANCH & GENEALOGY CENTER
1821 E. Siver Star Rd. | Ocoee, FL 34761
JOIN US FOR A FREE YOGA CLASS.
All ages, experience levels and body types welcome. Children under 12 must be accompanied by an adult.

Those needing special accommodations due to a disability may arrange for assistance by contacting the location at least 7 days prior to the event.
DO:
- Feel free to share library messages on your social media accounts.
- Encourage others to share good experiences about the library.
- Use library letterhead when sending written correspondence from the library.

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- Intentionally integrate library messages with controversial subjects.
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1821 E. Silver Star Rd. | Ocoee, FL 34761

JOIN US FOR A FREE YOGA CLASS. All ages, experience levels and body types welcome. Children under 12 must be accompanied by an adult.

1821 E. Silver Star Rd. | Ocoee, FL 34761

TO REGISTER | OCLS.INFO | 407.835.7323
Florida-born singer-songwriter Kelly Cramer has long been a beloved fixture in the Orlando music community. Kelly brings her captivating style to the Melrose Audio Studio for our August Melrose in the Mix live recording session. Seating is limited. Register at ocls.info/melroseinthemix.

MELROSE IN THE MIX:
KELLY CRAMER
SUNDAY, AUGUST 5, 3:30 P.M.

Florida-born singer-songwriter Kelly Cramer has long been a beloved fixture in the Orlando music community. Kelly brings her captivating style to the Melrose Audio Studio for our August Melrose in the Mix live recording session. Seating is limited. Register at ocls.info/melroseinthemix.

Those needing special accommodations due to a disability may arrange for assistance by contacting the location at least 7 days prior to the event.
JOIN US FOR A FREE YOGA CLASS.
All ages, experience levels and body types welcome.
Children under 12 must be accompanied by an adult.

Monday, July 24, 3 p.m. | South Trail Branch
Learning to choose and identify healthy snacks can be a daunting process. This workshop will teach you all you need to know to make the best choice for you and your family. Seats are limited.

[EXAMPLES]

Social Media
CHOOSING HEALTHY SNACKS

MONDAY, JULY 24, 3 P.M.
SOUTH TRAIL BRANCH

Learning to choose and identify healthy snacks can be a daunting process. This workshop will teach you all you need to know to make the best choice for you and your family. Seats are limited. To register, visit ocls.info or call 407.835.7323.
Calling all trainers! Join the official Orlando Public Library Pokemon League. Battle for fun or for glory with the Pokemon Trading Card Game, Pokemon video games and even Pokken Tournament. Earn cool prizes, meet other trainers and have fun. Trainers of all ages and skill levels welcome.

For more information, visit ocls.info/pokemon

Sunday, May 13, 3 p.m.
Orlando Public Library, Albertson

Join the official Orlando Public Library Pokemon League. Battle for fun with the Pokemon Trading Card Game, Pokemon video games and even Pokken Tournament. Earn cool prizes, meet other trainers and have fun. Trainers of all ages and skill levels welcome.

For more information, visit ocls.info/pokemon

Those needing special accommodations due to a disability may arrange for assistance by contacting the location at least 7 days prior to the event.
**TIPS FOR GETTING READY FOR KINDERGARTEN**

- Plan a kindergarten visit
- Keep informed of school happenings
- Establish bedtime routines
- Establish a morning routine
- Plan time for breakfast
- Create a lunch plan
- Decrease or phase out naps

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**AUGUST CALENDAR OF EVENTS**

**ALAFAYA BRANCH**

12000 E. Colonial Drive Orlando, FL 32826  
407.835.7323  
ocls.info/alafaya

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**FEATURED TIPS FOR GETTING READY FOR KINDERGARTEN**

- Plan a kindergarten visit
- Keep informed of school happenings
- Establish bedtime routines
- Establish a morning routine
- Plan time for breakfast
- Create a lunch plan
- Decrease or phase out naps
EXAMPLES

MAGIC INFO SCREEN

Halloween
At the Library
We'll have spooky stories, creepy crafts and more family-friendly fun!

Visit ocls.info/halloween or call 407-835-7480 for Halloween events at a branch near you.

SUNDAY, SEPTEMBER 30, 2-4 P.M.
ORLANDO PUBLIC LIBRARY

Fall Fiber Fest
A celebration of sewing, knitting, crocheting, weaving and more!

Exhibitors | Speed knitting competition | Demonstrations | Lots more!

Find contest details | ocls.info/FallFiberfest | 407.835.7323
ANATOMY
OF A POSTER/SIGN
Get the kids involved with meal preparation with a kid friendly cooking demo. Tamira Lee Johnson, Head Chef and founder of Breaking Bread with Mira and Certified Holistic Life Coach, will demonstrate recipes that are fun and delicious.

TUESDAY, MAY 29, 4 P.M.
EATONVILLE BRANCH

TO REGISTER | OCLS.INFO | 407.835.7323

Those needing special accommodations due to a disability may arrange for assistance by contacting the location at least 7 days prior to the event.