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**Libraries
Connected**

Brand guidelines

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Who we are

Libraries Connected represent and work to develop the public library sector nationally, regionally and locally.

We are national charity taking a leading role in the development of public libraries through sharing best practice, advocating for continuous improvement and leading the debate on the future of the public library service.

Revenue from our members and funding from Arts Council England enables us to provide support to the public library sector.



Our purpose

Libraries Connected believes in the power of libraries to enrich lives and deliver a more inclusive society.

We believe that modern public libraries should be the cornerstone of the community, delivering a diverse spectrum of local needs around information, learning, literacy, employment and digital skills, health, culture and leisure.

Mission and values

Our vision is an inclusive, modern, sustainable and high quality public library service at the heart of every community in the UK.



About the brand

We are **Libraries Connected**.

Our brand essence is 'enriching lives through the power of libraries'.

How we describe ourselves

Libraries Connected believes in the power of libraries to change lives. We work to progress and support the public library sector by championing the positive impact libraries can have on people and their communities. We do this by forging strong connections and partnerships across the sector for mutual benefit. Libraries deliver a vital range of outcomes to meet local needs via our information, learning, literacy, employment and digital skills, health, culture and leisure services.



Our brand values

Inspiration-seekers

We want to learn and be inspired by the best. We are restless in our pursuit of seeking out creative solutions, new approaches and inspirational ways of delivering library services.

Forward-thinkers

We are at the forefront of what the library sector can offer. This means we identify good practice, showcase the potential of the sector and strive to build a resilient, sustainable library sector, fit for the future.

Collaborators

We don't work in isolation; we work with and for our members, through active partnerships and collaboration. We believe the best results happen when we share and collaborate.



Our brand values

Connection-makers

We are all about building a stronger library sector through forging strong connections between library professionals and key stakeholders locally, regionally, nationally, and internationally. We know the sector will be stronger and more effective through connectivity and collaboration.

Flag-flyers

We fly the flag for public libraries. We celebrate their value and the positive impact they can have on people and society. We champion the importance of libraries and provide a voice for the sector.



What we do

We work to support the library sector by:

- ◆ Representing the public library sector internationally, nationally, regionally and locally to communicate the value of libraries to decision makers
- ◆ Connecting partners to local libraries by brokering national relationships with a wide range of organisations and individuals for the delivery of services and for the attraction of funds, by working together and making optimal use of resources
- ◆ Improving the provision of local library services by developing and disseminating standards of best practice, providing training and development for library staff and facilitating a network of library leaders across the UK
- ◆ Driving innovation and new thinking around the important role of libraries in a modern society.



How to use these guidelines

These guidelines demonstrate how your communications materials must be presented. Adhering to these guidelines will ensure consistency, so make sure all suppliers are briefed and have access to these guidelines. Brands and visual identities often evolve over time – gently, holistically – so make sure these changes are reflected in your guidelines with updates as and when required.

You should appoint a brand guardian to whom all queries about brand should be directed. This is usually a role within the communications team.



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Brand basics

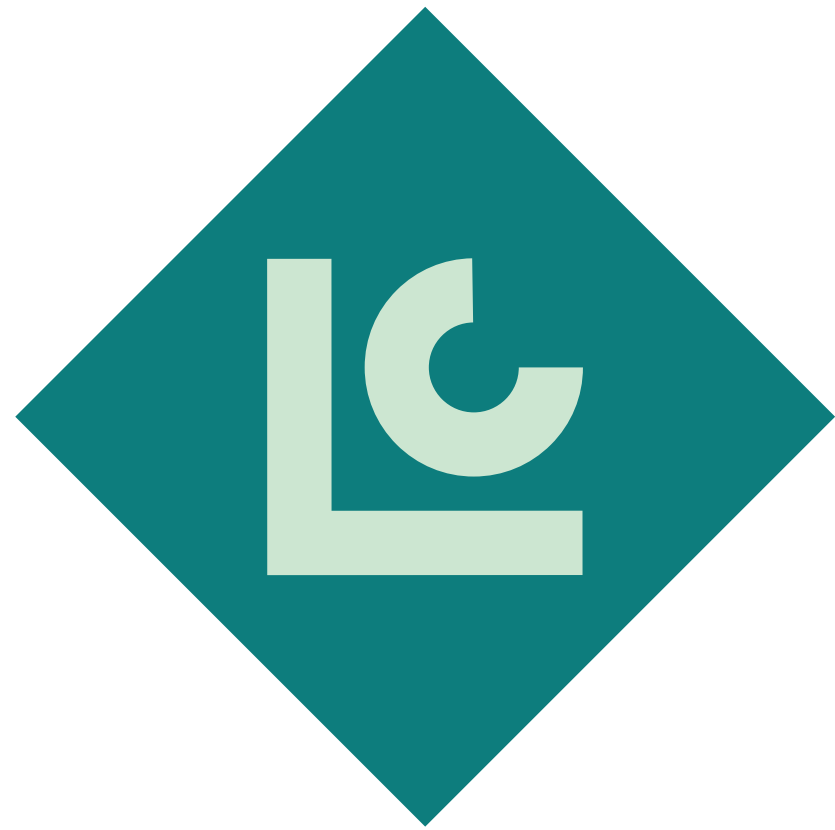


The marque(s)

The Library Connected marques and logos are designed to be versatile. There are three different colour options and combinations that the marques can appear in, with the L and C motif of the marques can be used to create patterns, visual interest and a strong sense of brand.



Logomark



Logotype



**Libraries
Connected**

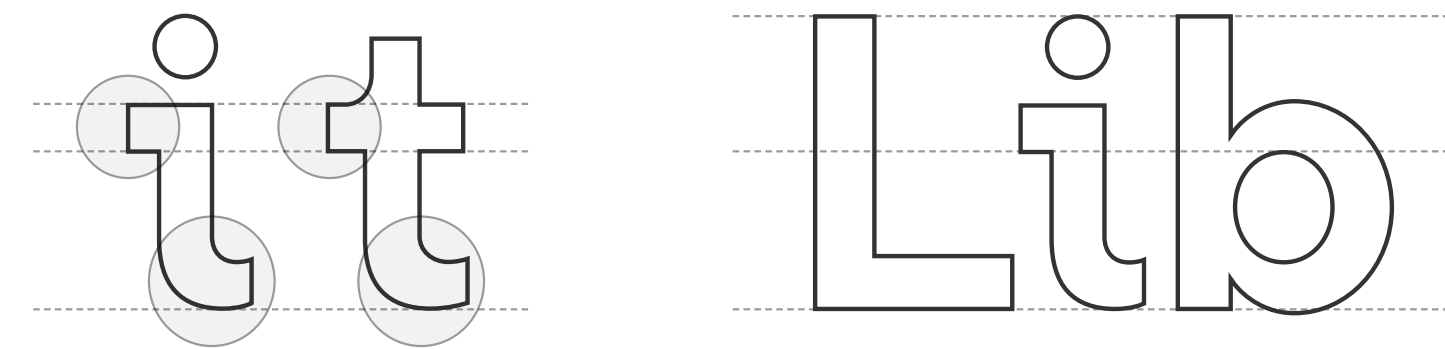


**Libraries
Connected**



**Libraries
Connected**

aries



The Libraries Connected logotype features a modified letter 'i'. This mimics the letter 't' in the type and the round, flowing letters of the rest of the brand font. The dot of the letter 'i' is also modified and appears as a perfect circle. Only this modified version of the logotype should be used, unless the name appears typed within headings and body copy.

Logotype stacked



**Libraries
Connected**



**Libraries
Connected**



**Libraries
Connected**

Greyscale logo

The greyscale logo should only be used when colour reproduction is not available.

The logomark diamond should appear at 60% black, with the Libraries Connected name appearing at 100% black.

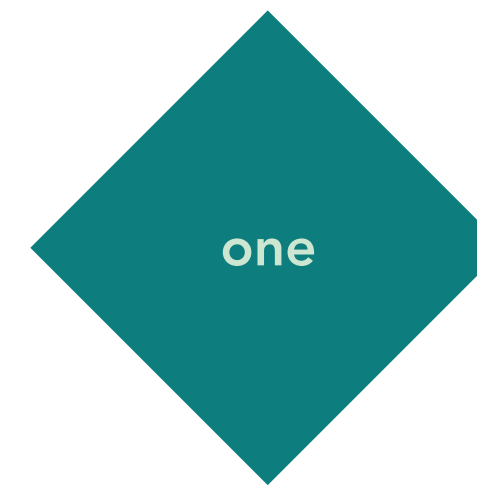


Colours

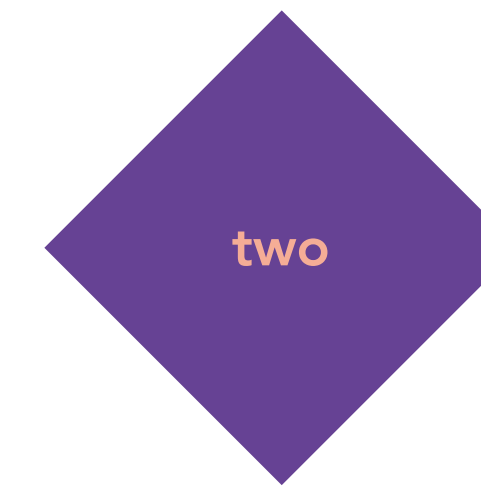
This broad, complementary colour palette allows for three choices of colour combination within the Libraries Connected logo.

There is also versatility to use all six colours within both printed and digital applications, so long as the combinations of colour are not paired outside of their designated pairings seen here.

Body copy should be used at 80% black.



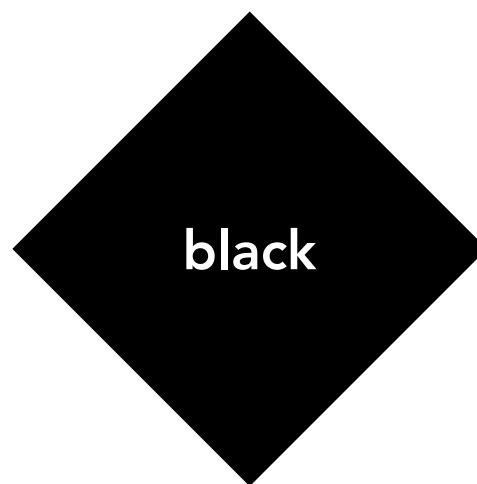
83 / 28 / 48 / 13
13 / 125 / 125
#0c7c7c



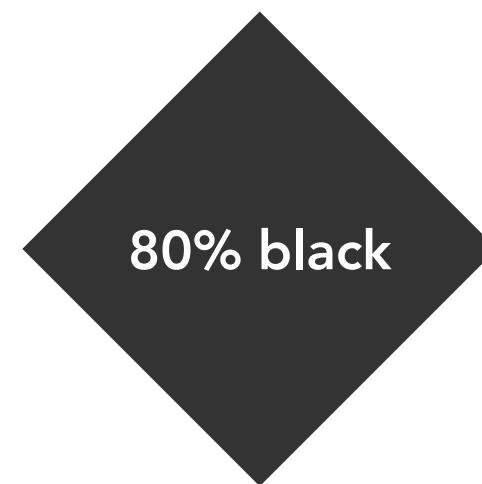
73 / 82 / 0 / 0
102 / 66 / 148
#664293



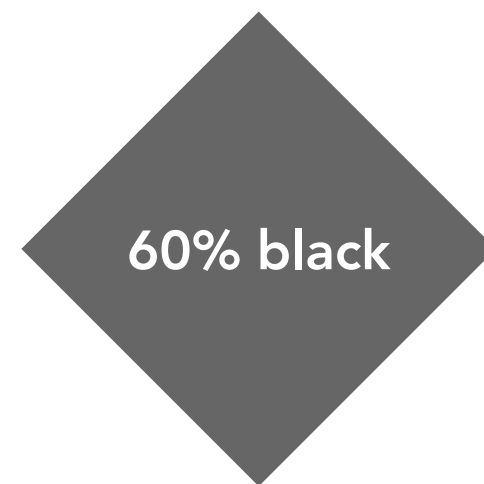
21 / 82 / 57 / 11
184 / 69 / 79
#b7444f



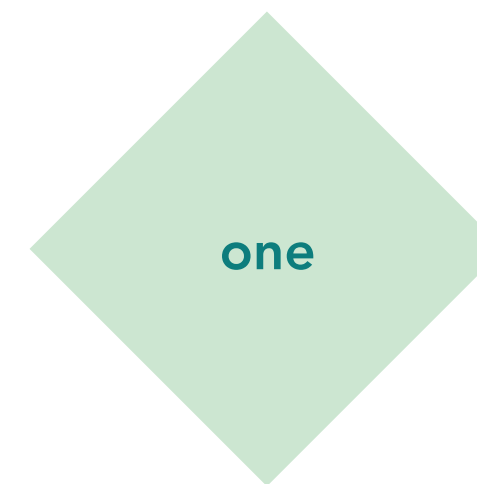
91 / 79 / 62 / 97
0 / 0 / 0
#000000



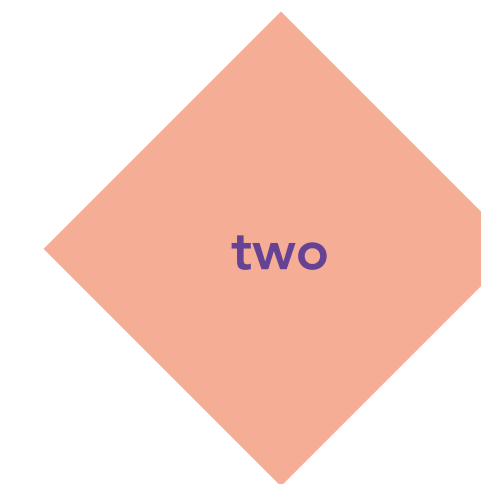
69 / 60 / 56 / 66
51 / 51 / 51
#323232



56 / 45 / 45 / 33
102 / 102 / 102
#666666



28 / 0 / 23 / 0
204 / 229 / 209
#cce5d1

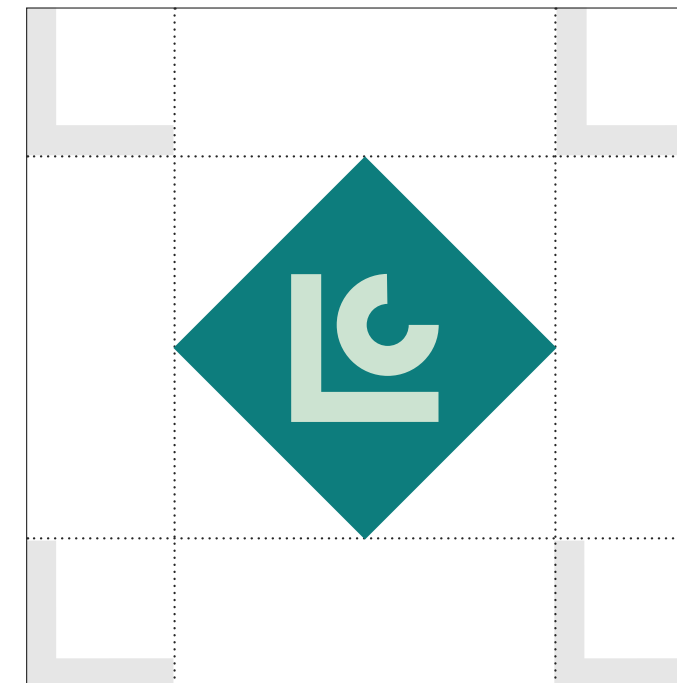


0 / 41 / 38 / 0
245 / 173 / 150
#f4ad96



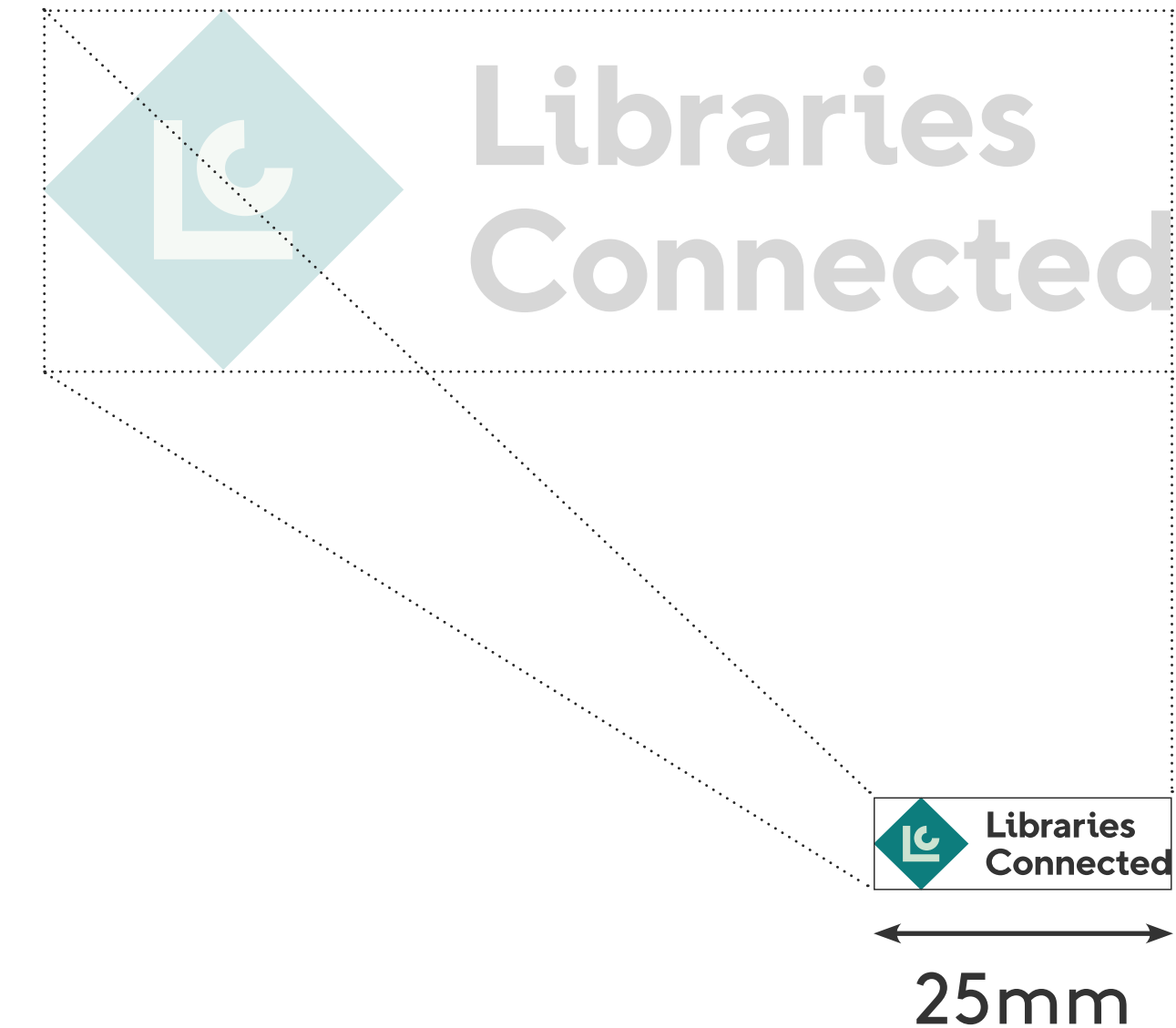
1 / 16 / 41 / 0
252 / 219 / 166
#fcdab5

Using the logo



Safe area

Whenever the Libraries logo marque is used, it is important to ensure there is enough space around it. This safe area is equivalent proportionately to the large L in the Libraries Connected diamond marque.



Minimum width

The Libraries Connected logo marque MUST appear no smaller than 25mm in width.

Using the logo - DO's and DON'Ts



DO use the Libraries Connected marque, scaled proportionately, in full colour, on a white background.



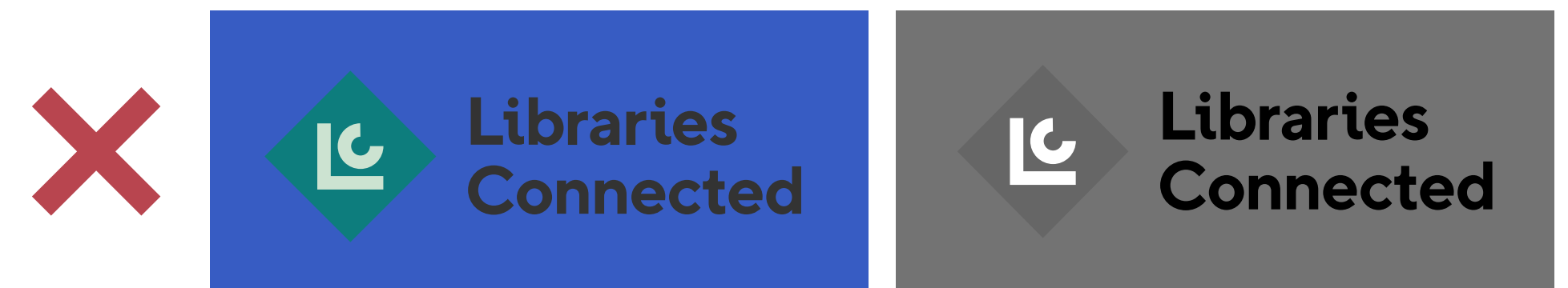
DO use the white Libraries Connected marque on dark backgrounds or images, ensuring it is visible.



DO use the greyscale version of the logo marque when colour reproduction is not available.



DON'T alter the lock-up of the logo marque in any way.



DON'T use the black and white or full colour logo marques on dark, busy backgrounds.



DON'T stretch, distort or rotate the logo marque.



DON'T make your own version of the logo, or change the typeface or diamond marque in any way.

Strapline

This brand does not have a traditional 'lock-up' style strapline as this was felt to be too inflexible. Instead, a strapline is used when there is need to emphasise a particular aspect of Libraries Connected's work. It is used in the place where this issue is being discussed i.e. a report into the impact of the public library sector on health and wellbeing.

The strapline contains a prefix and a suffix. It is the suffix that changes depending on the aspect in question.

The prefix is absolute and remains the same at all times:

For the power of...

Strapline

The suffix should be one word (or one very short phrase where a single word is not sufficient). Examples are the words denoting the Universal Offers.

Reading

Information

Health

Digital

Culture

Learning

For the power of public libraries

Outside of our Universal Offers, the above strapline can be used when a particular aspect of Libraries Connected's work does not need to be emphasised.



**Libraries
Connected**
For the power of public libraries

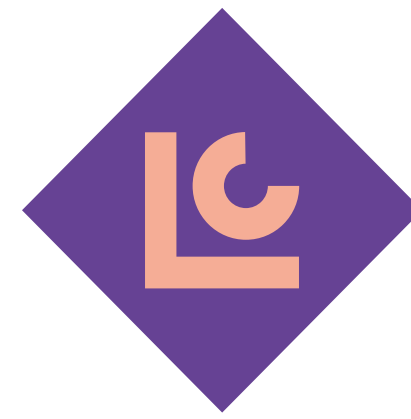


Strapline usage

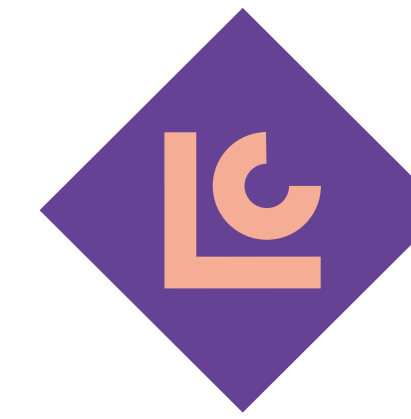
Straplines only appear with the horizontal, non-stacked version of the logo, and should never appear without the logotype.

Please ensure the strapline is used in the same colour as the marque.

The strapline could also be tailored to your geography i.e. For the power of libraries in Lancashire. However, please only do this when there is a clear rationale for its usage; too many iterations of the strapline across the country will dilute the message and its impact.



**Libraries
Connected**
For the power of reading



**Libraries
Connected**
For the power of information



**Libraries
Connected**
For the power of digital



**Libraries
Connected**
For the power of health



**Libraries
Connected**
For the power of culture



**Libraries
Connected**
For the power of learning

Strapline usage

Straplines can be used separately from the logotype, so long as they appear alongside the logotype, in opposite orientation, as per the examples shown here.



Libraries Connected

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Address line three
Address line four

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For the power of learning



For the power of learning

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Libraries Connected



Libraries Connected

For the power of learning

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For the power of learning



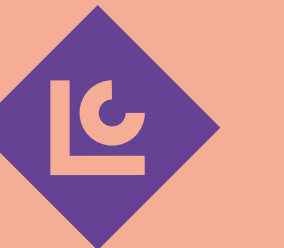
Greyscale logo with strapline

The greyscale logo and strapline should only be used when colour reproduction is not available.



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Typefaces



Primary typefaces

TT Norms Bold

Libraries Connected

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

[Buy TT Norms Bold here](#)

Avenir Book and Heavy

Used for subheadings and body copy, Avenir is clearly legible, whilst also complementary to the primary typeface of TT Norms Bold. Available in a broad range of weights, to enable a clear and definite hierarchy, Avenir affords a broad range of applications and outputs through both print and digital.

Avenir Book should be used for body copy and **Heavy** should be used for headings when FS Lucas is not an option

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

[Buy Avenir Book and **Heavy** here](#)



Secondary typeface

Arial Regular and Bold

Available on the majority of office computer system, and those using Microsoft Office, Arial is available in multiple weights, including Regular and **Bold**. Regular should be used to set body copy, whilst Bold should be used for headings and sub-headings.

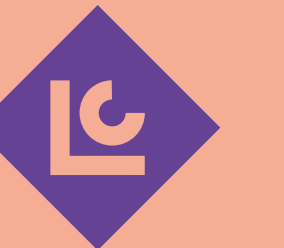
Arial is soft, rounded and highly legible, whilst also familiar to most users and readers. This typeface should only be used when the primary typefaces are not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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עובדים
בחדר

Working with others



Working with others

Libraries Connected works in partnership across all its main workstreams, and collaboration is key to its success. This means that the brand will regularly be seen alongside other brands, and must work with them. Ways in which to do this are set out overleaf.



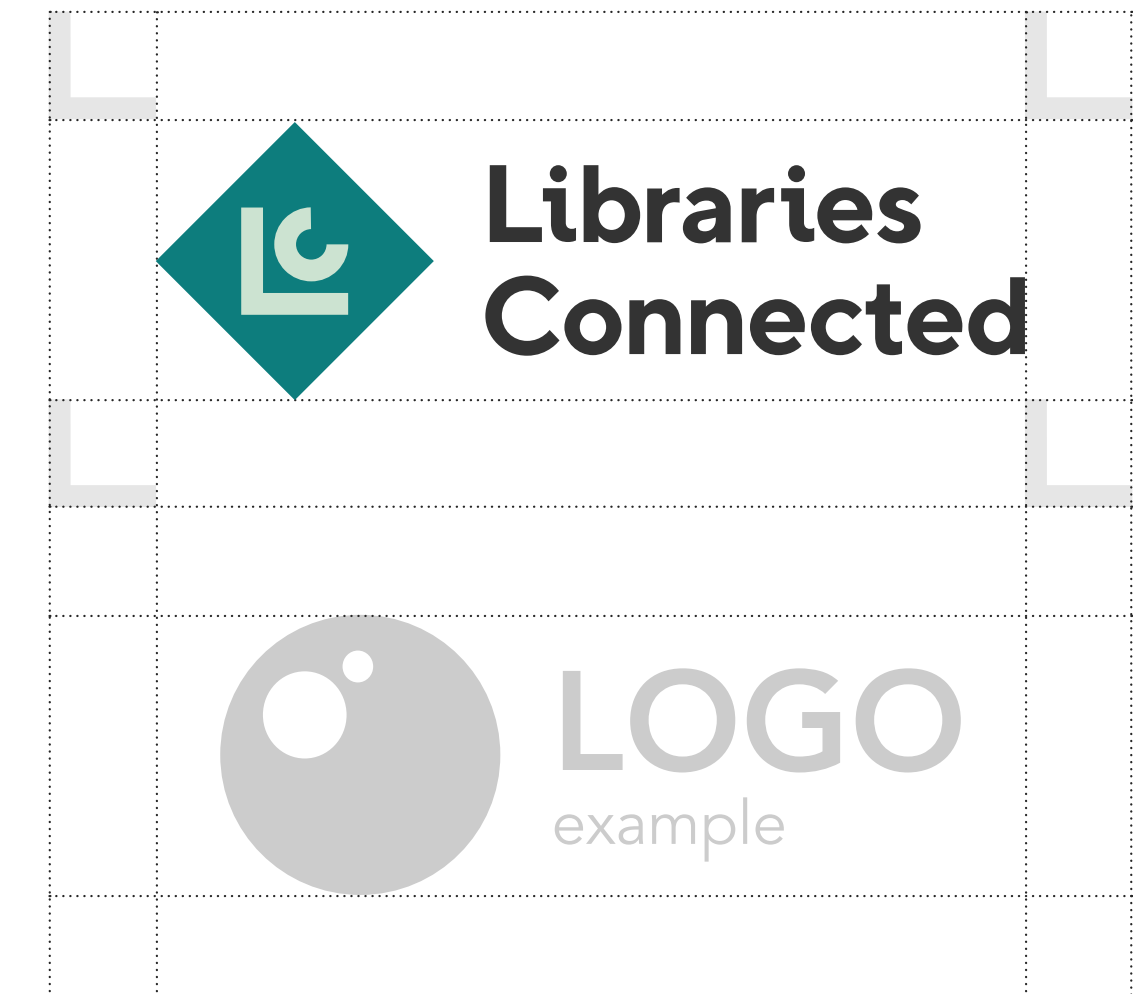
Using the logo with others

It is vital that the Libraries Connected logos and marques adhere to all safe areas/exclusion zones and minimum size requirements, as set out earlier in these brand guidelines.

Horizontal lock up



Vertical lock up



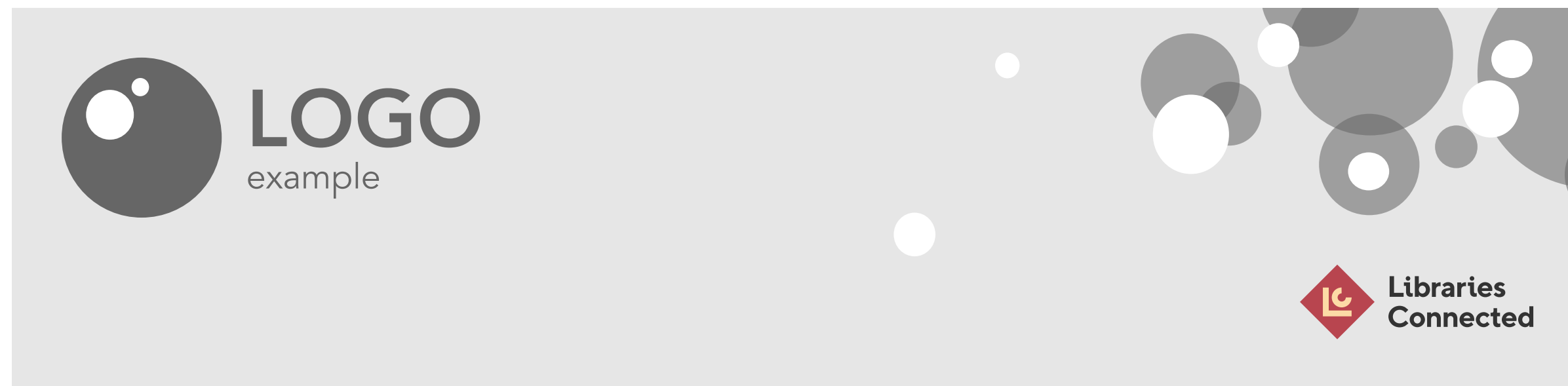
Libraries Connected dominant communications

On Libraries Connected dominant communications, it is paramount that our brand is the most prominent and should always appear larger and lead visuals in terms of colour palette and styling.



Partner led communications

On communications that are partner led, meaning Libraries Connected is either in support of those communications, or a partner of them, the Libraries Connected logo should never be bigger than the logo of the organisation/business leading the communications. The styling should also follow those of this organisation/business.



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Tone of voice



Tone of voice

Your brand is not solely how it looks: how your organisation 'sounds' is just as important. Your audiences and stakeholders should be able to recognise Libraries Connected by its written word as well as by the colours and typefaces it uses.



Our tone of voice

Supportive

Our tone is supportive and collaborative. We work through partnership and networks, and this comes across in our tone of voice.

Direct

We speak and write concisely to communicate the benefits and value of the sector in a direct way, straight to the point.

Inspired

We aim to inspire and excite our audiences about the power and potential of the library sector. This comes across in the language we use and our the energy of our communications.

Evidence-based

We use research, evidence and data to back up what we say and progress our purpose. The evidence is important to us and builds trust amongst our audiences.

Voice of our members

Libraries Connected speaks and communicates on behalf of our members and the library sector, this shared voice is vital to our style of communications.



Writing style

Understandably, given our field, the way in which Libraries Connected communicates should be confident and strong.

However, we should also be mindful of the diverse audience groups to whom we must communicate, so our writing style should strive for inclusivity above all else. This means we must avoid jargon, overly sophisticated language, and abbreviations, aiming instead for plain, easy-to-understand English. Our tone should be friendly but still demonstrate our knowledge and expertise without appearing overly authoritarian or intimidating.



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Images



Brand photography



Stock photography



Photography is rich, with a sense of depth and a focus on library activities - using computers, research, reading.

Tone should be vibrant, with light creating a sense of mood and showing off library spaces and the things people love about them.



Photography usage

Photography can be used in a number of ways, alongside the brand marque and patterns. When the marque is used over an image it should contrast well with the background to ensure legibility. The white-out version can also be used (as shown below). The pattern colour should also contrast with the image, should be used in corners of images, and never obscure the main focus of the image.



כאמור
באמצעות
כאמור

Brand in use



Powerpoint template



Tote bags



Print publications



Lapel pin badges



Social media branding

