

Brand Guidelines

Logo Color Variants

FULL COLOR - Use in designs with light backgrounds



GREYSCALE - Only use in documents that will not print in color



WHITE - Use in designs with dark backgrounds



Logo Styles

Primary

Secondary



Logo Positioning

Official Documents



Left-align the logo on documents such as:

- Press releases
- Invoices
- Memos
- Official letters
- Photography

Print & Digital Marketing



Center the logo on marketing assets such as:

- Instagram & FB stories
- Print flyers
- Instagram & FB posts
- Program Calendars

Promo Items



Stickers



Bookmarks



Typography

Headings - Century Gothic Bold


Subheadings - Century Gothic Regular, bolded

Body font - Century Gothic Regular

Formal font - Calisto MT Regular

Children's Program Font - More Sugar

Color Palette

- | | | |
|---|---|---|
|  #a5c5b2 |  #8aa6c0 |  #ffffff |
|  #2a7749 |  #345574 |  #9d9d9d |
|  #0b5229 |  #16324e |  #000000 |

Padding

Space (or padding) between text and images helps:

Visual appeal - improves design quality

Breathing space - prevents design clutter

Readability - prevents visual competition with text & images



Publicity Requirements

Brand Guidelines - p.2

Sizing

Social Posts
(not photos)

1300px
X
1300px

Print Flyers

8.5" X 11"

FB Events, Newsletter images
& Website carousel images

996px X 528px - FB & Web
996px X 404px - Newsletter

Social Story

1080px
X
1920px

Bookmarks

2.125"
X
6.124"

Brand Integrity

Whether you are creating a Facebook event or a print flyer, designs will reflect our brand message. We are a nationally-recognized library that prioritizes innovation and barrier-free access to resources that benefit the diverse Long Branch community. Designs should be engaging, professional, modern and must incorporate brand color palette.

LONG BRANCH
Free Public Library

APRIL Programs for Kids

<p>Every MONDAY 4:00pm Bucky James Center Children's Chess Club</p> <p>Chess Clubs is open to anyone between 5 & 17 who wishes to practice their skills against other students. A chess teacher will be available. All levels welcome!</p> <p>CONTACT: rmanah@longbranchlib.org</p>	<p>Every TUESDAY 11:00am Eberon Branch Library Toddler Time with Ms. Nekesha</p> <p>Join Ms. Nekesha at the Eberon Branch Library for stories, music & a take home craft!</p> <p>CONTACT: rmanah@longbranchlib.org</p>	<p>Every WEDNESDAY 4:30pm Eberon Branch Library Story Time with Miss Tara</p> <p>Join Miss Tara at the Eberon Branch Library for stories and fun for children. Family and friends are welcome to attend as well.</p> <p>CONTACT: tullivan@longbranchlib.org</p>
<p>Every THURSDAY 4:00pm Arts & Cultural Center Fine Art Class For Children</p> <p>Take your child to a beginner's Art Class with Kelly Louel! This series begins April 6th and ends May 6th.</p> <p>REGISTER: www.bit.ly/kidstheart24</p>	<p>Every FRIDAY 10:00am Eberon Branch Library Toddler Time with Miss Tara</p> <p>Join Miss Tara at the Eberon Branch Library for stories and fun for younger children. Family & friends are also welcome to attend!</p> <p>CONTACT: tullivan@longbranchlib.org</p>	<p>Every 1st & 3rd SATURDAY 11:00am Temp. Library Spanish Story Time with Miss Cristina</p> <p>Join Miss Cristina for a special Spanish story time and a take-home craft at our Temporary Library on 131 Bath Ave.</p> <p>CONTACT: ccouacian@longbranchlib.org</p>
<p>Every 2nd & 4th SATURDAY 11:00am Temp. Library Craft & Story with Ms. Yanique</p> <p>Join Ms. Nekesha at the Eberon Branch Library for stories, music & a take home craft!</p> <p>CONTACT: ythompson@longbranchlib.org</p>	<p>Monday APRIL 8th 1:30pm Temp. Library Eclipse Viewing Party</p> <p>Join us at our Temporary Library to watch the solar eclipse. We expect to see 95% of the total eclipse, which will reach its peak at 3:35pm.</p> <p>CONTACT: kelly@longbranchlib.org</p>	

Visit www.longbranchlib.org for more information!

The Harlem Renaissance
Monday, February 26th at 7pm

SPANISH Storytime

A CONTOR AMABILIDO
COUNTING EVERY DAY
Join Miss Tara at the Eberon Branch Library for stories and fun for children. Family and friends are welcome to attend as well.

NO LEAVES TO DRAGON
A LA BIBLIOTECA
Join Miss Tara at the Eberon Branch Library for stories and fun for children. Family and friends are welcome to attend as well.

LIBRARY STAFF Book Club
Friday, February 23rd at 2pm

Ann Patchett
Bel Canto

SIGN UP TODAY
for a Long Branch Free Public Library Card!

Long Branch Public Library

Cards are FREE for Long Branch Residents • Students • Employees

www.bit.ly/longbranchcard

Long Branch Free Public Library

Request the eBook
with your Library card!

LISA SEE
LADY TAN'S CIRCLE OF WOMEN

Libby

PLACE HOLD

All publicity will have call to actions and/or contact info. For instance, program flyers will have appropriate contact info, date, time and location of program. Instagram stories that advertise a new book arrival should have a "Place Hold" button that links directly to Libby or online catalog.

For a full list of Public Relations & Publicity Policies, see Library Public Policy Manual.

1. AUDIENCE

The Long Branch Free Public Library serves a multicultural community of various age groups. Our Library welcomes all, embraces inclusion, and connects to the community by providing barrier-free resources and programming. Keep our audience in mind when creating designs and copy to be publicized.

2. MARKETING ASSETS

Library marketing assets encompass a variety of promotional materials designed to communicate and promote the library's resources, services, and events. These assets serve to engage and inform library patrons and stakeholders through print and online.

Examples of library marketing assets include outdoor and indoor signage, flyers, social media graphics, email newsletters, brochures and any other promotional content aimed at fostering awareness and involvement within the library community.

3. RESPONSIBILITIES

The Community Engagement Librarian is responsible for all marketing assets distributed via social media, email, print, or otherwise which are reviewed by or created by the Community Engagement Librarian before distribution. Items of greater importance such as new initiatives or announcements are to be reviewed by the Library Director before distribution. Marketing Committee staff may create and design marketing assets after being trained by the Community Engagement Librarian.

The Community Engagement Librarian is responsible for keeping track of publicity requests. Publicity requests, delivered by library staff via Google Forms, are accepted at the discretion of the Library Director and Community Engagement Librarian.

4. DESIGN REQUIREMENTS

The design of marketing assets should actively encourage library patrons to partake in various forms of engagement, including attending events, placing holds on items, visiting the library, and other means of interactive involvement.

Marketing assets will be designed in accordance with Brand Guidelines with special attention to logo placement, publicity sizing, typography, padding, and brand integrity specifications.