

Timberland Regional **LIBRARY**

BRAND GUIDELINES

TOOLS TO HELP YOU USE OUR TRL IDENTITY EFFECTIVELY



TRL.org

1.1 INTRODUCTION

The Timberland Regional LIBRARY (TRL) Logo is in full color on a transparent background. Only use solid black or white type treatment when space is limited. The horizontal logo is our most universally recognized asset, and to aid comprehension, we use that version wherever possible.



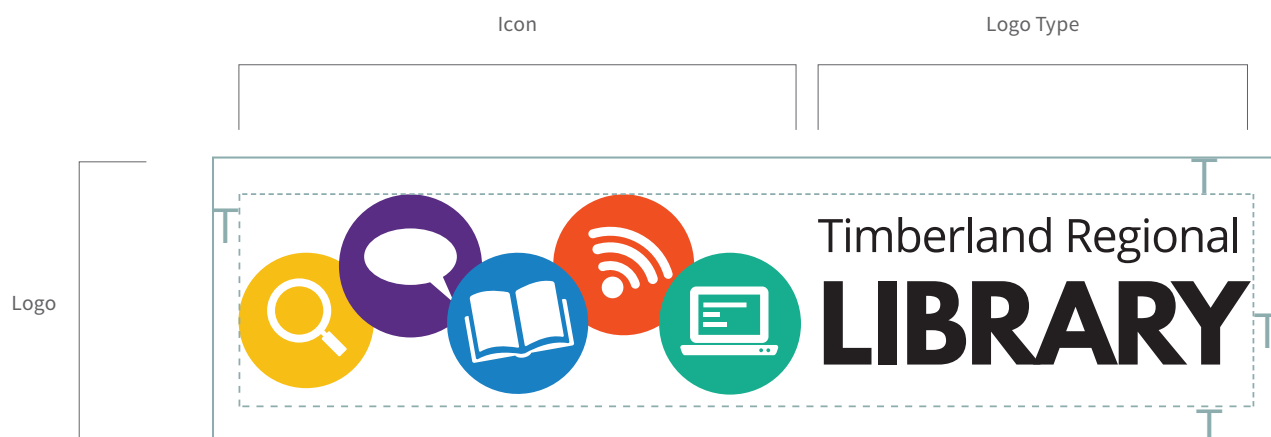
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LOGO VISUALS

SECTION ONE

1.2 PRIMARY MARK

The Timberland Regional LIBRARY mark shown here is the primary logo for the library. Alternate versions include: Icons on the right, above, and logo type only in black or white. Logo should only be layered over solid color. Logo needs minimum of 'T' amount of space for breathing room.



LOGO ELEMENTS

The TRL Logo is the combination of two separate elements: The Logo type and the icons. The full-color logo shown above is the primary and preferred visual identification. The icons should not stand alone. If space is limited, use the logo type.



THE LOGO ICONS

Icons should be used in full color with type treatment. If black and white is needed, contact Creative Services.

Timberland Regional **LIBRARY**

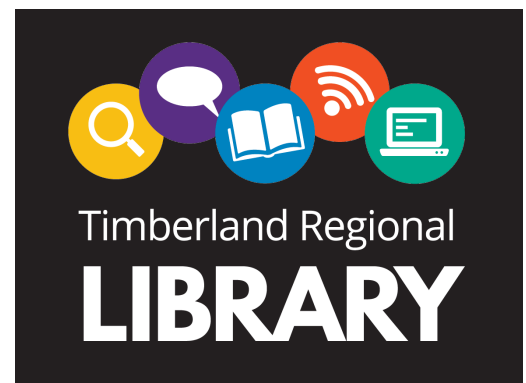
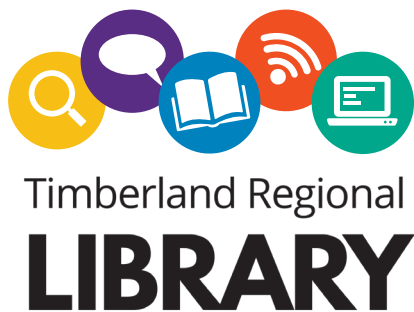
THE LOGO TYPE

The black and white type treatment versions should only be used due to color restriction or background color.

Timberland Regional **LIBRARY**

1.3 BACKGROUND COLOR VARIATIONS

TRL type treatment and icons lend to a variety of usages depending on the product locations. These are approved variations.



Timberland Regional
LIBRARY

Timberland Regional
LIBRARY

Timberland Regional **LIBRARY**

Timberland Regional **LIBRARY**

MINIMUM SIZE

Timberland Regional
LIBRARY

Timberland Regional **LIBRARY**

On smaller scale, use the type
treatment only.



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TYPOGRAPHY

SECTION TWO

2.1 TYPEFACE FOR LOGO

The visual identity of TRL is communicated through the use of type. This assists with solidifying and to reflect the characteristics of our brand.

Open Sans and League Spartan is the preferred TRL brand typeface. Its clean, contemporary style accentuates the streamlined experience we deliver to our patrons. To reinforce clarity and consistency in our brand.

FONT TYPE: Sans Serif fonts are fonts which are clean, crisp, sleek, and easy to read. Sans serif fonts are more legible from farther away, which is why they are good for posters and digital media, particularly the titles and headers.

ALIGNMENT: Left align is preferred. Right align is okay when required by the design, but center align should be avoided.

KERNING AND TRACKING: In Adobe applications, kerning should always be set to optical and tracking should be set to -25.

WEBSITE: No longer use www when listing the web site. Just use **TRL.org**

Timberland Regional **LIBRARY**

Open Sans
Regular

Kerning -25

**LEAGUE SPARTAN
(ALL CAPS)**

Kerning -25

TRL.org

Open Sans
BOLD (ALL CAPS)

Kerning -25

Open Sans
Regular (Lower Case)
Kerning -25

2.2 PRIMARY TYPEFACES

OPEN SANS REGULAR | 938 GLYPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz # @ & 1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

OPEN SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

OPEN SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

OPEN SANS SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

OPEN SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

OPEN SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ & 1234567890

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

OPEN SANS EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz # @ &
1234567890

2.2 PRIMARY TYPEFACES

LEAGUE SPARTAN BOLD | 300 GLYPHS

CAPITALS - 24 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LOWERCASE - 28 PT

a b c d e f g h i j k l m n o p q r s t u v w x y z

NUMERALS, PUNCTUATION, AND GLYPHS - 22 PT

**0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ~ ({ [“ - + = . , ; : † ‡
J I • W O ’ ”] })**

3.1 COLOR SYSTEM

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold and diverse community. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Timberland image or visual story.

TRL COLORS

There are five TRL colors including black. PMS 7408, PMS 268, PMS Medium Blue, PMS 1655, PMS Bright Green and Black

USE OF TINTS

As a general rule, tints of the colors are to be avoided on the logo, but may be used for graphs and charts where colors are limited (eg single-color printing). Solid colors are preferred, avoid using gradients in general.

COLOR BLINDNESS

Red/green color blindness is the most common, so avoid green on red or red on green. (Avoid using red and green color only for “bad” and “good” indicators).



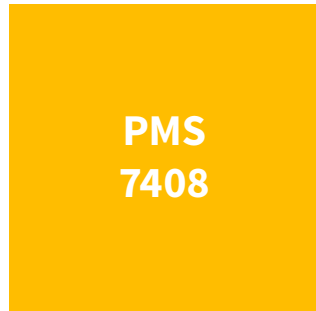
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COLOR PALETTE

SECTION THREE

3.2 PRIMARY PALETTE

These should always be considered as the primary colors.



COLOR SPACES OF #F6BE00

Hex: #F6BE00

RGB: 246, 190, 0

CMYK: 0, 23, 100, 4

TINTS OF #F6BE00



COLOR SPACES OF #582C83

Hex: #582C83

RGB: 88, 44, 131

CMYK: 33, 66, 0, 49

TINTS OF #582C83



COLOR SPACES OF #0084CA

Hex: #0084CA

RGB: 0, 132, 202

CMYK: 100, 35, 0, 21

TINTS OF #0084CA



COLOR SPACES OF #FC4C02

Hex: #FC4C02

RGB: 252, 76, 2

CMYK: 0, 70, 99, 1

TINTS OF #C6C6C5



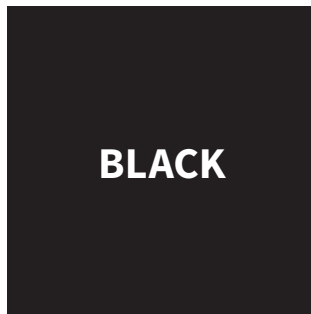
COLOR SPACES OF #00B08B

Hex: #00B08B

RGB: 0, 176, 139

CMYK: 100, 0, 21, 31

TINTS OF #00B08B



COLOR SPACES OF #080808

Hex: #080808

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

TINTS OF #080808



CONTACT INFO



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Timberland Regional **LIBRARY**
TRL.org



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