



Brand Manual

Table of Contents

1 Introduction

2 Brand Culture

3 Mission Statement

4 Vision

5 Values

6 Strategic Priorities

7 Design Principles

8 Design Personality

9 Design Hierarchy

10 Brand Identity

11 Logo Suite

12 Guidelines

14 Incorrect Logo Usage

15 Typography

17 Color Systems

WE ARE ALL BRAND AMBASSADORS

Each of us share a responsibility for telling the SJPL story every day.

Our brand identity is the foundation for telling that story and helps us define and distinguish our brand. Our brand communicates the connections that join us together. Consistently and correctly applying our brand is crucial to creating a unified and recognized image.

In short, ***SJPL's Brand Manual*** establishes the basic rules and guides to maintain a consistent identity system required throughout all designs.

Please note that while consistency is crucial to our brand, ***SJPL's Brand Manual*** is also a breathing and living document. As the current trends, technology, and needs of staff, stakeholders, and members change, we too must modify our brand to meet their expectations.

Brand Culture

MISSION STATEMENT

SJPL's Mission is the reason we exist.

San José Public Library enriches lives by fostering lifelong learning and by ensuring that every member of the community has access to a vast array of ideas and information.

VISION

SJPL's Vision is the reason we exist and what we want to fulfill for our members. We strive to provide:

- Library services that are known and valued by the culturally diverse community, resulting in use from the broadest base of the public.
- A welcoming and lively cultural and lifelong learning center for the community.
- Timely and accurate information assistance that will inform and empower the public.
- Services and collections that are relevant to community needs, readily accessible, and easy to use.
- A well-trained and highly capable staff that reflects the diversity of San José and works well together to provide quality service to all users.
- Appropriate facilities which are inviting and well maintained.
- Technology that appropriately expands and enhances service.
- Defense of intellectual freedom and the confidentiality of each individual's use of the library.
- A close working relationship with other libraries, community agencies and organizations that foster cooperation, making the most efficient and effective use of the taxpayer's resources.

VALUES

SJPL's Values are the very core of our brand. This is who we are and what we stand for.

- Our users are not only our customers, they are the reason the library exists. We provide quality service and treat all users fairly and equally. Services are provided in a non-judgmental manner that is sensitive to and supportive of human differences.
- Our employees and volunteers are valued as individuals and for their important contributions to the organization. An open exchange of ideas is encouraged throughout the system. We nurture our talents and each other.
- We are a learning organization that is not afraid to change and take appropriate risks in pursuit of meeting community needs. We constantly reassess our services and methods and try to see ourselves through the public's eyes.
- We maintain high standards in our work and help instill a sense of pride in all employees, as well as a strong sense of responsibility and integrity.
- Both staff and users are encouraged to enjoy their library experience.

STRATEGIC PRIORITIES

SJPL's Strategic Priorities is a roadmap to guide library operations, staffing, marketing, and service delivery. Our priorities are to:



Enhance Access

to library services, resources, and programs.



Connect

the community to high-quality opportunities and tools for learning.



Engage

volunteers, staff, communities, and partners to strengthen services.



Ensure

libraries and services are safe, connected, efficient, and welcoming.



Boost

awareness of library resources, services, and value.

Design Principles

DESIGN PERSONALITY

Our design personality establishes the foundation of the SJPL brand. It is a product of our mission and a reflection of our brand culture and promise to our community. We strive to apply these traits in all of our visual communications, designs and content.

bold

Designs are bold and embrace the rich diversity of our members.

optimistic

Designs are optimistic and create positive experiences.

inspirational

Designs are inspirational and create opportunities for members to reach their full potential.

practical

Designs are practical and provide clear and concise, solutions.

honest

Designs are honest and provide correct and up-to-date information.

impactful

Designs are impactful and encourage life-changing opportunities.

DESIGN HIERARCHY

Our designs put an order of importance to design elements to direct attention and make information easier to digest.

attention

Attract attention and create awareness through visual elements. This should be the most dominant design element and should communicate the overall purpose of the design.

desire

Highlight features and benefits to convince the reader that this will, or will not, satisfy their interests.

Tip: Use bullet points to make the message clear.

interest

Clearly outline the purpose of the design. Engage the reader through a clear and concise headline and sub-header that creates an interest to design.

action

Lead the reader towards a specific or measurable action. Direct actions create a sense of urgency, such as "register today." Indirect actions simply inform, such as including dates and locations, or a website.

APPLIED DESIGN PRINCIPLE

Here is an example of how our design principle is applied through SJPL designs:

attention

interest

desire

action

SJPL Flyer Sample

Brand Identity

LOGO SUITE

Maintaining the integrity of our logo is key to building a strong identity. Adhering to these simple guidelines ensures the logo is always presented consistently.

PRIMARY LOGO



Our **primary two-color logo** is to be used wherever possible for print and digital designs.



The **solid gray logo** can be used on light backgrounds.



The **reverse logo** can be used on dark backgrounds.

SECONDARY LOGO



Our **secondary logo** can be used when the primary logo doesn't fit due to design limitations. This logo can also be used in solid gray or reverse.

ICONMARK



Our **iconmark** should only be used when design limitations prohibit the primary or secondary logo to be used, such as social media. The iconmark should never be used in solid gray or reverse.

GUIDELINES

Follow these simple rules to maintain brand consistency.

CLEAR SPACE

To ensure our logos are clearly visible, leave a “safe zone” around the logo that is free of typography, graphics, and other elements that cause visual clutter. This area is defined by using the height of the silhouette around the logo.



MINIMUM SIZES

Scale and proportion should be defined by the available space, aesthetics, function, and visibility. There are no preset maximum sizes, however, minimum sizes have been set to safeguard the visibility and integrity of the logo.



LOGO PLACEMENT

Consistent placement across designs help build awareness across our brand. Maintain an equal amount of clear space on the edges.



Whenever possible, place the logo in the lower or upper left hand corner.



Center the logo for multi-page covers, PowerPoint presentations, or similar designs.



The logo should be positioned on the right side only if there are design constraints. Sub-brand logos should be positioned on the top right side.

COMMON FILE TYPES

Our logos are saved in different graphic file formats. Here is a quick guide for choosing the best logo file format:

.JPG A general use format. Used best for small to medium print and digital designs.
NOTE: This file does not have transparencies and should only be used on white backgrounds.

.PNG Best for web or digital designs. It is generally not recommended for print, but can be used for smaller prints due to its transparency properties.

.EPS These are best used for large and great quality logos for any print. However, this file format may not be compatible with all software.

.AI Similar as an .EPS format, an .AI file contains the logo artwork that can be used for any size and quality print. This file can only be opened using Adobe Illustrator or other compatible vector graphics software. Use this file if asked for a "vector format."

INCORRECT LOGO USAGE

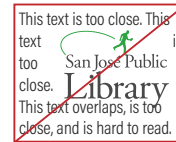
Avoid these logo mistakes:



Do not use individual logo elements.



Do not change the logo's font or weight.



Do not infringe on the logo's clear space.



Do not modify or add any graphic elements.



Do not use a low resolution logo.



Do not use the logo on complex textures, graphics, or images.



Do not recolor any parts of the logo.



Do not rotate or change the direction of the logo.



Do not use the reverse logo on light backgrounds.



Do not stretch, skew, warp, or distort the logo.



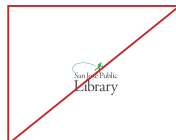
Do not add shadows, emboss, engrave, or other filters and visual effects.



Do not use the solid gray or two-color logo on dark backgrounds.



Do not use the old logo with the three silhouette figures.



Do not make the logo smaller than the minimum sizes.



Do not enclose the logo in an outline or color box.

TYPOGRAPHY

Text is the primary way that users digest information, so it's important to use good principles to establish clear visual content hierarchy, and should be used for all communications to ensure a consistent look and feel.

PRIMARY TYPEFACES

Adobe Acumin Pro Typekit is our primary typeface, chosen for its versatility, balance, and quality. It works great for both headlines and body copy, and can be used for **English, Spanish, and Vietnamese**.

Acumin Pro Semi Condensed

Acumin Pro Condensed

Acumin Pro Extra Condensed

Source Han Serif TC is used for Chinese.

Source Han Serif TC

When the primary typeface is not available, use alternate typefaces.

ALTERNATE TYPEFACES

Use the following fonts when the primary typeface is not available. These fonts are built into system-wide templates.

English & Spanish

Century Gothic

Vietnamese

Arial

Chinese

Simsun

STYLES

Headline

- Use all-caps for headlines less than 2 lines containing less than 4 words per lines
- Use sentence case for headlines 3 lines long
- Headlines should never exceed 4 lines

Copy

- For most designs, use a minimum of 12 pt. with a 14 pt leading
- For smaller print designs, do not go below 8 pt. with 10 pt. leading

Color

- For copy, use dark gray with light backgrounds, or white on dark backgrounds

Weight

- For headlines, use bold or black fonts

Call to Action

- Use a bold typeface and color to create contrast between copy and call to actions.

Justification

- For headlines, use left justified.
- For copy, use left justified or full justification
- Never use center or right justification

CONTENT HIERARCHY

Consistent with the design hierarchy, content should have a hierarchy in place to guide the reader's eye through the content and call attention to pertinent details and action items.

The following is an example of content hierarchy using the primary typeface, but can also be applied using the secondary typefaces. Pay attention to size, weight, and leading (line-spacing).

This headline is Acumin Pro Semi Condensed Bold

An optional subhead can be added if needed in Acumin Pro Semi Condensed regular.

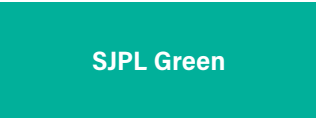
Body copy is set in Acumin Pro Semi Condensed. Always use dark gray text instead of black, for ease of reading.

Call to Action

COLOR SYSTEMS

SJPL’s Color Palette takes inspiration from and symbolizes the rich diversity of our communities. The bold, vibrant, and dynamic blend of colors provide great flexibility to designs and marketable material.

PRIMARY COLOR PALETTE



SJPL Green

PMS 2400 C
CMYK 77, 4, 50, 0
RGB 1, 176, 154
HEX #00af99

Symbolizes growth, renewal, and a sense of family & community. Use this color for most designs that do not fit a specific category.



SJPL Blue

PMS 2925 C
CMYK 74, 22, 0, 0
RGB 26, 158, 217
HEX #1a9ed9

Symbolizes high quality, reliability, high tech, and security. Use this color for designs that revolve around general computers, Internet, or technology.



SJPL Yellow

PMS 1365 C
CMYK 0, 35, 87, 0
RGB 251, 176, 59
HEX #fbaf3a

Symbolizes wisdom, intellect, learning, and a sense of friendliness. Use this color for designs that revolve around education, learning, or literacy.



SJPL Red

PMS 186 C
CMYK 17, 98, 92, 7
RGB 193, 39, 45
HEX #c0262d

Symbolizes energy, liveliness, and excitement. Use this color for designs that involve outside performers, special guests, and author visits.

Brand Identity

NEUTRAL COLORS

The following color palette is used for supplemental design support. Text should use dark gray wherever possible on white or light backgrounds. For added contrast, medium gray can be used in copy. Default black and true black colors should never be used.

Dark Gray	PMS 419 C CMYK 71, 65, 64, 69 RGB 38, 38, 38 HEX #262626
Medium Gray	PMS 446 C CMYK 70, 59, 59, 44 RGB 63, 68, 68 HEX #3f4444
White	PMS N/A CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

SECONDARY COLOR PALETTES

Secondary color palettes are used for unique SJPL branded services. For a full list of brand identities, visit the Marketing & Communication's SharePoint page.

This includes, but not limited to, the following services:





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MARKETING & COMMUNICATIONS

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