



BRANDBOOK & STYLE GUIDE



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INTRODUCTION

Orange County Library System is the public library system serving 1.3 million residents of Orange County, Florida. Our headquarters are located at Orlando Public Library, located at 101 E. Central Blvd. in downtown Orlando. We also operate 14 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.

IDENTITY



Our libraries are places people come to have fun. To learn, grow, connect.

Our libraries are more than just buildings – they are community centers where people come to share and collaborate. 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 in this document are not meant to restrict you, but to improve the creative and communications process – when in doubt please contact Marketing & Public Relations. By following these guidelines, the messages you create about events, programs and services will represent the library in a consistent way.



MISSION. VISION. VALUES.

OUR MISSION IS:

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

ORANGE COUNTY LIBRARY SYSTEM'S VISION IS:

Where you engage in amazing experiences and opportunities to learn, explore and create the best you.

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 broad range of people. 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 22–38), 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 LOGO DESIGN



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 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



Pantone "Spot Color"

Pantone is a standardized color matching system, utilizing the Pantone numbering system for identifying colors it is color specific and takes highly precise mixes of ink to create an exact color. Pantone colors can convert to CMYK colors, however, the colors have a tendency to lose their brightness and become dull.



CMYK "four color process"











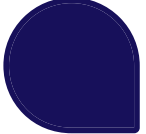
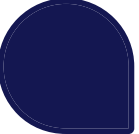




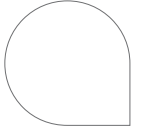
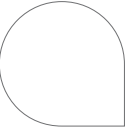
(Cyan, Magenta, Yellow, Black) color mode is used for print design. When printing with four color process, each color is put on the paper separately, and then layered. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.






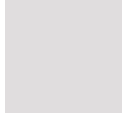





RGB

(Red, Green, Blue) color mode is for the sensing, representation, and display of images in electronic systems, such as smart phones, monitors/televisions and other computer devices.

PRIMARY COLORS

Pantone "Spot Color"	CMYK "four color process"	RGB
 PANTONE® WHITE 000C Pantone 000 C 100%	 0 / 0 / 0 / 0	 255 / 255 / 255
 PANTONE® 166 C Pantone 166 C 100%	 0 / 80 / 95 / 0	 241 / 90 / 41
 PANTONE® 135 C Pantone 135 C 100%	 0 / 18 / 72 / 0	 255 / 199 / 88
 PANTONE® 274 C Pantone 274 C 100%	 98 / 97 / 0 / 49	 34 / 21 / 81
 PANTONE® 388 C Pantone 388 C 100%	 11 / 0 / 91 / 0	 224 / 231 / 34
 PANTONE® WHITE 000C Pantone 000 C 100%	 0 / 0 / 0 / 0	 255 / 255 / 255

SECONDARY COLORS

 PANTONE® 7702 C Pantone 7702 C 100%	 66 / 8 / 7 / 1	 72 / 169 / 197
 PANTONE® Cool Gray 3 C Pantone Cool Gray 3C 60%	 18 / 13 / 10 / 0	 200 / 201 / 199
 PANTONE® 274 C Pantone 274 C 30%	 98 / 97 / 0 / 49	 34 / 21 / 81

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 Orange County Library System logo is over white/light background.

If the logo must be placed on a dark background or color options are limited 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 Marketing and Public 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

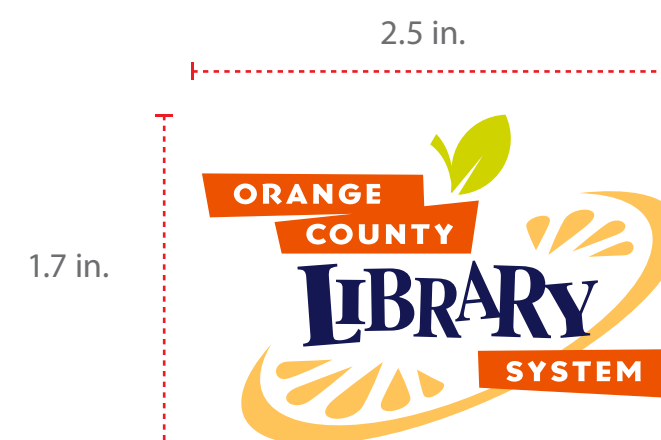
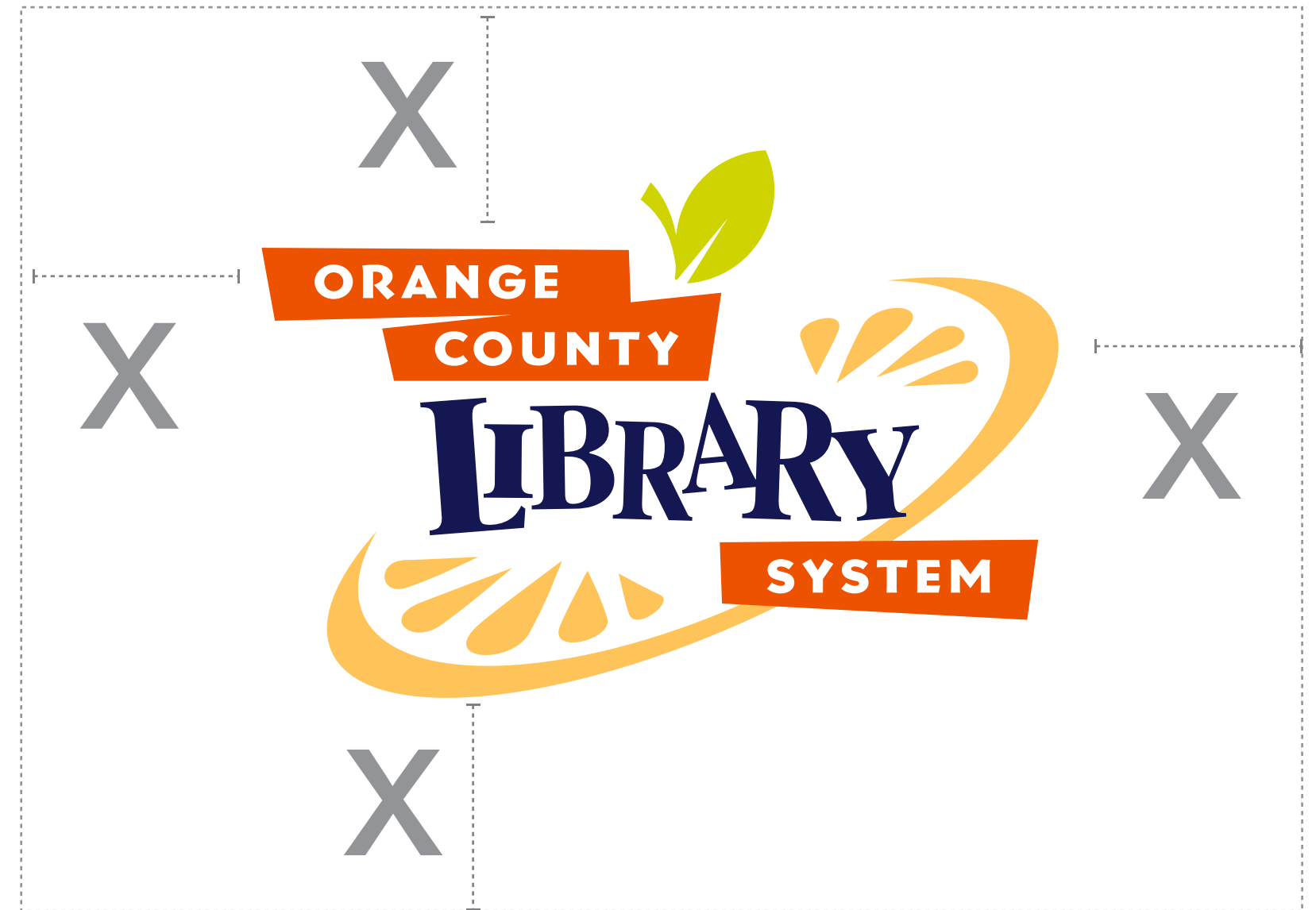
Make sure that text or other design elements do not encroach upon the logo.

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.

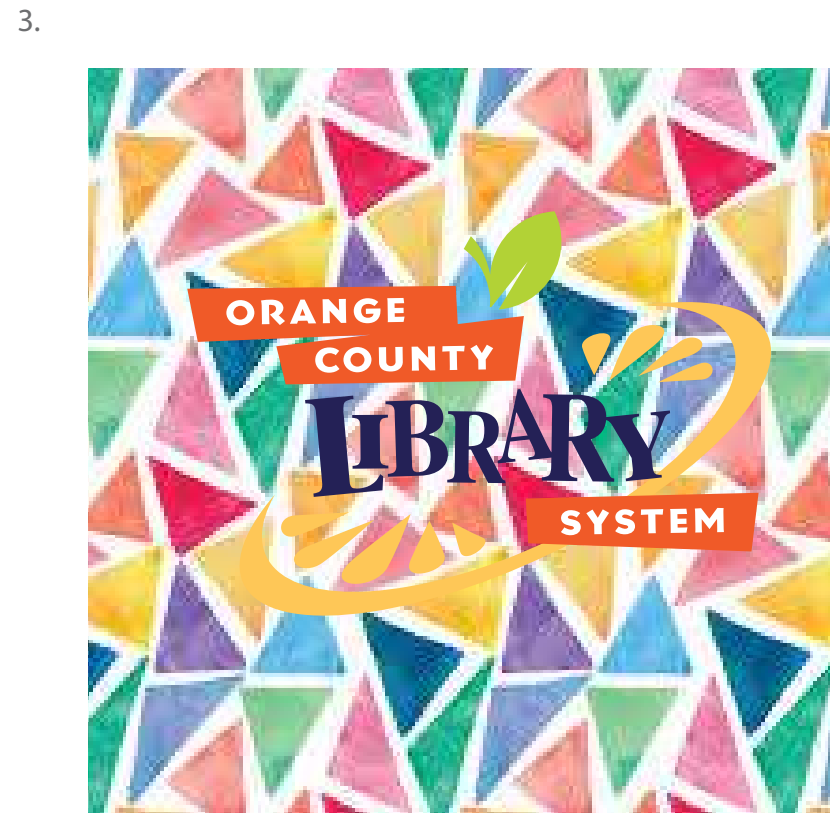
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



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 disproportionately.



BRAND PRIMARY FONT

ARIAL SIX COMMONLY USED FAMILIES BELOW:

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
<i>ITALIC</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</i>
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
<i>BOLD ITALIC</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890</i>
NARROW	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890

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

Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines, etc., and for display use in newspapers, advertising and promotions.

CLEAN, NEUTRAL AND EASY TO READ.

PHOTOS & VIDEOS



The photos we use are expressive, show real emotions and are cropped for maximum effect. Attributes: fun, optimistic, natural, clear, simple, real people in real situations.

DO'S AND DON'TS:

DO use images from the library's Image Bank to make your content look appealing. Using our photos ensures that our messages feel genuine and that we care about connecting with our customers. It also makes sure that we keep a strong visual identity that is consistent across the system.

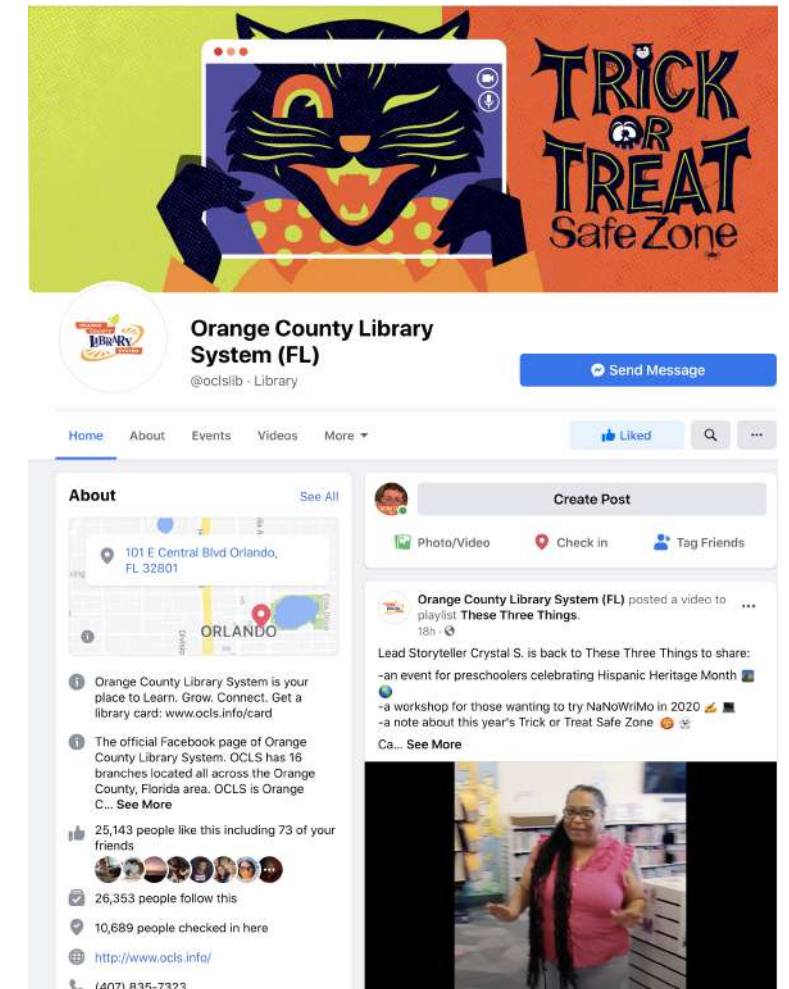
If you absolutely cannot find an image that suits your needs in the Image Bank, the other approved source for images is Getty Images. If you do not know how to access our account, speak with your manager for details. To request to have a photo added to the Image Bank, submit it to the Marketing & Public Relations Photographer for approval.



DO refer to the OCLS Facebook Page events feed for approved graphics and images.

DO use graphic content if it is provided by Marketing & Public Relations.

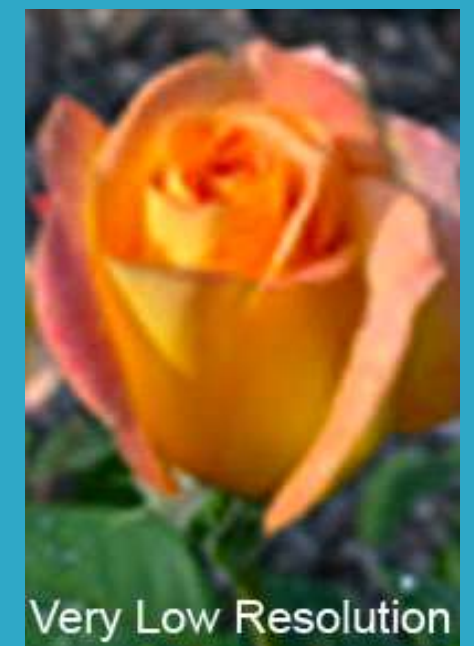
DO make sure your photos/graphics are cropped and sized to fit the ideal dimensions for the platform you are using: ocls.info, various social media websites and apps (Facebook, Twitter, Instagram Stories, etc.), email service providers (Mailchimp), etc.



DON'T use photos that are pixelated or low-resolution, clip art and graphic content (even if it is from owned software such as Microsoft Office), or images we do not have express permission to use (such as Pixabay or similar websites).

DON'T use content that is suggestive, controversial or exposes a lot of skin.

DON'T use content that promotes excessive drinking or illegal, reckless behaviors.



COPY AND TONE



When we talk about the library, we should 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 in 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.

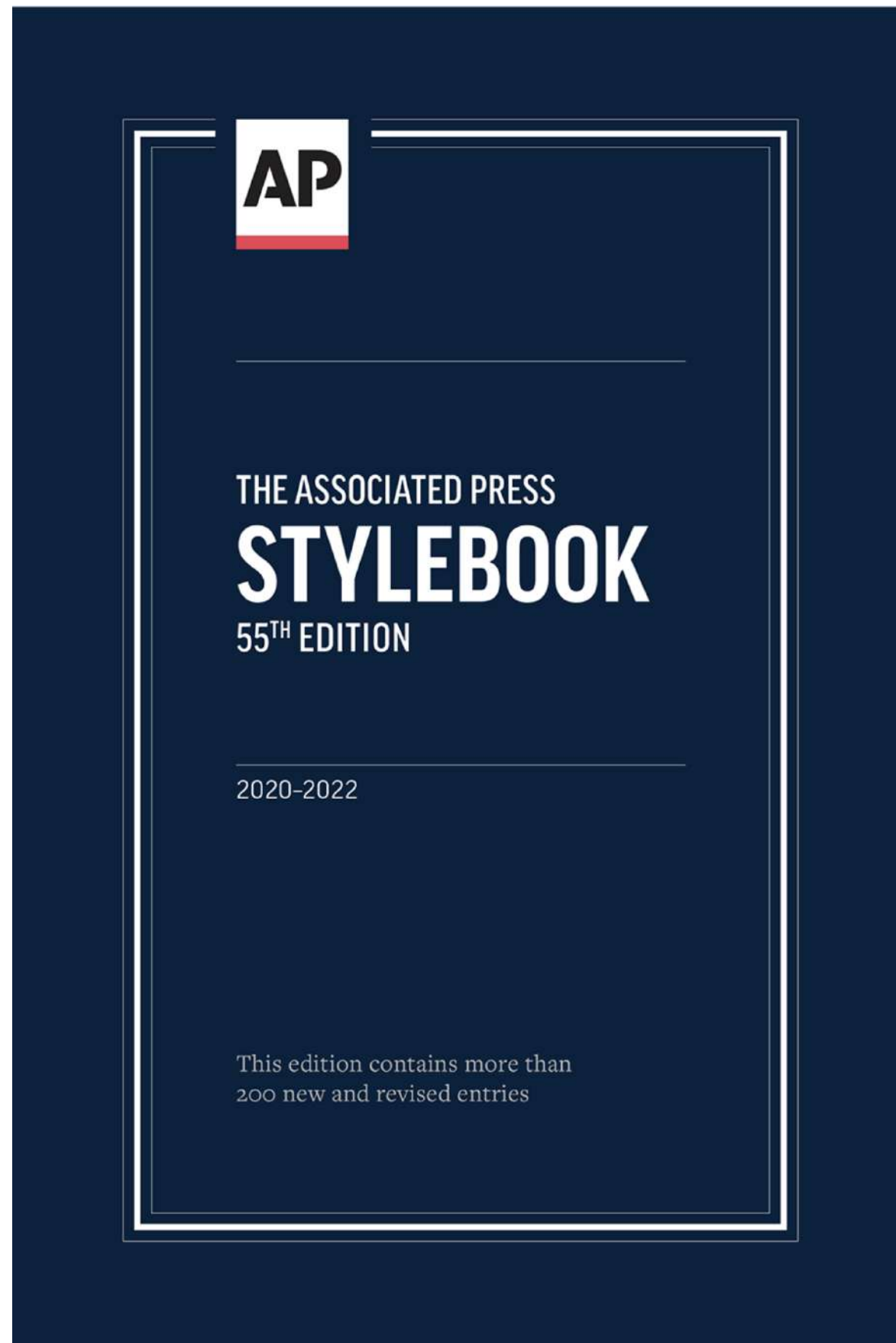
Use library letterhead when sending written correspondence from the library.

DON'T:

Intentionally integrate library messages with controversial subjects.

Speak with the media on behalf of the library without first getting approval from Marketing & Public Relations and your manager.

OCLS CONTENT STYLE GUIDE



Where style is not addressed below, refer to the current edition of *The Associated Press Stylebook*. For anything not addressed in our style guide or *AP Stylebook*, refer to *Webster's New World College Dictionary*, 5th Edition. For further questions, contact Marketing & Public Relations at 407.835.7481 or email mpr@ocls.info.

EVENT DESCRIPTIONS

When entering events in Communico, the “Short description” allows for 200 characters. It is important to keep in mind that the ‘Short description’ is the information that will be pulled for *Books & Beyond* and should include a concise description of the event and recommended ages. This description is also what the customer will see initially on our website.

There is no character restriction for the “Long description” but keep language clear, concise and to the point to prevent clutter and make it easier for customers to read. In this area, be sure to include any required materials, prerequisites and space limitations. It is not recommended to repeat the “Short description” in this area.

The following ADA statement is added by default and is not necessary to repeat:
Any person requiring special accommodations to participate in any class or event due to a disability may arrange for accommodations by contacting the location at which the event is held at least seven days prior to the event.

IDENTIFY YOUR AUDIENCE

When writing content, keep in mind the audience you are trying to reach.

If you're advertising to parents or adults, revise event descriptions if they're written for children (0–10).

Examples:

“Get your hands on the next best lemonade recipe that will satisfy your summer craving.”

(Original)

“In this hands-on activity, your child will learn how to make lemonade to satisfy those summer cravings.”

(Revision)



DATES & TIMES

Examples:

Thursday, June 8, 6:30 p.m.

Thursdays, June 8 & 15, 6:30–8:30 p.m.

Thursdays, June 8, 15 & 29, 9 a.m.

Thursdays, June 8–22, Noon–5 p.m.

Thursdays, June 29–August 10, 10 a.m.–3 p.m.

Monday–Friday, June 19–23, 10 a.m.–Noon

Guidelines:

- Lower case and punctuate a.m. and p.m.
- Drop the first a.m. or p.m. in a time range (2–4 p.m. not 2 p.m.–4 p.m.).
- Drop :00 from times.
- Only list a time range for events over one hour.
- Use Noon or Midnight in place of 12 p.m. or 12 a.m.
- Use & for date and time ranges instead of 'and'.
- Use an en-dash (–) for ranges of three or more consecutive dates or days of the week.
- Do not use spaces with the en-dash
- Use commas between day of the week, month and date and time
- Do not abbreviate days or months



EVENT LOCATIONS

Use branch name (Alafaya Branch not Alafaya – Meeting Room)

Do not add Library to branch location names (Edgewater Branch not Edgewater Branch Library)

West Oaks Branch not West Oaks Branch Library & Genealogy Center

For Orlando Public Library events, list the specific location as follows

- Orlando Public Library, Magnolia Room (Albertson Room, Palm Room, Cypress Room)
- Orlando Public Library, Library Central
- Orlando Public Library, Learning Central
- Orlando Public Library, Melrose Center
- Orlando Public Library (most events held on the first floor can drop room name)

Do not place ‘the’ in front of Orange County Library System.

Do not place ‘the’ in front of location names such as Orlando Public Library or Windermere Branch.

The Dorothy Lumley Melrose Center for Technology, Innovation and Creativity can be referred to as The Melrose Center; note ‘The’ is part of the location’s name.

PHONE NUMBERS

Always **407.835.7323**, never (407) 835-7232 or 407-835-7232

STANDARD LANGUAGE

Space is limited.

Registration required.

To register, call 407.835.7323 or visit **ocls.info**.

Ages # and up.

Ages #–#.

All ages. (Only use if there may be confusion about the target audience's age)

***Note:** Keep in mind that registration information is always included in key locations of the newsletter and including this language in your program description may be redundant.*

AVOID REDUNDANT INFORMATION:

Such as: No registration required.

AVOID REPETITIVE STARTING PHRASES:

- Join us
- Come

***Note:** In print, events are listed together, so several using the same starting phrase becomes repetitive. Try to avoid using them if possible.*

AVOID FILLER WORDS:

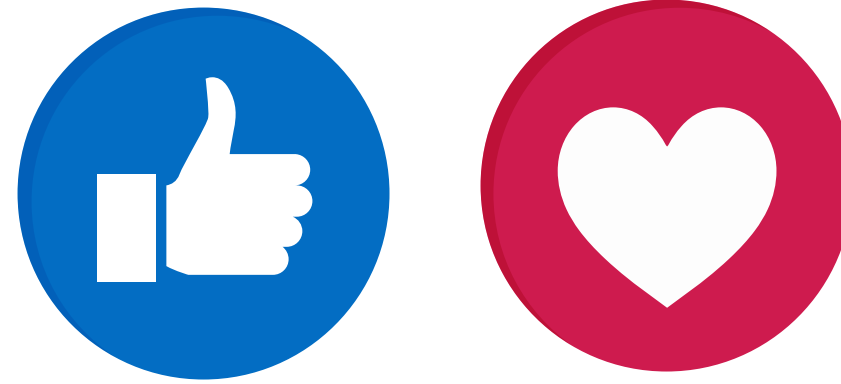
- please visit **ocls.info**
- and much more
- learn about how to

PUNCTUATION:

- Do not use straight quotes (" or '), use curly or smart quotes instead (“ or ‘)
[Word automatically uses smart quotes unless straight quotes are pasted into a document]
- Do not use serial commas (also known as the Oxford comma):
bread, cheese and meat not bread, cheese, and meat

BOOK, MOVIE, MAGAZINE, NEWSPAPER TITLES

- Italicize these titles always. *Charlotte’s Web* by E. B. White or *Despicable Me* or *New York Times* Bestseller.
- Never “Charlotte’s Web” or “Despicable Me” or “New York Times” Bestseller.
- Series names are not italicized. Star Wars not *Star Wars*.
- Titles for games and videogames are not italicized. Street Fighter II not *Street Fighter II*.
- Networks like Associated Press or PBS are not italicized.



GUIDELINES FOR SOCIAL MEDIA, EMAIL AND WEBSITE CONTENT

MESSAGING

Our approach in telling our brand story online is by being approachable and keeping up with trends that are meaningful to our customers. On social media, on our website and in email content, we encourage staff to keep their content focused on achieving a clearly identifiable outcome. Be sure to use CTAs (calls-to-action), and in email use the “Power of Three” approach to narrow your focus.

TONE

Friendly tone that offers information in a positive, upbeat voice. When speaking on behalf of the library, we use third person “we” versus first person “I.”

LANGUAGE

All inappropriate language is excluded, whether used in jest or to exaggerate. Be thoughtful in the words you choose. Words/phrases to avoid: “hell yeah,” “crap,” “kick butt,” etc.

BRAND HASHTAGS

#LearnGrowConnect – used on any library post as a tie-in to our tagline

#OCLSReads – used for book-related posts or user-generated content (UGC) that shows off library materials

#WeChangeLives – used to promote the positive impact library staff make in the lives of customers

#OCLSLovesOrlando – used when sharing about local businesses and organizations

#BlueBagsOfHappiness – used to promote home delivery

#MelroseInTheMix – used to promote Melrose in the Mix events

#TheVoiceOfMelrose – used to promote Melrose Open Mic events

#MadeAtMelrose – used to promote The Melrose Awards and for customers to share the things they've made using the resources at The Melrose Center

LEARN. GROW. CONNECT.

Our slogan is Learn. Grow. Connect. and the three words should be in that order with no conjunction added, so never learn, grow and connect. The approved Spanish translation of our slogan is: Aprende. Inspírate. Conéctate.

ANATOMY

OF A POSTER/SIGN



Standard size and position of logo

COOKING WITH KIDS

ARIAL BLACK (Header/Title) ALL CAPS

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

ARIAL REGULAR (Date, Time, Location) ALL CAPS

ARIAL NARROW (Location) ALL CAPS

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.

ARIAL REGULAR (Body/Copy) 200 Characters or less



Other logos if applicable- smaller than OCLS logo

LEARN. GROW. CONNECT.

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.

Photo sized and cropped to fit



Standard footer size and location

EXAMPLES

OF HOW TO USE THE BRAND

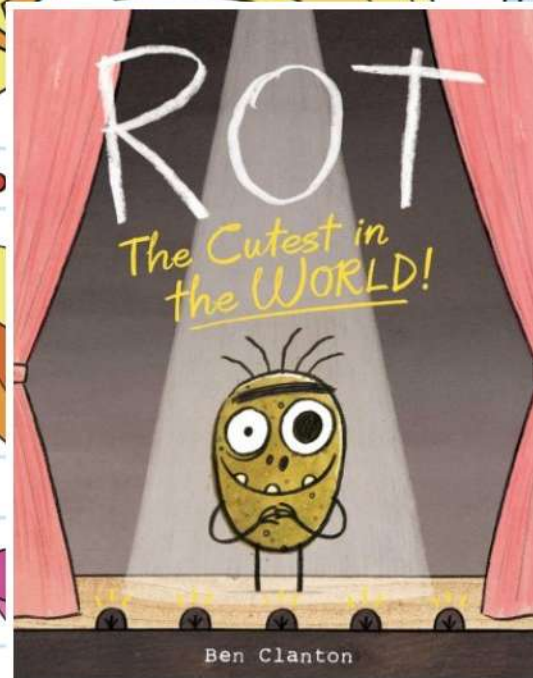
PUBLISHER EXAMPLES **27**

ADOBE ILLUSTRATOR EXAMPLES **29**

CALENDAR **31**

SOCIAL MEDIA **32**

Exceptions and creative license can be taken with layouts and logo usage at the discretion of Graphics in Marketing & Public Relations.



SUNSHINE STATE JR BOOK CLUB!

THURSDAY, APRIL 23,
4:30 P.M.
ALAFAYA BRANCH

Join us monthly as we read one of the K-2 Sunshine State Jr books together, and enjoy related activity and craft. This month we're reading *Rot* by Ben Clanton!

Created by OCLS STAFF MEMBER
Using Microsoft Publisher

Templates available at:
<https://libguides.ocls.info/oclsmarketing/brandbook>

Other available templates:
5X7, 8.5X11, 11X17, Magic Info, Bookmarks

- Illustrator
- Word
- Pdf

TO REGISTER | [OCLS.INFO/SRP](https://ocls.info/srp) | 407.835.7323



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**VIRTUAL EVENT:
BLUE'S CLUES
STORYTIME**
FRIDAY, AUGUST 21, 11 A.M.

Everybody's looking for Blue's Clues, so let's play along! Join us for games and activities based on the TV show "Blues Clues & You." This is a Virtual Event hosted through Zoom.


Created by OCLS STAFF MEMBER
Using Microsoft Publisher

Templates available at:
<https://libguides.ocls.info/oclsmarketing/brandbook>

- Other available templates:
- 5X7, 8.5X11, 11X17, Magic Info, Bookmarks
 - Illustrator
 - Word
 - Pdf

LEARN. GROW. CONNECT.
TO REGISTER | [OCLS.INFO](https://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.

ORANGE COUNTY LIBRARY SYSTEM

'Very scary indeed!'
SARAH WATERS
'Intoxicating!'
ALICE SEBOLD
'Unique!'
NEIL GAIMAN

PRETTY MONSTERS

NEA BIG READ

-VIRTUAL EVENTS-
AUGUST 23- SEPTEMBER 13

- VIRTUAL CONTESTS
- AT HOME CRAFTS
- OPPORTUNITIES TO GET A FREE COPY OF *PRETTY MONSTERS* AND TO MEET AUTHOR KELLY LINK VIRTUALLY ON AUGUST 23, 2 p.m.

FOR MORE INFORMATION VISIT: OCLS.INFO/BIGREAD

skin
Pretty Monsters- Kelly Link



Managed by Arts Midwest

NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. For more information on this speaker, please visit prhspeakers.com

LEARN. GROW. CONNECT.



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ORANGE COUNTY LIBRARY SYSTEM

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skin
Pretty Monsters- Kelly Link

NATIONAL ENDOWMENT for the ARTS
arts.gov/neabigread
NEA BIG READ

Managed by Arts Midwest
NEA Big Read is a program of the National Endowment for the Arts in partnership with Arts Midwest. For more information on this speaker, please visit prhspeakers.com

LEARN. GROW. CONNECT.

OCLS.INFO | 407.835.7323

MAGIC INFO SCREEN

ORANGE COUNTY LIBRARY SYSTEM

'Very scary indeed!'
SARAH WATERS
'Intoxicating!'
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NEIL GAIMAN

PRETTY MONSTERS

NEA BIG READ

-VIRTUAL EVENTS-
AUGUST 23- SEPTEMBER 13

- VIRTUAL CONTESTS
- AT HOME CRAFTS
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skin
Pretty Monsters- Kelly Link

NATIONAL ENDOWMENT for the ARTS
arts.gov/neabigread
NEA BIG READ

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LEARN. GROW. CONNECT.

OCLS.INFO | 407.835.7323

AD 4.85x4.85



**EXPLORING
ELECTRONIC MUSIC
PRODUCTION & PERFORMANCE**
DiViNCi


FRIDAY, SEPTEMBER 30, 11 A.M.

 **THE DOROTHY LUMLEY
MELROSE CENTER**
ORLANDO PUBLIC LIBRARY

Take a dive into the world of beat machines, electronic music production and performance with special guest speaker, DiViNCi of legendary hip-hop group Solillaquists of Sound. Q&A on MIDI controllers, samplers and working with live production tools both on stage and in the studio.

LEARN. GROW. CONNECT.
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.



**EXPLORING
ELECTRONIC MUSIC
PRODUCTION & PERFORMANCE**
DiViNCi

FRIDAY, SEPTEMBER 30, 11 A.M.

 **THE DOROTHY LUMLEY
MELROSE CENTER**
ORLANDO PUBLIC LIBRARY

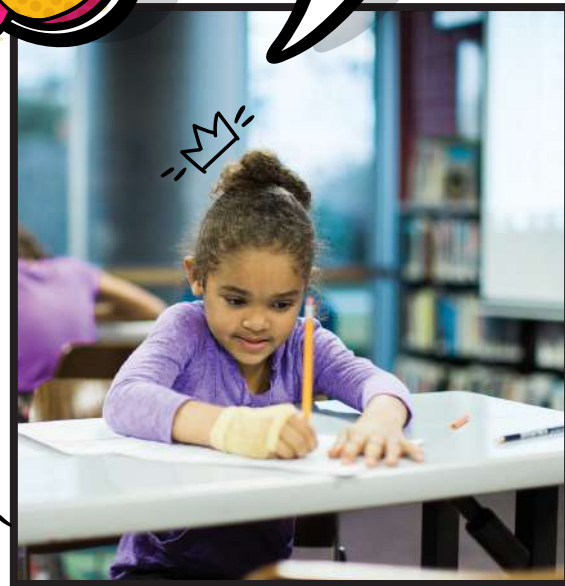
Take a dive into the world of beat machines, electronic music production and performance with special guest speaker, DiViNCi of legendary hip-hop group Solillaquists of Sound. Q&A on MIDI controllers, samplers and working with live production tools both on stage and in the studio.

LEARN. GROW. CONNECT.

OCLS.INFO | 407.835.7323

MAGIC INFO SCREEN

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

BACK

A promotional graphic for the Orange County Library System. At the top is the library logo, which includes an orange slice and the text "ORANGE COUNTY LIBRARY SYSTEM". Below the logo, the text "OCTOBER CALENDAR OF EVENTS ALAFAYA BRANCH" is displayed in large, bold, blue and orange letters. The background is a photograph of a man in an orange shirt, a woman with glasses, and a young girl in a green floral dress looking at a book together. At the bottom, the slogan "LEARN. GROW. CONNECT." is written in bold, followed by the address "12000 E. Colonial Drive Orlando, FL 32826", the phone number "407.835.7323", and the website "ocls.info/alafaya".

FRONT

Orange County Library System (FL) June 28 at 6:46 PM · 🌐

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

COMMUNITY YOGA

You, Cynthia Velasco, Eugenia Espinal and 37 others · Most Relevant

21 Shares

Write a comment...

Jimi Kunkel
Like · Reply · 1w

Christy Chen Thank you, OCLS, for putting on such a wonderful event! My family and I enjoyed celebrating Potterversary with you!
Like · Reply · 1w

Orange County Library System (FL) Thank you for attending!
Like · Reply · 1w

View 4 more comments

Social Media

Orange County Library System (FL) June 28 at 6:46 PM · 🌐

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.

CHOOSING HEALTHY SNACKS

You, Cynthia Velasco, Eugenia Espinal and 37 others · Most Relevant

21 Shares

Write a comment...

Jimi Kunkel
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Christy Chen Thank you, OCLS, for putting on such a wonderful event! My family and I enjoyed celebrating Potterversary with you!
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Orange County Library System (FL) Thank you for attending!
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