Brand Guidelines for Community Partners

This guide has been designed to provide you with recommendations and instructions on how to properly use the New Orleans Public Library logo in your marketing materials.

Materials must be sent to the Library Marketing Department for approval before publishing and distribution. Please give the marketing department 48 business hours to review and edit materials.

marketing@nolalibrary.org
Primary Logo

The primary logo is the visual representation of the New Orleans Public Library. Within our logo, a bookshelf containing colorful and diverse books represents our values of inclusivity, a celebration of diversity, and a respect for knowledge and education as a means to transform one’s life. A vibrant and diverse color palette communicates that our organization is welcoming, dynamic, and fun. The wordmark is a uniquely stylized version of the Library’s name. It identifies the system in a distinctive manner and should not be altered in any way.

There are two version of our primary logo. The white logo should be used on white or light backgrounds and the black logo on black or dark backgrounds.

Please use files ending in _RGB for digital applications and files ending in _CMYK for print applications.
Logo Variations

When B&W reproduction is required, one of the above versions should be used. The left column should be used on white or light backgrounds and the right column for black or dark backgrounds.

If the Library website does not appear anywhere else on a document, the logo should include the URL, as above. This is especially useful when the logo is used on a partner’s marketing materials.
Minimum Clear Space and Size

Minimum Clear Space
When the logo is used alongside other images or copy, a minimum amount of clear space must surround it. This space is equal to the height of the taller book element within the logo. The clear area will change as the graphic is scaled.

Minimum Size
The logo may not be reproduced any smaller than 1” wide. Any smaller will negatively impact the readability of the logo for all audiences.
Logo Don’ts

DO NOT change the colors of the logo.

DO NOT recreate the logo or typography.

DO NOT place other graphics on or near the logo.

DO NOT distort the proportions of the logo.

DO NOT alter the composition of the logo.

DO NOT apply special effects to the logo.

DO NOT frame the logo with a box.

DO NOT use old versions of the logo.

DO NOT rotate the logo.

DO NOT use the logo on a color or background image.

Using the logo correctly will maintain consistency and integrity for the New Orleans Public Library brand. Please follow these guidelines.
Colors – Library Palette

Color is a fundamental part of the Library’s visual identity. Our logo consists of seven colors, providing a bright and vibrant palette. Codes are given for each color to maintain accuracy and consistency when reproduced. CMYK codes should only be used for print materials. RBG and Hex codes should only be used for the web or digital purposes. All Library marketing materials should be limited to using these colors. Black and white may also be used.
NOPL Naming Standards

New Orleans Public Library
Use the full name for all collateral materials, press releases, etc.

NOPL
Following the use of the Library’s full name, it is acceptable to use “the Library” or NOPL.

the Library
When talking about the New Orleans Public Library or any of its locations, use “the Library.” Capitalize the “L” in library.

Library locations
When discussing locations, use “Library locations.” Do not use “Branch” or “branches” to describe Library locations.
For example:
- Main Library [NOT Main Branch]
- New Orleans Public Library Main Library [NOT New Orleans Public Library Main Branch]

Library names
The table to the right includes the acceptable names for each Library, as well as addresses. Please only use these names when referencing Library locations and include Library addresses.

A few Library locations have allowed nicknames that are indicated in parenthesis in the table. Following the use of each of these Library’s full name in materials, their nicknames are allowed.

The following Libraries require “the” preceding them in appropriate sentences:
- Main Library
- Children’s Resource Center Library

Library Names and Locations

- Main Library, 219 Loyola Ave.
- Algiers Regional Library, 3014 Holiday Dr.
- Alvar Library, 913 Alvar St.
- Central City Library, Allie Mae Williams Multi-Service Center, 2020 Jackson Ave Suite 139
- Children’s Resource Center Library, 913 Napoleon Ave.
- East New Orleans Regional Library, 5641 Read Blvd.
- Cita Dennis Hubbell Library (Hubbell Library), 725 Pelican Ave.
- Rosa F. Keller Library & Community Center (Keller Library & Community Center), 4300 S. Broad Ave.
- Dr. Martin Luther King, Jr. Library (Dr. King Library), 1611 Fats Domino Ave
- Norman Mayer Library, 3001 Gentilly Blvd.
- Mid-City Library, 4140 Canal St.
- Nora Navra Library, 1902 St. Bernard Ave.
- Nix Library, 1401 S. Carrollton Ave.
- Robert E. Smith Library (Smith Library), 6301 Canal Blvd.