



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 versions 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.



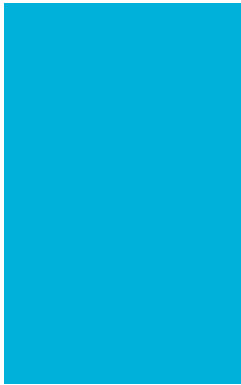
DO NOT rotate the logo.



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



CMYK: 80, 5, 10, 0
RGB: 0, 176, 216
Hex: #00b0d8



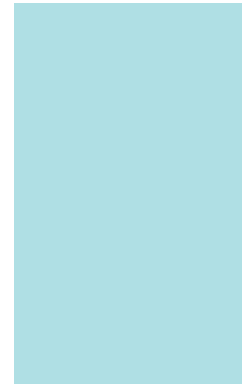
CMYK: 60, 5, 95, 0
RGB: 116, 183, 74
Hex: #74b74a



CMYK: 5, 90, 75, 0
RGB: 228, 65, 69
Hex: #e44145



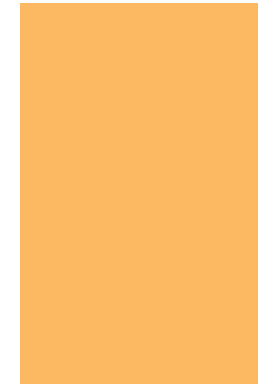
CMYK: 5, 70, 91, 0
RGB: 232, 110, 50
Hex: #e86e32



CMYK: 30, 0, 10, 0
RGB: 175, 223, 228
Hex: #afdfe4



CMYK: 31, 0, 95, 0
RGB: 118, 214, 60
Hex: #bcd63b



CMYK: 0, 31, 70, 0
RGB: 255, 176, 77
Hex: #ffaf4d

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. RGB 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
- Milton H. Latter Memorial Library (*Latter Library*), 5120 St. Charles 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.