



ENOCH PRATT  
free LIBRARY

*Identity Guidelines*

your journey starts here

This document describes the Pratt logo, slogans, colors, images and tools that make up the Library's graphic identity. It also describes guidelines that show how to use these elements. Adhering to these *Identity Guidelines* will ensure the Pratt communicates in an organized and cohesive way across it's many departments and efforts.

These Identity Guidelines together with the downloadable templates and artwork available on the intranet make up a tool kit that will make possible Pratt communications that are high quality, consistent, and clearly labeled.

Why is it important to consistently and clearly identify ourselves? Primarily so that our customers understand the full breadth of our offerings and how they fit together. But also, so that the Pratt can receive the recognition and goodwill from the array of excellent services provided to the community. This recognition repeated over time leads to a reputation for excellence.



## Identity Guidelines

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### Online Tools and Information:

Logo artwork, stationery mechanicals, and templates for brochures and flyers are available to download from the Pratt intranet. Contact the Communications Office for online access and any questions you may have regarding the *Identity Guidelines*.

# About The Pratt Logo



The guidelines in this document explain and demonstrate the correct use of the Pratt logo, name, slogans and colors.

Think of these guides as a means to protect our logo and in turn, our public image. By following these simple rules we can make sure we present ourselves in a dignified and positive way. After all, if we do not afford ourselves respectful treatment we cannot expect others to do so.

The Enoch Pratt Free Library logo provides direction, pointing the way forward. It describes a path and a journey. It represents paths of discovery and advancement we make possible for our customers. It also reflects our nature as an organization—the Pratt is progressive. The arrow forms our initials “ep.”

The Pratt logo moves freely and without barriers. It speaks to our legacy of providing free access to information—which no longer comes in the form of books alone. The Pratt now provides a dynamic array of experiences that includes everything from lectures and classes to access to digital content, music, films and more. And so our logo offers more than books — it offers an experience. The Pratt logo symbolizes a process—one of discovery, growth and advancement.

# Name & Slogan Style

## Emphasizing Freedom:

Freedom of access is not only the proud legacy of the Pratt it is also its ongoing mission. The Library serves as steward to the communities free access to a wealth of information.

The Pratt name is styled in a way that emphasizes the word “free.” By doing so the Pratt can communicate several notions; the Library is a place where one is free to explore; it is without barriers; and it makes its services available at no cost.

## An Invitation to a Journey:

Our slogan promises an experience that is more than books. It asserts that the Pratt is a launching pad for one’s individual pursuit or life journey. The slogan conveys the idea that the Pratt functions as a guide and pathfinder. As such it helps illuminate the meaning of the logo. It compliments the logo by emphasizing the *process* of discovery and also by indicating a point of departure.

## The Pratt Name Typeface:

The Pratt name is set in Mrs Eaves All Petite Caps with the word “free” set in Mrs Eaves Italic.

## The Pratt Slogan Typeface:

The Pratt slogan is set in The Sans 4 Semi Light in all lower case.

## Use the Master Artwork

Do not typeset the name from scratch. Use the master files available for download on the intranet. See page 5 for more information.

## Important Notes About the Signature Type styles:

- The x-height of lower case letters of the word “free” align with the cap-height of the surrounding letter forms.
- There are two ligatures where the letters R and A occur—they meet to form one connected shape.



# The Pratt Logo Signature



ENOCH PRATT *free* LIBRARY  
your journey starts here

## What is the Pratt Signature?

A fixed arrangement of the logo and name is referred to as a “signature.” A person’s handwritten signature is recognizable because it is unique and always rendered in the same way—it is consistent. The Pratt’s signature works the same way—it’s unique style and consistent use will make it more recognizable. Being recognized is an important communications goal of the Pratt.

## The Standard Pratt Signature

The standard Pratt signature (pictured above) includes the slogan “your journey starts here.” This standard signature should be used for most applications. If this standard signature is not appropriate for a certain application choose from among the alternative signatures shown on page 5.

## Choose From Four Alternative Signatures

Sometimes it might be appropriate to use a signature that is centered and other times (depending on the application) it might be appropriate to use an asymmetrical signature. First try the standard signature. If the standard signature is not suitable for a particular application choose from among the alternative signatures shown on page 5.

## Pratt Signature Fonts and Typesetting

The Pratt signature is always set in the same style and uses specific kerning and spacing. The Pratt slogan also has a specific style and font. The particular styling of the name and slogan should never be changed or altered. See page 3 for a description of the fonts and styles.

# Logo Signature Choices

## Master Artwork Downloadable Online

The below logo signatures are available for use. Master artwork is available for download from the intranet site. If you don't have access to the intranet contact the Communications Office.

## File Formats

Each signature is available as an EPS (vector) file in both PMS and CMYK color formats. Each signature is also available as both a CMYK and RGB TIF file.

EPwTAG: This is the standard Pratt signature



EPw1line



EP2line



EPaltadd



EP2linewTAG



EPaltside



# Clear Space

## About Clear Space

The Pratt logo signature must always be positioned with a cushion of clear space around it. Clear space refers to an area surrounding the signature that is free of any visual elements. Employing a policy of clear space prevents the signature from being diminished in stature by being crowded, cluttered or inappropriately positioned too close to edges.

## More Clear Space is Better

The clear space formula shown below represents the minimum amount of clear space permitted. If possible, increase the amount of clear space to equivalent to or two thirds the logo-height.

## A Simple Way to Determine Clear Space:

Determine the appropriate minimum clear space by dividing the height of the logo in half. This  $\frac{1}{2}$  logo-height measurement is the minimum clear space that surrounds the logo signature. Imagine a rectangular boarder around the signature that is  $\frac{1}{2}$  logo-height away from any other element. Do not let anything (including an edge) intrude into this space.

## Positioning the Logo Signature Along Edges

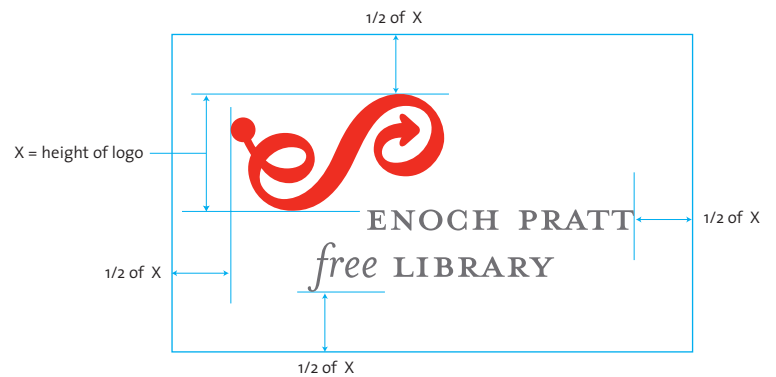
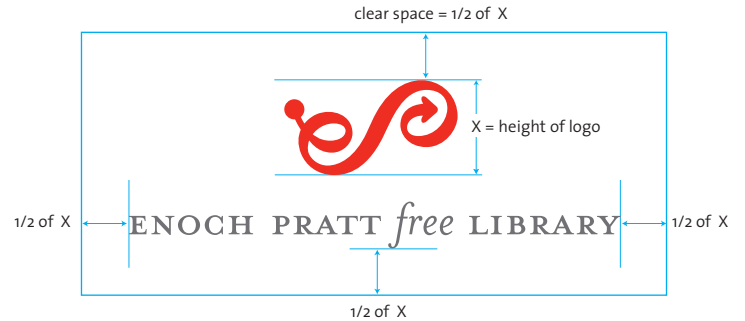
The clear space also determines the distance from the edge of the page (or sign etc) that the logo signature can be placed. Do not place the signature closer than  $\frac{1}{2}$  the logo-height to an edge.



Minimum clear space =  $\frac{1}{2}$  logo-height

# Clear Space (continued)

ONE SIMPLE FORMULA for creating clear space applies to all of the logo signatures. Note how the clear space is measured from the outermost elements such as the descender of the lowercase "f" and the uppermost edge of the logo.





# Protecting the Pratt Image

As communication professionals we serve an important role as protectors of the Pratt public image. If the Library treats it's logo and name casually, carelessly, or inappropriately it cannot realistically expect better treatment from the public. On the other hand, when the Pratt treats it's image in a dignified and respectful way it's customers will be inclined to do so as well.

Another purpose of the identity guidelines is to allow everyone charged with conveying the Pratt image to do so in a way that is consistent with one another. This consistency is important because over time it reinforces recall among our customers. With consistency, the Pratt identity will become more recognized and remembered.

## Having Fun and Projecting Freedom

Guidelines by their very nature are restrictive. These guidelines should never be regarded as a means of limiting creative freedom or inhibiting upbeat and fun discourse. Indeed, it's important to convey a sense of freedom, excitement and discovery to our customers. There are many ways to impart these concepts but distorting the Pratt logo or logo signature is not one of them.

## Protect the Signature

The logo signature should be presented respectfully. The logo and signature should never be obscured or crowded by other elements and it should never be squeezed or otherwise distorted. Nothing should be placed on top of the logo or name. Always maintain a clear space around the signature. See page 6 for more information.

## Never Alter the Pratt Signature

The Pratt signature should not be altered. The spacing, proportions and positioning has been carefully determined. Choose among the alternative signatures if the standard signature does not suit a particular application.

## Use The Master Art and Follow the Guidelines

Following these identity guidelines and using the master artwork will ensure the proper application of the Pratt graphic identity.



DO project a positive, fun and upbeat attitude.



DO NOT place any image or type on top of the logo or signature.

DO NOT render the logo signature in fonts that are not approved.



DO NOT distort the logo by condensing, slanting or expanding it.



DO NOT tilt or alter the angle of the logo or the name.

DO NOT outline the logo or the name.



DO NOT render the logo signature in colors that are not the approved signature colors. See page X.

DO NOT let any elements intrude into the logo signature clear space. See page 6.

# Logo Signature Color

## Approved Colors for the Name and Slogan

The color of the name and slogan should always be the same color. The primary name/slogan colors are PMS cool grey 11 or black. The name/slogan may also be white when used on a background that is suitably dark so that legibility is not an issue.

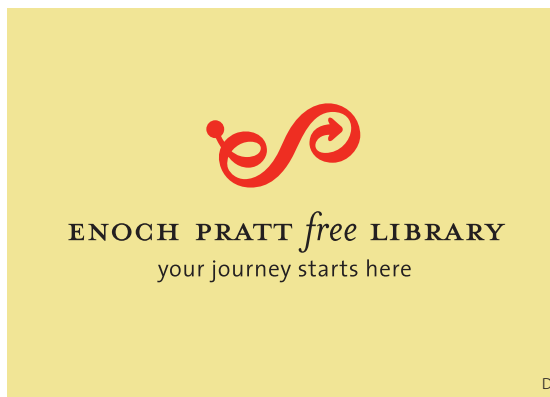
## Approved Logo Colors

The primary logo color is Pratt red PMS 485 (see pages 11-12 for color specifications). The logo may also appear in black for black and white applications and in white when the background is dark enough so that legibility is not an issue.



A. The primary coloration of the logo signature is: PMS 485 red for the logo and PMS cool grey 11 for the name/slogan.

B. The logo signature may be reproduced as all black.



C. When used on a black background the name/slogan should be white. The logo should be red.

D. Approved Pratt colors (see pages 11-12) may serve as the background for the logo signature. Here the name/slogan appears in black.



E & F. When a strong background color is warranted Pratt red (PMS 485) should be the primary choice. Other Pratt colors may also be used (see pages 11-12).

# The Pratt Color Palette

The Pratt color palette is an important and useful part of the Pratt graphic identity. This standardized set of colors has been established for three reasons:

1. So that the graphic identity includes a means to impart a sense of vibrancy and diversity;
2. to do so in way that is memorable and consistent;
3. because a unique color complexion is a bold means to identify and distinguish the Pratt.

## Use the Colors Together

The Pratt colors are designed to be seen together. They can be used individually but the full vibrant and distinctive complexion becomes apparent when the colors are seen together.

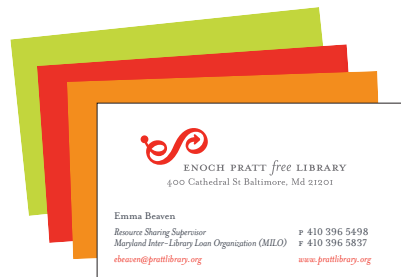
## Use the Colors Systematically

The color palette is made up of a set of colors that are very effective when seen together and in combination with one another. This can be achieved by applying the colors to a set of materials that have a reasonable chance of being seen together. As such, the palette is useful for systems such as signage, publications, presentations etc, that are larger sets made up of individual pieces.

Example: Several banners planned for one location constitute a set of banners. The banners can each be rendered in a different Pratt color. When seen together they impart a vibrant array of colors. In this way a set of colors is used to colorize a set of banners.



The Pratt color palette is made up of seven colors. The color palette is most effective when applied to sets of materials such as pictured here. The Pratt colors are a bold way to exert the Pratt brand.



A set of brochures describe various topics all need to share the same format (pictured below).



# Pratt Color Palette Specifications


## When to Use the Colors

Use the colors when you want to impart the Pratt brand such as on library cards, the internet, t-shirts and bookmarks. Also, use the color for systems such as brochure systems, signage, periodicals etc.

It is not necessary to always use the color palette. Individual communication pieces such as an annual reports or invitations may warrant a color complexion designed to serve a certain purpose that the Pratt palette does not suit. The logo signature must always be rendered in approved colors.

## Do Not Add Colors to the Palette

Do not add any colors to the palette. This will change the overall complexion and dilute the palette’s effectiveness.

	Pantone & Process CMYK	Hex RGB
	PMS 485  C 0 M 95 Y 100 K 0	# dc241f  R 220 G 36 B 31
	PMS 144  C 0 M 48 Y 100 K 0	# ec8000  R 236 G 128 B 0
	PMS 382  C 30 M 0 Y 100 K 2	# b9d300  R 185 G 211 B 0
	PMS 129  C 0 M 21 Y 90 K 2	# f1cd44  R 241 G 205 B 68
	PMS 1955  C 0 M 100 Y 60 K 37	# 92173b  R 146 G 23 B 59
	PMS Cool Grey 11  C 0 M 2 Y 0 K 68	# 626469  R 98 G 100 B 105
	PMS 459  C 6 M 7 Y 55 K 0	# dfd27c  R 223 G 210 B 124

PANTONE & CMYK

Use these color values for printing and lithography. Use Pantone PMS spot colors whenever possible or when an exact match is required. Use the process CMYK values when PMS spot color are impractical.

HEX & RGB

These RGB values are the Adobe Photoshop conversions of the Pantone colors. Refer to these values when it's possible use, or necessary to use precise RGB matching of the colors.

# The Pratt Slogans

## When to Use the Pratt Slogan

The Pratt Slogan “your journey starts here” promises much more than books. It describes a process—one of discovery and growth. The slogan compliments and helps illuminate the meaning of our logo.

Use the Pratt slogan (which is part of the standard signature) whenever you want to promote the Pratt.

There are times when promoting the Pratt is not the main emphasis of your communications such as for internal communications and on letterhead. In these instances you do not have to see the slogan.

## Alternative Slogans

The Pratt has developed a thematic series of slogans that can be used to promote the library in conjunction with the standard slogan.

The standard Pratt Slogan is:

“your journey starts here”

There are four alternative slogans, they are:

“start here”

“go anywhere”

“directions for life”

“go your own way”

## Use the Alternative Slogans as Part of a Series

Much like the Pratt color palette (see page 10), the alternative slogans are most effective when applied to a series or set of items. They are designed to reflect well with and compliment one another. Use them when they have a reasonable chance of being seen together.

This mouse pad is a good example of a promotional application where the use of the standard Pratt slogan is appropriate.



Advertising is another example of a promotional application where the use of the standard Pratt slogan is appropriate.



A series of t-shirts or light pole banners are examples of appropriate applications of the alternative slogans. Note how they are both part of a series that have a reasonable chance of being seen together.



# Stationery

Letters, memos, faxes, press releases and other correspondence constitute a ubiquitous means to assert the Pratt brand during the course of everyday business discourse.

## Use the Proper Margins

The diagrams on the following pages describe the measurements to which users of the stationery should set their margins.

## Font Style and Size

Use Times Roman for your correspondence font. The size should be 12pt with standard line spacing. The text alignment is flush left. Paragraph breaks should be single line spaces.

## Master Artwork Files

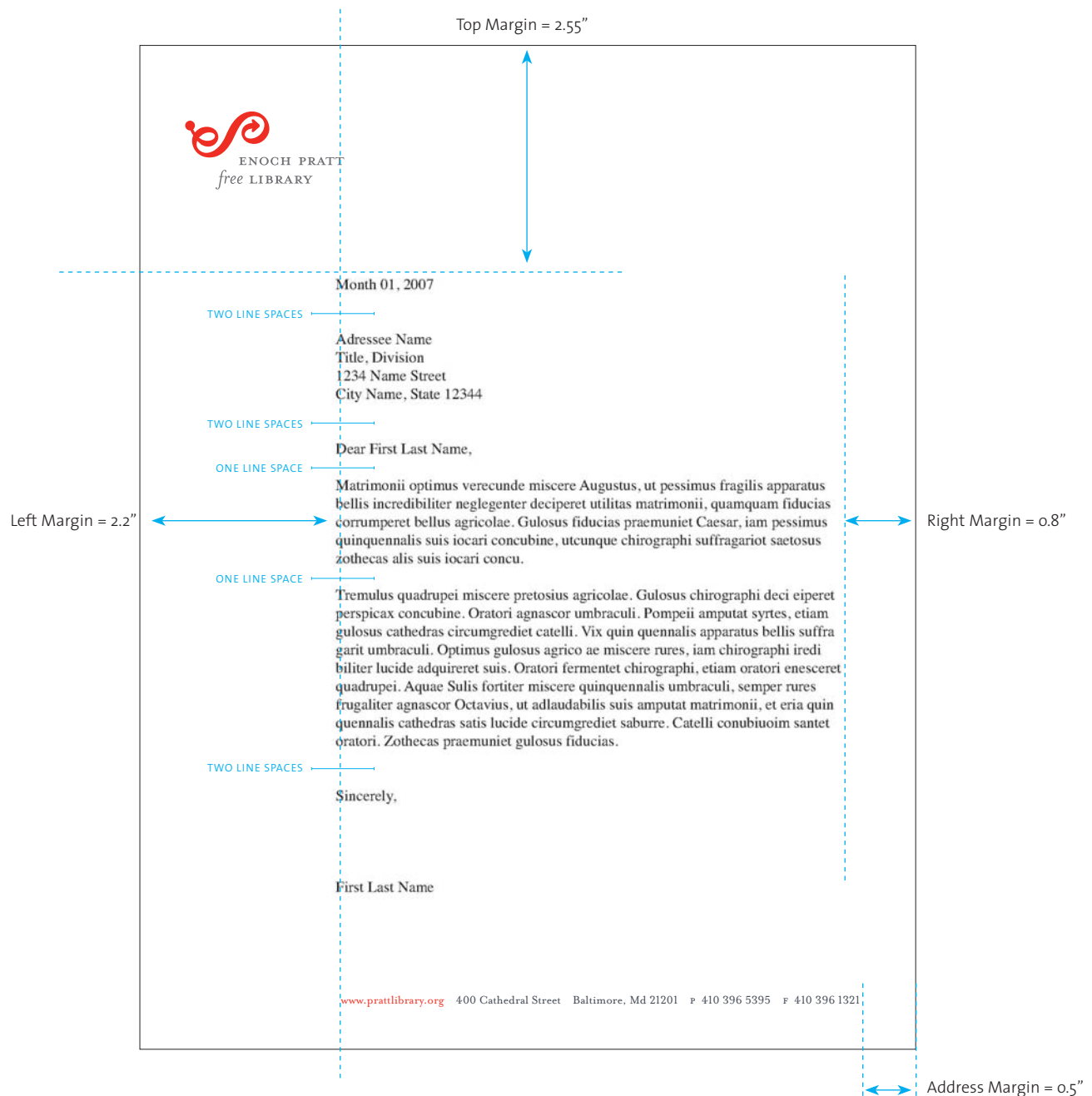
Mechanical art for the Pratt's stationery system is available for download from the intranet. Contact the Communications Office for access.



# Letterhead

## Three Letterheads, One Set of Margins

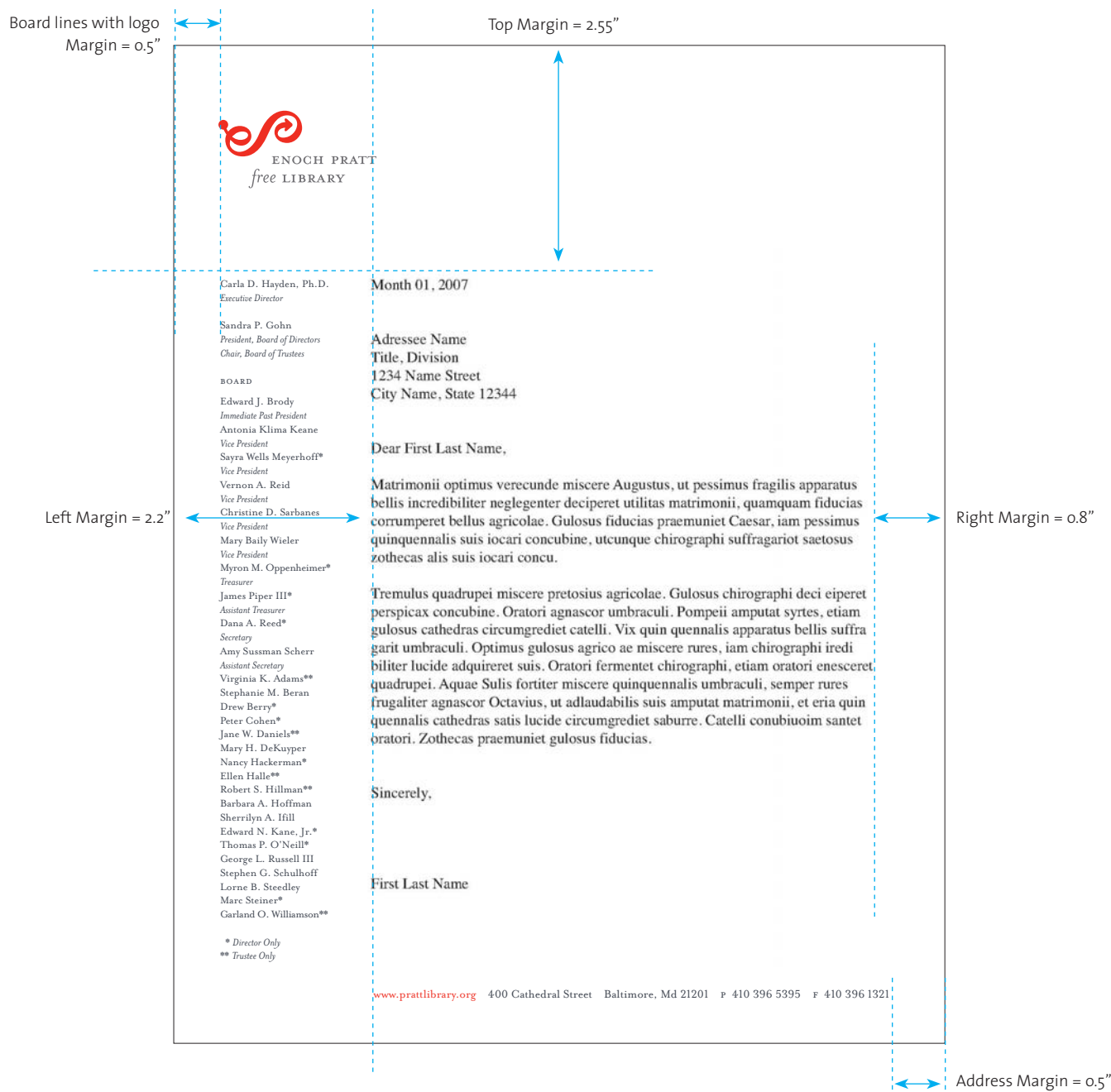
The standard letterhead, the Board letterhead, and the customizable letterhead all share the same margins.



# Board Letterhead

## Do Not Alter the Master Mechanical Art

Changing the styles and attributes of the master art will create inconsistencies which overtime will undermine Pratt's graphic identity.





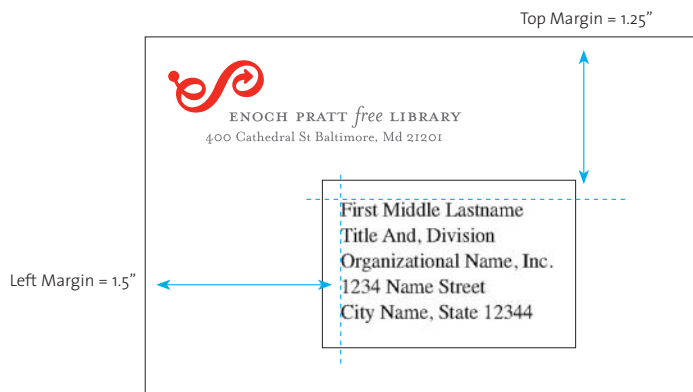
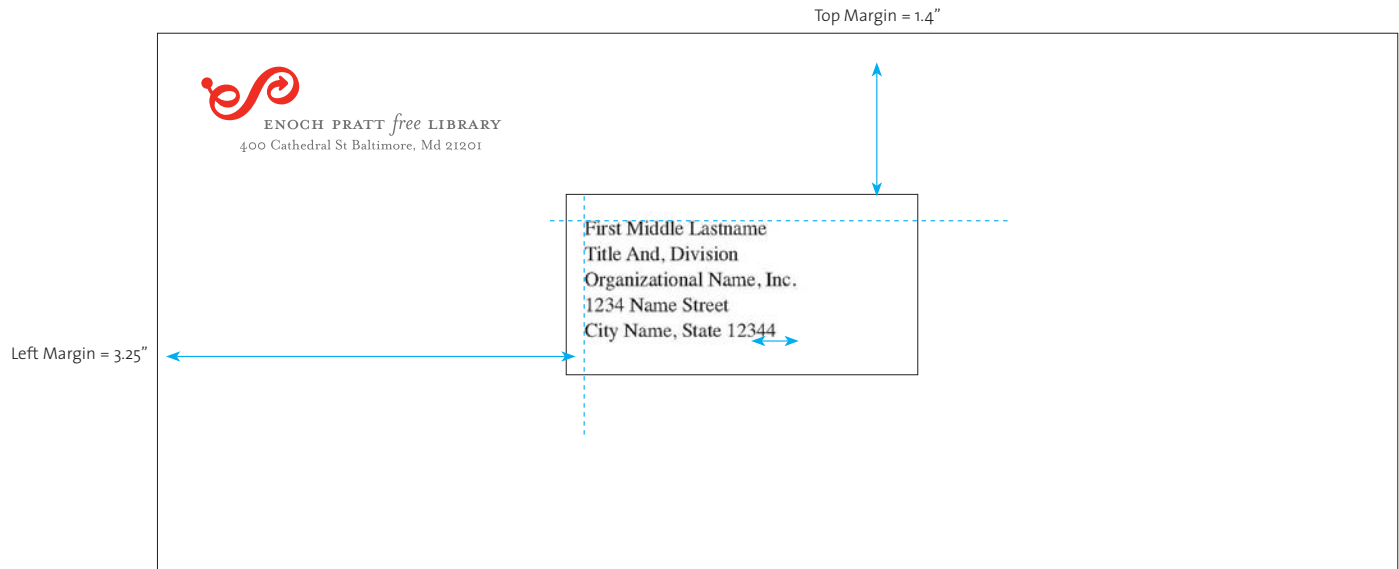
# Customizable Letterhead

## Add a Title to the Letterhead to Customize it

Follow these guidelines to add a title to the standard letterhead to create different types of stationery. The title can be added onto the printed letterhead within a typical word processing application such as Word.



# Envelopes, Labels and Cards



## Ordering Stationery

All of the stationery mechanicals are available as downloads from the intranet. Contact the Communications Office for information about placing an order for stationery and for access to the intranet site.

## How to Distribute Colors on Business Cards

Each card will have a green, orange or red back (one color per person). The logo is knocked out to white (paper color). Randomly and evenly distribute the colors among the cards when several are ordered at one time.



# Brochure Templates

Brochure templates are available for download from the intranet site. Contact the Communications Office for authorization to produce a program brochure. The Communications Office can also help determine if this format is appropriate for your purpose.

## Detailed Instructions Accompany the Templates

The templates are created in Adobe InDesign. They have pre-configured color, type and layout attributes

as well as instructions on their use. A working knowledge of InDesign and a basic understanding of graphic design are recommended.

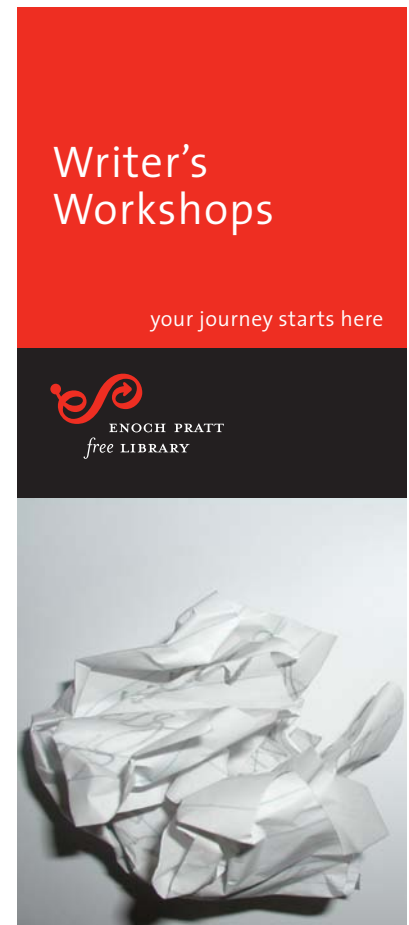
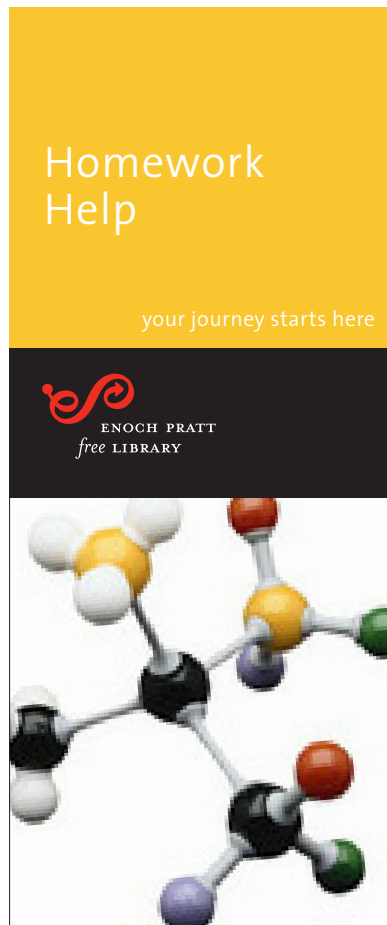
## Adapt But Do Not Alter the Brochure Template

Do not alter the grid or recurring styles of the brochure template in any way. For example, do not re-style, change the proportions or layout of the cover or the margins of the layout.

Title, colors and imagery change

Title language is direct and simple

Colors impart a sense of vibrancy



High quality, diverse imagery is selected to impart the breadth and value of the Pratt's "treasure trove" of riches (see page 21 for information about imagery).

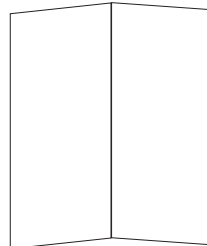
# Brochure Templates (continued)

## CHOOSE AMONG CARD OR TRI-FOLD FORMATS

The four page card format is comprised of two panels folded down the middle forming front and back covers and an inside spread.



Cover

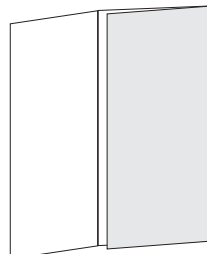


Inside Spread

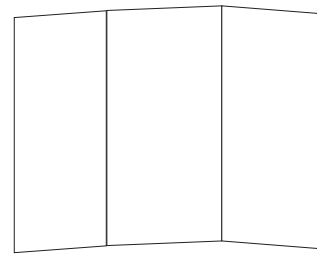
The six page tri-fold format consists of two panels with two folds.



Cover



Half Open



Full Open Inside Spread

## CHOOSE AMONG PRE-CONFIGURED LAYOUT ELEMENTS

The brochure templates are adaptable to different purposes.

They all share a common grid, types styles, introductory paragraph, and colors.

In this tri-fold example (at right, top) the half-open spread allows for several photos. The full-open spread uses a directory listing.



Cover



Half Open



Full Open Inside Spread

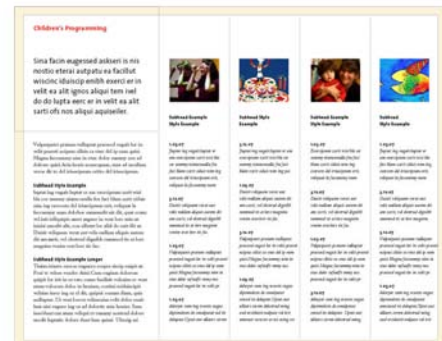
This example's (at right, bottom) half-open spread allows for more text. Instead of a directory listing on the full-open spread it uses a program highlights format with imagery.



Cover

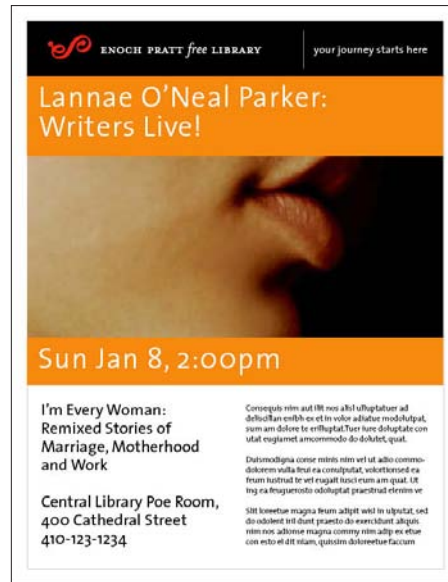
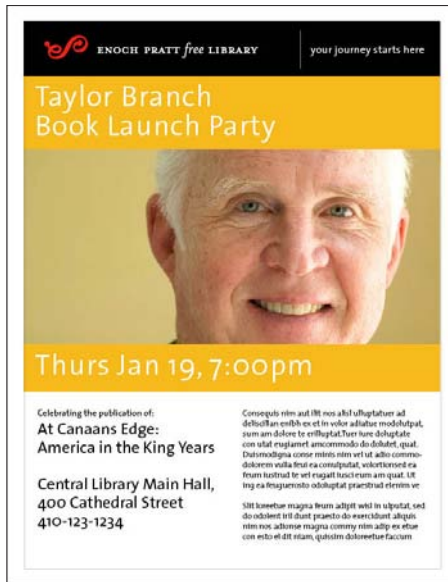


Half Open



Full Open Inside Spread

# Flyer Templates



## Use Flyers to Announce and Promote Events

Flyers are single sided, letter-sized bulletins that can be posted to announce and promote events. The flyer templates are designed to be effective when hung on bulletin boards and kiosks. Adhering to the template will provide consistency among the many announcements produced by the library. By doing so the Pratt can better promote upcoming events while also conveying the breadth and richness of it's offerings.

## Templates can be Downloaded From the Intranet

Bulletin templates are available for download from the intranet site. Contact the Communications Office for access to the intranet and to determine if this format is appropriate for your purpose.

## Detailed Instructions Accompany the Templates

The templates are created in Adobe InDesign. They have pre-configured color, type and layout attributes as well as instructions on their use. A working knowledge of InDesign and a basic understanding of graphic design is recommended.

## Adapt But Do Not Alter the Flyer Template

Create copy for the flyer, select a color and an appropriate and unique image (see page 21 for advice on image selection). It's important that you do not alter the grid or recurring design elements of the flyer template in any way. For example, do not create new typographic styles. Make certain that the proportions of the boxes, the logo bar art and the margins of the layout are not altered.



# High Quality, Authentic Pratt Imagery



High quality photographs of actual patrons serve as a believable and welcoming invitation to participate.



**Pratt's Public Image is Effected by the Images It Uses**  
The Pratt can impart the high quality of it's services by using only high quality and well executed images in all of it's communications.

## Select Images that Reflect Pratt's Qualities

The Pratt offers a diverse, vibrant, and unique non-commercial experience. It is the caretaker of a treasure trove of materials. Therefore, imagery should be selected that reflect these qualities.

## Poor Images Reflect Poorly on the Pratt

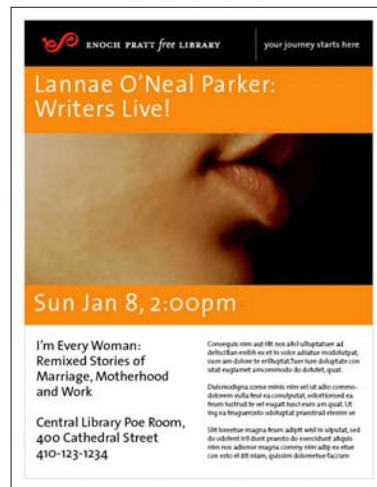
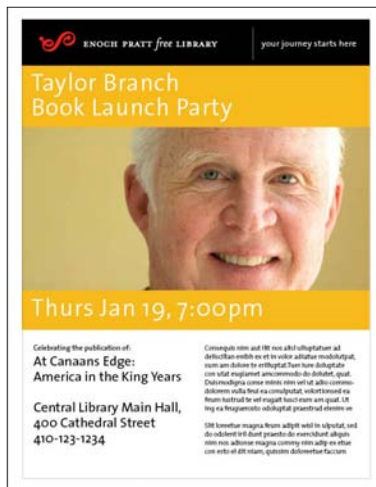
Only associate the Pratt with high quality, honest and well executed imagery:

- Do not associate the Pratt with clip-art or images that are commonly used.
- Do not associate the Pratt with poorly reproduced or poorly rendered images.
- Do not associate the Pratt with vulgar imagery.

## Do Not Use Clip-art

When selecting images choose images of actual subjects such as authors, items from the collection, book covers, and photographs of actual customers.

When it isn't possible to use images of actual subjects consider using images that can be an effective metaphor or symbol for the topic you wish to illustrate. Clip-art is often used in this symbolic way but is too common to effectively represent the Pratt. Choose a unique image instead.



Authors and publishers are a good source of pertinent, high quality imagery.



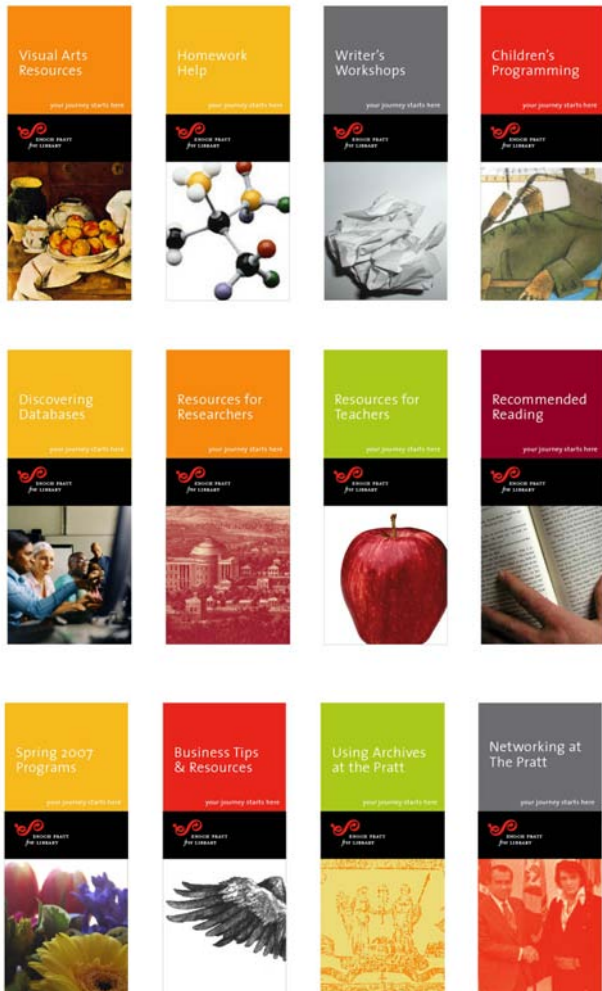
Images from the collection and those that are in the public domain convey a sense of authenticity and discovery.

## Sources for Artwork

The Pratt's collection and archives can serve as a starting point when seeking imagery. Make sure the image you choose is in the public domain or that you have proper authorization to use it. Examples of image resources are:

- the Pratt collection, archives and resources
- the Library of Congress
- the Smithsonian Institution
- high-quality royalty-free stock artwork such as from Getty Images or Corbis
- authors, publishers and agents as well as guest speakers, performers and artists
- custom created photographs and illustrations

# High Quality, Authentic Pratt Imagery (continued)



## Be Creative and Resourceful

Using a bird's wing to illustrate the concept of business resources (see below) is an appropriate metaphor for "soaring" or ascension. Using this uncommon way to visualize the subject of business will garner greater attention.

## Use Authentic Imagery to Convey Authenticity

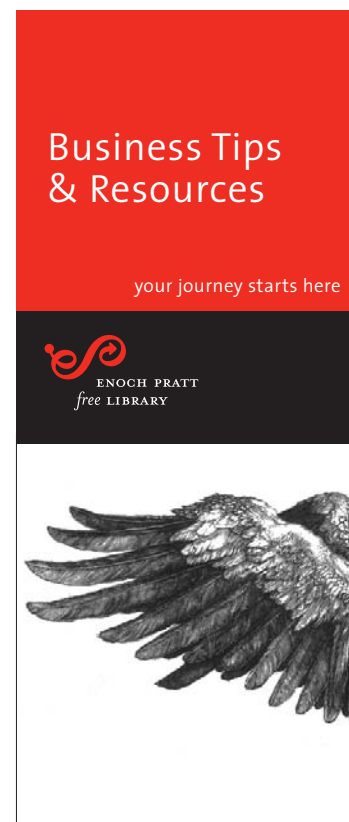
Authentic Imagery should be used to distinguish the Pratt as a primary source of information and artifacts. Authentic imagery promises a real, non-commercial experience that might lead to real treasure and discoveries.

This example (pictured below) of an Albrecht Durer rendition of a wing is both very high quality and authentic.

## Use Diverse Imagery to Convey Diverse of Resources

Note how the above images are all different from one another—some are artifacts, others are photos, some are illustrations, and some are metaphorical.

Diversity is a concept that can be effectively communicated by making certain the Pratt's imagery remains authentic and diverse.



# Using the Logo Signature on Imagery

## Permitted But Not Recommended

The use of the logo signature on imagery is discouraged due to a number of potential legibility and reproduction problems that can occur. It is permitted however if it is deemed unavoidable.

## White Signature and Even, Dark Background Tone

The logo signature must appear in white on a background tone that is smooth, even, and darker than 60% black. Do not place the logo on top of patterns or shapes contained in the image. Do not use the logo in color when it is placed on imagery.

## Use High Quality Imagery

Only associate the Pratt logo signature with high quality, honest and well executed imagery. Do not

associate the Pratt logo with clip art or images that are common. Do not associate the Pratt logo with poorly reproduced, vulgar or offensive imagery. See page 21 information about appropriate imagery.

## Honor the Clear Space Rule

A cushion of clear space equal to 1/2 the logo height must always surround the logo signature (see page 6). No shapes, parts of the image, or edges of the image should protrude into the clear space.

## Position the Signature Near an Edge

The logo signature should label and not become part of the image. Anchor the signature by positioning it near a corner or edge of the image (but not closer than the clear space).

### PERMITTED

In examples A and B the logo signature is correctly anchored near an edge and occurs on an area that is smooth and dark. Note that in each example no shapes or edges intrude into the clear space area.



A



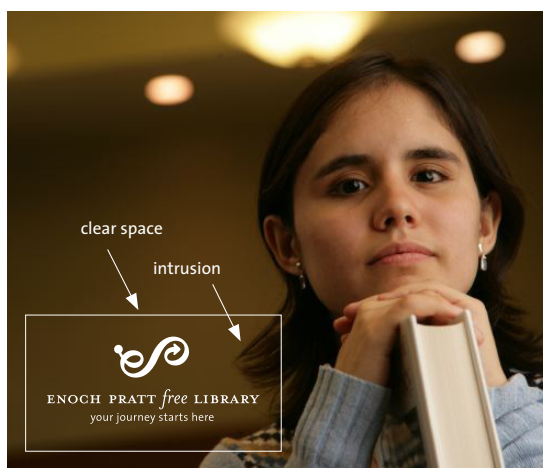
B

### NOT PERMITTED

Note: The logo clear space (which should not normally be seen) has been indicated as a dotted line in these examples.

The head of the boy, and shoulder and hair of the woman incorrectly intrude into the clear space area of the logo signature.

The books (D) and dark brown shape (C) do not form a smooth, dark background.



C



D



# Dividing the Logo

There are rare times when dividing the logo down the middle into two halves (separating the “e” from the “p”) can be useful. It’s unusual to treat a logo in this manner but when done correctly and in an appropriate circumstance it can enhance the presentation of the Pratt logo.

## When to Divide the Logo

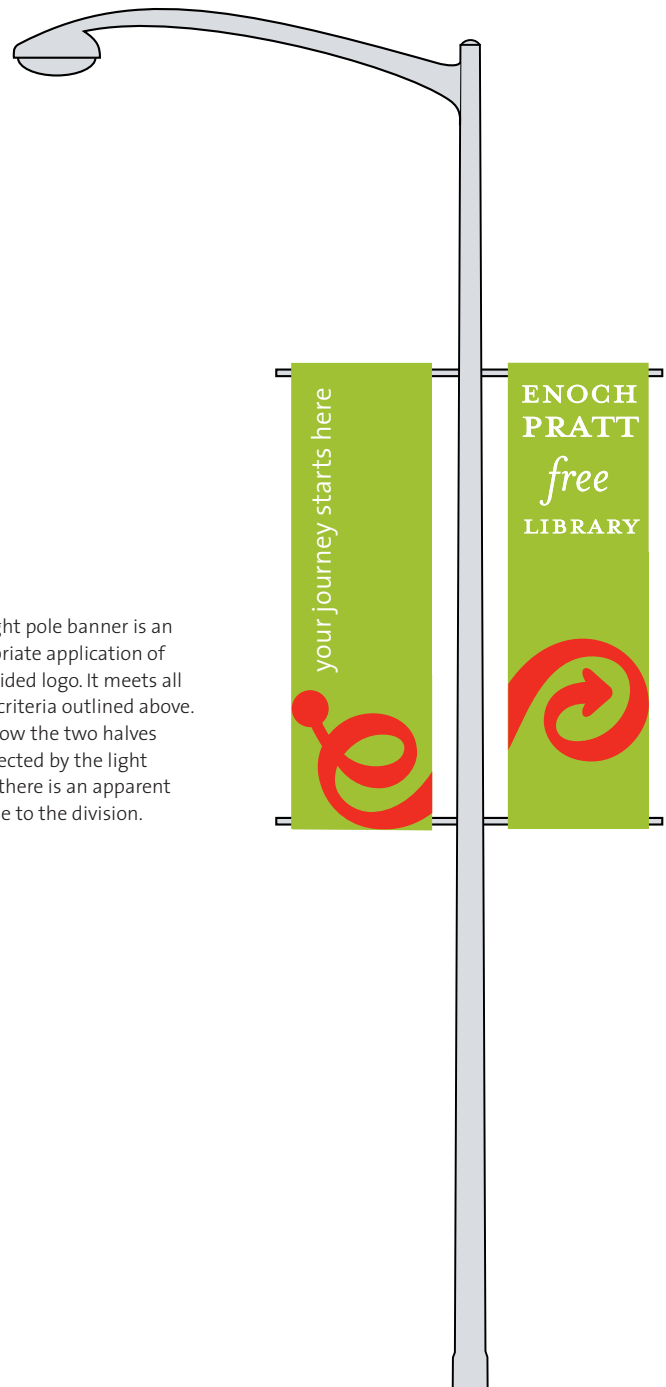
Divide the logo only when you have received special permission from the Communications Office and after your intended use has met the following criteria:

1. The two halves of the logo will be seen together,
2. the two halves of the logo are close enough together to be visually “connected,”
3. the two halves of the logo are presented in a balanced way—in the same color treatment and framed equally, and
4. when the two halves are bisected by something useful and natural.

## The Exception Not the Rule

This treatment of the logo is exceptional. It should be done rarely and only with the appropriate permissions.

This light pole banner is an appropriate application of the divided logo. It meets all of the criteria outlined above. Note how the two halves are bisected by the light pole—there is an apparent purpose to the division.



# Exceptions to the Clear Space and Signature Rules

Contact the Communications Office if any of the clear space and signature guidelines pose an unwarranted limitation on your communications project. They will be able to decide if an exception should be made. Below are two exceptions that may be taken into consideration.

## Custom Signatures for Signage

When the name of the Library is displayed for the purpose of signage it is permissible to consider an arrangement other than the standard or alternative logo signatures. Note that positioning and size of the words may be altered but not the font style.

## Bleeding the Logo to the Edge of a Surface

The logo may at times be used as a dramatic design element such as for signage or display purposes. In these cases it is permissible to allow the logo to “kiss” or slightly “bleed” off of the edge of a surface.

## Slogans exception to Clear Space Rules

The name of the library and the slogans of the library are permitted to be included within the clear space of the logo. See page 6 for more about clear space.

This light pole banner is an example of display signage and use all three exceptions described here: The name signature uses the Pratt font style but is positioned in a custom placement. The logo is used as a dramatic design element and “bleeds off of the edges. And in the case of the light pole banner the slogan is permitted to appear within the clear space of the logo.

