



Oregon Library Association
Graphic Usage Guide

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Overview

This guide offers recommendations for using the Oregon Library Association's logo. The intent is to create a framework for consistent use of the logo to identify the Oregon Library Association. Consistent use of the logo over time will contribute to a clear image of the organization in the eyes of members, partners and the public.

The Oregon Library Association identity

Components



The identity is the product of three components: the mark or logo, color and typography. The identity was shaped by a designer, a committee of OLA members charged with producing the identity, and the OLA board of directors, with feedback from the OLA membership. Consistent application of the design developed through this process will strengthen the OLA's visual presence.

The mark



The mark, or image, combines the recognizable form of Oregon against a background of bars that could symbolize books on a shelf or a digital signal. The association's initials are overlaid on the shape of the state.

Color



The colors are green and black. The particular green can be described by any number of color systems used in communications. In the widely used Pantone system, the green is PMS 364. Formulas are provided in the color palette section for reproducing the color in other systems.

Typography

LIBRARY

The name of the organization is typeset in Bembo, a serif typeface with a long history. "OLA" is typeset in Akzidenz Grotesk, a sans serif typeface. The typography section of this guide offers recommendations on typefaces that can be used as complements to the logo typography.

Placement, Size and Margins

Minimum size

The recommended minimum size for the logo is 2 x 0.75 inches.

Smaller placements are acceptable in the right context. The second example of the logo below is 1.25 inches wide. Usage of logos at very small sizes – as a sponsor’s logo on a program, for instance – is common and the OLA logo will work as small as 0.625 inches wide in such applications.

Adequate margins give the logo a stage to stand on and enhance typography and imagery used with the logo. In general, the objective is to provide a visually comfortable clear space around the logo. The recommended minimum clear space round the logo is a value equal to the height of the characters in LIBRARY. For an application of the logo 2 inches wide, that value would be 12 points or 0.167 inches.



2.0 inches



1.25 inches



0.625 inches



Mark only

The mark can be used without the type when the context is appropriate.



Color

The two most common and flexible uses of the logo will be in OLA green and black on a white field or in black only on a white field. Using the logo as a reverse on either an OLA green or black field is acceptable.



Improper use

The objective is to present the logo consistently and maintain its integrity by not modifying it. The two components—the mark and the type, “Oregon Library Association”—form a whole and should be treated as such, with the one exception of using the mark alone without the type when appropriate. A list of treatments that should not be used follows:

- The typeface used in the logo should not be changed.
- The space between the mark and the type should not be changed.
- The components should not be rearranged, e.g., such as moving the type to the left side.
- The logo should not be distorted, stretched or compressed.
- Neither the logo nor the type should be reproduced in any color combination other than the official green and black, or black only.
- The logo should not be used to create a pattern or wallpaper.
- The logo should not be screened.
- Drop shadows or other special effects should not be applied to the logo..

Using Typography

The name of the organization is typeset in Bembo, in small caps. Bembo is a historic typeface. It originated with the Aldine Press of Venice in the 15th century and has been used widely in print ever since.

When creating correspondence or a publication, the choice of a complementary typeface will enhance the quality of the piece and support the OLA’s visual identity or brand.

Minion is a high quality serif typeface recommended for use with the OLA identity. Myriad is Minion’s sans serif cousin and can be combined with Minion. Palatino is another useful serif typeface. Akzidenz Grotesk and Frutiger are sans serif typefaces that can be used with Palatino. A third option would be the combination of the serif typeface Cambria for text and the sans serif Calibri for headings. Cambria and Calibri are included in recent versions of Microsoft Word.

In the design samples on the following pages, Minion is the typeface.

For the web, two typefaces are recommended – Georgia, a serif, and Verdana, a sans serif.

Letterhead sample



August 1, 2011

Connie Anderson-Cohoon
Reference Services Coordinator
Hannon Library
Southern Oregon University
1250 Siskiyou Blvd.
Ashland, Oregon 97520

Greetings,

This letter is a sample of Oregon Library Association letterhead using the association's new logo.

The logo is centered at the top of the page with a 0.5 inch margin above it. The margins for the body of the letter are 1.125 inches on both the left and right. The letter's first line of type, the date, is 1.75 inches from the top of the page.

This sample letter is set in the typeface Minion. The type is set at 11 points on 15 points of leading. The paragraphs are flush left, unjustified, with 7.5 points of space after each paragraph.

The association's return address is set in Minion also, but at 9 points. The line is centered. The top of the line is 0.5 inches from the bottom of the page.

Although these specifications are only recommendations, I hope they will be of use to your association.

Sincerely,

Thomas Osborne
Thomas Osborn Design

P.O. Box 3067, La Grande, Oregon 97850 · www.olaweb.org

shown at 75 percent scale

No. 10 envelope sample



shown at 75 percent scale

Business card sample



Connie Anderson-Cohoon

email@olaweb.org | 000.000.000
P.O. Box 3067, La Grande, Oregon 97850

shown at 75 percent scale

Color palette

The Oregon Library Association logo is green and black. The green is the spot color PMS 364 in the Pantone Matching System. The green can also be reproduced in CMYK color for offset or digital printing or RGB color for screen color. A selection of complementary colors are also offered here.



PMS 364



60/0/100/40
70/129/43



60/0/100/10
103/174/62



60/0/100/0
114/191/168



0/50/100/50
144/85/0



0/50/100/30
183/110/17



0/50/100/10
22/134/26



40/100/0/0
163/35/142



30/65/0/0
175/113/175



20/50/0/0
199/143/191



0/0/100/80
88/83/0



0/40/100/0
250/166/66



0/0/50/0
255/147/153



0/0/0/100
0/0/0



0/0/0/50
150/150/150



0/0/0/25
200/200/200

Accessibility

To support accessibility in environments where people with disabilities may encounter the Oregon Library Association logo, active steps can be taken.

The most important step is to provide a text equivalent of the logo in web or HTML documents. A text equivalent consists of an “alt” description with the IMG element in the HTML code. The text equivalent or “alt” should read “Oregon Library Association logotype.” Tools used by people with disabilities to read web pages will recognize the “alt” description.

In print communications, the most important step is to use the logo at a recognizable size as listed in the recommendations elsewhere in this document with proper margins. For persons with colorblindness, either deuteranope or protanope, the color version of the logo will appear in different colors (brown and black), but the logo will remain legible.

This guide to to usage of the Oregon Library Association logo was prepared by:

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