



Empire State Library Network

Discover. Connect. Engage.

Branding Style Guide

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Introduction

A letter from the Chairperson

As the NY 3Rs Association, Inc. transitions to Empire State Library Network, I am pleased to introduce our new brand identity logo, tagline and graphic identity standards.

The new name better describes what the nine councils have been doing collaboratively since they collectively incorporated in 2003. Also, Empire State Library Network is a more meaningful name that better reflects what the organization is -- a network of library councils that service all of New York State.

This style guide ensures that we maintain the continuity of ESLN branding across all our internal and external communications. This work is the result of the comprehensive planning and creative input of our “transition team”: John Hammond (NNYLN), Tessa Killian (SENYLRC), and Matthew Kopel (CLRC), with our designer, Wendy Clark.

Many of the set standards depend on relative size, proportion, and position, so the objective of this style guide is to act as the “go-to” resource to ensure that the ESLN brand remains solid while the unique identities of the individual councils are preserved. The guidelines cover all the ways in which the ESLN brand logo will be shown on our stationery, signage, brochures, collateral advertising, website, and associated items.

The brand logo’s supporting graphics and words reinforce all that the Empire State Library Network represents. Of course, a brand is much more than just its logo and tagline --- it is how we act, how we deliver the promise to those we serve, and how we represent ourselves and our ideas to others. All these elements together form the ESLN personality which should always have a consistent voice.

Our brand personality words, developed in our work with the Ad Council, are: *Collaboration, Dynamic, Strategic, Agile, Reliable*

And our promise is: *Only the Empire State Library Network facilitates collaboration among all types of libraries and cultural heritage organizations while influencing the future of information services statewide.*

Our new logo and tag line: *“Discover. Connect. Engage.”* synthesizes that brand personality and promise. By working together we will achieve our brand promise.

Sincerely,



Kathy Miller
Chairperson, Empire State Library Network

The Logo and Usage

Color logos for use on white or pale backgrounds

Color versions are not available for “member-of” logos as only greyscale logos should be used when paired with member logos (see “Pairing the Logo with Member Logos” on page 7).

Color logo files are provided in formats for onscreen use (PNG) and for printed materials (PDF EPS) files. Both file types are transparent and can be placed on a colored background. PNG files cannot be enlarged without losing image quality; they should only be downsized, if resized at all. PDF EPS files are infinitely scalable.



Empire State Library Network

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ESLN_logo_tag



Empire State Library Network

ESLN_logo



**Empire State
Library Network**

ESLN_logo_tag-stacked



**Empire State
Library Network**

ESLN_logo-stacked



ESLN_logo_tag-stacked-centered

ESLN_logo-stacked-center4ed



A member of

**Empire State
Library Network**



**Empire State
Library Network**

The Logo and Usage

Color logos for use on black or very dark backgrounds

The reverse color logos look best on a black or very dark background. If the background does not provide enough contrast with the collaboration mark, use a reverse grayscale logo instead.

Reverse color versions are not available for “member-of” logos as only greyscale logos should be used when paired with member logos (see “Pairing the Logo with Member Logos” on page 7).

Reverse logo files are provided in formats for onscreen use (PNG) and for printed materials (PDF EPS) files. Both file types are transparent and can be placed on a colored background. PNG files cannot be enlarged without losing image quality; they should only be downsized, if resized at all. PDF EPS files are infinitely scalable.



Empire State Library Network

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Empire State Library Network

ESLN_logo-reverese



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ESLN_logo_tag-stacked-reverese



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ESLN_logo-stacked-reverese



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ESLN_logo_tag-stacked-centered-reverese



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The Logo and Usage

Greyscale logos for use on white or pale backgrounds

Greyscale logo files are provided in formats for onscreen use (PNG) and for printed materials (PDF EPS) files. Both file types are transparent and can be placed on a colored background. PNG files cannot be enlarged without losing image quality; they should only be downsized, if resized at all. Smallest-size PNG files are provided. PDF EPS files are infinitely scalable.



ESLN_logo_tag-grayscale

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ESLN_logo-grayscale

Empire State Library Network



ESLN_logo_tag-stacked-grayscale

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ESLN_logo-stacked-grayscale

**Empire State
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ESLN_logo_tag-stacked-centered-grayscale



ESLN_logo-stacked-center4ed-grayscale



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ESLN_logo-member



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ESLN_logo-stacked-member

ESLN_logo-stacked-centered-member



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The Logo and Usage

Greyscale logos for use on black or dark backgrounds

Reverse grayscale logo files are provided in formats for onscreen use (PNG) and for printed materials (PDF EPS) files. Both file types are transparent and can be placed on a colored background. PNG files cannot be enlarged without losing image quality; they should only be downsized, if resized at all. Smallest-size PNG files are provided. PDF EPS files are infinitely scalable.



ESLN_logo_tag-grayscale-reverse

Empire State Library Network

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ESLN_logo-grayscale-reverse

Empire State Library Network



ESLN_logo_tag-stacked-grayscale-reverse

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ESLN_logow-stacked-grayscale-reverse

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ESLN_logo_tag-stacked-centered-grayscale-reverse

ESLN_logo-stacked-centered-grayscale-reverse



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ESLN_logo-member-reverse



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ESLN_logo-stacked-member-reverse

ESLN_logo-stacked-centered-member-reverse



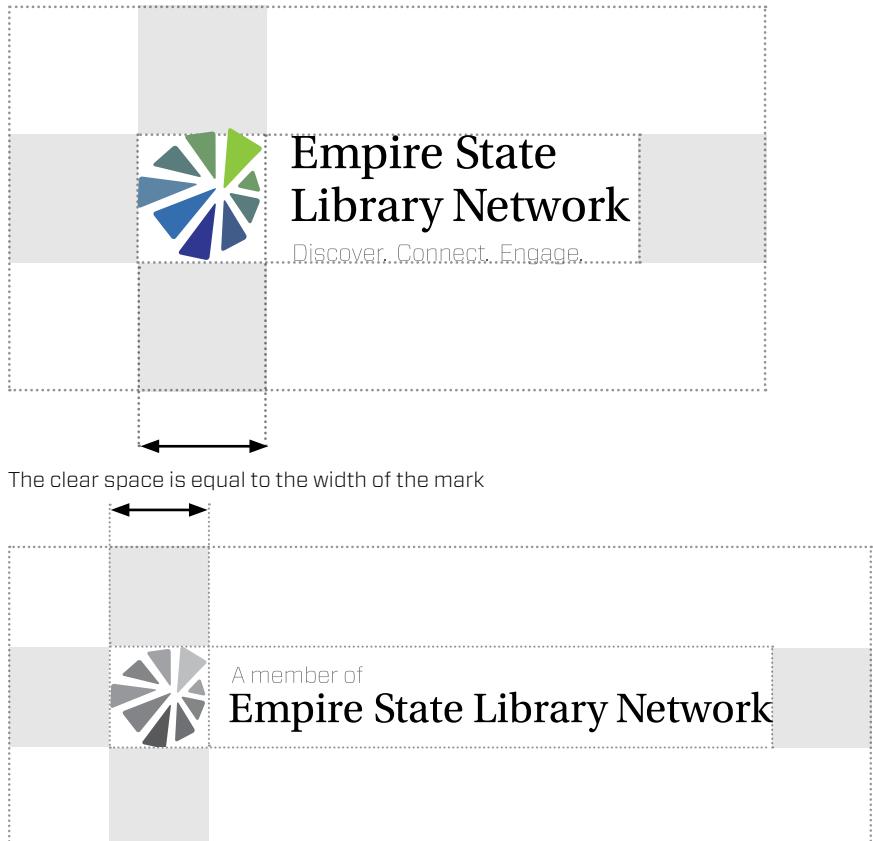
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Library Network

The Logo and Usage

Do's and Don't's

Do leave clear space equivalent to the width of the mark on all sides of the logo.



Don't add, subtract or change elements in any of the logos.



Don't stretch or squeeze any of the logos.



Don't set any of the type in a logo with a different font.



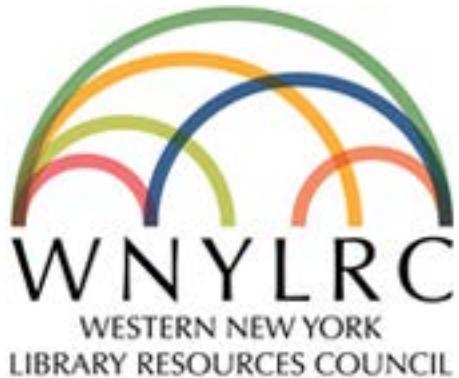
Pairing the Logo with Member Logos

Pairing logos

Member organizations are welcome to choose any of the three formats for the member-of logo to use adjacent to their own, and may place the member-of logo below or beside their own.

The member-of logo may be shrunk to a very small size as long as the words "A member of" are clearly legible.

Smallest-size PNG files are provided for onscreen use such as in email signatures (see pg 11) and on web pages.



Color Palette

Primary Colors

The primary colors for branding are the dominant colors in the mark: ESLN Blue, ESLN Green and ESLN Purple.

As is apparent here, ESLN Green is the palest color and though it works well as a highlight or accent color (such as for buttons that need to be highly visible on a web page), it should be used for text sparingly as it make the text difficult to read.



ESLN Blue

Web Hex
326eb0

CMYK Build
84/56/4/0

ESLN Green

Web Hex
8dc73f

CMYK Build
50/0/100/0

ESLN Purple

Web Hex
2f3892

CMYK Build
98/95/3/0

Secondary Colors

When a more-muted color is desired, one of the secondary colors may be used: Moss Green, Sage Green, Slate Blue or Lake Blue



Moss Green

Web Hex
6e9968

CMYK Build
61/23/72/4

Sage Green

Web Hex
5a7c7d

CMYK Build
68/39/46/10

Slate Blue

Web Hex
425c8a

CMYK Build
83/67/23/6

Lake Blue

Web Hex
5a83a4

CMYK Build
69/41/22/1

Typography

Fonts and Typography

The font families used in the Empire State Library Network brand are Utopia and Forza.

Utopia Regular is used for the words “Empire State Library Network” in the logo, and can be used for running copy (such as is seen in this guide).

Utopia is available from Adobe and the web font is available from their service, TypeKit.

Forza thin is used in the tagline (Discover. Connect. Engage.) and the words “Member of” in the logos. Forza bold can be used for headings (such as seen in this guide).

Forza is available from Hoefler & Co. and the web font is available from their cloud service.

Utopia Std Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + . , : ;

<http://www.fonts.com/font/adobe/utopia>
<https://typekit.com/fonts/utopia-std-display>

Forza Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + . , : ;

Forza Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + . , : ;

<http://www.typography.com/fonts/forza/overview>
<http://www.typography.com/cloud/welcome>

Alternate Fonts

When Utopia and Forza are not available, Times New Roman and Acumin Pro may be used in their place.

Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + . , : ;

Acumin Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + . , : ;

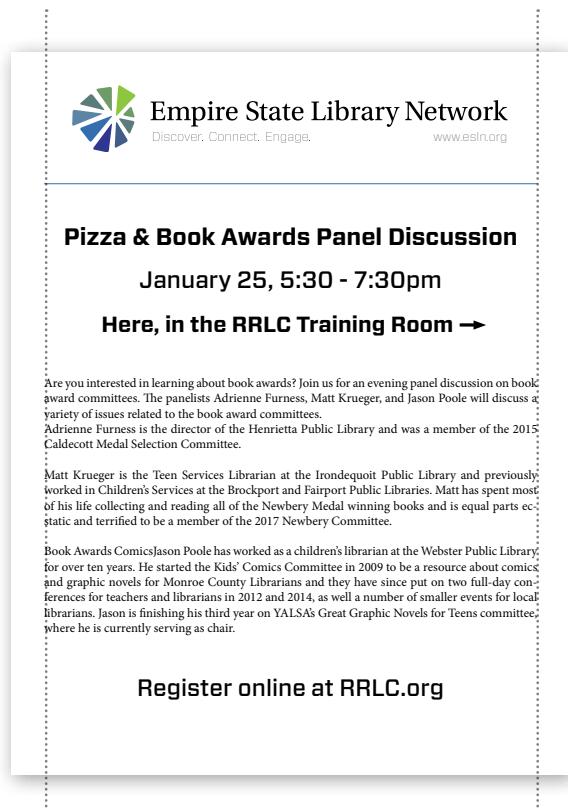
Flyer/Correspondence Template

Flyers, posters and letters

Templates are available for importing into word-processing programs as a background for creating flyers/posters and electronic or printed letters. For instance, in MS Word, import the PDF as a “watermark image” and set the opacity to 100%, then create your text box on top.

For the letterhead, be sure to align the left margin of the letter with the logo type at top and URL at the bottom.

For the poster/flyer, use the hairline as a guide for left and right margins.



Email signatures

Email signature format

The smallest-size PNG files should be used for standard email signatures.

Because there is significant variation in email programs and the way they display images that are aligned, it is recommended images not be aligned at all. If a side-by-side layout of the two logos is desired, one image file can be created with the two images.

The paired logos may be placed before or after the contact information.



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Digital Artwork

Logo files are available in many formats, for both print and online use and can be found at the URL below.

<https://www.esln.org/brand-resources>

