



IDENTITY & BRANDING GUIDELINES

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INTRODUCTION

This document is meant to serve as a guide to using the State Library of Iowa's identity, which includes the logo, wordmark, and supporting materials. These graphic standards ensure all State Library staff represents the agency the same way each time they interact with other libraries, patrons and partner organizations. When the agency's graphic standards are presented consistently, it creates a positive and lasting impression with the people we work with and builds trust in our agency.

IDENTITY AND BRANDING

Two concepts that are important to understand for implementing successful agency graphic standards are identity and branding.

An **identity** is the physical "look" of an organization. It includes a logo and supporting materials, such as letterhead, business cards, website design, and more, all assembled within standard guidelines for proper use and application. The guidelines govern how the identity is applied and offers approved designs for printed pieces, color palettes, typefaces, page layouts, and other applications.

The value of a strong agency identity increases every time it is used properly, and decreases with every improper application. Agency identity, properly used, ensures the State Library will be recognized, remembered, and respected. Just as importantly, a strong agency identity decreases confusion among the public and our customers, helping them identify State Library programs and people associated with the agency and improving their understanding of our mission.

A consistent agency identity benefits the State Library in many different ways. It conveys to customers that "we're here to stay" and is a sign of longevity, attractive to customers and desirable to partners. It indicates that we are serious about being successful and that our agency is a reliable leader for Iowa libraries.

While identity is the physical look of an agency, it is closely tied to brand identity and brand image, which are more abstract concepts.

Our **brand identity** is the promise we make to our customers about our services and responsibilities. It may consist of features and attributes, benefits, performance, quality, support, and the values our agency represents. Our brand may be viewed as a product, a personality, a set of values, or a position that occupies people's minds.

Brand image is how the customer interprets our brand, which may or may not coincide with brand identity. We must work hard on the customer experience to make sure that what customers see and think is what we want to convey.

Brand identity is what we want the customer to think about our agency, and brand image is what the customer actually thinks about our agency. A strong identity helps guarantee that the brand identity we strive for is synonymous with the brand in customers' minds.

THE STATE LIBRARY OF IOWA IDENTITY

The State Library's identity begins with the agency name. As of 2016, the agency will only be referred to as the "State Library of Iowa" or "State Library." When using the agency name in writing, use "State Library of Iowa" the first instance, then it is acceptable to use "State Library" in references thereafter. Do not abbreviate or use an acronym for the agency name. We are no longer using "Iowa Library Services" to describe our agency in order to reduce confusion and ensure that our programs and services are all viewed as a whole under the "State Library" umbrella.

THE OFFICIAL STATE LIBRARY OF IOWA LOGO AND WORDMARK

Besides the agency name, the most important element in our identity is the State Library of Iowa official logo and wordmark.

The **logo** consists of an enclosed medallion with three pineapple and scroll elements arranged equidistantly around an invisible central point. Our agency logo should be the first thing our customer sees and the last thing they remember. Consistent use of the logo unites our agency, staff, and goals; projects quality and professionalism; and ensures a positive, lasting impression on our customers, patrons, and partners.

The **wordmark** accompanies the logo and pairs "State Library of Iowa" with the medallion motif. If not using an existing wordmark image file in your document, use Copperplate Gothic Bold font adjacent to the medallion image, do not hyphenate the words in the mark and keep the word mark and logo distinct from other text or objects. Do not alter the type, proportions, or color. Do not use an apostrophe to alter the mark possessive ("State Library of Iowa's") and always use the full agency name in the word mark; do not shorten to "State Library."

The State Library logo and wordmark should appear on all media and promotional items including letterhead, envelopes, business cards, news releases, fact sheets, brochures, advertisements, websites, and displays. The official logo, wordmark and other graphic variations should be obtained from [Emily Bainter](#), or accessed from the shared drive under [Public > Communications > Graphic Elements > Logos > State Library Official Logo](#).

INSTRUCTIONS FOR PROPER USE

The State Library logo has been designed with flexibility in its use, and there are several variations and color options to meet your needs. Please follow these guidelines when using the State Library logo:

- Do not alter, sketch, skew, modify typeface or change proportions.
- Leave some clear space around the logo so that other design elements or text do not run into (or over) the logo.
- Do not combine with other marks or logos.
- Adhere to the color schemes appropriate for your purpose: full color, one color (black or white), or grayscale.
- Do not add or superimpose other graphics onto the logo.
- Use only authorized originals of the logo.
- Avoid logos copied from the website or screen grabbed; these are most likely low quality.
- Choose the correct image file format for your needs (see chart).
- The medallion motif in the logo may be used as an individual design element or watermark, providing the full logo/wordmark also appears somewhere on the material/media.

Keep in mind the logo quality will quickly degrade if enlarged excessively. The logo should be used in a size large enough to ensure clarity and legibility when reproduced. For the largest applications, including displays and signage, contact [Emily Bainter](#) for a special version of the logo that is scalable.

EXAMPLES OF PROPER AND IMPROPER USE

PROPER USE

Example 1:



**STATE LIBRARY
OF IOWA**

The official logo and wordmark.

Example 2:



A grayscale version of the logo.

Example 3:



**STATE LIBRARY
OF IOWA**

WWW.STATELIBRARYOFIOWA.ORG

*A graphic variation on the logo and wordmark.
(Note: this version should only be reproduced in a large format
to ensure readability.)*

IMPROPER USE

Example 1:



This is not an approved color in the graphic standards.

Example 2:



This is not an approved font or color for the wordmark in the graphic standards.

Example 3:



The logo is superimposed over another image.

GRAPHIC STANDARDS AND SUPPORTING ELEMENTS

COLORS

The colors below appear in the official State Library logo. Use the RGB, CMYK, or HEX codes to customize your documents and publications to reinforce the agency identity. It is recommended to use the blue or green for text headings to ensure readability.

BLUE	R5 G92 B144
	C90 M6 Y19 K4
	HEX# 2D5C90
GREEN	R114 G159 B46
	C61 M19 Y100 K3
	HEX# 729F2E
GOLD	R235 G142 B0
	C6 M51 Y100 K0
	HEX# E88E00
GRAY	R147 G149 B152
	C0 M0 Y0 K50
	HEX# 939598

FONTS

Using consistent fonts throughout the agency helps ensure professionalism. Please do not use decorative or unique fonts on official agency documents. The fonts below are approved and their recommended application(s) appear in the table below.

FONT	APPLICATION
COPPERPLATE GOTHIC BOLD	Headings, titles, call-outs, anytime you want to draw attention to short phrases of text. Note: do not apply bold to this font, it is already bold.
COPPERPLATE GOTHIC LIGHT	Sub-headings, call-outs, other times you want to draw more subtle attention to text.
Franklin Gothic Font Family: <ul style="list-style-type: none"> • Heavy • Demi • Medium • Book • Demi Condensed • Medium Condensed 	This font family provides many options for bold, regular, or condensed type. The book option is good for body text (paragraphs of text). Be aware that in Microsoft Office applications the height of the font can be very close to the bottom of the text line above, sometimes this can look awkward; feel free to use Calibri instead. Italicize when necessary, and apply bold to the Book font only.

Calibri	This is the default font in Microsoft Office products and is an excellent choice for most purposes, especially paragraphs of text and emails. Bold and italicize when necessary.
<i>Monotype Corsiva</i>	This font is to be used limitedly, mostly for formal applications such as certificates and awards. Bold this font but do not italicize.

IMAGE FORMATS

The official State Library logo folder on the shared drive houses the logo, wordmark and variation graphics sorted by the type of image format. Use the table below to determine which file type is most appropriate for your needs.

FILE FORMAT	APPLICATION
JPEG	Common image format, repeated saving can degrade image quality. High resolution images are usually greater than 1MB in size. Good for most purposes, but avoid using in Microsoft Office products if possible, as JPEGs can appear fuzzy.
PNG	Preferred format for Microsoft Office products, images stay crisp. PNG format supports transparent backgrounds and is designed to work well in online viewing applications. Again, 1MB files are usually considered high quality.
TIFF	TIFF images remain the widely accepted format of photograph file in the printing business (although JPEG and PNG are readily accepted also). The format is not widely supported by web browsers, and file sizes are usually larger than JPEGs and PNGs despite having the same quality. This format is not offered as an option for the State Library logo and wordmark graphics, but can be generated if needed.
Vector Files	Vector files, including AI and EPS formats, are for professional graphic design applications and are mostly used to create illustrations or graphics. The images are infinitely scalable to extremely large dimensions. Most users will not be able to open these formats without specialized software.

TEMPLATES

Several templates have been developed that incorporate the agency identity, staff are welcome to use them whenever needed and the files can be accessed on the shared drive at [Public > Forms-Templates > State Library Graphic Standard Templates](#). Below is a list of the templates that have been developed or are in development, please contact [Emily Bainter](#) if you have a specific need for a template that is not addressed.

DEVELOPED	IN DEVELOPMENT
<ul style="list-style-type: none"> • Letterhead • PowerPoint • Years of Service Certificates • Accreditation & Certification Certificates • Name Placard • Email Signature Block • Business Card 	<ul style="list-style-type: none"> • Agenda • Fact Sheet • Address Labels and Stickers • Blank Notecards • Blank Postcards • Envelopes • Name Badge