

Information inspiring imagination

KINGSTON
FRONTENAC
PUBLIC LIBRARY



YOUR PUBLIC LIBRARY

CORPORATE LOGO GUIDELINES

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Introduction

Kingston Frontenac Public Library

Our Corporate Tagline:

Information inspiring imagination

There are three core components of our new brand positioning:

Information: The core of what a library is built upon; quantifiable research and information.

Inspiration: Knowledge that comes from quantifiable research and information inspires new thoughts and ideas.

Imagination: The individual(s) interpretation of the new thoughts and ideas feed imagination to create - personal insight and growth and possibly innovation and greatness.

Message and tone of the graphical image

Image as a whole:

A library has its roots in physical books, although technology is changing that landscape, patrons still think of books. The majority of items available in a library have spines that face patrons when they choose a title... books, CD's, DVD,s audio books, magazines.

Technology is a very important factor. In rural branches the high speed symbol is why patrons (local, visiting, international) use the branch. This symbol is international but can also be interpreted as a broader "communicating" symbol, which also illustrates the fact that a librarian communicates to their patrons; research, information, community information. A patron communicates to their librarian; requesting information. It is a symbiotic relationship.

Introduction Cont'd

A library is important to its patrons throughout their lives. From childhood on. The "human" images represent patrons, children, adults, non specific gender or nationality.

Vibrant colours resonate and imply fun for the children and a welcoming facility to families and adults.

The design of the tagline elevates the design. It adds movement and expresses the positive nature of visiting a library.

Tagline:

"Information inspiring imagination"

Corporate Name:

"Kingston Frontenac Public Library"

Community identification:

"Your Public Library"

Logo Variations

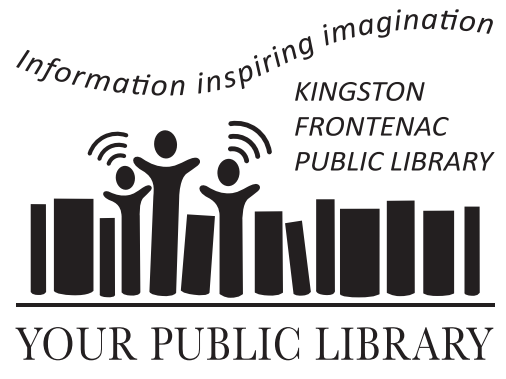
Masterbrand

Tagline, Corporate Name, Community Identifier

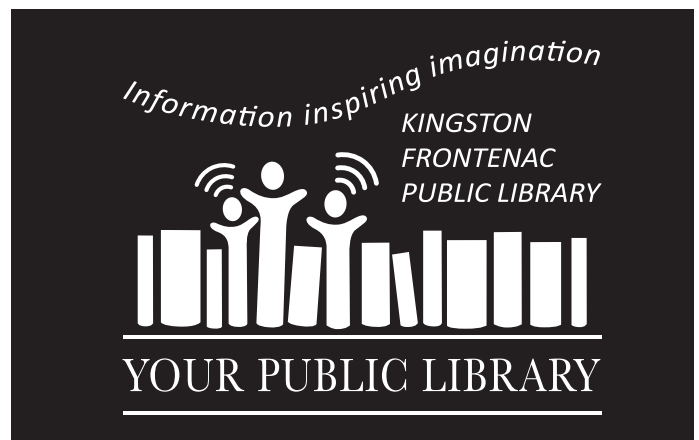
The Kingston Frontenac Public Library Masterbrand is composed of a single element: the Kingston Frontenac Public Library logo. This is the preferred way to show the logo and should be used whenever possible.



One Colour Black

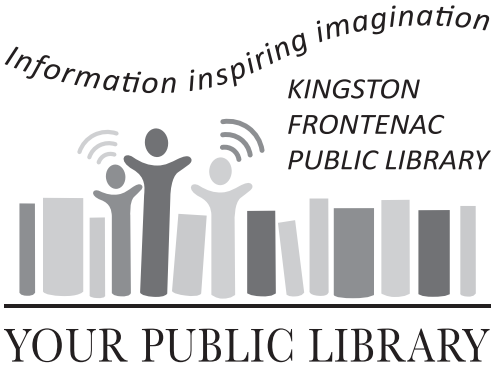


Reversed



Logo Variations Cont'd

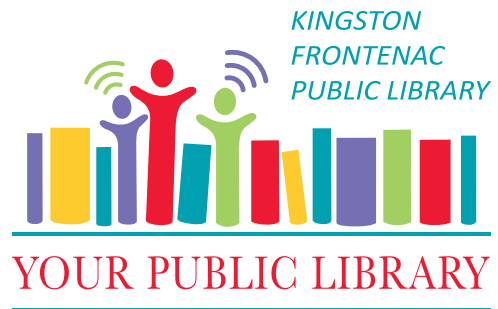
Grayscale



Logo Variations Cont'd

The Kingston Frontenac Public Library Logo is modular, and can be represented in the following ways under certain circumstances.

Graphical Image with Corporate Name, Community Identifier



Graphical Image with Community Identifier



Fonts

Masterbrand

The Kingston Frontenac Public Library Masterbrand is composed of two fonts. The words 'Your Public Library' are in Baskerville. All other fonts are in Calibri Italic.

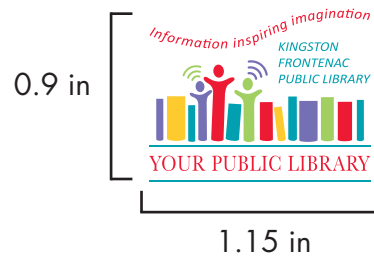


Minimum Size

For Print

To ensure that the KFPL Logo is always legible and accurately reproduced a minimum size has been determined.

DO NOT reproduce the KFPL Logo at any size less than the sizes shown*.



For Web

To ensure the legibility on the screen the KFPL Logo should never be smaller than the size shown.



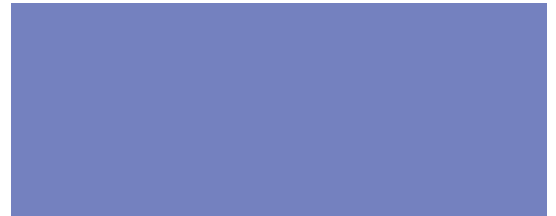
* The variation logos with various elements removed will have a different minimum size than that of the primary logo. Logo variation with no tagline or signature can be sized down to a minimum of 0.7 inches and 30 pixels high. Logo variation with no tagline can be sized down to a minimum of 0.8 inches and 57 pixels high.

Corporate Colours

The KFPL Logo is made up of 5 colours. A purple, a red, a teal, a green, and a yellow. The logo must be shown in these colours, unless otherwise stated in acceptable logo variations.

PANTONE 272 C

C - 58 R - 117
M - 48 G - 129
Y - 0 B - 191
K - 0



PANTONE 032 C

C - 0 R - 239
M - 90 G - 65
Y - 86 B - 53
K - 0



PANTONE 320 C

C - 100 R - 0
M - 0 G - 160
Y - 31 B - 175
K - 7



PANTONE 367 C

C - 32 R - 180
M - 0 G - 216
Y - 59 B - 139
K - 0



PANTONE 123 C

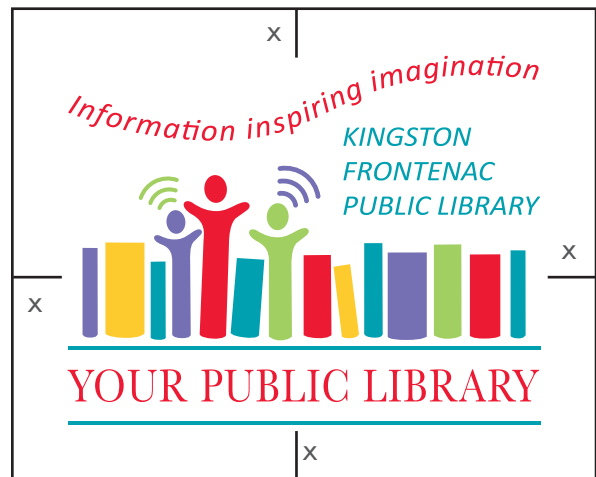
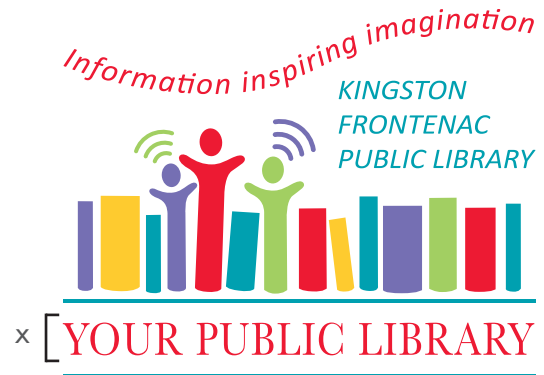
C - 0 R - 255
M - 24 G - 196
Y - 94 B - 37
K - 0



Clear Space

Clear Space around the KFPL Logo ensures that it has maximum visibility and impact in every application. Avoid crowding the logo with other graphic elements such as type or imagery.

As shown the height of the 'y' in the logo is used as the standard unit of measurement for calculating clear space.



Improper Uses of Logo

The KFPL Logo is one of KFPL's most valuable corporate assets and the equity in the KFPL identity must not be depreciated in any way. Adhering to these guidelines helps to ensure proper reproduction and application of the KFPL Logo.

These examples illustrate some of the most common application errors that must be avoided.

DO NOT alter the colour



DO NOT change the spacing



DO NOT stretch or distort

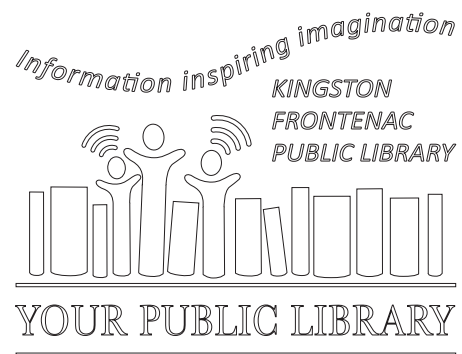


Improper Uses of Logo Cont'd

DO NOT alter proportion



DO NOT use outlines

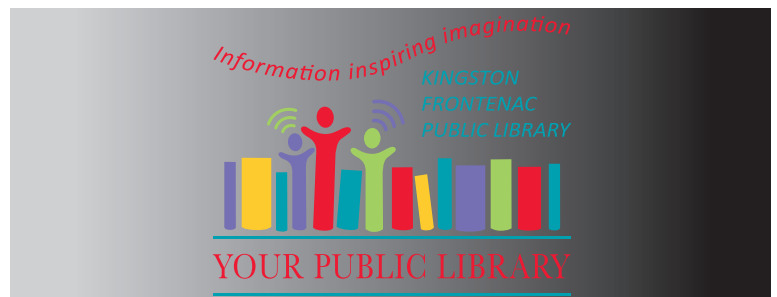


DO NOT use in low contrast



Improper Uses of Logo Cont'd

DO NOT use on a gradient



DO NOT crowd logo



Haruntin ctempor epernatum et
audae velessit auta commolu pta-
epud anihili cipsum ipsapic ipsame
consent iasperias ut aut delitiis aut
aut ea nobit, vel ilicia pres etur?
Imolore stibusc ipsunt il iumquate
nonosed eatur?

Logo Applications

Three Colour Imprinting/Screening
on white or light-coloured product

When screening or imprinting on a white
or light-coloured product use the
5 PMS Colours (272, 032, 320, 367, 123)



Imprint Colour: PANTONE 272 C

Information inspiring imagination



YOUR PUBLIC LIBRARY

Imprint Colour: PANTONE 032 C

*KINGSTON
FRONTENAC
PUBLIC LIBRARY*



Imprint Colour: PANTONE 320 C

Logo Applications Cont'd



Imprint Colour: PANTONE 367 C



Imprint Colour: PANTONE 123 C

Logo Applications Cont'd

One Colour Imprinting/Screening on white or light-coloured product

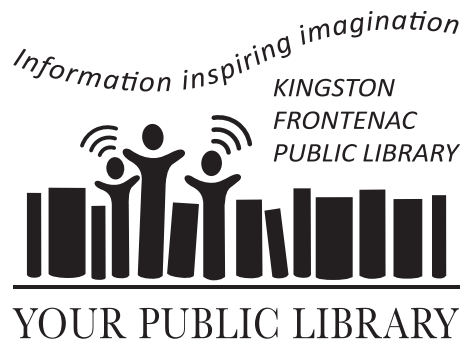
When screening or imprinting on a white or light-coloured product use Process Black.



Imprint Colour: Process Black

Full Colour Imprinting/Screening on black or darkcoloured products

When screening or imprinting on a black or dark-coloured product use the 5 PMS Colours (272, 032, 320, 367, 123)
Colours must be imprinted on a white overlay that is offset by 1 pt.



White Overlay

Logo Applications Cont'd



Imprint Colour: PANTONE 272 C

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Imprint Colour: PANTONE 032 C

*KINGSTON
FRONTENAC
PUBLIC LIBRARY*



Imprint Colour: PANTONE 320 C

Logo Applications Cont'd



Imprint Colour: PANTONE 367 C



Imprint Colour: PANTONE 123 C

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Imprint Colour: Process Black

Logo Applications Cont'd

One Colour Imprinting/Screening
on black or darkcoloured products

When screening or imprinting on a black
or dark-coloured product use white.

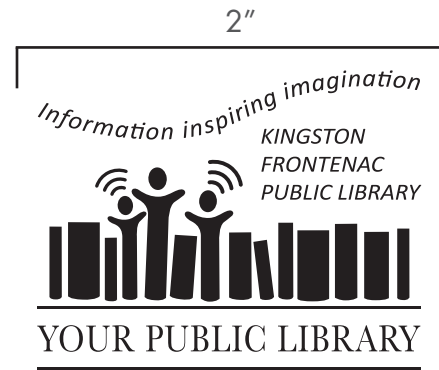


Imprint Colour: White

Logo Applications Cont'd

Embroidery

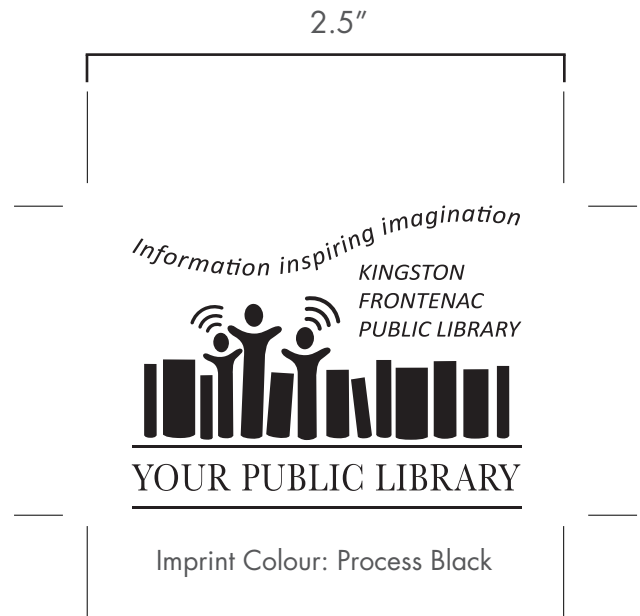
For embroidery the logo size should be no smaller than 2" wide.



Logo Applications Cont'd

Mug Imprint

The standard imprint size is 2.5" wide



Logo Applications Cont'd

Stationery



John Smith
Human Resources
Tel: 613.123.4567
Cell: 613.234.1289
Email: jsmith@email.com

Jane Doe
Accounting
Tel: 613.123.4567
Cell: 613.234.1289
Email: jdoe@email.com

Dear Ms. Doe,

Num que nos etum idebit eos accatet, occae coremque same eum si delignihil ipsum es
volupicia qui tene plabo. Inus nimi, si aut idenimi litat. Inis est odi qui suntemq uodicie
parumquae vendae quid mo omnis magnimo luptat magnima gnientest pore conecus e

Tem est, omnimi, conem cupta consed quis autate parum dolum consed mossime mag
et exerum doluptatur, officii optam reperit isciasitat il et quiaestisi nimeris cuptatio qu
Itae delest qui te raturem qui dolorro eveleculpa cum con et, impore dolecusdam et es
ommodis dio blabore occumet volent offitio ex eum eos adisitn nest hicia qui dolum, u
quatur?

Ed ma pligent et ma dem qui ut et quati debit quaero quam, ommissunt audae labo. Xero tem eum que prerrovit
fugitatur ad est veligen dantur? Berror asi autem excepuda senimpedi beature raestem oluptatem. Ihit, optate
plaut mod ut ullenestio.

Sincerely,

John Smith
Human Resources,
Kingston Frontenac Public Library

130 Johnson St. • Kingston, ON • K7L 1X8 • Phone: 13.549.8888 • Fax: 613.549.8476
www.kfpl.ca

Information inspiring imagination



John Smith

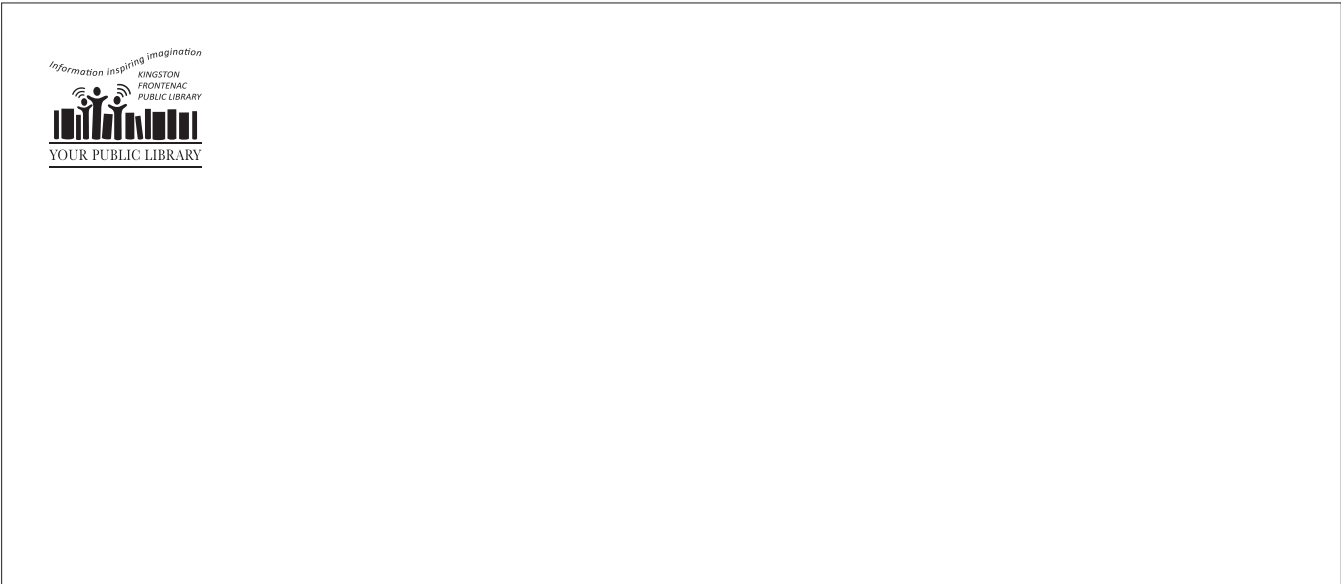
Phone: 000.000.0000 • Fax: 000.000.0000
Cell: 000.000.0000 • Email: name@email.com

Street Address • City, Province • Postal Code • Country

Visit us on the web at: www.kfpl.ca

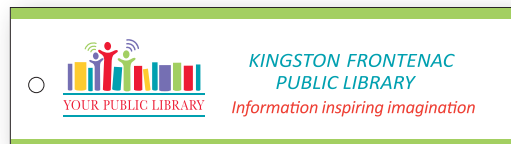
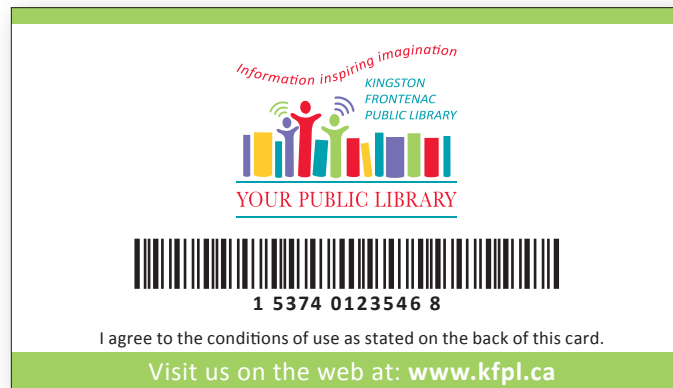
Logo Applications Cont'd

Envelope



Logo Applications Cont'd

Library Card and Key Fob



Logo Applications Cont'd

Website



Information inspiring imagination

PRESCHOOL | CHILDRENS | TEENS | CONTACT | AAA

SEARCH FOR BOOKS, DVDS...

SEARCH

LOGIN

MY ACCOUNT

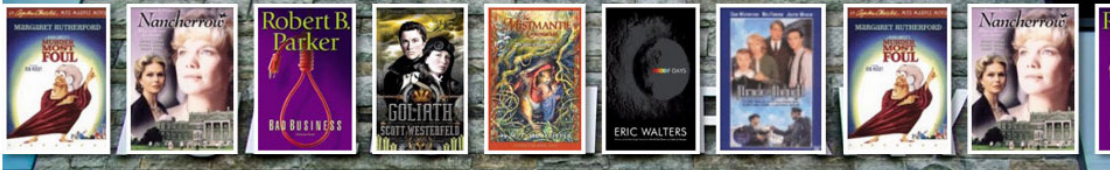
HOME

USING THE LIBRARY

HOURS & LOCATIONS

EXPLORE ONLINE RESOURCES

EVENTS & PROGRAMS



BOOK OF THE WEEK



The Last Letter from Your Lover
by Jojo Moyes

Suspendisse potenti. Sed molestie, felis pulvinar cursus iaculis, quam augue scelerisque libero, ut dapibus quam metus fermentum lorem. Maecenas ac quam mi. Fusce eleifend pretium nunc quis venenatis.

Sed adipiscing consectetur risus, eget sollicitudin lacus fermentum non. Praesent at magna ipsum, tincidunt condimentum lacus. Etiam vel sapien felis, et tincidunt nunc. Mauris vitae nunc sed elit accumsan porttitor ut a elit.

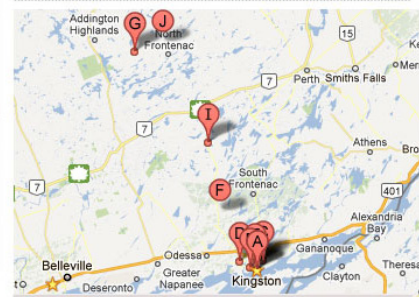
[Click here to place your reservation.](#)

SOME HEADLINE

Suspendisse potenti. Sed molestie, felis pulvinar cursus iaculis, quam augue scelerisque libero, ut dapibus quam metus fermentum lorem. Maecenas ac quam mi. Fusce eleifend pretium nunc quis venenatis.

Sed adipiscing consectetur risus, eget sollicitudin lacus fermentum non. Praesent at magna ipsum, tincidunt condimentum lacus. Etiam vel sapien felis, et tincidunt nunc. Mauris vitae nunc sed elit accumsan porttitor ut a elit.

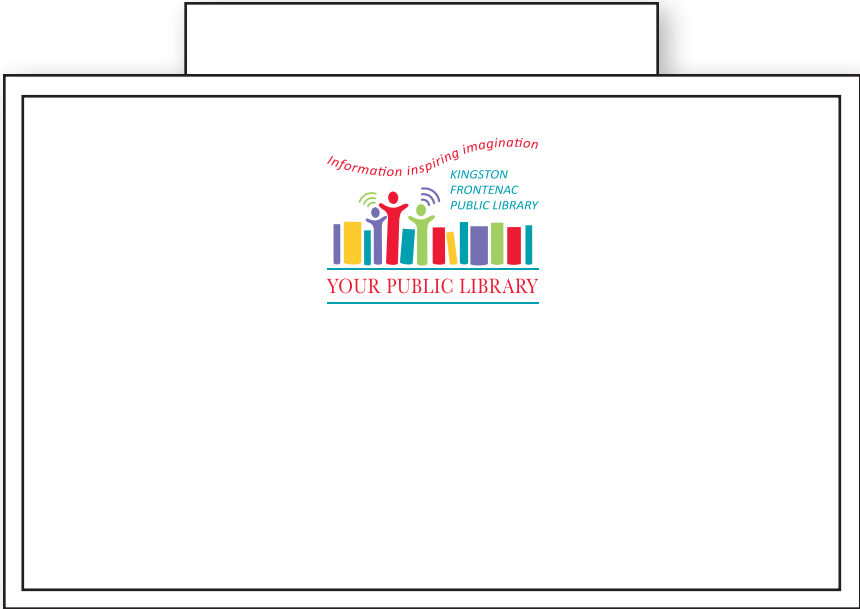
OUR LOCATIONS



KFPL ON TWITTER

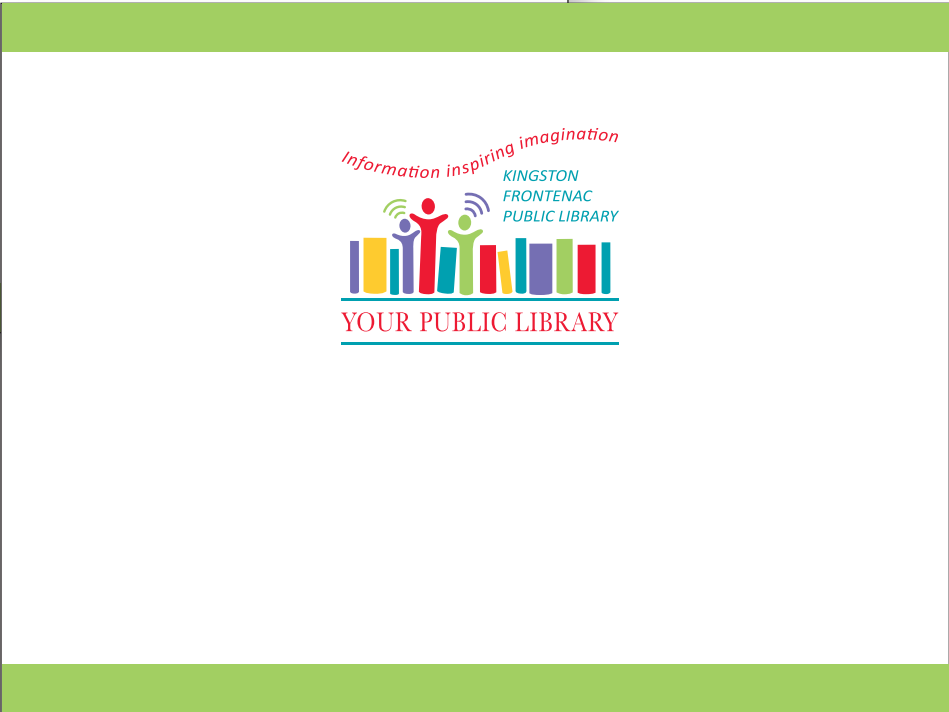
Logo Applications Cont'd

Staff Identification Tags



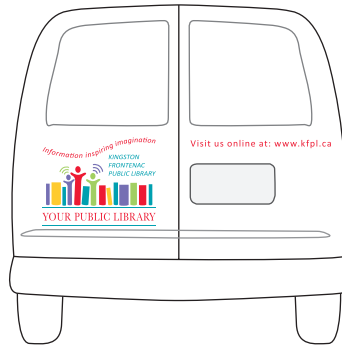
Logo Applications Cont'd

Power Point Slide

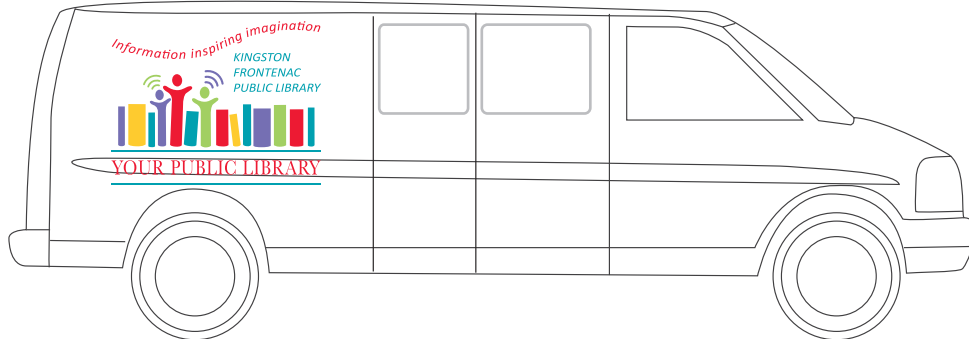


Logo Applications Cont'd

Vehicle



Side Right

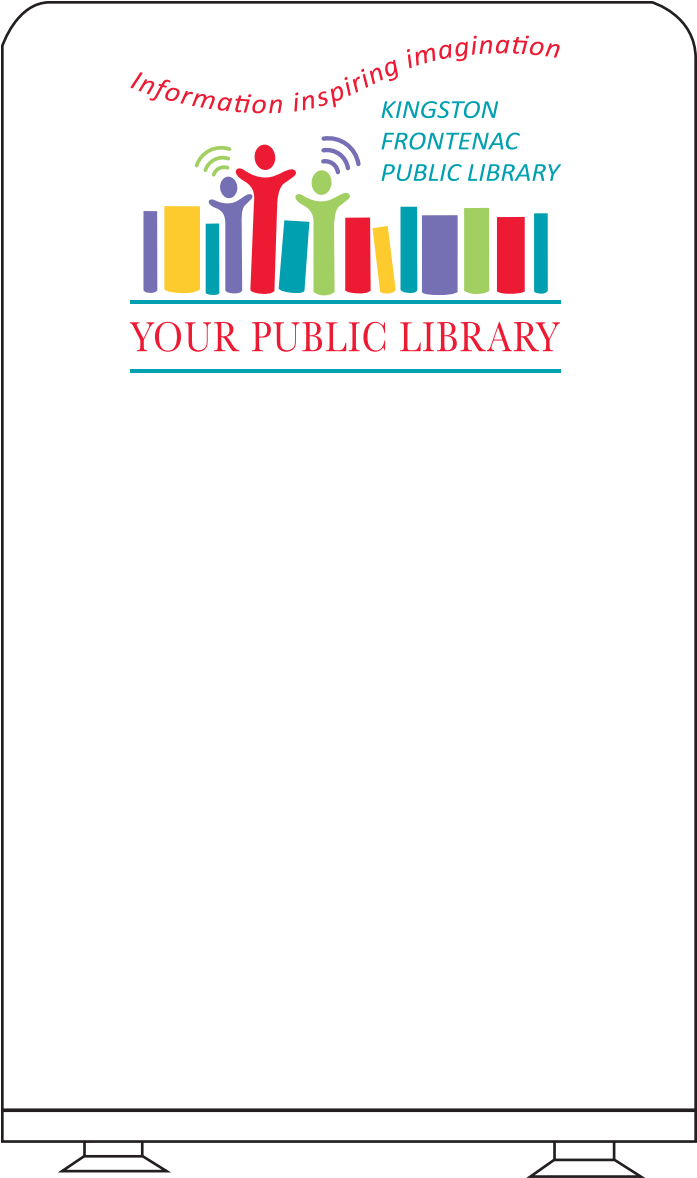


Side Left



Logo Applications Cont'd

Pull Up Banner



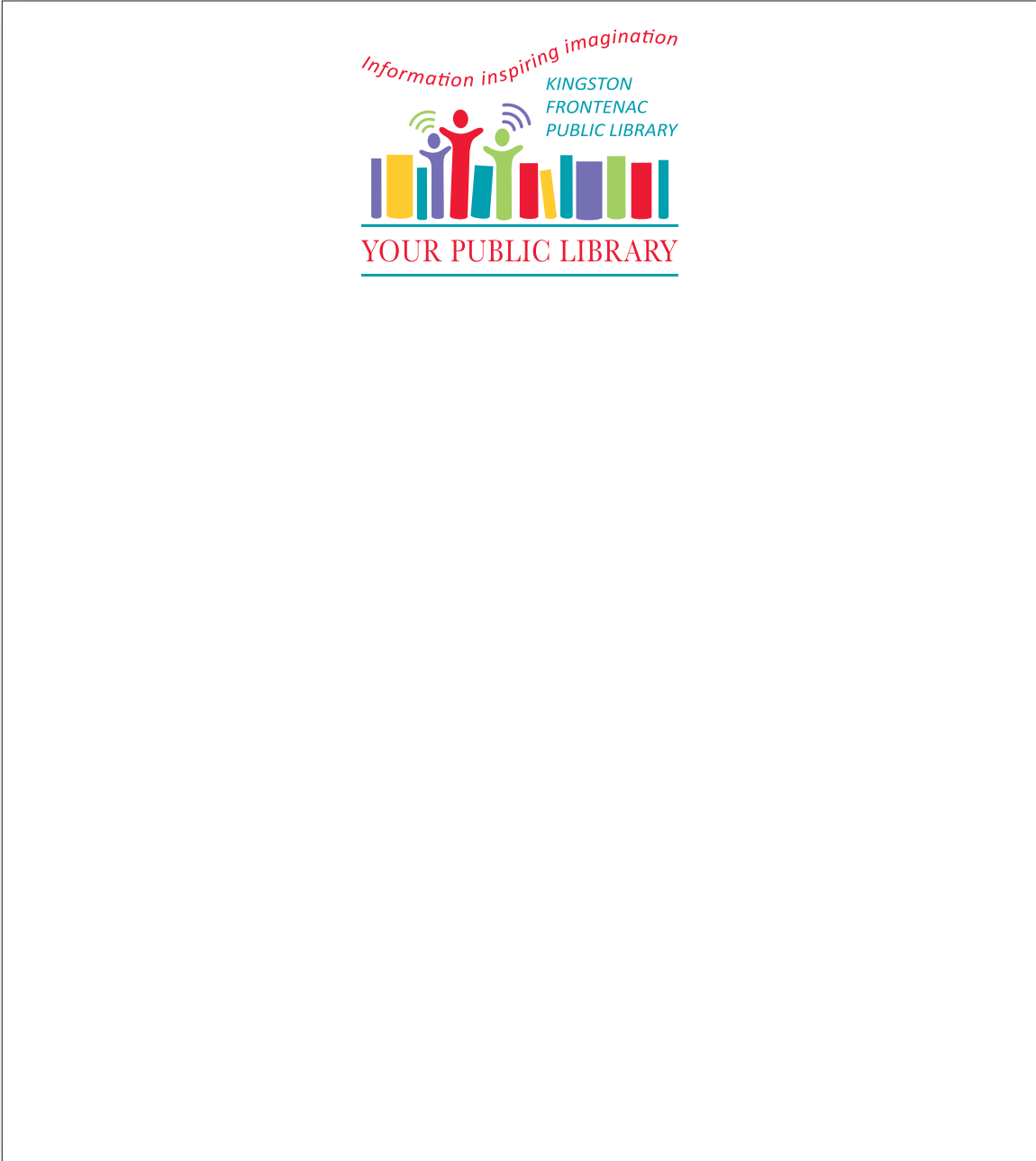
Logo Applications Cont'd

Branch Information (postcards)



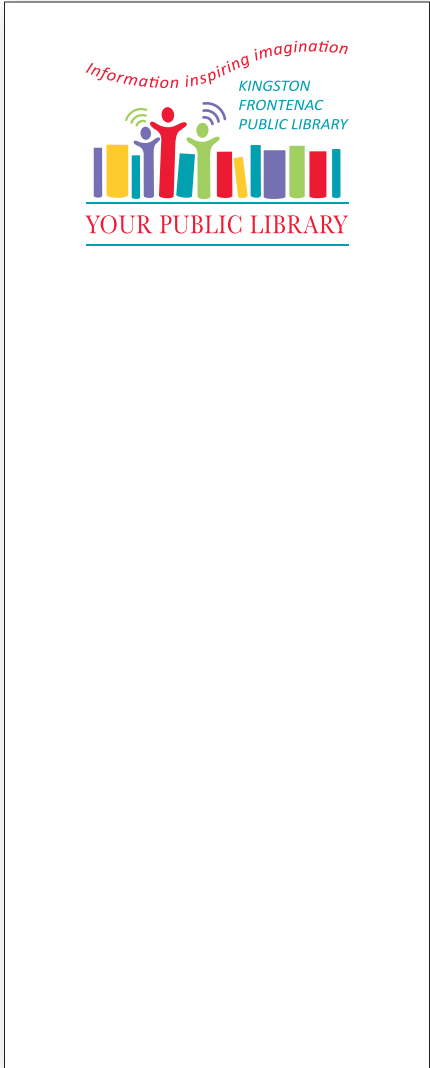
Logo Applications Cont'd

Poster



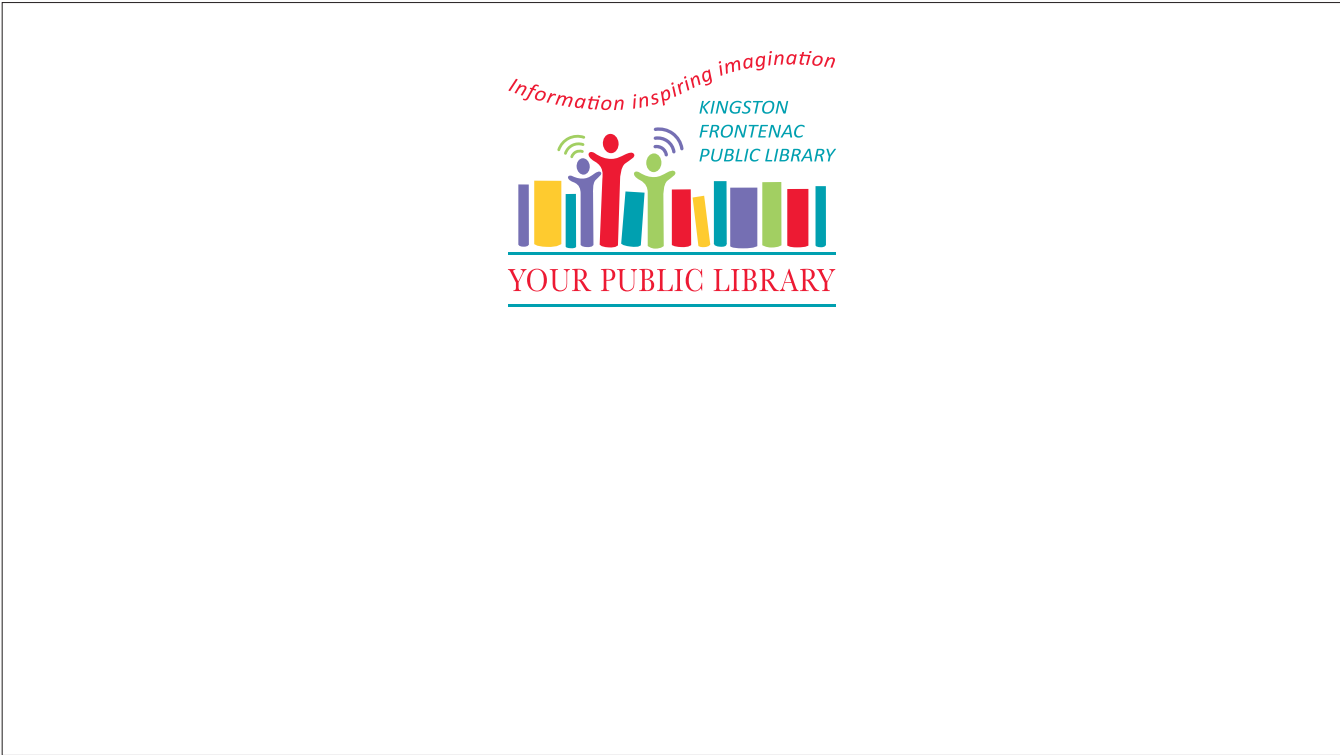
Logo Applications Cont'd

Bookmark



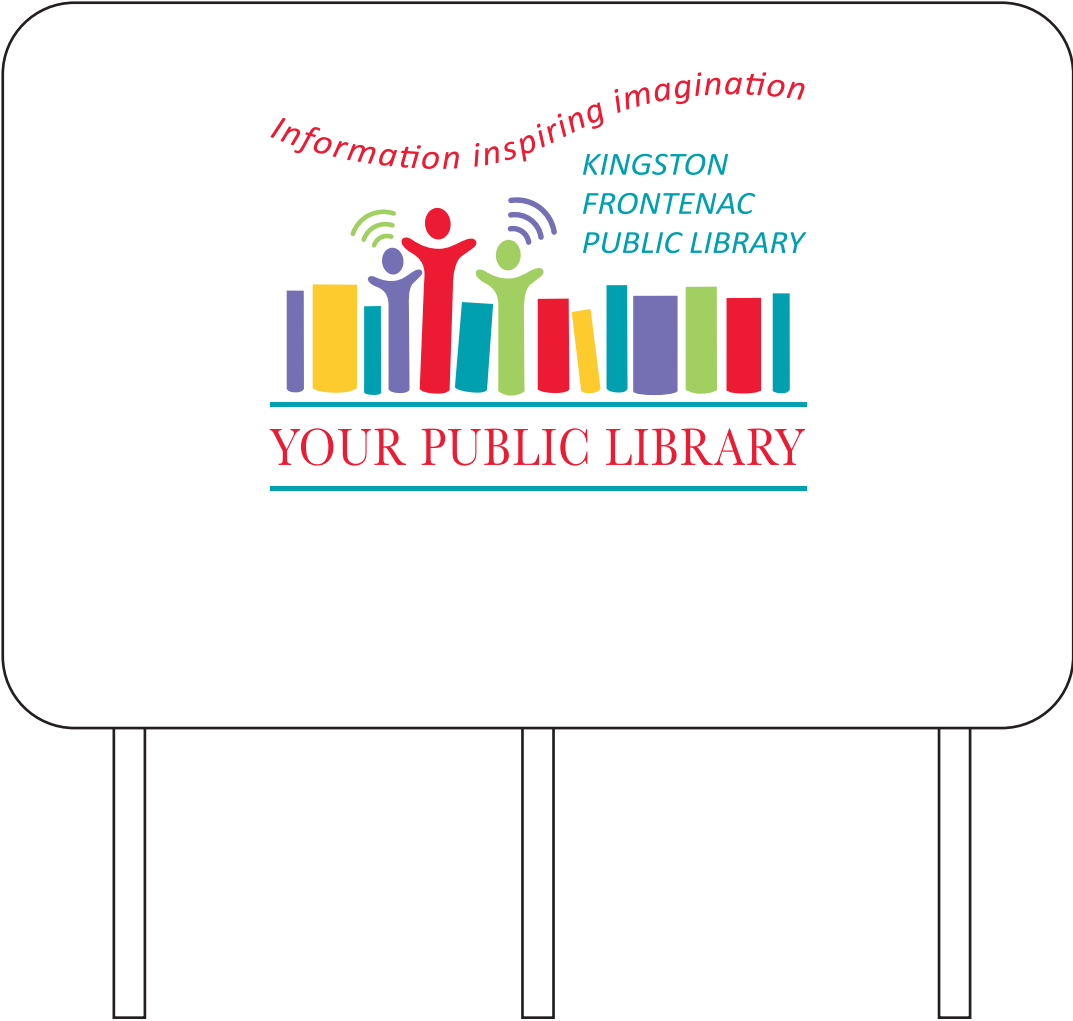
Logo Applications Cont'd

Internal Literature (Annual Report)



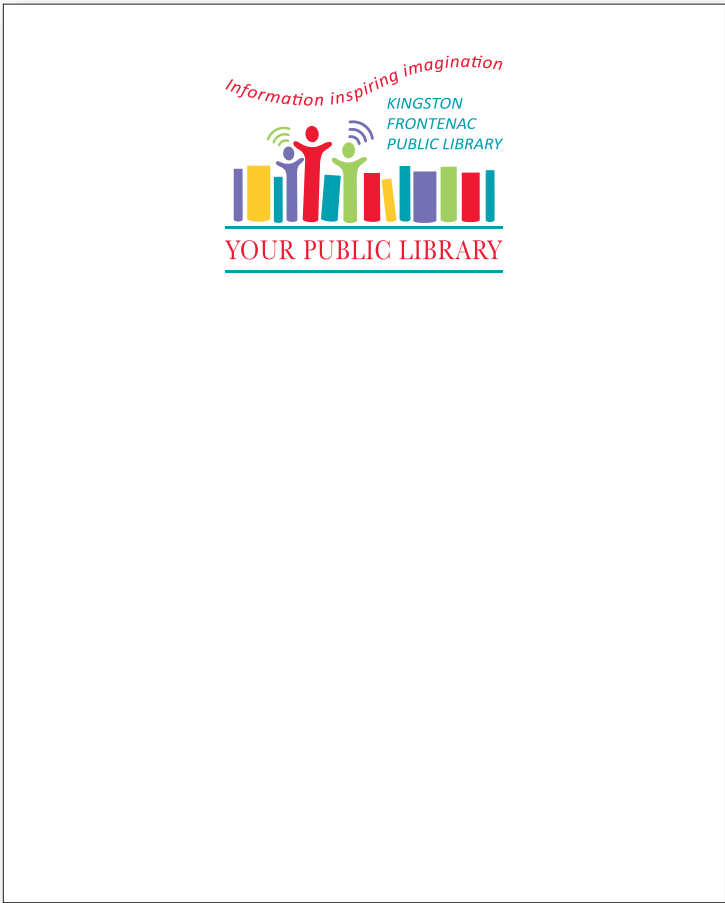
Logo Applications Cont'd

External Signage



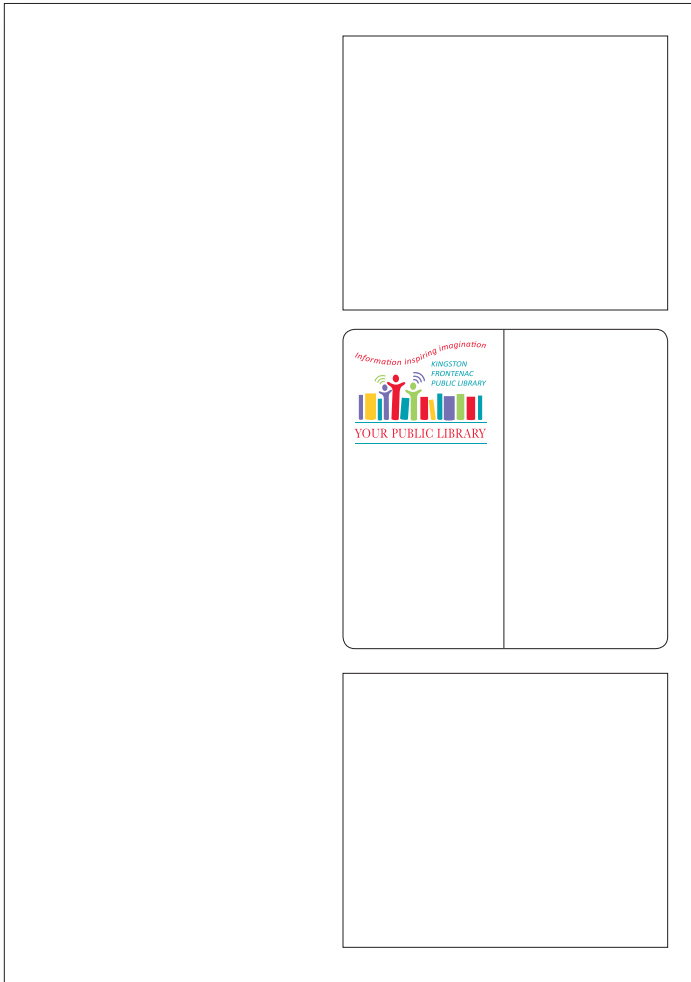
Logo Applications Cont'd

Internal Signage

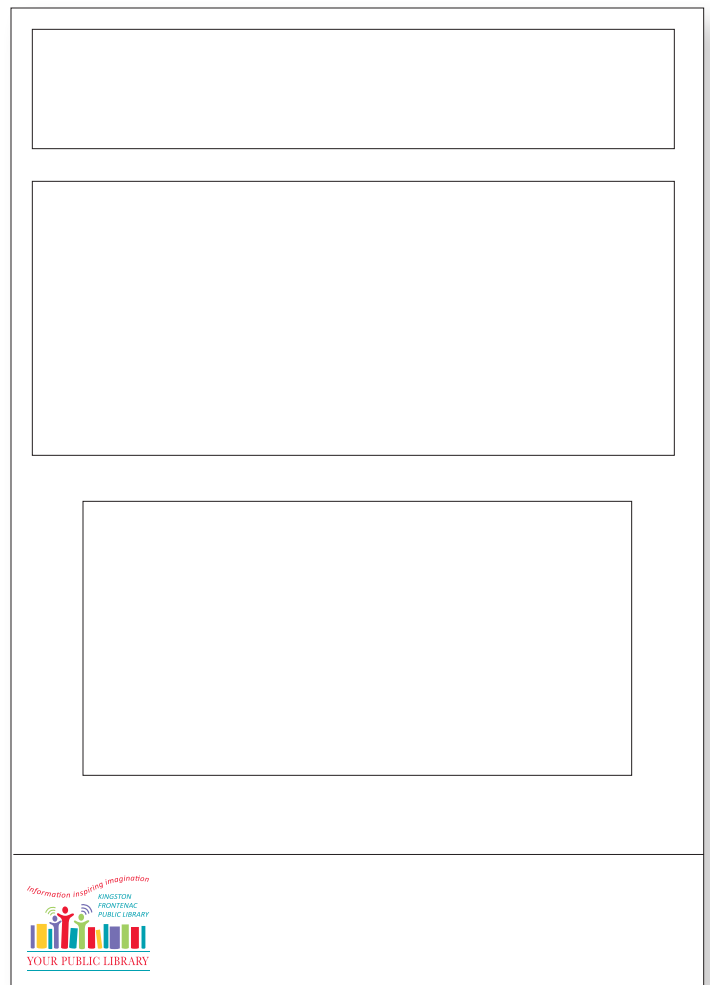


Logo Applications Cont'd

Ads in local publications



Summer City Magazine



Great Reads