# OUR VISUAL IDENTITY

LOGO

The Pima County Public Library logo represents an inspirational place that powers possibilities by offering everyone the opportunity to discover, explore, and expand their horizons.

It incorporates a fresh take on an open book—a recognizable and iconic image among libraries—our mark shows that our Library is progressive, friendly, and

welcoming. The colors of the logo represent the diversity of the Library's offerings and the Pima County community, and fits in nicely with the County's family of logos.

PIMA COUNTY PUBLIC LIBRARY

minimum size = 94.5px

X height

1X

1X

1X

1Y

Y height

1Y

1Y
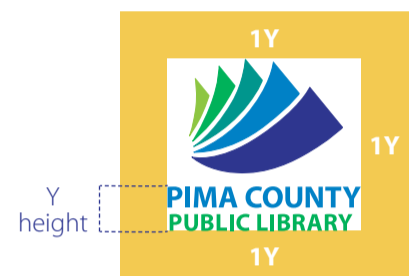
GOOD

HORIZONTAL	PCPL PRIMARY PALETTE COLORS	

HORIZONTAL	ON DARK BACKGROUND	

GOOD

VERTICAL	VERTICAL	PCPL PRIMARY PALETTE COLORS

	VERTICAL	ON DARK BACKGROUND

GOOD
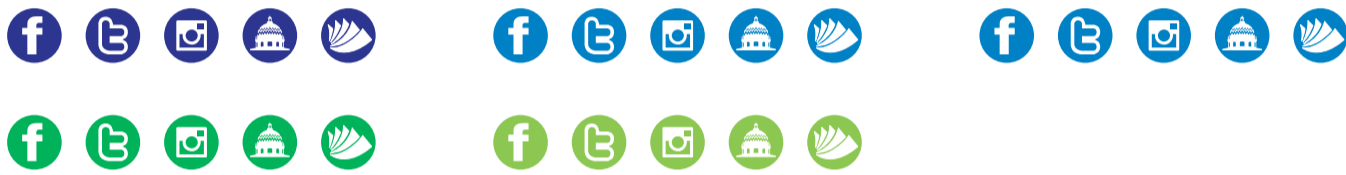
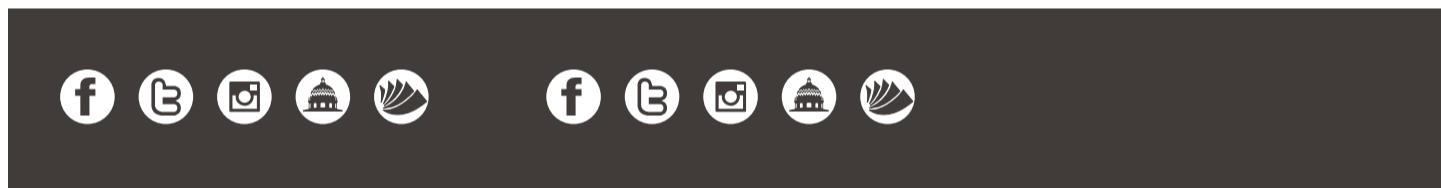MARK ONLY   PCPL PRIMARY PALETTE COLORS

MARK ONLY   ON DARK BACKGROUND

GOOD

COUNTY LOGO, SOCIAL MEDIA, AND LIBRARY ICONS

COUNTY LOGO, SOCIAL MEDIA, AND LIBRARY ICONS ON DARK BACKGROUND

Murphy Wilmot
PIMA COUNTY PUBLIC LIBRARY

NOT GOOD

PIMA COUNTY
PUBLIC LIBRARY

PIMA COUNTY
PUBLIC LIBRARY

PIMA COUNTY
PUBLIC LIBRARY
HOMEWORK HELP

LOGO IS ROTATED LOGO IS SKEWED LOGO IS DISTORTED

PIMA COUNTY
PUBLIC LIBRARY

PIMA COUNTY
PUBLIC LIBRARY

PIMA COUNTY
PUBLIC LIBRARY

GOOD

A DROP SHADOW HAS BEEN ADDED ADDITIONAL GRAPHICS HAVE BEEN ADDED

PIMA COUNTY
PUBLIC LIBRARY

PIMA COUNTY
PUBLIC LIBRARY

LOW CONTRAST ON BACKGROUND WHITE BACKGROUND LOGO ON PATTERN

PIMA COUNTY
PUBLIC LIBRARY

PIMA COUNTY
PUBLIC LIBRARY

PRIMARY PALETTE

PIMA COUNTY BLUE	**PIMA COUNTY GREEN**	**DARK BLUE**	**BLUE GREEN**	**BRIGHT GREEN**
PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
3005U | 3005C	354U | 354C	BLUE 072U | BLUE 072C	3285U | 7473C	375U | 376C
CMYK	CMYK	CMYK	CMYK	CMYK
C 100 M 34 Y 0 K 2	C 80 M 0 Y 90 K 2	C 100 M 97 Y 3 K 0	C 82 M 20 Y 50 K 2	C 50 M 0 Y 98 K 0
RGB	RGB	RGB	RGB	RGB
R 0 G 129 B 198	R 0 G 178 B 89	R 44 G 53 B 144	R 6 G 150 B 140	R 141 G 198 B 66
HEX	HEX	HEX	HEX	HEX
#0081c6	#00b259	#2c3590	#06968c	#8dc642

SECONDARY PALETTE

RED	**ORANGE**	**LT ORANGE**	**GOLD**	**RICH BLACK**
PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
485U | 485C	1665U | 1665C	138U | 138C	128U | 129C	NEUTRAL BLKU | BLACK 6C
CMYK	CMYK	CMYK	CMYK	CMYK
C 14 M 100 Y 100 K 5	C 10 M 75 Y 100 K 0	C 5 M 50 Y 100 K 0	C 5 M 19 Y 80 K 0	C 50 M 50 Y 50 K 100
RGB	RGB	RGB	RGB	RGB
R 196 G 40 B 28	R 220 G 89 B 10	R 236 G 145 B 2	R 246 G 204 B 77	R 5 G 0 B 0
HEX	HEX	HEX	HEX	HEX
#c4281c	#dc590a	#ec9102	#f6cc4d	#050000

BACKGROUND

Created in 1992, the Myriad® typeface family has become a popular choice for both text and display composition. Because of its readability and accessibility, Myriad Pro has been adopted by a wide variety of small and large companies alike, including Apple, Wells Fargo, and Walmart.

WHY WE CHOSE IT

Myriad Pro visually reflects some of the key personality traits of Pima County Public Library—it's friendly and welcoming. This font also represents the informal and relaxed tone that we want to convey throughout the messages in our marketing materials.

Myriad Pro

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

Aa

MYRIAD PRO REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&?*

Aa

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

Aa

MYRIAD PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

Aa

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

Aa

MYRIAD PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

Aa

MYRIAD PRO BLACK **Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

MYRIAD PRO BLACK ITALIC *Aa*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&?*

MYRIAD PRO LIGHT Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

MYRIAD PRO LIGHT ITALIC *Aa*

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&?*

MYRIAD PRO CONDENSED Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*?

MYRIAD PRO CONDENSED ITALIC *Aa*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&?*

MYRIAD PRO BOLD CONDENSED **Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

BACKGROUND

The Arial® typeface is one of the most widely used designs of the last 30 years. Created in 1982, Arial has become a staple for text content. Arial has been used on just about every computer and in every text application imaginable, and has been a popular choice for advertising, book design and office communication.

WHY WE CHOSE IT

Arial, which is very similar to Myriad Pro in look and feel, is more commonly available. If the Myriad Pro typeface is not available, Arial is the default typeface that should be used.

Arial

ARIAL REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

ARIAL REGULAR ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

ARIAL BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

ARIAL BOLD ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

ARIAL BLACK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

ARIAL NARROW

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*?

Photography is a powerful way to connect with others.

We use images that clearly tell a story to reflect our personality and messaging. Each picture feels welcoming, friendly, and positive, and illustrates the text it accompanies. Photographs will be light and airy—almost to the point of overexposure—to bring inspiration to all we do.

We use photos of real people.

We want everyone to be able to relate to us through the photos we use because they show or make you feel a genuine emotion. Images should be candid rather than posed and closely cropped to highlight expressions.

When cropping a photo, take care not to cut off people awkwardly.

We'll use a single large photo for our materials and website instead of using several smaller photos together.

Photos can include groups of people and should reflect the wide range of diversity of the Library's patrons and staff when it comes to age, gender, ethnic and racial background, physical ability and appearance, and economic status.

It would be great if their clothing includes colors in our palette.

Photos used on our website or online will be JPEGs or GIFs and be in a RGB color space. They are 72dpi.

Images used in print materials will be JPEG or EPS files and be in CMYK color mode. The resolution is 300dpi.

When color correcting, we'll move the images toward warmer tones.

◄

COLOR CORRECT BEFORE AND AFTER

ABOVE: No color correction

BELOW: Color corrected toward warmer tones
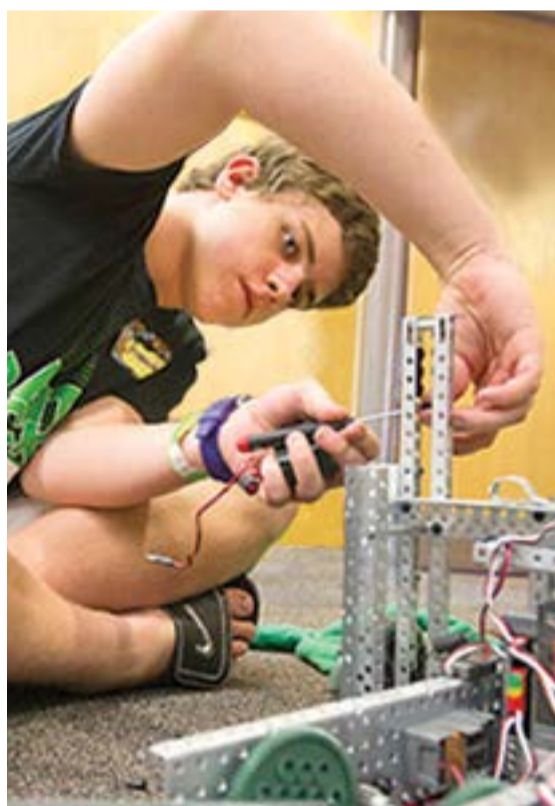
When two images are placed next to each other, one will be close up and the other photo will be taken at a distance. Ideally, the close up will be a person.

Contrast between close-up and far-away is important.

Sometimes photos best support text when they are locations and objects instead of people. In those cases the architecture should be artistically photographed. The focus should be on the main subject without clutter. Images can reflect the beautiful desert Southwest in

which we live.

The Communications and Systems Office will maintain an image library on Flickr. Only these images should be used for our materials and website.

An overlay of white is available in Photoshop for creating a light exposure effect on an image:

Z:_Shared Data\Library Brand\templates

Light exposure overlay.

Image with white overlay.

PATTERNS

In addition to photography, we've provided three unique patterns to bring texture and interest to our materials while giving visual reminders of our messaging. When used regularly, these patterns create cohesiveness within the brand.
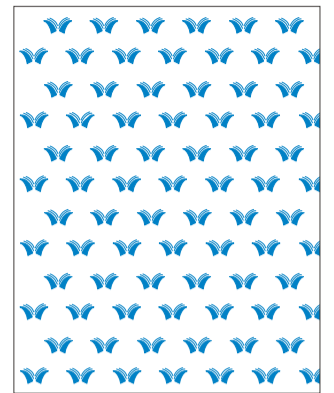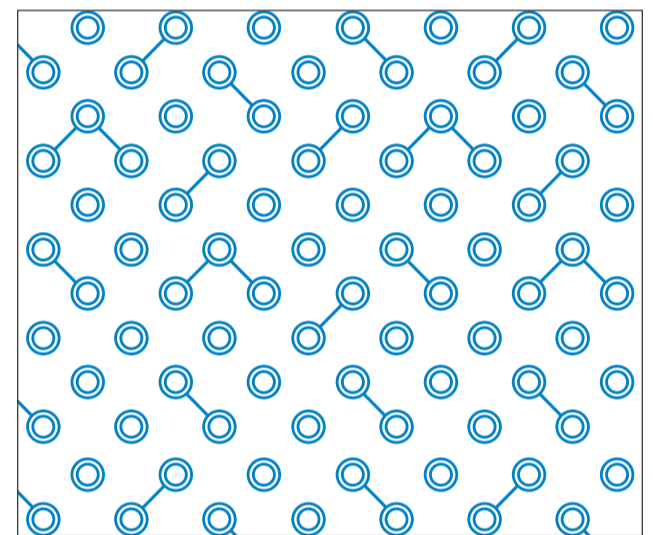
CIRCLES
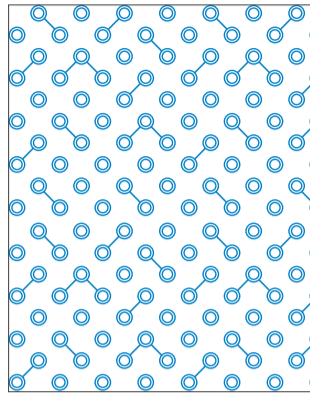
LINES
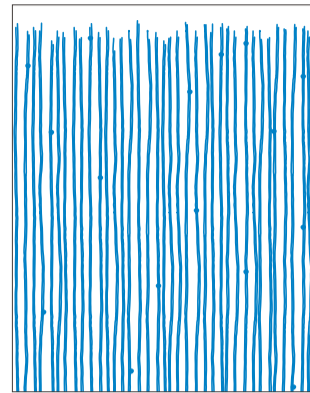
OPEN BOOK

CIRCLES

The CIRCLES pattern represents individuals joined together in a community—reflecting our mission of transforming lives by connecting people and inspiring ideas.

People are important to us. We work as a team, and together with our community we improve lives.

The CIRCLES pattern is used here in the **Make Friends** and **Have Fun** Library cards.
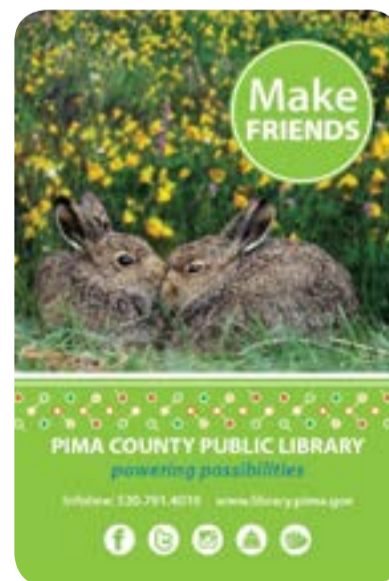
OPEN BOOK

The OPEN BOOK pattern depicts the iconic image that libraries are known for and shows the powerful role books play in transforming our lives.

This pattern also looks like a butterfly, which goes through a complete transformation in its life cycle. The Library offers life-changing opportunities, too.
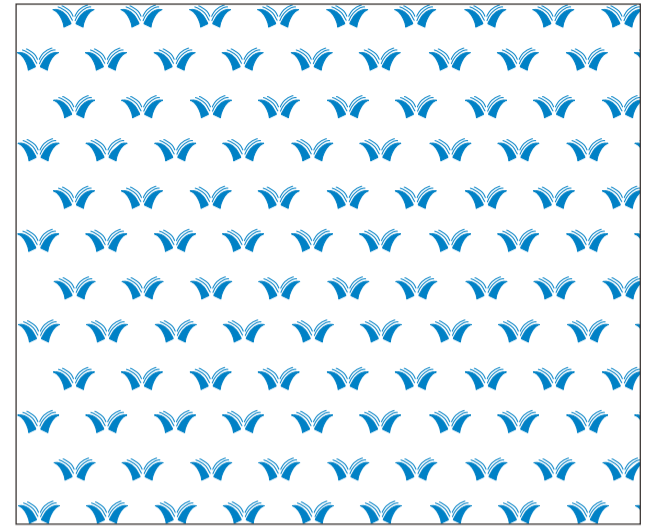
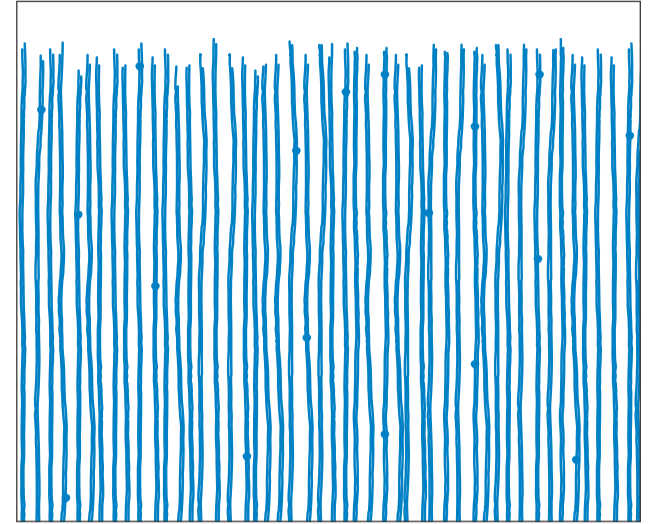The OPEN BOOK pattern is used here in our **Share Stories** and **Dream Big** Library cards.

LINES

Pima County Public Library powers possibilities.

The LINES pattern shows the upward motion of realizing your hopes and dreams. This pattern represents creativity, discovery, and growth.

At the Library, anything is possible.

The LINES pattern is used here in our **Take Flight** and **Be Curious** library cards.

The Library offers many diverse programs and services to meet the needs of the people in our communities. In order to more effectively communicate with each of our audiences in print, we created a set of templates for use in advertising. Each color represents a specific group of services and programs provided to our customers. Together, they represent our brand architecture.

LEARN

This category speaks to the patrons who come to the Library to learn something new. Whether studying a new language, improving reading skills, finding help with homework, or hearing a story in Storytime, these people are learners.

ARTS AND CULTURE

Some love developing a deeper appreciation of art through lectures and performances, or they come to see a new movie or download a song. These customers are here for arts and culture.

MAKE

There are lots of ways to be a maker at the Library. We have a seed library with a devoted following of gardeners. Gamers come to connect with others who love to play, create worlds together, and compete.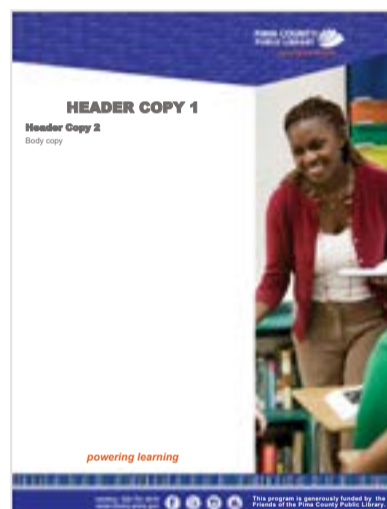 We offer programs for kids who like to make crafts and do science experiments. Knitting clubs are also popular. These programs are for those who make.
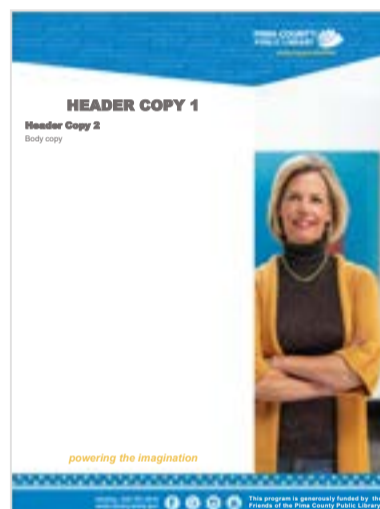
READ AND WRITE

At the foundation of every library are books and reading. This category is used when advertising book clubs, our Bookmobile, the Bookbike, poetry events, and writing workshops.
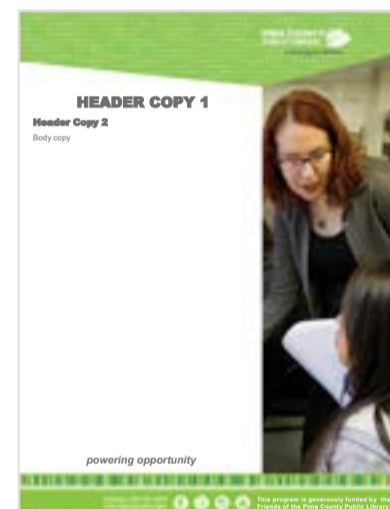
WORK

We have extensive programs to reach those who are improving their skills in preparation for employment. From those who are becoming familiar with using a computer or trying out a new technology to those who want to start a business, the Library is here to help people land that job.
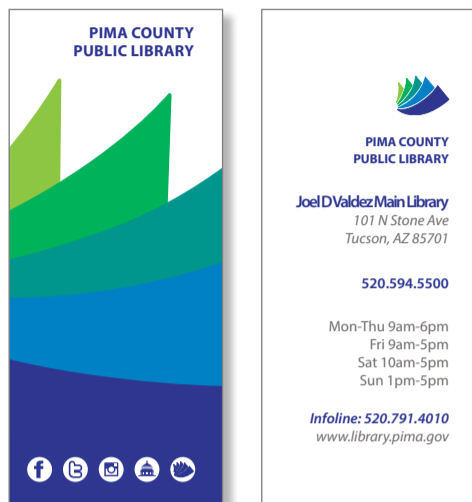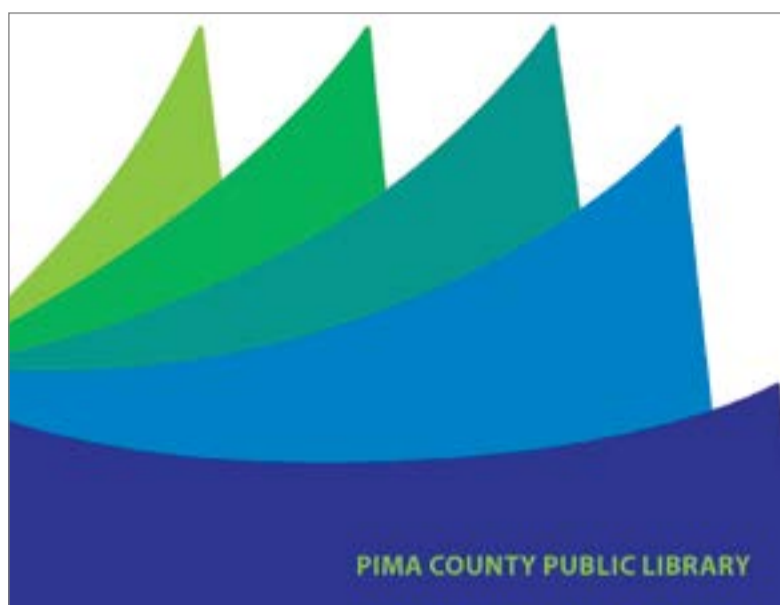
Learn

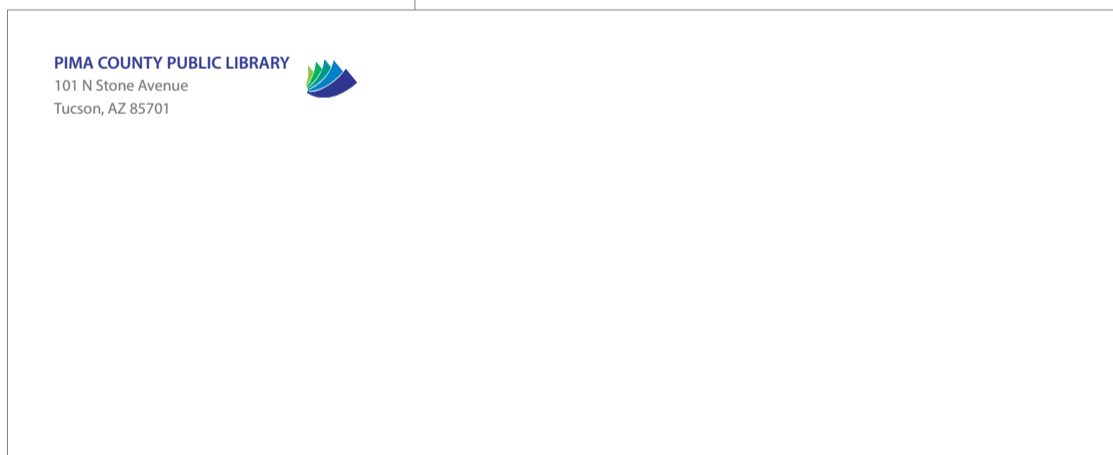Arts and culture

Work

Make

Read and write

**PIMA COUNTY
PUBLIC LIBRARY**

**PIMA COUNTY
PUBLIC LIBRARY**

Joel D Valdez Main Library
*101 N Stone Ave
Tucson, AZ 85701*

520.594.5500

Mon-Thu 9am-6pm
Fri 9am-5pm
Sat 10am-5pm
Sun 1pm-5pm

*Infoline: 520.791.4010
www.library.pima.gov*

Business cards

PIMA COUNTY PUBLIC LIBRARY

Notecard

PIMA COUNTY PUBLIC LIBRARY

Administrative Offices
101 N. Stone Avenue
Tucson, AZ 85701

*520.594.5600
www.library.pima.gov*

PIMA COUNTY PUBLIC LIBRARY
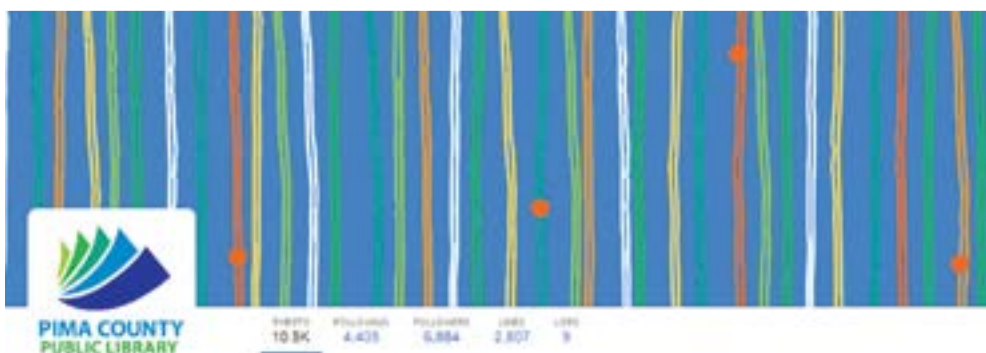101 N Stone Avenue
Tucson, AZ 85701

Envelope

Letterhead
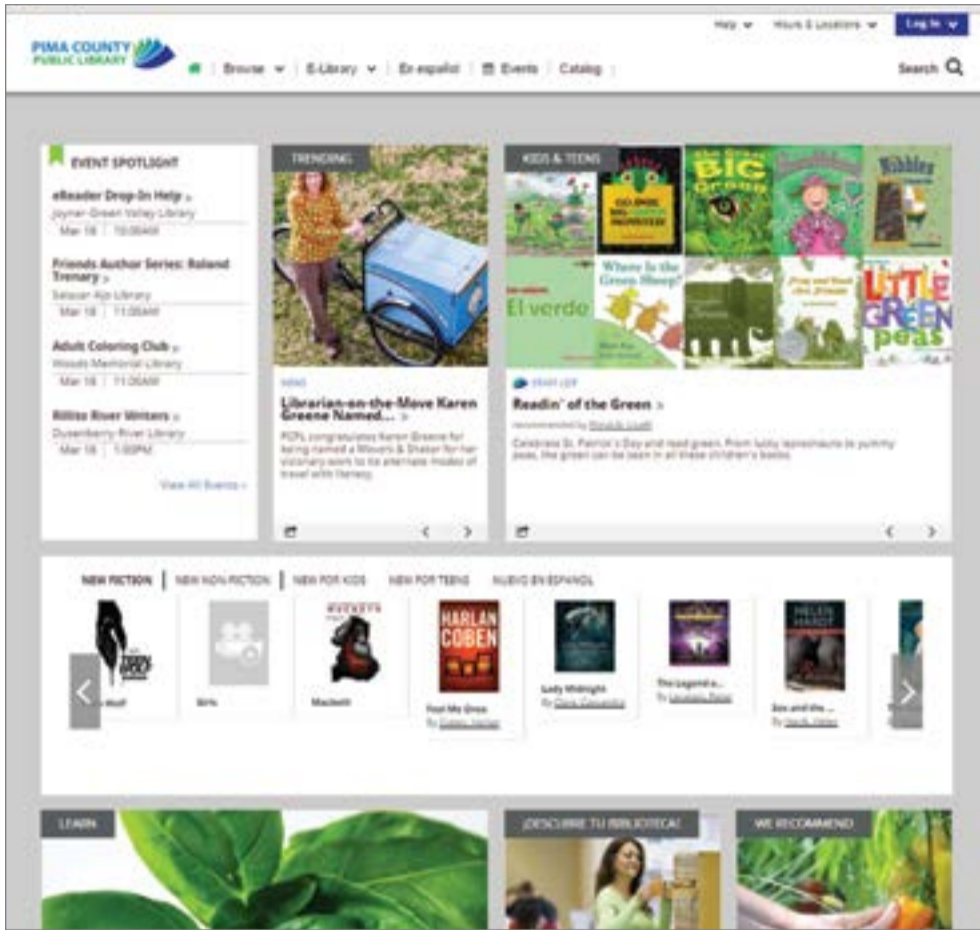
www.library.pima.gov

SOCIAL MEDIA

Facebook

Twitter