



# Huron County Library

## Brand Guidelines



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# Building and Protecting the Huron County Library Brand

A strong brand is the basis for powerful stakeholder communications and relationships. It represents a perception of quality, differentiation and leadership, which offer great value. It makes an emotional connection with key audiences that goes well beyond a mere product or service. It symbolizes the enduring values of an organization.

Presenting an effective and clear brand identity through every interaction requires discipline. However, by reinforcing our brand consistently over time, we can accrue psychological equity that will help sustain and strengthen the Huron County Library brand, today and in the future.

The following provides an overview for the Huron County Library brand identity and usage standards. The goal is to promote a consistency of look, tone and brand stewardship that validates the positive values of the Huron County Library. Employees and partners should use these guidelines as a context to guide the consistent 'on-brand' development of internal and external communications.

The standards and usage guidelines have been designed to be flexible and allow creativity and innovation in your communications, while maintaining the integrity of the Huron County Library brand. Our brand is one of our most precious assets and it is the responsibility of everyone who communicates on behalf of the Huron County Library to protect the brand equity we have earned.

# Brand Framework

Huron County Library has adopted the following vision, mission and values statements as guiding principles to delivering Library services in Huron County.

## **Mission**

Huron County Library provides the community with inviting and accessible facilities, engaging virtual spaces, comprehensive collections and user-friendly technology. Welcoming and knowledgeable staff and volunteers provide innovative services and programs that contribute to community vitality.

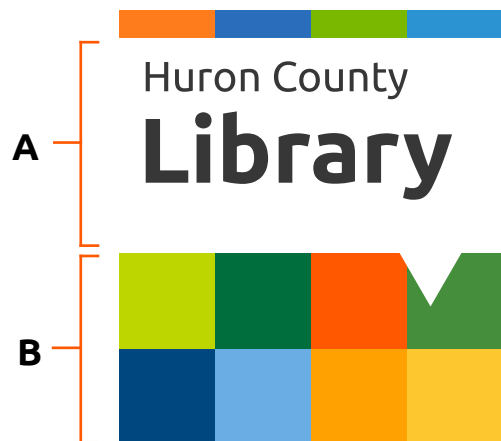
## **Vision**

Huron County Library is an inclusive and vibrant community hub. It builds community, enriches lives and fosters creativity by providing access to information, skills and ideas.

## **Values**

- Inclusive and equitable access for all
- Literacy and lifelong learning
- Intellectual freedom and protection of privacy
- Customer services
- Community focus
- Collaboration
- Creativity
- Accountability, integrity and teamwork
- Balancing tradition and innovation
- Embracing a changing world

# Huron County Library Primary Logo



## The logo elements

The Huron County Library logo is a modern design that utilizes a classic book cover shape.

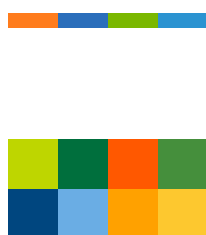
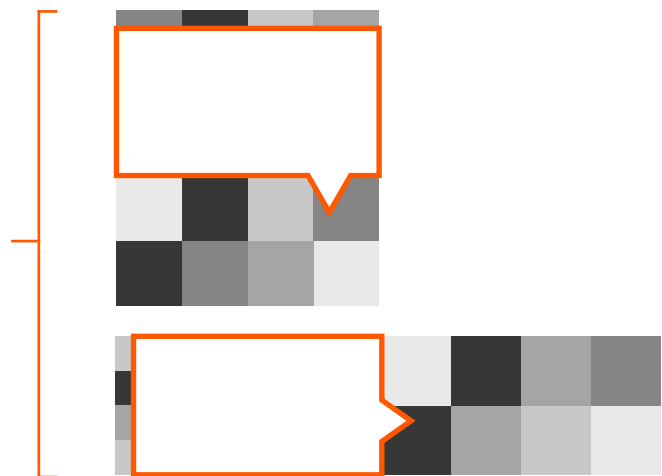
The Huron County Library logo consists of two graphic elements: the *Conversation Bubble*, that includes the logo's wordmark 'A' and the *Colour Blocks* 'B'.

These two graphics must never be separated and must always be used exactly as shown.

## A place for people, ideas and conversations.

The graphic element known as the *Conversation Bubble*, when depicted in the logo's vertical format, represents a stylized word, or thought bubble.

When flipped horizontally, the *Conversation Bubble* transforms to resemble a human profile.

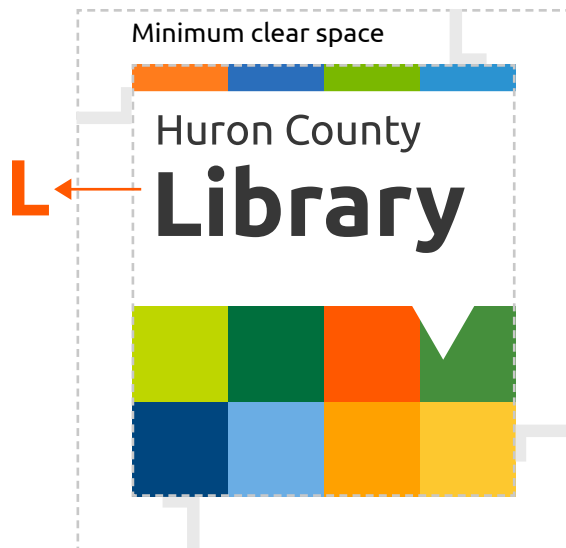


## Branch representation and Huron County connection

The vibrant colour palette utilized in the logo design is a reflection of the Huron County Library's creativity and inclusivity. The 12 unique colour blocks represent each of the Library's 12 branch locations.

This colour palette is shared by other County of Huron brands, including the Huron County Museum and Historic Gaol and Ontario's West Coast.

# Huron County Library Primary Logo



## Logo Safety Area

To create a proper amount of space around the logo, use the letter 'L' from the logo as your visual guide. Once you have the logo sized, the height of the 'L' should be equal to the amount of whitespace around all four sides of the logo. It is extremely important not to crowd the logo.

## Minimum logo Size

The minimum size that the logo can be printed measures one inch in width as shown. This is to ensure the legibility of the text in all print material.



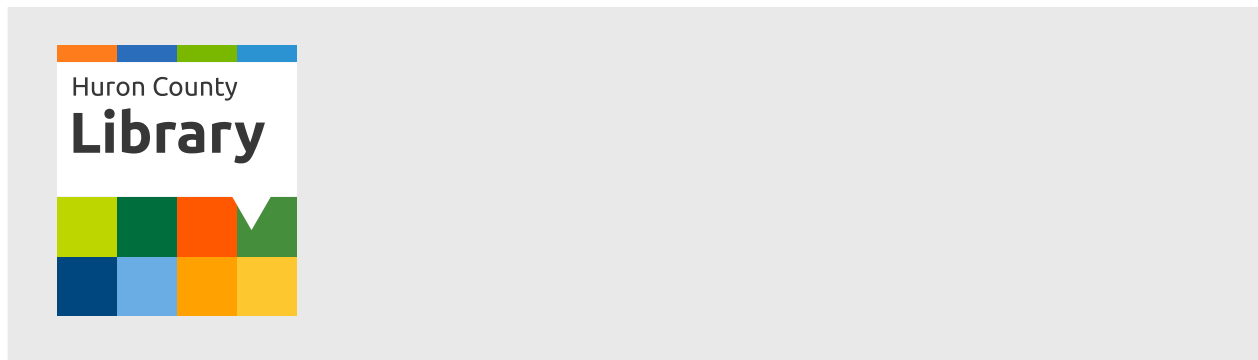
One inch (1") minimum width

## Alternative Logo Options: Vertical

Where possible, for both print and web, it's strongly recommended that the Primary Huron County Library logo appear in its full colour version.

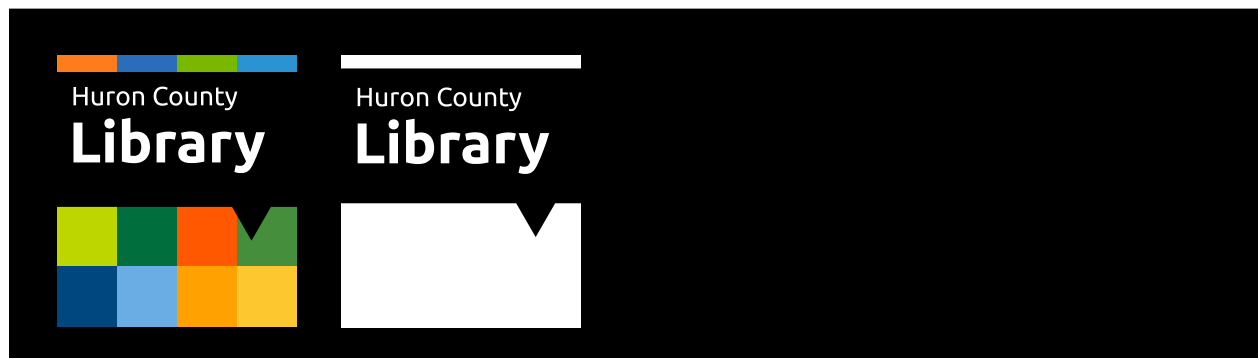
When the full colour logo cannot be used, as in a black and white newspaper ad, use the black and white logo. Use the knocked out version in application where the background colour is black or another extremely dark colour.

Primary



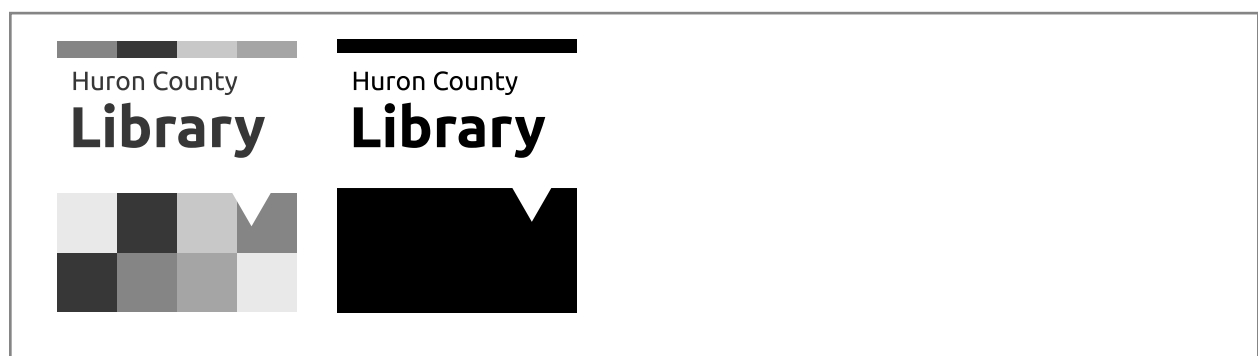
Knockout: Colour

Knockout: White



Greyscale

Black & White



## Alternative Logo Options: Horizontal

Where possible, for both print and web, it's strongly recommended that the Primary Huron County Library logo appear in its full colour version.

When, for spacial reasons, the primary vertical logo cannot be used, a horizontal option may be substituted. Use the knocked out version in application where the background colour is black or another extremely dark colour.

Primary



Knockout: Colour

Knockout: White



Greyscale

Black & White





## Icons and Favicons

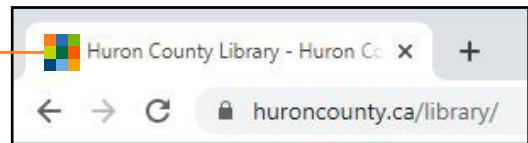
Where possible, for both print and web, it's strongly recommended that the Primary Huron County Library logo appear in its full colour version, but in some cases the required file size is so small that text would not be legible. In this case an icon, or favicon, may be used. An icon or favicon graphic is not a replacement for a logo.

An icon is a graphic symbol on a computer display screen that represents an app, an object (such as a file), or a function (such as the command to save).

A favicon is a small 16×16 pixel icon that serves as branding for your website.



A favicon provides a visual identification on a website's tab.



# Huron County Library Typography

## Primary Font: Ubuntu

Ubuntu is an accessible sans serif font. Ubuntu is the Huron County Library's primary font. For maximum accessibility, documents should be drafted using a single font and all typography should be mixed case, never all caps, including titles.

Regular: The quick brown fox jumps over the lazy dog.

*Italic: The quick brown fox jumps over the lazy dog.*

**Bold: The quick brown fox jumps over the lazy dog.**

***Bold Italic: The quick brown fox jumps over the lazy dog***

## Secondary Font: PT Serif

PT Serif is an accessible serif font. PT Serif is the Huron County Library's secondary font. It is strongly recommended that the Huron County Library's primary font, Ubuntu be used and that PT Serif be used sparingly when required for accent or emphasis.

Regular: The quick brown fox jumps over the lazy dog.

*Italic: The quick brown fox jumps over the lazy dog.*

**Bold: The quick brown fox jumps over the lazy dog.**

***Bold Italic: The quick brown fox jumps over the lazy dog.***

These fonts are also the primary fonts used by the County of Huron, Ontario's West Coast and the Huron County Museum & Historic Gaol.

## Brand Accessibility

The Huron County Library brand has been designed with accessibility in mind. Both Ubuntu and PT Serif are considered accessible fonts and the brand's colour palette offers a high contrast selection of hues.


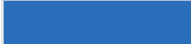










It is a requirement that all content, documents, and media created and/or shared on any County of Huron website comply with Accessibility for Ontarians with Disabilities Act (AODA) standards. All designers working with the Huron County Library brand will familiarize themselves with, and adhere to, AODA guidelines and regulations. Content that does not meet the requirements will not be placed on any Huron County web platforms. It is the responsibility of the creator to meet the requirements.


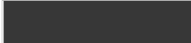


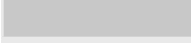
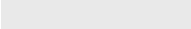
### **Here are a few key things to remember when drafting accessible documents and designs:**

- Use headers, titles, and paragraph styles.
- Give hyperlinks meaningful display names.
- Describe photos and graphics with alternative text.
- Use accessible fonts with high contrast colours and avoid using colour as the sole means of representing important information.
- Use the Accessibility Checker included in document and design software.

## Huron County Library Colour Palette

The Huron County Library colour system is comprised of 4 shades of each blue, green, and orange. This colour palette is shared by other County of Huron brands including Ontario's West Coast and the Huron County Museum & Historic Gaol.





















Brand Colours										
	Colour	Pantone	C	M	Y	K	R	G	B	HEX
	Lake Huron Blue	541 C	100	80	25	9	0	70	127	00467f
	Maitland River	660 C	84	56	0	0	42	110	187	2a6ebb
	Summer Sky	279 C	75	30	0	0	43	147	209	2b93d1
	Water's Edge	542 C	55	20	0	0	106	173	228	6aade4
	Sunflower Field	123 C	0	21	91	0	253	200	47	fdc82f
	Wildflower	137 C	0	43	100	0	255	161	0	ffa100
	Autumn Sunset	151 C	0	64	98	0	255	125	28	ff7c1c
	Farmers' Market Red	021 C	0	68	100	0	255	88	0	ff5800
	Spring Wheat	382 C	31	0	100	0	190	214	0	bed600
	Beach Glass Green	376 C	58	4	100	0	122	184	0	7ab800
	Morning Trail	362 C	76	22	100	7	69	143	60	458f3c
	Evergreen	342 C	89	31	96	22	0	111	61	006f3d

Neutrals										
	Colour	Pantone	C	M	Y	K	R	G	B	HEX
	Midnight Sky		0	0	0	98	5	5	5	050505
	Fossil Grey		0	0	0	78	55	55	55	373737
	Split Rail Fence		0	0	0	48	133	133	133	858585
	Barn Cat Grey		0	0	0	35	165	165	165	a5a5a5
	Country Road		0	0	0	22	200	200	200	c8c8c8
	Campfire Smoke		0	0	0	9	233	233	233	e9e9e9

## Branch Identity

The Huron County Library's logo is designed to enable each Huron County Library branch location to be identified with a unique colour\*. The use of this type of branch colour identification increases a patron's ability to easily identify branch events and activities happening near them.

This identification will be useful for promotional items such as event posters, calendars, website, social media posts and more.

Brand Identity: All Branch Locations			Brand Identity: Busiest Branch Locations by Circulation		
	Bayfield	Lake Huron Blue		Goderich	Autumn Sunset
	Blyth	Morning Trail		Exeter	Evergreen
	Brussels	Wildflower		Alice Munro (Wingham)	Farmers' Market Red
	Clinton	Summer Sky		Clinton	Summer Sky
	Exeter	Evergreen		Seaforth	Beach Glass Green
	Goderich	Autumn Sunset		Bayfield	Lake Huron Blue
	Hensall	Spring Wheat			
	Howick	Maitland River			
	Kirkton	Sunflower Field			
	Seaforth	Beach Glass Green			
	Alice Munro (Wingham)	Farmers' Market Red			
	Zurich	Water's Edge			
 	Where events or services are listed branch wide a neutral (white or grey) can be used.				

\*Branch colour values have been assigned to ensure the colour palette remains varied when branches are displayed alphabetically, as well as ensuring highest frequency branch colours are also appropriately varied.

## Branch Identity Examples

Clinton						
Bayfield	Blyth	Russells	Derich	Exeter	Insall	Howick
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		• Book Club	• Book Club		• Book Club • Book Club	
6	7	8	9	10	11	12
• Crafts		• Book Club	• Book Club		• Book Club • Book Club	• Storytime
13	14	15	16	17	18	19
	• Storytime	• Book Club	• Book Club	• Crafts	• Book Club • Book Club	
20	21	22	23	24	25	26
		• Book Club	• Book Club		• Book Club • Book Club	
27	28	29	30	31		
• Storytime		• Book Club	• Book Club			

### Storytime

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aenean pharetra magna ac placerat.

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Clinton Branch



### LGBT2S+ Gab Session

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Alice Munro Branch



### Crafternoons

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Seaforth Branch





# Brand Usage

## Design samples



# Stationary





# Presentations

## Engage and Connect

### Borrow the Internet

With free Internet access at all 12 locations, wifi hubs available for lending and technology assistance, we can help you get connected!

### The Digitization Project

To date, the Huron County Library has digitized more than 300,000 pages of historic Huron County newspapers! We're leading the way in the digitization field in Ontario.



## Watch and Listen

### Kanopy.com

Watch over 30,000 documentaries, blockbusters, world cinema, classic and indie films with Kanopy!

### FreegalMusic.com

Freegal Music offers access to about 3 million songs, including Sony Music's catalog of legendary artists!

### HooplaDigital.com

Borrow movies, music, audiobooks, ebooks, comics and TV shows to enjoy on your computer, tablet, or phone.

### DVD, CD and Game Collection

The Huron County Library continues to carry physical copies of all of your favourite movies, music, and video games! With more than 12,000 movie titles, 5,000 audio offerings, and 2,000 electronic resources

There's more to explore at the Huron County Library!

3 | Huron County Library Presentation

## Dynamic Programming

The Huron County Library offers inclusive and dynamic programming for all ages and interests for free or a minimal cost. From engaging speakers, to art & craft classes, workshops, technology training and even tai chi and music lessons - we've got it all!

The library also partners with Huron County Cultural Programming and local community groups to deliver programs such as the Huron Multicultural Festival, The Alice Munro Festival of the Short Story, Culture Days, Haunted Huron and much more!



5 | Huron County Library Presentation

## Brochures and Posters



## Brochures and Posters



### Huron County Library Branch Hours

Branch	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
<b>Bayfield</b> 18 Main St 519.565.2886 bayfieldlibrary@huroncounty.ca		1-5 pm	10 am - 12 pm 1-5 pm	1-5pm 6-8 pm	1-5pm 6-8 pm	1-5pm	10 am - 2 pm
<b>Blyth</b> 392 Queen St 519.523.4400 blythlibrary@huroncounty.ca			1-5pm 6-8 pm		1-5pm 6-8 pm	10 am - 2 pm	10 am - 2 pm
<b>Brussels</b> 402 Turnberry St 519.887.6448 brusselslibrary@huroncounty.ca			1-5pm 6-8 pm	10 am - 2 pm	1-5pm 6-8 pm	10 am - 2 pm	10 am - 2 pm
<b>Clinton</b> 27 Albert St 519.482.3673 clintonlibrary@huroncounty.ca	1-5 pm	1-8 pm	1-8 pm	10 am - 2 pm	1-8 pm	10 am - 5 pm	10 am - 2 pm
<b>Exeter</b> 330 Main St 519.235.1890 exeterlibrary@huroncounty.ca	1-5 pm	1-8 pm	1-8 pm	10 am - 5 pm	1-8 pm	10 am - 5 pm	10 am - 5 pm
<b>Goderich</b> 52 Montreal St 519.524.9261 goderichlibrary@huroncounty.ca	1-5 pm	10 am - 8 pm	10 am - 8 pm	10 am - 8 pm	10 am - 8 pm	10 am - 8 pm	10 am - 5 pm
<b>Hensall</b> 108 King St 519.262.2445 hensalllibrary@huroncounty.ca			1-5 pm 6-8 pm	10 am - 2 pm	1-5 pm 6-8 pm		
<b>Howick</b> 45088 Harriston Rd 519.335.6899 howicklibrary@huroncounty.ca			4-8 pm	4-8 pm	4-8 pm	1-5 pm	
<b>Kirkton</b> 70497 Perth Rd164 519.229.8854 kirktonlibrary@huroncounty.ca			10 am - 12 pm 1-5 pm		1-5 pm 6-8 pm		
<b>Seaforth</b> 108 Main St S 519.527.1430 seaforthlibrary@huroncounty.ca	1-5 pm	1-8 pm	1-8 pm	10 am - 2 pm	1-8 pm	1-5 pm	
<b>Alice Munro (Wingham)</b> 281 Edward St 519.357.3312 mlibrary@huroncounty.ca	1-5 pm		10 am - 8 pm	10 am - 8 pm	10 am - 8 pm	1-5 pm	
<b>Zurich</b> 10 Goshen St 519.236.4965 zurichlibrary@huroncounty.ca		1-5 pm	1-5 pm 6-8 pm	10 am - 2 pm	1-5 pm 6-8 pm	1-5 pm	



**2021 Book Sales**

Hundreds of used books, CDs, DVDs, Audio Books



**2021 Seed Library**

Ask your local Librarian for more information!

**How it Works**

**Borrow**  
Borrow seeds from the Huron Seed Library

**Grow**  
Grow seeds in your home garden

**Return**  
Return seeds from your garden to the Huron Seed Library



**2021 Monthly Missions**

TAKE ME TO YOUR READER!

**HOW IT WORKS**

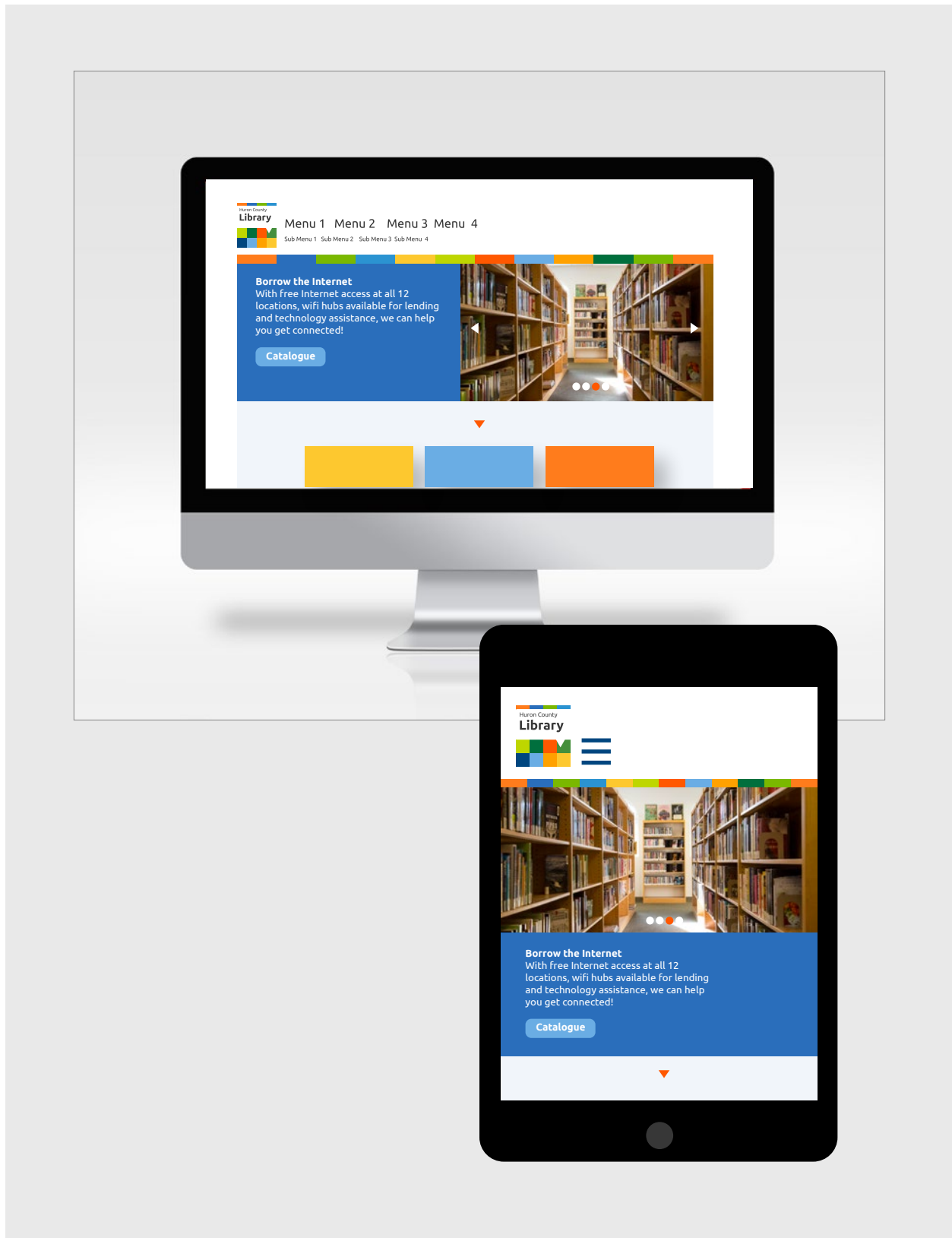
Calling all explorers! Monthly missions continue at the Huron County Library. Sign up at any Huron County Library branch and join the monthly activities to complete your mission!

JANUARY Time Travel	MAY Photography	SEPTEMBER Fashion
FEBRUARY Mythology	JUNE Ancient Cultures	OCTOBER Haunted House
MARCH Environment	JULY Healthy Kids Community Challenge	NOVEMBER Under the Sea
APRIL Building	AUGUST Free Month	DECEMBER Hibernation

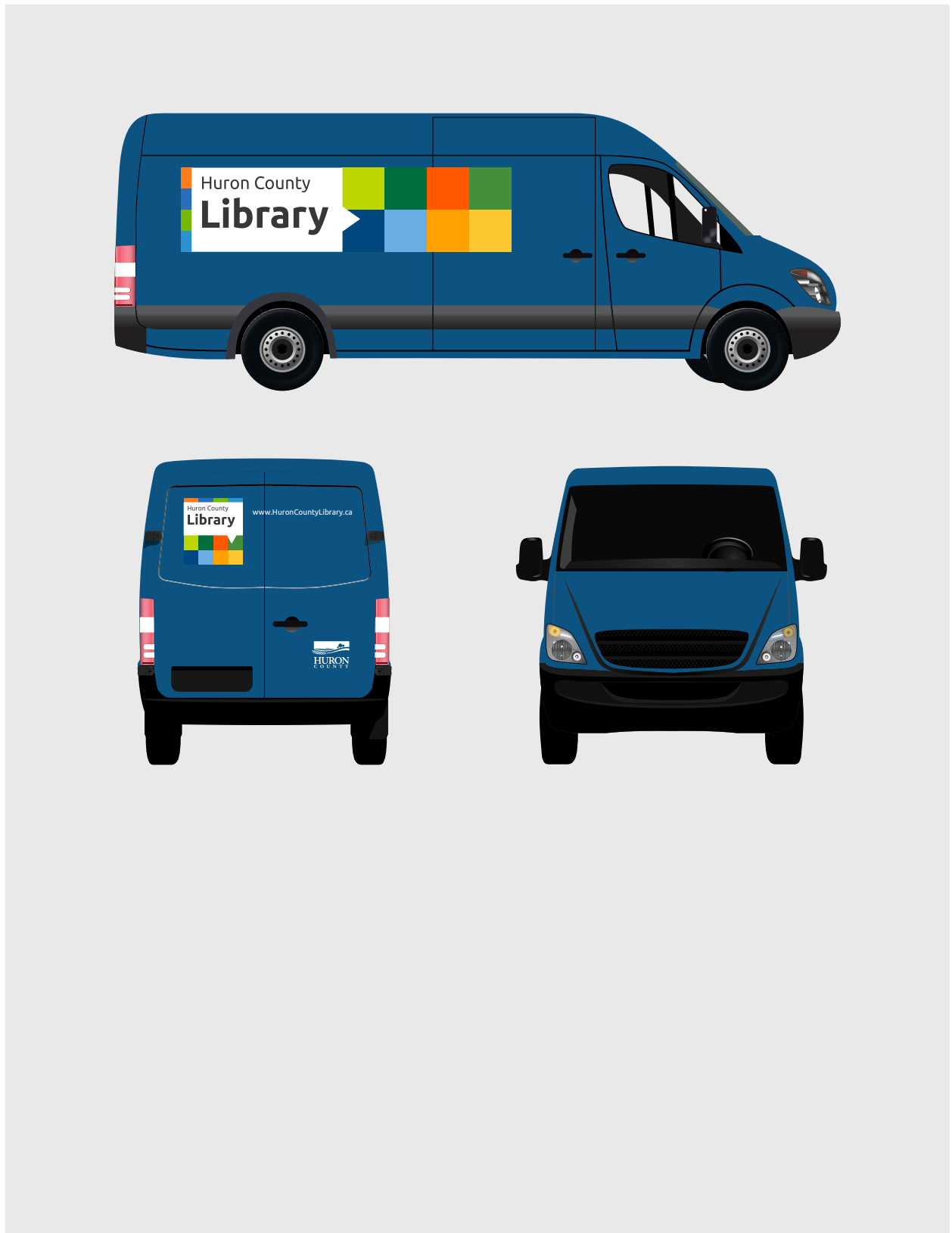
## Library Cards



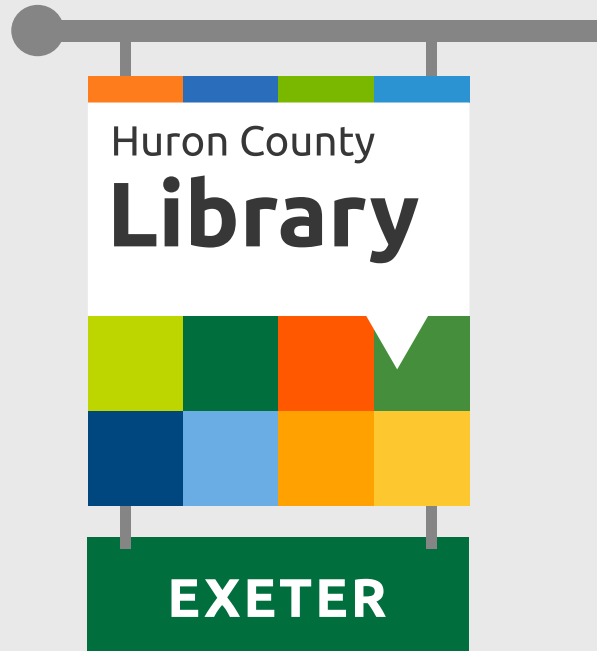
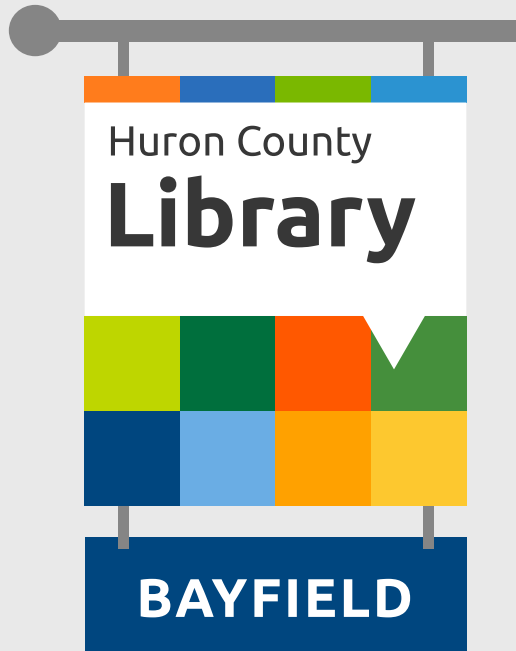
# Online



## Vehicles



## Signage



## Banners





## Apparel and Merchandise

