

SACRAMENTO PUBLIC LIBRARY BRAND GUIDE FOR PARTNERS

Our brand is important to us, and we need your support as we work to expand our reach and influence in the community. Please consider the following as a Sacramento Public Library friend or partner.

PERMISSION CONTACT. For brand permission or materials, please contact Sacramento Public Library Creative Project Coordinator Brian Strand at (916) 264-2891 or bstrand@saclibrary.org.

LIBRARY BRANDED EVENTS & INITIATIVES

Materials for your appearance at a Sacramento Public Library event are available upon request. Please consider the following when promoting your appearance:

- Use only provided Sacramento Public Library branded materials and messaging.
- Use the Library's full name: Sacramento Public Library (no "the" and not Sacramento County Library, Sacramento Library, Elk Grove Public Library, etc.)
- Note that the event/initiative is a Sacramento Public Library event/initiative, and tag the Library where possible — @saclib on Twitter and Instagram and @Sacramento Public Library on Facebook.*
- Do not create materials with the Library's name, logo, brand, program(s) or service(s) represented without its permission.

COBRANDED EVENTS & INITIATIVES

We'll work together to ensure all brands are represented in promotion of the event. Please review the following and provide your brand guidelines in-kind.

- Use the Library's full name in predetermined weight: Sacramento Public Library (no "the" and not Sacramento County Library, Sacramento Library, Elk Grove Public Library, etc.)
- Do not use the individual name of a branch location (Central Library, etc.) or list the Library solely as the event venue.
- Use Library brand graphics in accordance with the Library's guidelines. (See reverse.)
- Provide all event materials to Sacramento Public Library for review prior to distribution.
- Tag Sacramento Public Library where possible — @saclib on Twitter and Instagram, @Sacramento Public Library on Facebook.*
- Do not create materials with the Library's name, logo, brand, program(s) or service(s) represented without our permission.

COMMUNITY ROOM & MEETING ROOM USERS

While you are welcome to list the Library's name and address as the location for your event, we kindly ask that you not use our logo, graphics or photography without permission or imply that Sacramento Public Library is sponsoring or cohosting the event.

* Please tag the primary Facebook page, not a specific location (eg. not Sacramento Public Library (Central))

BRANDING GRAPHICS GUIDELINES – Approved logotype variations and colors.

Standard SacLib® Sacramento Public Library logo



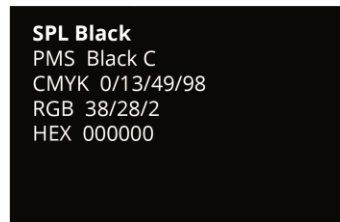
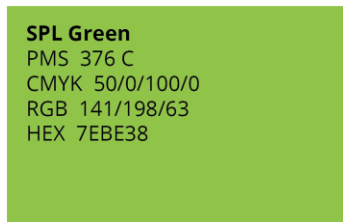
Stacked SacLib® Sacramento Public Library logo



Reversed logo – Use when logo is needed on a dark background.



Main palette - Dominant colors. Traditionally used for most SPL materials.



Secondary color - Use in moderation to support SPL Green.



Accent color - Use sparsely to add brightness or draw attention.

