

SACRAMENTO PUBLIC LIBRARY PARTNERSHIP BRANDING GUIDE

The Library's brand is important to us, and your cooperation is needed to ensure the library reaches the community as we intend. As a Sacramento Public Library friend or partner, please adhere to the following brand guidelines.

For brand permission or materials, contact Brian Strand at (916) 264-2891 or bstrand@saclibrary.org.

LIBRARY BRANDED EVENTS & INITIATIVES

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

- Only use Sacramento Public Library provided branded materials and messaging.
- Use the library's full name: Sacramento Public Library (no "the" and not Sacramento County Library, Sacramento Library, or an individual branch name)
- Note that the event/initiative is a Sacramento Public Library event/initiative and tag the library on social media.
 - *@saclib* on Twitter and Instagram, *@Sacramento Public Library* on Facebook (we do not see when individual branch locations are tagged)
- Do not create materials with the library's name, logo, brand, program(s) or service(s) represented without permission.

COBRANDED EVENTS & INITIATIVES

The Library and its partners will work together to ensure all brands are represented in promotion of the event. Please review the following and provide your brand guidelines in-kind.

- List the library as a partner and use our full name in agreed upon order: Sacramento Public Library (no "the" and not Sacramento County Library, Sacramento 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 brand guidelines.
- Provide all event materials to Sacramento Public Library for review prior to distribution. Staff will respond within one business day.
- Tag Sacramento Public Library on social media.
 - *@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 permission.

SACRAMENTO PUBLIC LIBRARY PARTNERSHIP BRANDING GUIDE

- Do not use images or photographs created by the Library without permission.

BRAND GRAPHICS GUIDELINES – Approved logotype variations and colors.

Standard SacLib® Sacramento Public Library logo



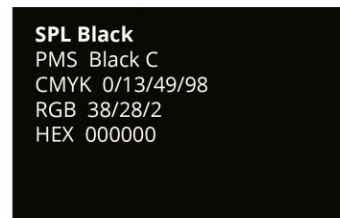
Stacked SacLib® Sacramento Public Library logo



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



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



Secondary color - Use in moderation to support the main palette.



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

