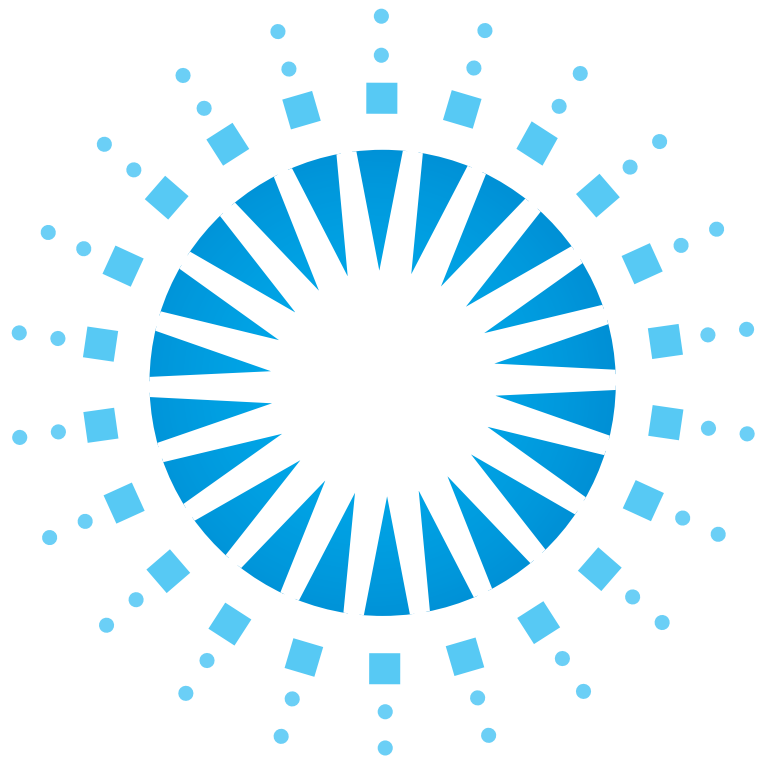


# Northeast Ohio Regional Library System

School | Public | Academic | Special  
*Maximizing Library Potential Together*



## VISUAL IDENTITY ASSESSMENT



# Your library depends upon its communication with the community to convey information, create engagement and foster a lifelong relationship.

Creating and maintaining a consistent digital and print visual message can be difficult when responsibilities and tasks are spread among departments or individuals.

NEO-RLS Visual Identity Assessment helps ensure that your graphic message is consistent by providing a comprehensive assessment of your library's print and digital communication, and making recommendations as needed to strengthen and unify your visual messaging.

The NEO-RLS Visual Identity Assessment:

- Provides a detailed audit of your visual communication and brand, noting clear areas of strength and advising on methods to reduce visual fragmentation
- Outlines a clear and consistent graphic communication strategy with specific guidelines for typography, color usage, image sizing and more
- Can be implemented immediately by all staff using the visual design software with which they are comfortable

**Northeast Ohio Regional Library System Digital Style Guide**

**Primary Logo**  
Northeast Ohio Regional Library System

**Secondary Logo**  
School | Public | Academic | Special  
*Maximizing Library Potential Together*

**Color Palette**

Color Name	Hex Code
Navbar Blue	#263D51
Button Blue	#0898DA
Hover Blue	#0073BA
Event Blue	#5DCAF3
Heading Grey	#424242

**Type Face**

Heading: Georgia Font  
Body: Lato Font

**Sizing**

Image Type	Dimensions
Banner Images	1350 x 348px
News Images	220 x 149px
Profile Images	125px
Social Media	29px
Icons	18px

**Secondary Heading** — 26pt Font / Lato / Regular

**Heading** — 22pt Font / Georgia / Regular

**Title** — 17pt Font / Lato / Bold

**Paragraph** — 15pt Font / Lato / Regular

The Visual Identity Assessment will vary in terms of time dependent upon the extent of digital and print materials in use. Contact Betsy Lantz, Executive Director, at [betsy.lantz@neo-rls.org](mailto:betsy.lantz@neo-rls.org) or 330-655-0531, ext. 101.

## Visual Identity Assessment Cost

NEO-RLS charges an hourly fee for consulting. The total cost is based on the number of hours involved and the level of library membership.

2017-2018 (begins July 1, 2017) charges are as follows: \$100.00 per hour for Gold Member libraries. Gold Members receive a total of four (4) hours of free consulting which may be applied to any consulting costs. The hourly cost for Silver Member libraries is \$125.00 per hour, \$150.00 per hour for Bronze Member libraries and \$200.00 per hour for Geographic Member libraries.