# Northeast Ohio Regional Library System

School | Public | Academic | Special

Maximizing Library Potential Together
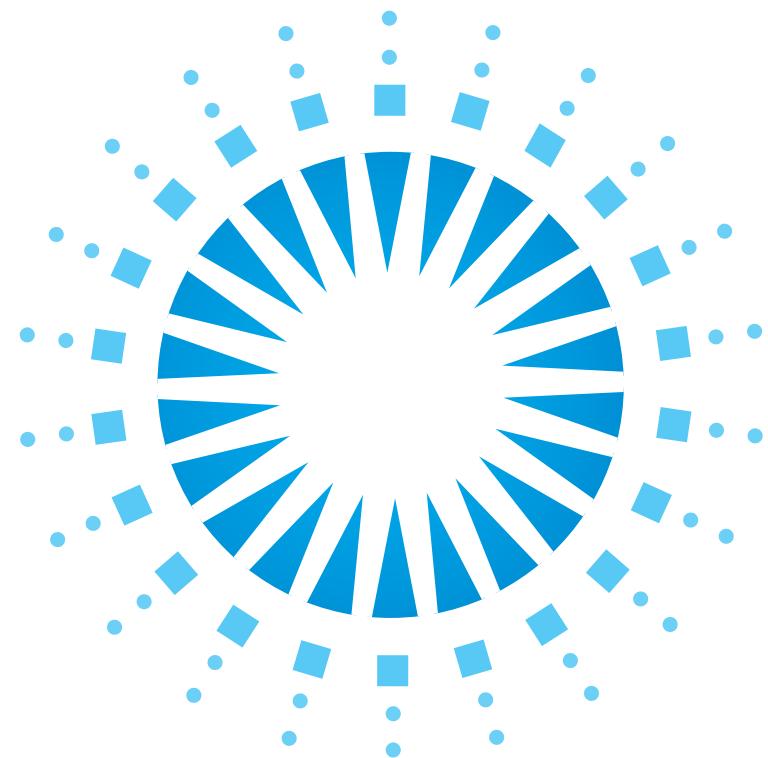
VISUAL IDENTITY ASSESSMENT

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**
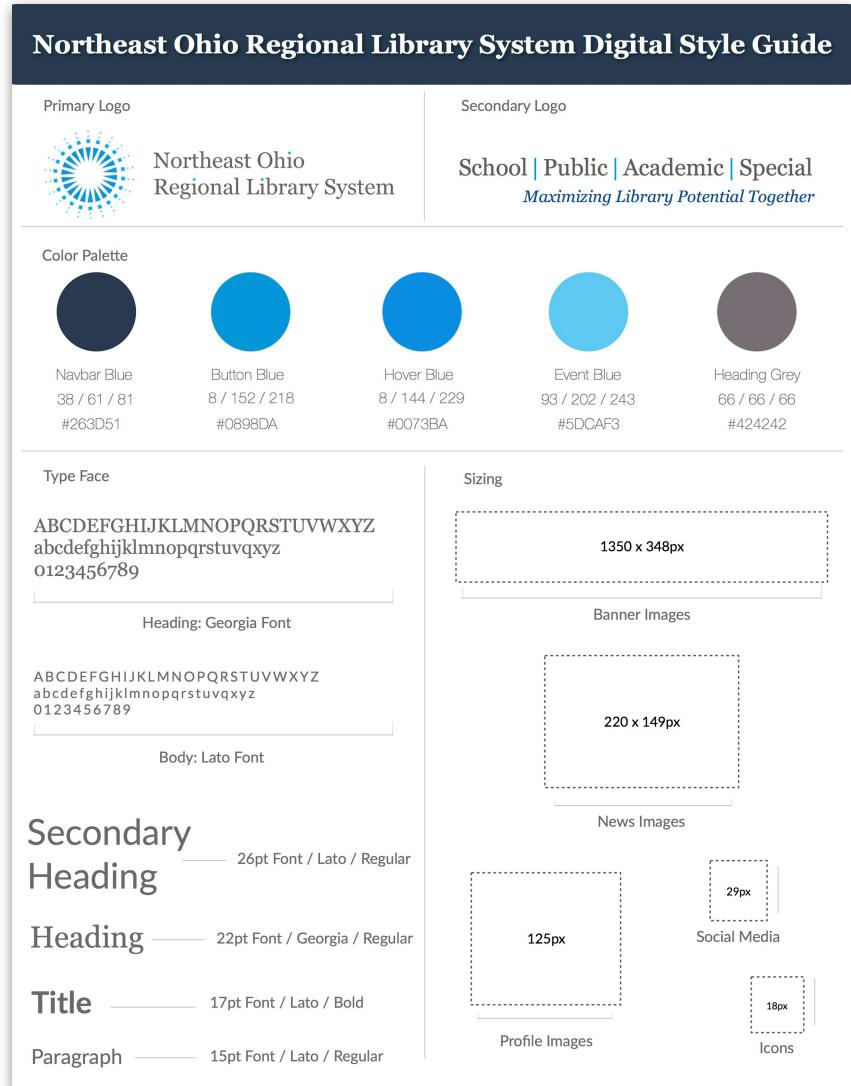
Northeast Ohio Regional Library System Digital Style Guide

Primary Logo
Northeast Ohio Regional Library System

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

Color Palette

Navbar Blue	Button Blue	Hover Blue	Event Blue	Heading Grey
38 / 61 / 81	8 / 152 / 218	8 / 144 / 229	93 / 202 / 243	66 / 66 / 66
#263D51	#0898DA	#0073BA	#5DCAF3	#424242

Type Face

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvqxyz
0123456789

Heading: Georgia Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvqxyz
0123456789

Body: Lato Font

Secondary Heading — 26pt Font / Lato / Regular

Heading — 22pt Font / Georgia / Regular

Title — 17pt Font / Lato / Bold

Paragraph — 15pt Font / Lato / Regular

Sizing

1350 x 348px
Banner Images

220 x 149px
News Images

125px
Profile Images

29px
Social Media

18px
Icons

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 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.