LCFLS Visual Style Guide

A guide to communicating the branding goals of the
Lawrence County Federated Library System

Our Mission

With a long-term goal of increasing our outreach to the community, it has become necessary to streamline our online presence and our advertising campaigns by developing a visual style and branding guide that sets expectations for fonts, colors, and logo use on materials created by the library.

Table of Contents
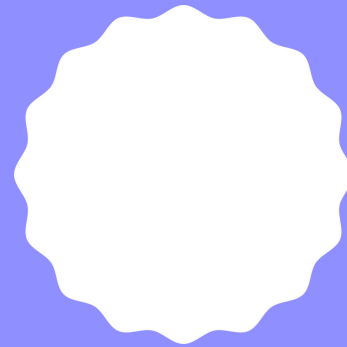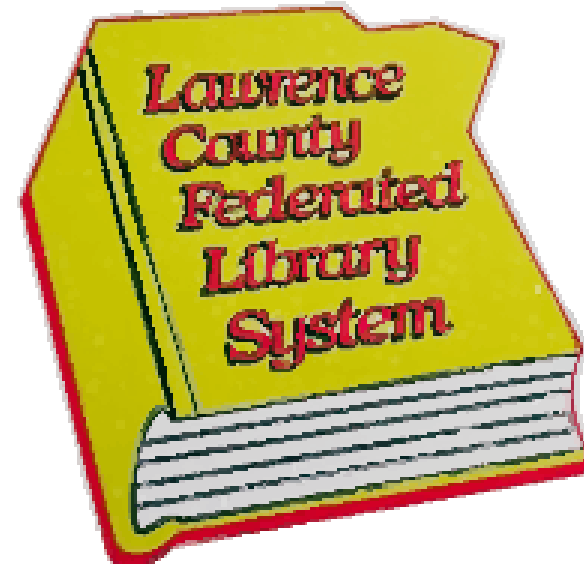
Logo

The Lawrence County Federated Library System (LCFLS) logo is the most distinctive branding element for the library, and should therefore be included on virtually all material created. It is a circular, stamp-like logo featuring the Lawrence County Courthouse atop an open book, with green edges symbolizing grass. Ears of wheat come out of the sides of the building, a key element in the Lawrence County Flag. Through pulling aspects of the Lawrence County Flag, and the Lawrence County building, this logo fully encapsulates the district of libraries it covers.

Several other logos, meant for special purposes such as the Specific Library Logos, will also be addressed in this section of the guide. These logos will be used less frequently, and not interchangably with the LCFLS logo.

01

LCFLS

2025

Lawrence County
Federated
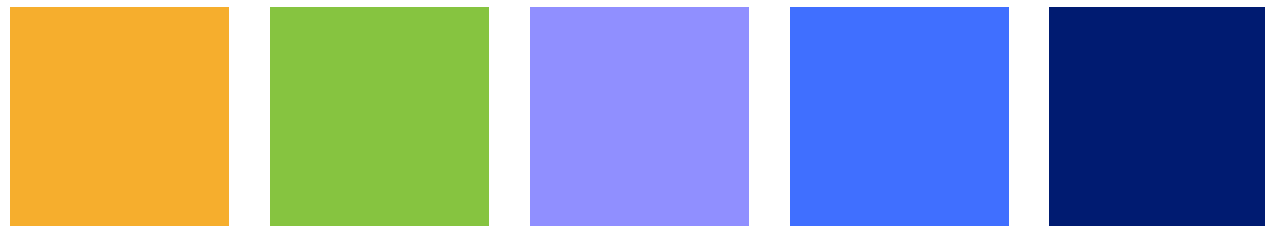Library System

Previous Logo

Updated Logo

The logo on the top left is the old logo of the Lawrence County Federated Library System.

Please discontinue its use wherever possible and use the new logo, shown on the bottom left.

Lawrence County
Federated
Library System

New Design

Master Logo

Library Logo Colors

The logo should be used with the traditional colors whenever possible. However, when black and white products are printed, the logo is still recognizable. Please do not use any other variations of this logo other than the two provided.

Master Logo:

A Closer Look At The Three Variations

Colored

This version is preferred!

Gray Scale

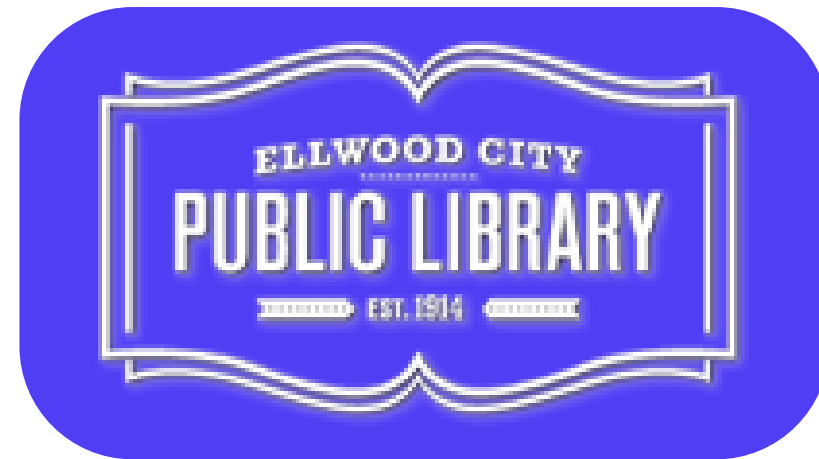If you print the colored version in black and white, this would be the result, which is also acceptable

Black & White

It is preferable that you use the black and white version of the logo for materials without color.

Other Logos:

The Three Libraries

Ellwood City Public Library Logo:

This Logo is for and can only be used by the Ellwood City Public Library.

(Background color can be changed, as logo background is transparent)

New Castle Public Library Logo:

This Logo is for and can only be used by the New Castle Public Library.

F.D. Campbell Memorial Library Logo:

This Logo is for and can only be used by the F.D. Campbell Memorial Library.

Note: Each logo may be used alongside the LCFLS logo, but _not_ as a replacement.

Clear Spacing and Sizing

Minimum Logo Size and Buffer Width

When the logo is too small, it may become unrecognizable. It is recommended that the logo never be smaller than 1.5 in. x 1.5 in.

It is also important to note that the logo should not be stretched, cropped, or distorted in any way.

A buffer of 1 inch around the logo on all print material is also recommended, to guarantee there is never any confusion about what all is included in the logo.
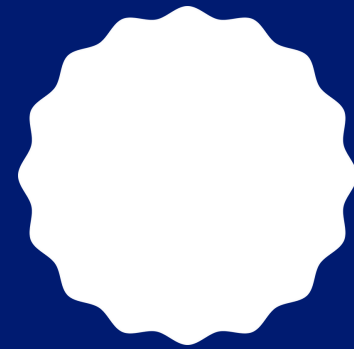
Other Logo Rules

Yes

No

No

No
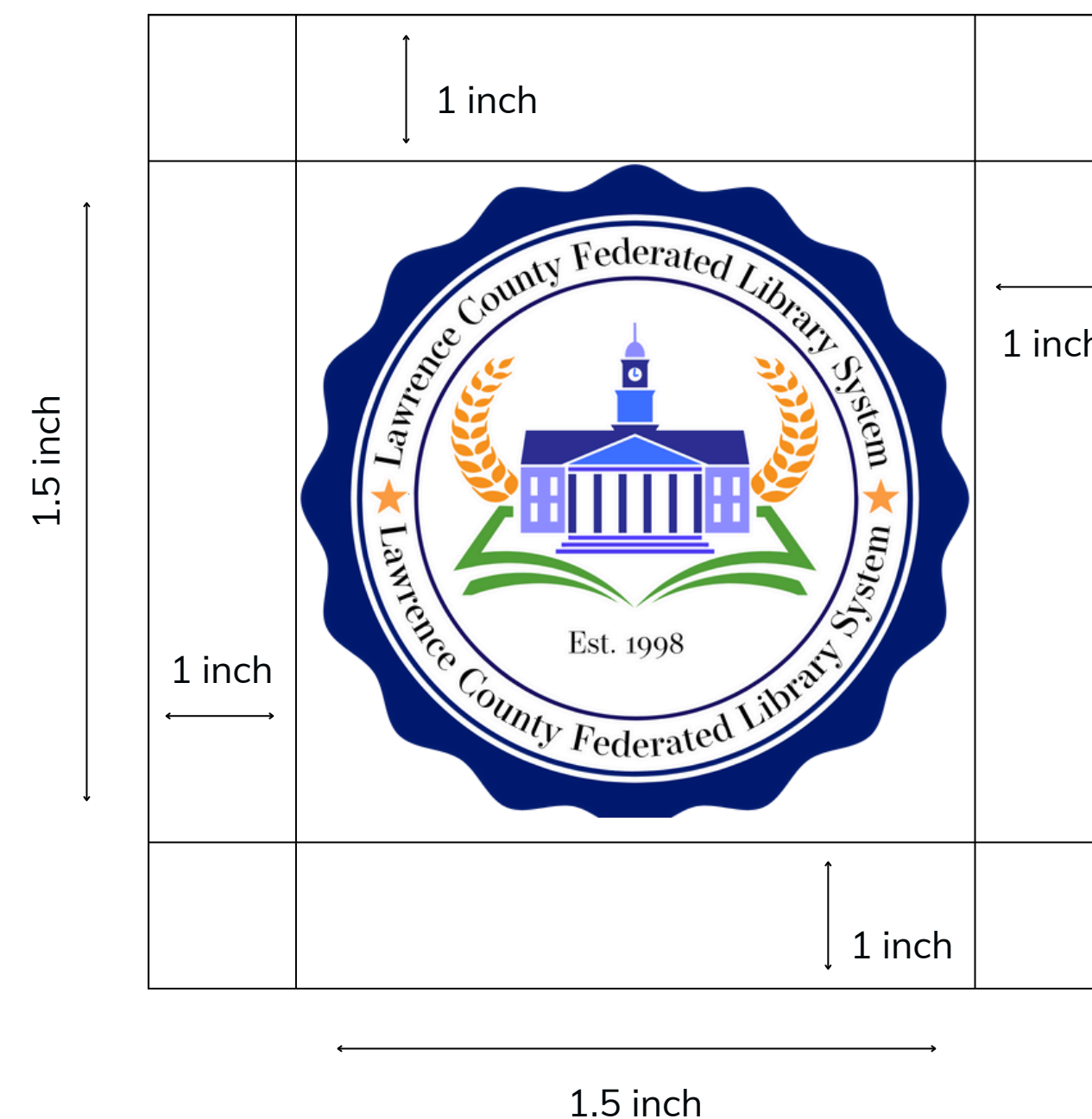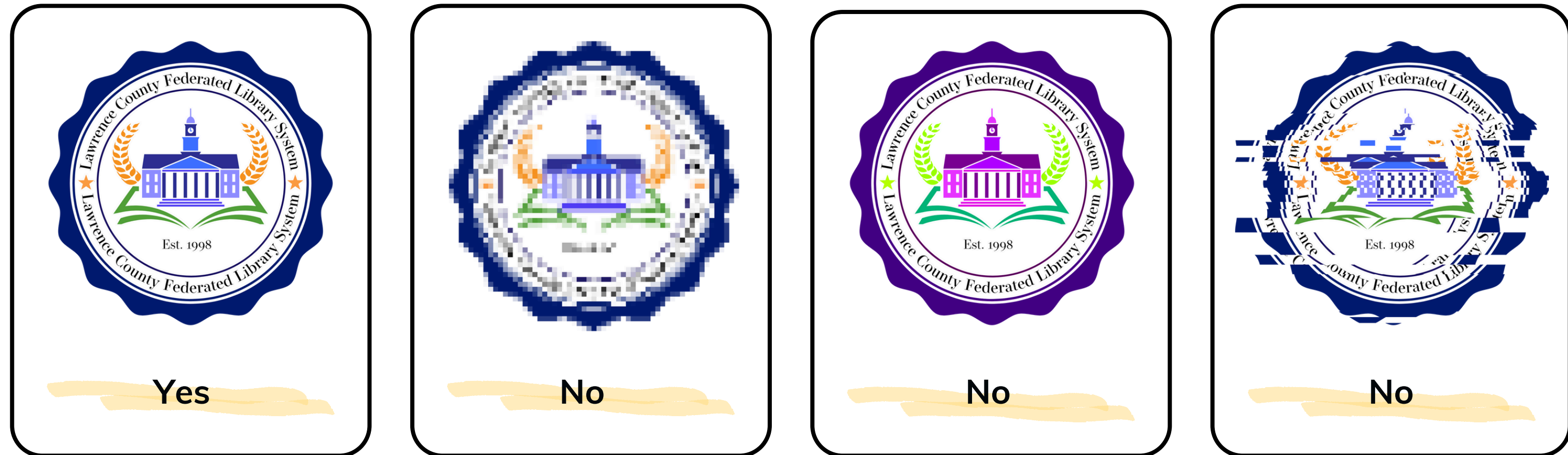
These examples of how to use—and how not to use—the logo are beneficial. Do not stretch or condense the logo in any way. Do not place words over the logo or change the color palette of the logo. These can all make the logo indistinguishable and lead to confusion in branding.

The colors that have been chosen to represent the library are vibrant and cheerful, and they should support the library's image as a welcoming place for everyone.
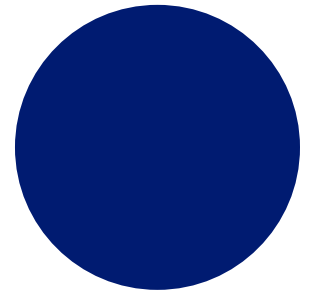
Color

Branding Guidelines

02

02

LCFLS

2025

These colors are based off of the new logo and, when used in promotional material, will add a vivid and cheerful uniformity to the materials.

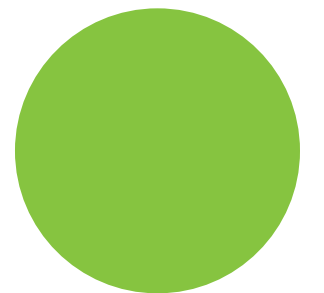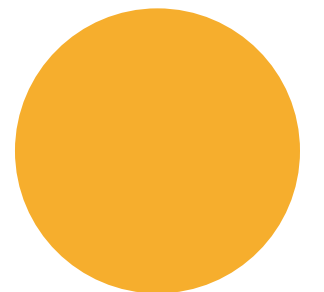# Color Harmony

#001B71
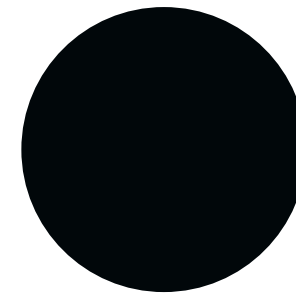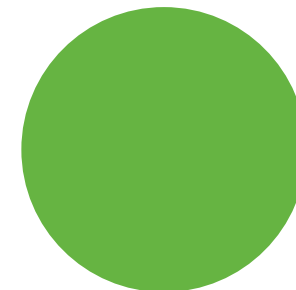
#406FFF

#908FFF

#86C440

#F6AE2D

Additional Colors

Note that the book uses two different shades of green and the staircase has an additional shade of blue to utilize for the LCFLS brand. Black is also used for the text in the logo.
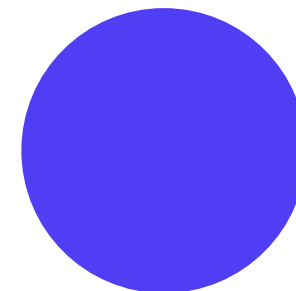
#000000
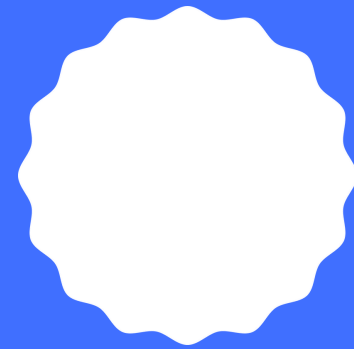
#66B442

#503EF4

Fonts are a simple way to unify all media produced by the library, so it may be helpful to switch the settings on apps like Canva and Word to have the library's offical font as the default.

Typography

03

2025

Branding Guidelines

Typography

Header

Operetta 12 (Regular) has been chosen as a header font for its high contrast and graceful letterforms. Its modern Didone style brings a sense of prestige and culture, reflecting the Federated Library System's commitment to knowledge and community enrichment.

** While regular is recommended, other versions of Operetta 12 can be used

Body

Muli (Regular) has been chosen as a body font as it has a clean, minimal, and modern geometric sans-serif look. It is lightweight, legible on digital screens, and a good choice for a minimalist branding system.

** While regular is recommended, other versions of Muli can be used

Operetta 12 - Medium

Aa Bb Cc Dd Ee Ff Gg   0123456789
Hh Ii Jj Kk Ll Mm Nn Oo ~@#$%^&|"‹›?
Pp Qq Rr Ss Tt Uu VV
Ww Xx Yy Zz

Muli - Regular

Aa Bb Cc Dd Ee Ff Gg   0123456789
Hh Ii Jj Kk Ll Mm Nn   ~@#$%^&|"<>?
Oo Pp Qq Rr Ss Tt Uu
VV Ww Xx Yy Zz

Ensure that the chosen fonts align with the LCFLS brand persona across various communication channels. Utilize our approved font selection to maintain readability and consistency.

Typography

Additional Clarifications

The header font used in this slides presentation is: Operetta 12- Medium, as we do not currently have access to Operetta 12 - Regular via Canva.

As long as the font is Operetta 12, the font can be used. But when choosing a font as a header, avoid italicized fonts and lighter versions of the font, as they may be harder to read.

Not Recommended	Recommended
Operetta 12 - Extra Light The quick brown fox jumps over the lazy dog ✗	Operetta 12 - Regular The quick brown fox jumps over the lazy dog ✓
Operetta 12 - Medium Italic *The quick brown fox jumps over the lazy dog* ✗	Operetta 12 - Medium The quick brown fox jumps over the lazy dog ✓
Operetta 12 - Bold Italic ***The quick brown fox jumps over the lazy dog*** ✗	Operetta 12 - Bold **The quick brown fox jumps over the lazy dog** ✓

Date and Time Format

For editorial decisions such as times, please refer to the example below.

Examples: The meeting is at 10:00 AM Monday morning on June 1st.

AP Style time of day holds that the time descriptors "ante meridiem" (before noon) and "post meridiem" (after noon) should be abbreviated with uppercase letters and without periods (AM and PM).

Also, unlike Chicago Style, AP Style time of day does not require zeros after even hours. (12 PM not 12:00 PM)

For dates, always use numerical figures, without "st," "nd," "rd," or "th." (May 10, not May 10th)
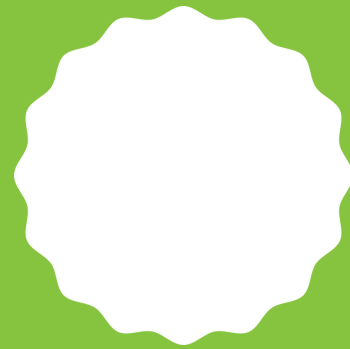
The following pages show some examples of designs that successfully use all the elements of the branding. There are examples of social media graphics as well as print material, to demonstrate how varying application can be.

Imagery

Branding Guidelines

04

Imagery Guidelines

Images and graphics play a crucial role in conveying our brand narrative. Follow these color schemes and style for selecting and using visuals that resonate with LCFLS' identity and values.

04

LCFLS

2025

Full Name

Add Occupation Here

📞 123-456-7890

✉ fullname@gmail.com

🌐 Lawrence County Federated Library System

📍 lcfls.com

Lawrence County Federated Library System

Event Title

Event Location
Event Date
Event Time

Book Mobile Events:

Maria's Country Store
Jul 16, 2025
12:00 PM – 1:00 PM

Challenges
Jul 17, 2025
9:00 AM – 10:00 AM

Movie Night
Location – Check at Front Desk
Jul 16, 2025
5:30 PM

Chess Club
Copernicus Room
Jul 19, 2025
10:00 AM – 11:30 AM

SCAN ME!

SCAN THE QR CODE FOR ACCESS TO THE MONTHLY ROUTE AND STOPS!

Visit LCFLS Libraries:

- *Ellwood City Library*
- *F.D. Campbell Memorial Library*
- *New Castle Public Library*

Want the Bookmobile to visit your site?

Contact Outreach Services:

Phone: **(555)-555-555**

Email: **bookmobile@email.com**

Schedule requests, special collections & themed storytimes welcome.

Follow us on social: ___

Full schedule online: ___

THE BOOK MOBILE

Bringing books, tech help and library services right to your community!

Application

Social Media Image Standards

Some standard graphics that are frequently created for the library's social media include the following (included are the standard pixel size):
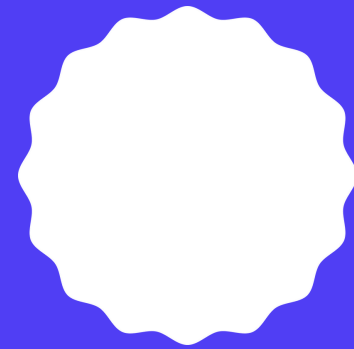
Facebook Posts (940 x 788 px or document size)
Facebook Event Banners (1920 x 1005 px)
Instagram Posts (1080 x 1080 px)

When posting a graphic to both Instagram and Facebook simultaneously, use the 1080 x 1080 px dimensions. (Facebook will automatically adjust the size of the graphic to fit their rectangular dimensions by extending the sides of the square.)

Mailings are an important aspect of the library's functioning, and standardized headings will lend unity and credibility to the library's image.

Stationary

05 LCFLS 2025

Branding Guidelines

Stationary

Brand Letter Head

It is important that mailings from the library have a uniform appearance, so this heading is the standard model that all mailings should follow.

Lawrence County Federated Library System
207 E. North Street
New Castle, PA 16101
724-658-6659

Letter Recipient Name
123 Best St.
New Castle, PA 16105

February 12, 2024

Dear xxx,

There are many variations of passages of lorem ipsum available, ma jority have the suffered alteration in some form, by injected humor, or randomized which don't is look even slightly believable. if you are going to use a passage of lorem ipsum, you need to be sure there is isn't anything embarrassing hidden in the middle of text.

all the lor ks as necessary, making this the first true generator on the internet it uses a dictionary of over 200 lain words, combined with. There are many variations of passages of lorem ipsum available. jority have the suffered alteration in some form, by injected humor,

[Signature]
Name Text Here
Position (s)

Stationary

Standard Envelope

The standard envelope return address is worth noting because it includes the logo, as well as ithe LCFLS name. The primary font is typed in Operetta 12 while the secondary font is typed in Muli.

Lawrence County Federated Library System

207 E. NORTH ST
NEW CASTLE, PA 16101

LCFLS

The following images should inspire creativity when creating library material, while maintaining the unity of this theme.
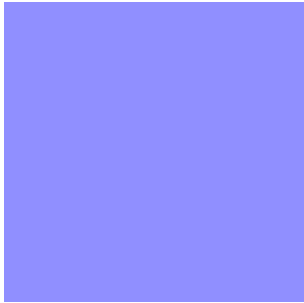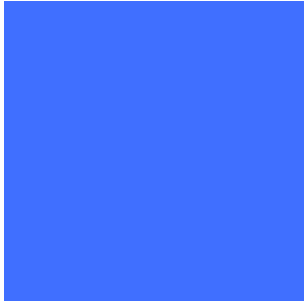
Mood Board

Branding Guidelines

06 LCFLS
2025

LCFLS Mood Board

Brand Guidelines

07

LCFLS

2025

Consistency in communication is key. Define and adhere to the LCFLS tone of voice to create a cohesive brand experience. Whether it's formal or informal, maintain a consistent voice that reflects our brand personality.

Branding Guidelines

LCFLS

LAWRENCE COUNTY
FEDERATED LIBRARY SYSTEM

724-658-6659

207 E. North St. New Castle, PA 16101