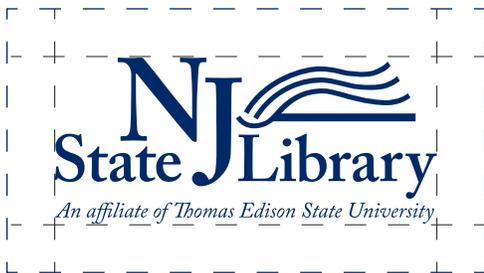# NJ STATE LIBRARY (NJSL) BRANDING STANDARDS

Brand should never be smaller than **2.0"** inches wide.

Leave clear space equal to **0.25"** on all sides of the brandmark.
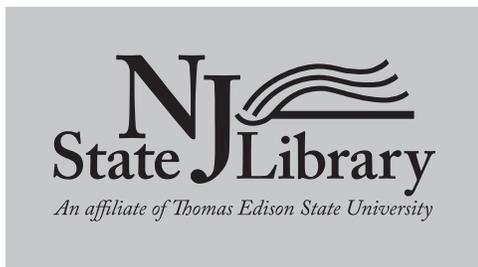
NJSL BRANDMARK APPLICATION

1. No elements of the brandmark may be recreated, deleted, cropped, reconfigured, or used separately. The brandmark is provided as Adobe Illustrator based EPS, png, and tiff files.

2. Brandmark should never be smaller than 2.0" inches wide. (Pictured at left.)

3. A minimum clearspace of 0.25" must be maintained on the perimeter surrounding the brandmark. (Pictured at left.)

4. Brandmark must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.

5. Brandmark must always be used with the *An Affiliate of Thomas Edison State College* subtitle attribution.

6. Do not alter or substitute the brandmark title or subtitle fonts.

7. Brandmark should always appear upright.

8. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.

9. Brandmark may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
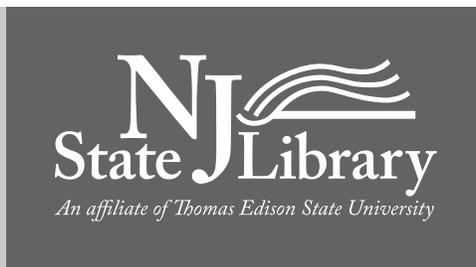
NJSL BRANDMARK FONT USAGE

1. All brandmark files are sent as graphics without the need of fonts.

2. **Title font:** Adobe Caslon Pro; **Attribution font:** *Adobe Caslon Pro Italic*
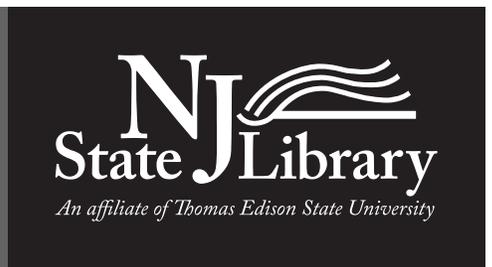
NJSL BRANDMARK COLOR USAGE

1. Use only NJSL Blue or Black when applying the brandmark to a White or Light/Mid-tone background.

2. Use only the White (reversed) version of the brandmark when applying to a Mid/Dark-tone background.

3. Do not put a White box around the brandmark when placed on a Dark background and do not reproduce in colors other than those specified in these guidelines. The brandmark should only be used in NJSL Blue, Black, or White on a solid background.

4. Brandmark should appear against a solid background to ensure maximum and proper contrast.

5. Do not mix colors in the brandmark.

Light/Mid-tone Background

Mid/Dark-tone Background

Light/Mid-tone Background

NJSL BRANDMARK SWATCHES

CMYK PROCESS PRINTING	SPOT COLOR PRINTING	WEB HEX COLORS
NJSL BLUE: 100 C 77 M 47 K	PANTONE 294 Solid Coated	002b66
BLACK: 100 K	PANTONE Process Black PC	000000

2015