NJ STATE LIBRARY (NJSL) BRANDING STANDARDS

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 clear space 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 University subtitle attribution.
6. Do not alter or substitute the brandmark title or sub-title 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.

NJSL BRANDMARK SWATCHES
CMYK PROCESS PRINTING
NJSL BLUE: 100 C  77 M  47 K
BLACK:  100 K

SPOT COLOR PRINTING
PANTONE 294 Solid Coated
PANTONE Process Black PC

WEB HEX COLORS
002b66
000000

The colors show have not been evaluated by Pantone Inc. for accuracy and may not match PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone Inc.

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