NJ STATE LIBRARY

An affiliate of Thomas Edison State University

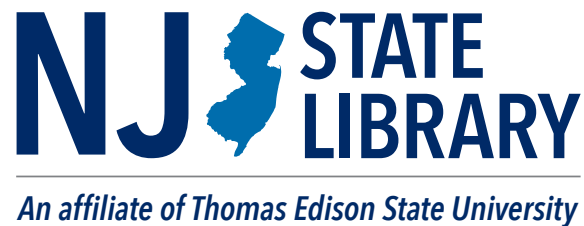# BRAND STYLE GUIDE

NJ STATE LIBRARY

JULY 2023 UPDATE

NEW JERSEY STATE LIBRARY

NJ STATE LIBRARY

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INTRODUCTION

This style guide provides guidelines for the use of the New Jersey State Library's logo. It includes information on the logo's design, colors, and usage. The style guide is intended to ensure that NJSL's logo is used consistently and effectively in all communications.

The Library's logo is a valuable asset. It is a symbol of the Library's mission and values. By following these guidelines, you can help to ensure that the Library's logo is used consistently and effectively.

This style guide is meant to evolve, as our brand has over the last decade, and will continue to grow over time.

PRIMARY LOGO

Our logo features a classic "New Jersey" icon, representing our role as a state agency. The icon exists in both outline and filled in forms, for more versatility for size options.

The words are written in a modern bold font that is easy to read, with vision impairment in mind.

The Thomas Edison State University affiliate line now appears in a sans serif font, making it more legible than in the previous typeface.

NJ STATE LIBRARY

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USAGE

The NJSL logo should be used in all communications that represent the Library. This includes our website, electronic and print materials, and social media. The logo should always be used in a way that is consistent with our brand.

Examples of Unacceptable Use

- The NJSL logo should not be altered in any way. Do not use unofficial colors. Changes, no matter how small, detract from the consistent image we want to project.

- Do not distort the size of the logo. Do not squeeze or stretch it. Always scale it proportionally.

If you need assistance with changing the file size, or need the logo modified in any way, please contact: marketing@njstatelib.org.

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Logo should never
be smaller than
2 inches, or **145
pixels**, wide.

NJ STATE LIBRARY

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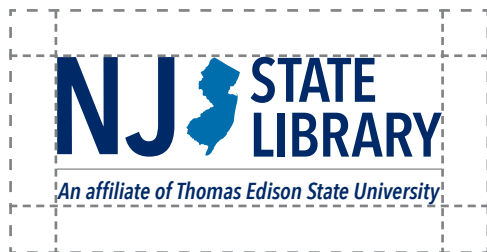
Leave clear space equal to
0.25 inches, or **18 pixels**, on
all sides of the logo.

BRAND APPLICATION

1. No elements of the logo may be recreated, deleted, cropped, reconfigured, or used separately. The logo can be provided as a jpeg, EPS, png, and or tiff files.

2. Logo should never be smaller than 2 inches, or 145 pixels wide.

3. A minimum clear space of 0.25 inches, or 18 pixels, must be maintained on the perimeter surrounding the logo.

4. Logo must be uniformly scaled. Non-uniform scaling distorts or stretches the proportions of the logo.

5. Logo must always be used with the *"An Affiliate of Thomas Edison State University"* subtitle attribution.

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

7. Logo 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. Logo may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

BRAND COLOR USAGE

1. Use only NJSL Blue or Black/Gray when applying the logo to a white or Light/Mid-tone background.

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

3. Do not put a white box around the logo when placed on a dark background. Do not reproduce in colors other than those specified in these guidelines.

4. The logo should only be used in NJSL Blue, Black/Gray, or White on a solid background.

5. Logo should appear against a solid background to ensure maximum and proper contrast.

6. Do not mix colors in the logo.

7. Always used the filled in NJ icon version when using profile images and or thumbnail sizes.

LIGHT BACKGROUND

MID-TONE BACKGROUND

BRAND COLOR USAGE

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DARK-TONE

BACKGROUNDS

NJ STATE LIBRARY

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MID / DARK-TONE BACKGROUND

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WWW.NJSTATELIB.ORG
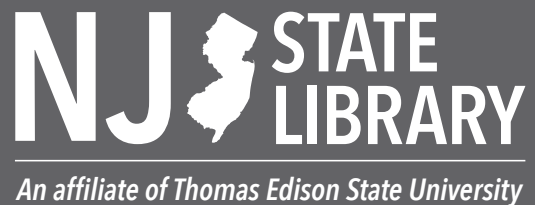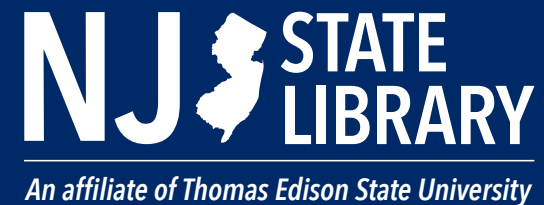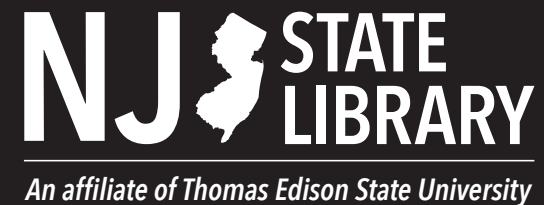
DARK BLUE

HEX: #002b66

RGB: 0 R 43 G 103 B

CMYK: 100 C 77 M 0 Y 47 K

PANTONE 295C

LIGHT BLUE
(ACCENT)

HEX: #006dad

RGB: 0 R 109 G 173 B

CMYK: 100 C 40 M 0 Y 15 K

PANTONE 300C

GRAY

HEX: #808285

RGB: 128 R 130 G 133 B

CMYK: 60 K

BLACK

HEX: #000000

RGB: 35 R 31 G 32 B

CMYK: 100 K

PANTONE Pro Black C

BRAND COLOR USAGE

We are a dark blue brand. Dark blue represents knowledge. It is associated with trustworthiness and reliability. The official NJ.gov logo is blue. The colors of the New Jersey state flag, buff (a yellowish-tan color) and dark blue (Jersey blue), were the colors George Washington chose for the flag of New Jersey's army regiments during the Revolutionary War.

1. **Dark blue is the primary color that should be applied across all communications, upholding our brand consistency.**

2. **Light blue, white, black and gray can be used as visual compliments.**

3. **Always consider visual impairment with contrast when using any color or accents.**

BRAND TYPOGRAPHY

All logo files are sent to you as graphics without the need of fonts.

If fonts are needed, use a sans serif font. This is a font without "feet" as you would see in Times New Roman.

Always be mindful of vision impairment.

Always be mindful of the media you're working in and what role of the type you're working in, headline or paragraph. This will also help to determine what kind of font to use.

Avenir Next Condensed is our logo typeface. We use it in design through different weights Regular, Medium, Demi Bold, Bold, and Italics.

We use two main fonts as part of our brand.

Title font:

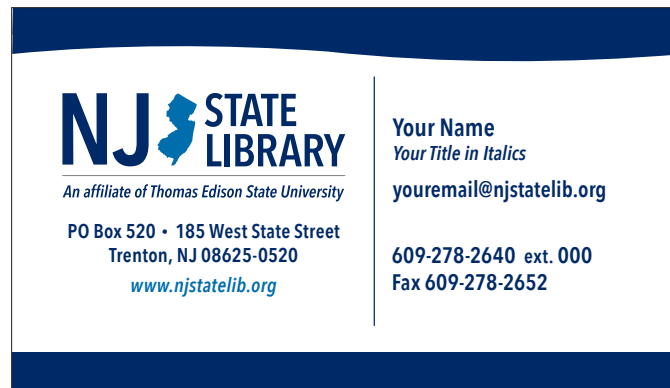# Avenir Next Condensed Demi Bold

Attribution font:

Avenir Next Condensed Demi Bold Italic

We use one legacy serif font as we transition:

Paragraph and Accent font:

Adobe Caslon Pro

BUSINESS CARD

NJ STATE LIBRARY
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PO Box 520 • 185 West State Street
Trenton, NJ 08625-0520
www.njstatelib.org

Your Name
Your Title in Italics

youremail@njstatelib.org

609-278-2640 ext. 000
Fax 609-278-2652

NJ STATE LIBRARY
An affiliate of Thomas Edison State University

2300 Stuyvesant Ave
Trenton, NJ 08618

PO Box 501, Trenton, NJ 08625
www.njstatelib.org/tbbc

Your Name
Your Title in Italics
**Talking Book &
Braille Center**

youremail@njstatelib.org

609-406-7179 ext. 000
800-792-8322 ext. 000

Your Name

youremail@njstatelib.org

609-406-7178 ext. 000
800-792-8322 ext. 000

LETTERHEAD TEMPLATE

Connecting people with information through libraries

NJ STATE LIBRARY
An affiliate of Thomas Edison State University

P.O. BOX 520 | 185 WEST STATE STREET
TRENTON NJ 08625-0520

609-278-2640

WWW.NJSTATELIB.ORG

**TALKING BOOK &
BRAILLE CENTER**

Connecting people with information through libraries

NJ STATE LIBRARY
An affiliate of Thomas Edison State University

2300 STUYVESANT AVE
TRENTON, NJ 08618-3226

1-800-792-8322

WWW.NJSTATELIB.ORG/TBBC

PRESENTATIONS

YOUTUBE TITLE CARDS

PROFILE IMAGE

For use with Outlook, Teams, and or profiles regarding your NJ State Library accounts.

The filled NJ Icon version of the logo should always be used on smaller, profile image sizes, for visual clarity.

NJSL PRESENTS SEAL