WebJunction Visual Identity

May 2008

This document provides guidance for using the visual elements—logos, colors, font, icons, and photography—that make up the WebJunction visual identity along with samples of how to integrate the identity elements into meaningful creative.

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Introduction

Welcome

A powerful brand lives in the hearts and minds of employees, partners, and customers. Building a powerful brand presence in our market requires a strategic brand with a compelling visual identity, powerful messaging, and targeted positioning that:

- Supports the WebJunction business goals.
- Reflects the WebJunction personality and corporate values.
- Differentiates us from the competition.

The WebJunction visual identity reflects our brand positioning, tone, and personality. It provides a cohesive look and feel for every communication and every customer touch point from our Web site to the way we answer the phone.

These guidelines provide a cohesive visual identity that, when applied to each communication, will leave a lasting impression with our customers, prospects, and employees.

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WebJunction Logo

four-color version

black and gray version

black version

gray and reverse version

reverse version

Clear space
X height is the height of the lowercase letters in the logo type

Minimum size
Width:1.5 inches (print), 108 pixels (UI/Web)

The logo should:

- Never appear connected to or as part of any other symbol, icon or shape.

- Never be contained in a box, circle, or other shape.

- Always appear in the orientation seen in these guidelines. Never rotate.

- Never be modified or recombined in any way to create new artwork.

- Never reverse over an image or photography

WebJunction Logo

Always use the WebJunction logo exactly as provided. NEVER crop it, outline it, change its colors, rearrange the order of the pieces, skew them, or modify it in any way that departs from these guidelines. The full-color version is preferred whenever possible. This can be executed with process color or spot color and black.

DO NOT attempt to re-create the logo.

Reversing the Logos

When using the WebJunction logo over photos or dark floods of solid color, the logo can be reversed out to white, setting it off from the dark-colored background. Please ensure that the logo stands out from the background.

DO NOT change the colors of the WebJunction logo. DO NOT use colors other than those specified in the original artwork.

Size Requirement

The minimum size for the WebJunction logo is 1.5 inches wide for print applications and 447 pixels wide for on-screen applications.

Placement/Relationship

- The WebJunction logo should be placed in the lower-right corner whenever possible.
- Placement in the upper-left corner is also acceptable.
- Never combine the logo with any other graphic element.
- The minimum clear space equals the X height of the lowercase letters in the WebJunction logo type.

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Colors

Primary Colors

Pantone
PMS 321C
4c process
C**100** M**0** Y**33** K**23**
RGB
R**0** G**140** B**153**
Hexadecimal
#008C99

Pantone
PMS 430C
4c process
C**5** M**0** Y**0** K**45**
RGB
R**147** G**155** B**161**
Hexadecimal
#939BA1

Pantone
PMS WhiteC
4c process
C**0** M**0** Y**0** K**0**
RGB
R**255** G**255** B**255**
Hexadecimal
#FFFFFF

Secondary Colors

Pantone
PMS 7463C
4c process
C**100** M**143** Y**0** K**65**
RGB
R**0** G**53** B**95**
Hexadecimal
#00355F

Pantone
PMS 7472C
4c process
C**52** M**0** Y**25** K**0**
RGB
R**116** G**203** B**200**
Hexadecimal
#74CBC8

Pantone
PMS BlackC
4c process
C**0** M**0** Y**0** K**100**
RGB
R**35** G**31** B**32**
Hexadecimal
#231F20

Colors

The following colors are available for use, alone or in combination with the WebJunction logo in the content of corporate communications. When appropriate, screens of only the secondary colors can be used.

The WebJunction visual identity uses three primary colors three secondary colors. The primary colors are used to create a focal point and a visual break from the full-color photography in the creative.

White is the preferred background color for colored shapes and typography.

Elements

Modular Grid

Modular Shapes

Photography and the Modular Grid

Modular Grid

The WebJunction modular grid is a crucial part of the visual identity. The modular grid can contain photography or solid fills of the approved WebJunction colors. The grid can span across the page or be as few as three shapes, but there MUST always be at least ONE junction in the grid. The junction is created when three or more module corners come together. While they appear to be negative spaces, they reflect the junction graphic contained in the WebJunction logo icon.

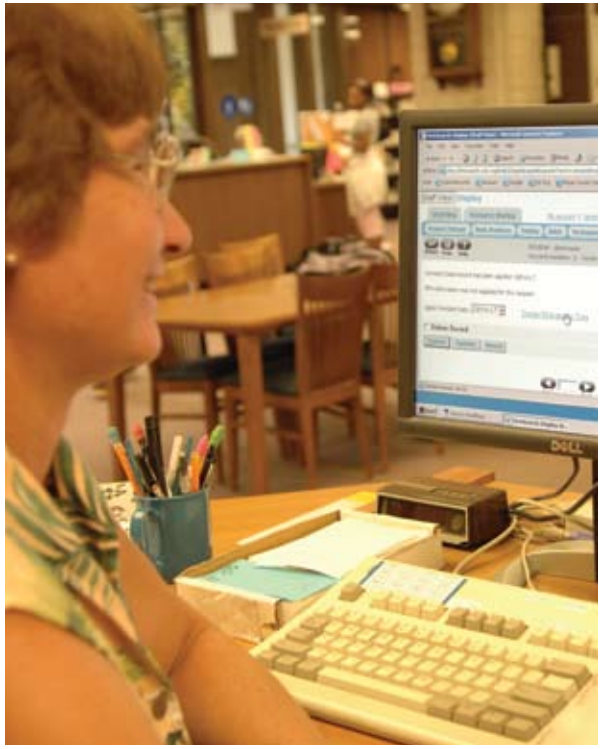
Modular Shapes

The shape for the modular grid is a perfect square with the corners rounded exactly .25 inches. The gutters between the shapes is exactly .3472 inches and are the same on all sides. The square shape can be cropped to define a space, used to create a pattern, and placed across full bleed photos.

Photography and the Modular Grid

When using photography with the grid, the full-color images may be 1) contained within a single grid module or 2) as a fill behind multiple grid modules or spread across a complete modular grid. The image should be appropriate for the space and fall in a way that ensures the negative space created by the grid does not intersect the image at critical sections (such as over someone's eyes. The image can be dynamically cropped as long as the integrity of the imagery's purpose is not compromised.

Photography



Overview

Photography is an important element in communicating the WebJunction visual identity. The WebJunction photo library includes images that support the collective values of education expansion and shared technology. Imagery used in WebJunction's materials should be aspirational, empowering, diverse, and reflect personal confidence.

Typical library scenes should depict libraries, library staff and library customers individually and collaboratively engaged with technology and the world of libraries.

Photos should be relevant, culturally sensitive and whenever possible, include people. When using a photo that do not include people, select a library scene or technology photo that is relevant to the message you are communicating.

Typography

Font Usage

In some materials, fonts can be reversed to white on a colored background. Uppercase and lowercase type is the preferred treatment. Arial Regular and Arial Bold are the preferred weights. Palatino is permitted as a supporting font. Font color should be black or gray.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Palatino Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Palatino Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

In using the font, please avoid:

- Extreme kerning (either tight or loose).
- A mixture of fonts and sizes—particularly in the same headline, block of copy, or subhead.

Fonts

WebJunction's visual identity includes two font families. The primary font, Arial, is a sans serif font that is both approachable and versatile. Palatino is a serif font that complements Arial and is more effective for smaller body copy. These fonts were selected because they can work well together across a wide range of media.

The WebJunction logo type is a modified font. The partner names are type set in the sans serif font Myriad, utilizing optical kerning, and are placed flush right under the logo type.

Samples

Here are some ways the WebJunction visual identity elements can be combined to create simple and effective communications for WebJunction and its partners.

sample flyer

WebJunction

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For more

The community: webjunction.org
The blog: blog.webjunctionworks.org
The e-mail: info@webjunction.org

Who we are

WebJunction is the online community where library staff come together to connect, create, and learn. We have thousands of members who visit us for helpful articles, relevant online training, webinars, and communities–many offered through our strong partnerships with state libraries and other organizations. WebJunction is a great place to develop your library skills and career while finding answers, ideas, and support for daily challenges at work.

WebJunction.org

OCLC

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sample ad

webjunction.org

Headline To Go Here

lamcon et aliquatetum velessequat luptat. Ibh ea adip et praesequatin exer aci eros nos alit augue er amco re. Del eugait ullan henit iliquat. Con et iriure tie feu feuis non vel ese erostrud tatpraesequatin exer aci eros nos alit augue.

WebJunction

WebJunction Partner Visual Identity

May 2008

This document provides guidance for using the visual elements—logos, colors, font, icons, and photography—that make up the WebJunction Partner visual identity, along with samples of how to integrate the identity elements into meaningful creative.

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four-color version

gray and black version

black version

gray and reverse version

reverse version

Clear space
X height is the height of the lowercase letters in the logo type

Minimum size
Width: 1.5 inches (print), 108 pixels (UI/Web)

The logo should:

- Never appear connected to or as part of any other symbol, icon or shape.

- Always appear in the orientation seen in these guidelines. Never rotate.

- Never reverse over an image or photography

- Never be contained in a box, circle, or other shape.

- Never be modified or recombined in any way to create new artwork.

Co-Branded Logo

WebJunction Logo

Always use the WebJunction Partner logo exactly as provided. The partner's name is always flush-right under the WebJunction logo type. Never crop it, outline it, change its colors, rearrange the order of the pieces, skew it, or modify it in any way that departs from these guidelines.

DO NOT attempt to re-create the logo.

Reversing the Logos

When using the WebJunction Partner logo over photos or dark floods of solid color, the logos can be:

- All white, setting them off from the dark-colored background.
- White plus gray in two of the wordmark angles and the partner title. Please select the best logo color options to ensure that the logos stand out from the background.

DO NOT use colors other than those specified in the original artwork.

Size Requirement

The minimum size for the WebJunction Partner logo is 1.75 inches wide for print applications and 527 pixels wide for on-screen applications.

Placement/Relationship

- The WebJunction Partner logo should be placed in the lower-right corner whenever possible.
- Placement in the upper-left corner is also acceptable.
- Never combine the logo with any other graphic element.
- The minimum clear space equals the X height of the lowercase letters in the WebJunction Partner logo type.

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Partner Elements

Modular Grid

Modular Shapes

Photography and the Modular Grid

Modular Grid

The WebJunction modular grid is a crucial part of the visual identity. The modular grid can contain photography or solid fills of the approved WebJunction colors. The grid can span across the page or be as few as three shapes, but there MUST always be at least ONE junction in the grid. The junction is created when three or more module corners come together. While they appear to be negative spaces, they reflect the junction graphic contained in the WebJunction Partner logo icon.

Modular Shapes

The shape for the modular grid is a perfect square with the corners rounded exactly .25 inches. The gutters between the shapes is exactly .3472 inches and are even on all sides. The square shape can be cropped to define a space, used to create a pattern, and placed across full bleed photos.

Photography and the Modular Grid

When using photography with the grid, the full-color images may be 1) contained within a single grid module or 2) as a fill behind multiple grid modules or spread across a complete modular grid. The image should be appropriate for the space and fall in a way that ensures the negative space created by the grid does not intersect the image at critical sections (such as over someone's eyes. The image can be dynamically cropped as long as the integrity of the imagery's purpose is not compromised.

Samples

These samples reflect the integration of standard WebJunction visual identity components and partner co-branded logos to create compelling collateral.

sample flyer

WebJunction CONNECTICUT

Olute velit lor alis dui erit wis niamcon ver alis dui

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For more

The community: webjunction.org
The blog: blog.webjunctionworks.org
The e-mail: info@webjunction.org

Who we are

WebJunction is the online community where library staff come together to connect, create, and learn. We have thousands of members who visit us for helpful articles, relevant online training, webinars, and communities–many offered through our strong partnerships with state libraries and other organizations. WebJunction is a great place to develop your library skills and career while finding answers, ideas, and support for daily challenges at work.

WebJunction.org

OCLC

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sample ad

webjunction.org

Headline To Go Here

lamcon et aliquatetum velessequat luptat. Ibh ea adip et praesequatin exer aci eros nos alit augue er amco re. Del eugait ullan henit iliquat. Con et iriure tie feu feuis non vel ese erostrud tatpraesequatin exer aci eros nos alit augue.

WebJunction CONNECTICUT