

Cleveland Public Library Identity and Brand Standards Manual



CLEVELAND PUBLIC LIBRARY



Use of Color

The Logo

The Cleveland Public Library logo has been designed to be printed in CMYK.

When it is not possible to use CMYK, the logo should be printed in black or a dark pantone color.

Color Palette

The logo is made up of five colors that can be used as a starting point for color usage in print and digital media.

Extended Color Palette

In addition to the five base colors in the logo, the palette can be expanded to include the orange and purple that appear in the logo.

Text Colors

Body copy - Pantone 425 or black

Headings and subheadings - Pantone 425 or black

Fonts

Myriad Pro - Body copy and headings.

Trajan Pro - Headings.



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Color Palette



Magenta



Cyan



Pantone 390
(C=22 M=0 Y=100 K=8)



C=0 M=17 Y=100 K=0
(Pantone 122)



Pantone 425
(K=70)



Pantone 463
(C=0 M=20 Y=100 K=56)

Extended Color Palette



Pantone 145
(C=0 M=47 Y=100 K=8)



Pantone 2735
(C=100 M=95 Y=0 K=3)

Logo Usage

Logo Variations

The Cleveland Public Library logo has been designed with the text centered under the graphic image.

While it is preferred to be used this way, the logo can be used with the text set to the right of the graphic image as shown.

A one color logo may be used if full color is not available.

Logo with Web Address

When it is not possible to place the web address within the address area of a document, the logo may be used with the web address centered underneath.



Additional Information

Logo Usage

The Cleveland Public Library logo is not to be used without permission from the Marketing and Communications Department.

A jpeg, tiff, eps or pdf of the logo will be provided by the Graphics Department upon request.

