The voice and style of the Maryland State Library for the Blind & Physically Handicapped
Updated March 7, 2019
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Why Style:

Our Vision:

At its very core – the Vision of LBPH is to enhance the quality of life of our patrons by providing equal access to reading materials in digital, large print, Braille, and digital download formats. Our adherence, as a whole, to that basic philosophy will drive our print and digital media presence. By working as a whole with the same vision in mind, we will adopt a cohesive and unifying language – verbal, written, and visual.

Our library and the people inside is, for a lack of a better word, our Brand. We are not focused on dollars and sense – but rather the emotive reactions behind what we do.

“People will forget what you said, but they will never forget how you made them feel.” – Maya Angelou

WHAT IS OUR VISION?
Our Fonts

Our Typeface. Acronym & Tagline:
The MSL/LBPH logo cannot be altered or changed in any way. However, if you need to recreate the LBPH acronym, you will need to use the LBPH typeface. The typeface of the Logo and the tagline should be the same font.
- Acronym should NOT be bolded, and should be a minimum of 20 points.
- Tagline should be a minimum of 12 points at all times.

**Anton at 20+ points**

**Anton at 12 points**

Our Typeface. General Print:
While it is ideal to have Outreach, Patron Services, Youth Services, and the MAT program collaborate on handouts, it is not always possible. If a handout has to be made with the MSL/LBPH logo on the page, the following PRINT guidelines should be followed (Examples Below):
- Headlines should appear in Arial 20+ point bold with 16 point after lines
- Body of the text should be 16-point regular with single-line spacing and 16 point after paragraphs.

**Arial Bold at 20+ Points**

**Arial Regular at 16 Points**
Our Colors

**Maryland State Library:**
The Maryland State Library’s logo has the following color scheme; please use these colors and associated codes when attempting to match flyers or documents to the State Flag. **Note: Dark Gold is the Dominant Color.**

<table>
<thead>
<tr>
<th>Actual Color</th>
<th>Name</th>
<th>RGB Code</th>
<th>HEX</th>
<th>HSL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dark Gold</td>
<td>239, 148, 78</td>
<td>ef944e</td>
<td>26, 83%, 62%</td>
</tr>
<tr>
<td></td>
<td>Red</td>
<td>220, 30, 38</td>
<td>Dc1e26</td>
<td>357, 76%, 49%</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>23, 19, 23</td>
<td>171317</td>
<td>300, 9%, 8%</td>
</tr>
<tr>
<td></td>
<td>Light Gold</td>
<td>248, 186, 91</td>
<td>F5ba5b</td>
<td>37, 88%, 65%</td>
</tr>
<tr>
<td></td>
<td>Light Brown</td>
<td>134, 120, 99</td>
<td>867863</td>
<td>35, 15%, 45%</td>
</tr>
<tr>
<td></td>
<td>Med Grey</td>
<td>148, 140, 148</td>
<td>948c94</td>
<td>300, 3%, 56%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department</th>
<th>Color</th>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patron Services</td>
<td>Red</td>
<td>Red</td>
<td>RGB: 220, 30, 38</td>
</tr>
<tr>
<td>Patron Services</td>
<td>Light Gold</td>
<td>Light Gold</td>
<td>RGB: 248, 186, 91</td>
</tr>
<tr>
<td>Youth Services</td>
<td>Light Sea Green</td>
<td>Light Sea Green</td>
<td>RGB: 32-178-170 (20b2aa)</td>
</tr>
<tr>
<td>Youth Services</td>
<td>Forest Green</td>
<td>Forest Green</td>
<td>RGB: 31-139-34 (228b22)</td>
</tr>
<tr>
<td>MAT Program</td>
<td>Very Light Blue</td>
<td>Very Light Blue</td>
<td>RGB: 233-243-255 (e9f3ff)</td>
</tr>
</tbody>
</table>
**Handout colors:**
If you are using colors outside the established MSL colors, choose colors with care. Colors portray emotion, professionalism, tone, and more. Here are some examples to help you choose colors:

**Color Pallets can be found here:** [http://www.tayloredmktg.com/rgb/](http://www.tayloredmktg.com/rgb/)

(Both of these images came from the article “The Psychology of Color in Marketing & Branding”)

**Some great resources to help you choose colors include:**
- [https://piktochart.com/blog/pick-great-color-schemes-your-infographics/](https://piktochart.com/blog/pick-great-color-schemes-your-infographics/)
- [http://blog.visme.co/how-to-choose-a-color-scheme/](http://blog.visme.co/how-to-choose-a-color-scheme/)
- [https://smallbiztrends.com/2014/06/psychology-of-colors.html](https://smallbiztrends.com/2014/06/psychology-of-colors.html)
- [https://thelogocompany.net/blog/infographics/psychology-color-logo-design/](https://thelogocompany.net/blog/infographics/psychology-color-logo-design/)
Our Logo

Do:

Use full color logo whenever possible on **white** backgrounds only

Use the **black and white** logo when printing in grayscale

Use the inverted logo when printing on a **black** background

Use the full color logo when printing on **light/pastel** backgrounds
Do Not:

- Use full color logo on black backgrounds
- Use full color logo on dark color backgrounds
- Use a picture behind the logo
- Emboss stretch, shadow, or skew image in any way
- Washout, Colorize, or apply artistic effects in any way
Size and Positioning:

Should be no smaller than 1.75" wide x .37" high. Remember to lock proportions.

Leave clear .25” on all sides of the image.

Tall image should be no smaller than 1” wide and .91” tall. Remember to lock proportions.

Solo image should be no smaller than 1” wide and .56” tall.

Remember to apply this to all logos!

Positioning on Graphic Designs

LBPH logo should be placed on the bottom right hand corner of all graphics designed, unless it severely alters the design of the materials. Examples below show the logo in approved formats. Other Logos or Branding may be added in the images, but should be to the left or above the LBPH logo.
Celebrate Women's History Month by reading books about these amazing women!

Once, power was considered a masculine attribute. In fact, power has no sex.
— Katharine Graham

MORE THAN BOOKS
Libraries across Maryland have built unique and dynamic collections that are not limited to books alone.

"Braille is knowledge. Knowledge is Power."
Louis Braille

BLOODSWORTH
THE TRUE STORY OF THE FIRST DEATH ROW INMATE EXONERATED BY DNA EVIDENCE

"A tale of courage and determination."
— SCOTT T. GREEN

RIGHTING WRONGS:
Scientific Evidence and the Wrongfully Convicted

Speaker: Michelle Nethercott
Director, Innocence Project Clinic

MONDAY, OCTOBER 15, 2018
6:30 PM - TELECONFERENCE
Copyright. Concerns:
Copyright is the legal protection extended to the authors or owners of original published and unpublished artistic and intellectual works. In the U.S., a copyright grants the author exclusive rights to make copies of the original work, to make "derivative works" that vary from the original, and to publicly perform, display, or transmit the work.

This means that it is illegal for anyone else to use the work in these ways without the author's permission. If you carry out any of these activities without permission, you are violating copyright law and may be subject to legal sanctions, including fines. To err on the side of caution, you should assume that most images you come across online are copyrighted, even if they don't have a copyright symbol (©) or legal text.

Some copyrighted images are openly licensed, such as those licensed through certain Creative Commons licenses. This means you might not need to ask permission to reuse them (see the next section for more about Creative Commons licensing).


Terms. Know Them:

<table>
<thead>
<tr>
<th>Copyright</th>
<th>The protection given to any created work from being copied or distributed without permission. All images are immediately given copyright to the creator when the image is created.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair Use</td>
<td>The legal right to use copyright images as long as the images are used for educational, research, or personal or use or as long as the image benefits the public good in some way.</td>
</tr>
<tr>
<td>Creative Commons</td>
<td>Images that are copyrighted but the creator has put provisions on their use. A Creative Commons License might stipulate, for example, that an image can be used as long as isn’t modified in anyway.</td>
</tr>
<tr>
<td>Public Domain</td>
<td>Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead AND no one owns the copyright.</td>
</tr>
</tbody>
</table>


Can I use that Picture?

Here are some simple ways to help determine if you are allowed to use a picture in your print or social media post. For a more complete diagram, click here. (Note: “Can I use that Picture?” PDF file is a separate attachment. It was purchased for use in this document.)

<table>
<thead>
<tr>
<th>Image is taken from:</th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
<th>Give Credit</th>
<th>Seek Approval</th>
<th>Additional Note:</th>
</tr>
</thead>
<tbody>
<tr>
<td>LBPH Social Media Pages</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>If photo is taken in public place, there is no expectation of privacy. See Social Media Policy for Details.</td>
</tr>
<tr>
<td>MSL Social Media Pages</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>If photo is taken in public place, there is no expectation of privacy. See Social Media Policy for Details.</td>
</tr>
<tr>
<td>Social Media Pages &amp; Patrons</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>This is a grey area. Some images are taken during public events which the library is a vested party. However, images that originated outside the library’s social media page belong to the originator and should be used with care and permission. If shared with the library, it is assumed that they waive these rights.</td>
</tr>
<tr>
<td>Local Newspaper</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Images used in newspapers are the intellectual copyright of the newspaper and photographer. If the image is on their Social Media or website, simply “Share” that image – do not copy. If you want to use it in your print marketing, you will need to seek permission from the newspaper.</td>
</tr>
<tr>
<td>Internet Meme</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>This is a grey area. Memes, by their nature, are copyright infringement pieces. Memes should be in good taste, used sparingly, and should only be POSITIVE images. Images used to bully, make fun of, or disparage any person or group are prohibited. See: <a href="http://bit.ly/1OccgVv">http://bit.ly/1OccgVv</a> for more information.</td>
</tr>
<tr>
<td>Google Images</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>Assume that any image you find on Google Image Search is copyrighted; the rare exception to this is when Advanced Filters have been set to exclude copyrighted materials. If you find an image you like, do a reverse image search to see</td>
</tr>
<tr>
<td>Image is taken from:</td>
<td>Yes</td>
<td>No</td>
<td>Maybe</td>
<td>Give Credit</td>
<td>Seek Approval</td>
<td>Additional Note:</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----</td>
<td>----</td>
<td>-------</td>
<td>-------------</td>
<td>---------------</td>
<td>------------------</td>
</tr>
<tr>
<td>General Search Engine</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>where the image originated and choose a course of action based on that result: <a href="http://bit.ly/2vGBGXU">http://bit.ly/2vGBGXU</a></td>
</tr>
<tr>
<td>Stock Image with watermark</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Assume that any image you find on any General Search is copyrighted; the rare exception to this is when Advanced Filters have been set to exclude copyrighted materials. If you find an image you like, do a reverse image search to see where the image originated and choose a course of action based on that result: <a href="http://bit.ly/2vGBGXU">http://bit.ly/2vGBGXU</a></td>
</tr>
<tr>
<td>Stock Image without watermark</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td>This image cannot be used. Do a reverse search and determine if the image can be purchased or procured legally.</td>
</tr>
</tbody>
</table>

**Cross checking an image:**
If you are unsure if the image you own is copyrighted, you may need to crosscheck it. You can do so by using the following websites:

- [https://tineye.com/](https://tineye.com/)
- [https://images.google.com/](https://images.google.com/)
- [http://www.imagebrief.com/search#/landing](http://www.imagebrief.com/search#/landing)

**Pictures of Children or Vulnerable Persons:**
Patrons who attend library events (internally, externally) that are open to the public are considered “up for grabs” in terms of having their picture taken. However, it is a good practice to **announce** that pictures of the event will be taken and may be posted on social media or used for marketing purposes. **This will give parents and those who care for vulnerable persons the opportunity to opt-out of having their photo taken.** This means that they, and the photographer, work together to minimize their exposure to the camera. It should be noted that the library cannot stop third parties from taking photographs on their personal devices, as they are in a public space.
Images that are shared by the originator with the library on social media (the library is tagged/checked-in) are typically considered “fair-use.” **However, it is good practice to obtain permission before reposting or using them in direct marketing.**

### Photograph Dos & Don’ts:

<table>
<thead>
<tr>
<th><strong>Don’t:</strong></th>
<th><strong>Do:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Use an image for the sake of using an image.</td>
<td>Use the image to complement your content.</td>
</tr>
<tr>
<td>Use generic photographs without adding context.</td>
<td>Modify an image to fit your specific content.</td>
</tr>
<tr>
<td>Use images your audience cannot relate to.</td>
<td>Use images that align to their personas or reflect the best possible representation of their social group.</td>
</tr>
<tr>
<td>Overcomplicate the modification process.</td>
<td>Photoshop is not always needed.</td>
</tr>
<tr>
<td>Feel like you need to use the whole photo.</td>
<td>Crop, collage, and experiment for the right look.</td>
</tr>
<tr>
<td>Use stock photos for every photo.</td>
<td>Pull from your customers, your coworkers, and other tools.</td>
</tr>
<tr>
<td>Ignore the background.</td>
<td>Make sure the background reflects the same energy and view as your main image.</td>
</tr>
<tr>
<td>Get comfortable with your images.</td>
<td>Have choices and keep your eyes open to other ideas.</td>
</tr>
<tr>
<td>Forget ALT Text</td>
<td>Optimize it for screen readers, search engines, and social media.</td>
</tr>
<tr>
<td>Assume all stock photos are cheesy.</td>
<td>Find what works for you – and do not use what does not.</td>
</tr>
</tbody>
</table>

### Remember – the biggest thing you can do is reflect the audience you are trying to attract.

<table>
<thead>
<tr>
<th><strong>Adults</strong></th>
<th><strong>Teens</strong></th>
<th><strong>Children</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Photographs of themselves</td>
<td>Graphic/comic art of the YA culture</td>
<td>Cartoons (esp. pop culture)</td>
</tr>
<tr>
<td>Photographs of ideals/values</td>
<td>Photographs of themselves</td>
<td>Graphic/Comic Art (generalized)</td>
</tr>
<tr>
<td>Photographs of community</td>
<td>Photographs of their values</td>
<td>Images of wants and “cool” things</td>
</tr>
</tbody>
</table>
Our Tagline

“Making Maryland Accessible” is the unofficial/official tagline of the Maryland State Library for the Blind & Physically Handicapped. The library is seen and relied on as the cornerstone of the print-impaired community and we are helping them access materials that otherwise may not be available to them. Maintaining the integrity of this tagline through consistent use reinforces the idea it represents.

When using the tagline, use it in its entirety and without alteration.

Tagline. Usage:

The tagline is an optional addition to the logo and does NOT have to be used. However, when it IS used, it should fall beneath the logo. Keep the tagline centered and snug to the image, and maintain its aspect ratio. The tagline should be written in the ANTON font, as mentioned in the FONT section of this document.
Our Voice

Our intent is to always sound inclusive and inviting. To do that, we should try to adhere to the following when writing:

What it sounds like:

<table>
<thead>
<tr>
<th>Open</th>
<th>-Inclusive, not chummy</th>
<th>Smart</th>
<th>-Knowledgeable, not know-it-all</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-Understanding, not patronizing</td>
<td></td>
<td>-Intuitive, not emotional</td>
</tr>
<tr>
<td></td>
<td>-Welcoming, not imposing</td>
<td></td>
<td>-Clever, not snarky</td>
</tr>
</tbody>
</table>

**Example**

“At LBPH, we always strive to answer questions as quickly as possible.”

**Example**

“We like to think of every patron engagement as a chance to learn.”

<table>
<thead>
<tr>
<th>Friendly</th>
<th>-Lighthearted, not silly</th>
<th>Resourceful</th>
<th>-Helpful, not pushy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-Optimistic, not idealistic</td>
<td></td>
<td>-Generous, not free</td>
</tr>
<tr>
<td></td>
<td>-Conversational, not jargon speak</td>
<td></td>
<td>-Confident, not curt</td>
</tr>
</tbody>
</table>

**Example**

“You don’t need to wait for that book; you can download it today if you have the Braille Audio Reading app from the National Library Service!”

**Example**

“We don’t have that item at the moment, but we may be able to get it for you in the future.”

This is a SAMPLING and is not all-inclusive.
Social Media/Alt Text

Scheduled vs Non-Scheduled:

The library utilizes Loomly, a Social Media management tool, to schedule posts. This means that the library runs selected and pre-approved posts/campaigns. Loomly allows for the library to control multiple social media calendars across multiple platforms. The website is currently still working out problems with accessibility, so it is important that all Facebook and Twitter images be given captions. The social media manager provides the ability to duplicate posts, offers post suggestions, analytics, and more. Loomly also allows the library to time their posts for maximum impact on social media platforms. However, at the moment, analytics are being pulled directly from each social media platform and not from Loomly.

A Non-Scheduled post is one made on either the Loomly app or the native Social Media App/Website and does not have pre-approval. These posts include Facebook Live. Make sure that you have

Facebook:

All Facebook posts must be made in standard Facebook provided fonts and cannot contain emoji/emoticons. It can contain pictures, however, if those pictures are captioned. The caption MUST clearly describe what is in the image. You can also add in feeling, expressions, check-ins and other information. If it is a non-scheduled post, make sure you tag each post so that we know who is posting! See the example below.

About to head off to college? The Maryland Accessible Textbook Program, part of LEAP, is here to help you reach all of your academic goals. For more information, email accessible.textbook@maryland.gov or call 410.230.2424.

[Image: Young woman in cap & gown with a service dog (also in a cap and gown), sitting in a wheelchair.]
**Twitter:**

All Twitter posts should be kept to a single topic and should be kept to approximately 130/135 characters, leaving enough room to identify who is making the post if it is a **non-scheduled post**. With Twitter, it is okay to abbreviate certain words like you/u or you are/ U R – but not all, so you will need to be very careful in how you use slang on twitter. **With Twitter, you will have to add ALT TEXT to the image in a different area, rather than directly in the tweet.**