



STYLE GUIDE



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Mission, Philosophy, & Values

These three organizational statements work together to guide the decisions, direction, and vision of the Pioneer Library System.

It is vital to keep the PLS mission, customer service philosophy, and values in mind when creating content and materials.

Our Mission

Inspiring innovation, engagement, and learning in our communities.

Our Customer Service Philosophy

Creating positive experiences for you.

Our Values

Welcome
Empower
Respect

Everything we create should reflect our core mission, philosophy, and values.

Why Brand Matters

Pioneer Library System staff are community-driven, creative, diverse, and unique individuals unified as part of one library system. We choose to work for PLS because we are passionate and dedicated to our mission inspiring innovation, engagement, and learning in our communities.

This brand and style guide is one component of PLS's comprehensive, systemwide marketing plan. It helps the community to easily access and understand the library by enabling PLS to communicate with a single voice.

A strong brand is one that is instantly recognized, associated with positive experiences, tells the story of the community it serves, and inspires action to engage. Even the smallest deviation dilutes the power of our identity.

Immediate brand recognition enables us to connect more people with services and materials that help improve quality of life in our communities.

Branded materials are defined very broadly as anything used to express and represent the library, identify the library brand, and differentiate our brand from other entities. This includes, but is not limited to, digital or physical materials such as:

- **Flyers**
- **Posters**
- **Handouts**
- **Signs**
- **Web graphics**
- **Social media posts**
- **Advertising**
- **Giveaway items**
- **Presentation slides**
- **Apparel**
- **External email messaging**
- **Press releases**



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By working with branded templates and within this framework, you will never have to wonder if you are on brand.



Singing songs together helps grow early literacy skills.

Teach Me a Song
Sing-Along Songs for Children
performed by Beverly Theige

Scan me to

sing along!



OKC ZOO



<https://www.okc Zoo.org/zooBarU-outreach>

SUMMARY

Animal Explorations with the OKC Zoo

A detailed description will be provided at a later date.

The OKC Zoo is currently developing the program around the summer learning challenge theme of oceans of possibilities. Expect an interactive, engaging program featuring an educational experience intertwined with 3 live animal visitors

LOGISTICS

Audience: Prek-5th Grade, maximum attendance of 50, additional fee for 50+ participants

Price:
0-30 miles: \$125
31-60 miles: \$175
If participants exceed 50, there is an additional charge of \$50.
Additional \$25 fee applies to after-hours and Saturday/Sunday programs

Length: 45 minutes long

Contact Name: Shay

Signature Service: STEAM



Branded materials refer to anything and everything created to promote or represent PLS in any way, anywhere.

IDENTITY

Logo

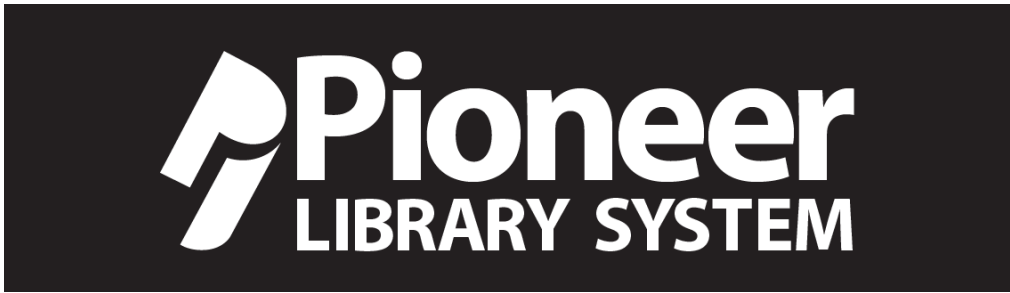
Pioneer Library System has only one logo and one secondary logo. This logo is the primary visual representation of our brand. Only use official logo files provided by M&C.

Acceptable variations include white text for use with dark backgrounds, black text, and solid white or black to be used if the logo appears in black-and-white publications.



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In most instances, use the primary logo in full color.



Only use official variations where appropriate due to design constraints.

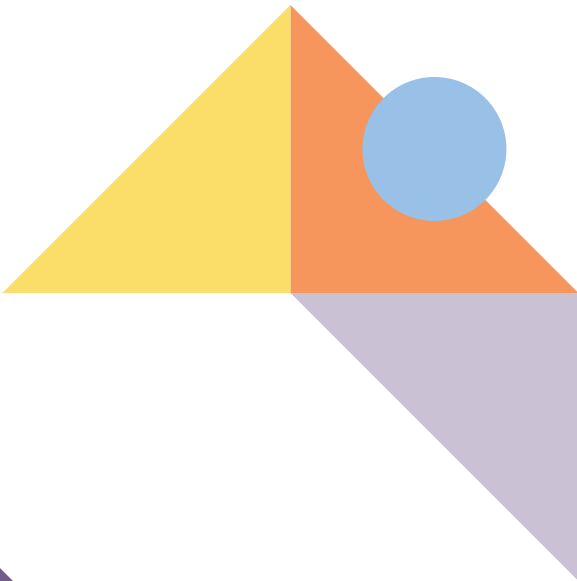


The secondary PLS logo may be needed for different purposes, such as consolidating space or for cases where brand recognition is already strong.

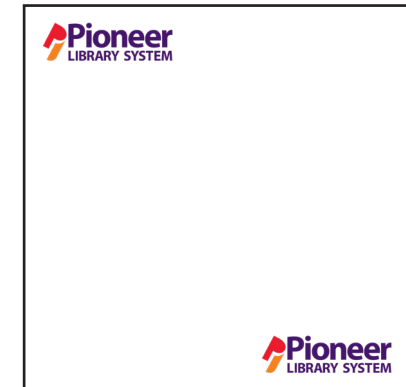


Consistency is key when using the PLS logo. It should not be altered in any way.

In most cases, place the logo in the top left or bottom right of the design. This makes our logo either the first or last thing a viewer reads. Allow plenty of breathing room around the logo.



The Pioneer Library System Connect mobile app has its own icon that may be updated as the app develops. The PLS Connect Critical Mission Team should work with these guidelines and M&C as the app develops.



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Put the PLS logo in the top left or bottom right in most cases. Leave white space around the logo.





Logo Abuse

Do not recolor, stretch, squish, or excessively shrink the logo. Do not convert to grayscale. Make sure the logo is never pixelated due to insufficient resolution. Do not use retired versions of the logo.

Apply the same care when using partner logos.



Avoid stretching, squishing, pixelating, or otherwise abusing the PLS logo or partner logos.

Typography

PLS uses specific fonts and typography to represent our brand.

Myriad Pro is the primary font that should be used for the majority of PLS communication. This is the font that is used in our logo. Myriad Pro is a modern, relatively informal, and open font.

Avenir (French for future), a more formal geometric font, is used for formal events and publications such as the annual report. Titles are usually ALL CAPS in this font.

Verdana is an alternative font if Myriad Pro is unavailable. Verdana is available on all PLS issued devices and is available in most word processors, websites, etc. This is the font featured on BoardDocs.

Myriad Pro Regular
Myriad Pro Bold

Avenir Book
Avenir Black

Verdana Regular
Verdana Bold

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Use Myriad Pro or, if unavailable, Verdana for most text. Avenir, if you are fancy.

Avoid the use of more than two fonts in most designs. Use the same font in different weights and sizes to create a hierarchy and visual interest:

Heading

Subheading

Body text

Avoid serif fonts:

Times New Roman

Avoid the use of text effects:

Drop Shadow

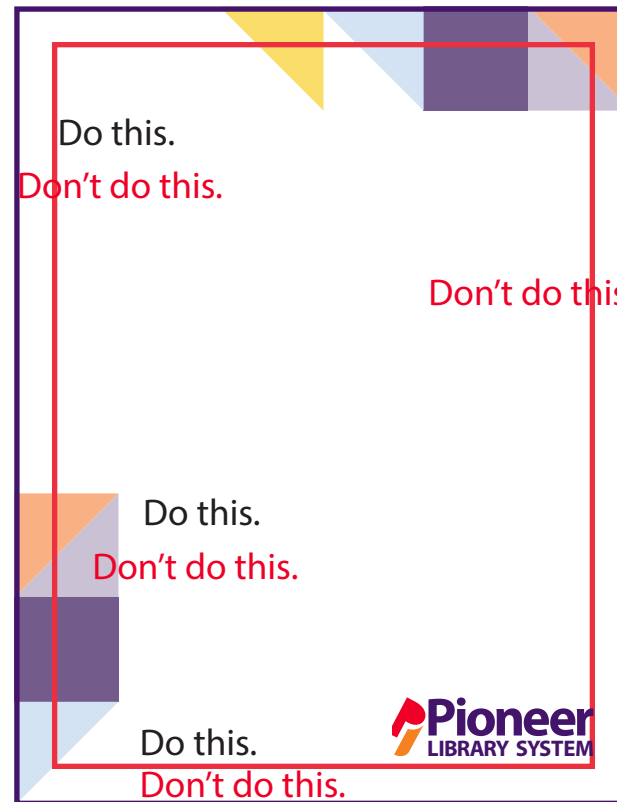
Glow

Bevel & Emboss

Outline

Instead, change your background or text color to make text readable.

Leave at least a quarter inch of space between the edge of a design and the text elements. The larger the piece, the more space is required to produce the same effect. Do not crowd text against other elements of the design or the edge of the paper.



Avoid the use of text effects. Instead, change your background or text color. White space is your friend.

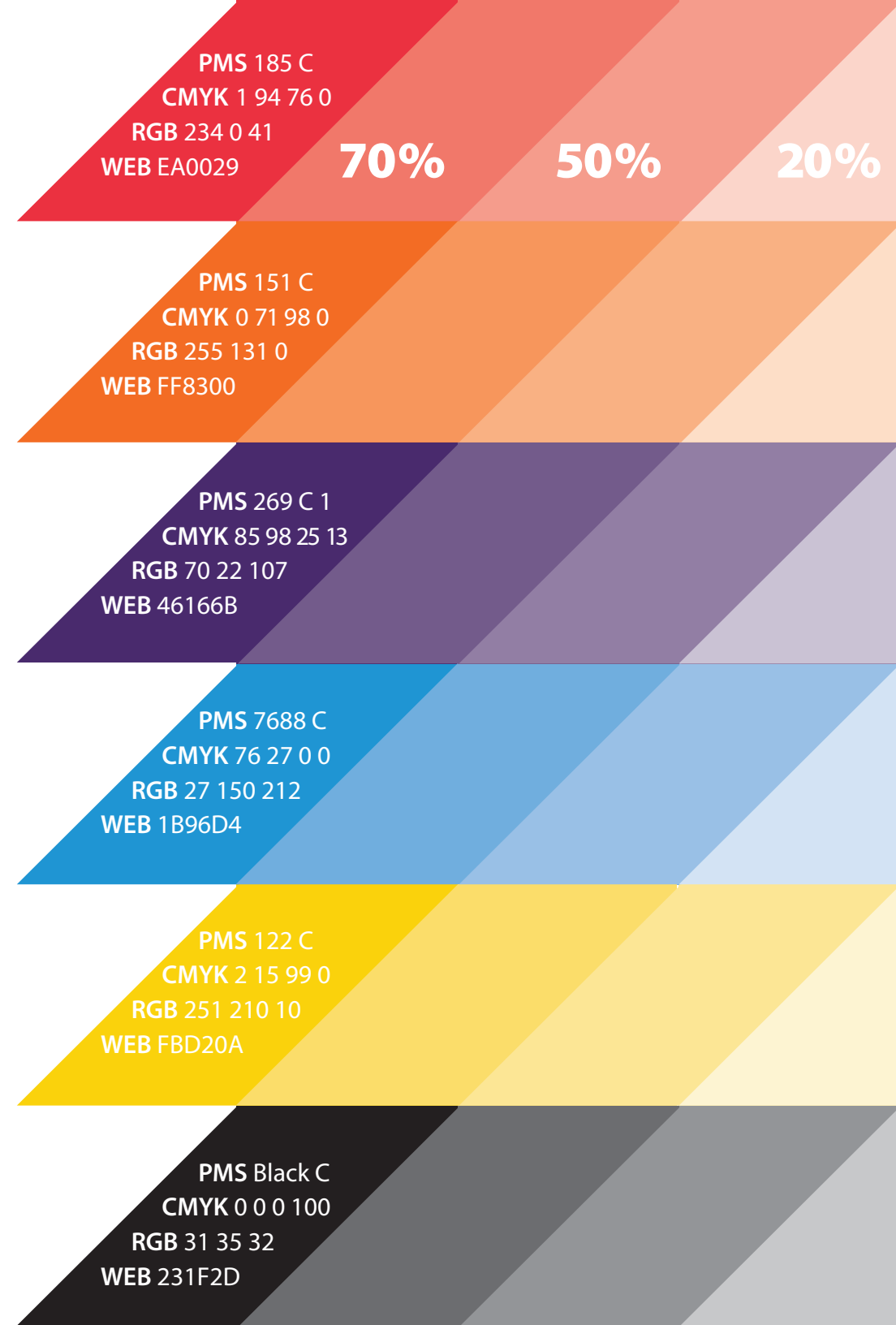
Colors

PLS uses specific colors to represent our brand. These colors should be matched as closely as possible.

Use white as the primary background color in any text-heavy design. We recommend using black, or rarely dark purple, for primary text colors. Avoid using red or orange as primary text colors as these colors can be perceived as a warning - use sparingly for headings, if at all.

Because our colors are so festive, we encourage working in complimentary accent colors as appropriate. Use our purple, red, and orange colors in most cases as these are our official logo colors and have the strongest tie to our brand. Add yellow or blue sparingly as accent colors.

Avoid the use of simple primary colors. Avoid the use of greens and browns.



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Use a white background and black text combined with the official logo colors in most designs to easily stay on brand.

Shapes, Icons, & Illustrations

Shapes should include half circles, right isosceles triangles, squares, and full circles 50% smaller than the half circles in the design. The triangles, squares, circles, and half circles can be arranged creatively, but must meet with no gaps and be aligned with each other. They should be rotated in 90 degree increments. Shapes should not float freely, be rotated randomly, or interfere with text. A good example is how they are used in this guide to add visual interest and direct the eye by framing elements on the page.

Simple icons are used as design elements in signage and printed materials to convey information graphically. Icons should be simple flat lines with rounded edges and no shading or background colors.

Illustrations should be used sparingly and conform to the style of our icons and shapes. In most cases, it's preferable to use a photograph instead of an illustration.

Accent designs with shapes as long as they do not float freely or interfere with text.



Other Graphics

Logos should not be created for events or campaigns as this dilutes our main brand.

Occasionally, there are system-wide initiatives or series supported with graphics, as directed by PLS leadership, that make up a larger marketing campaign. These graphics are always paired with our logo in any marketing to ensure the branding is cohesive.



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We avoid creating logos for events and initiatives so we do not dilute our brand.

Partnerships

Partnerships help create vibrant and connected communities, and collaboration leads to a broader impact. Marketing materials should appropriately reflect PLS and the community partner(s) involved, and all partners should be equally and accurately represented.

Marketing for a community partnership is typically a collaborative effort. PLS staff can connect the partner directly with M&C to make sure ideas and vision are accurately expressed and received, or work with their partner and the M&C team to communicate vision.

For partnerships where the partner is responsible for creating marketing materials, PLS staff should supply an approved high resolution (.pdf or .png) file of the PLS logo to the partner for inclusion on any marketing materials.

PLS M&C needs to review all marketing materials that represent or reflect PLS before they are released to the public in any form (physical or digital).

Friends of the Library are groups that support the Pioneer Library System. Friends groups create their own designs and publications separately from PLS.

For more tips on marketing & media with partners, visit the PLS Community Partnership Toolkit.



Make sure partners have our current logo. We would love to see what they make!

Voice & Tone

Pioneer Library System's voice and tone is built upon the mission, customer service philosophy, and values.

We welcome all to our safe and open space, both physically and virtually. We are friendly, proactive, and devoted to creating positive experiences for you. We respect differences and work to meet unique needs of the individuals and communities that we serve.

This friendly and professional voice and tone is reflected in print, in person, and on our virtual platforms. Be relatable and professional. We do not speak down to others, but instead meet people where they are to ensure their questions are answered and they hear the messages and stories we are telling. Use uplifting language.

Pardon our dust.



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Use a friendly and professional voice and tone. Use uplifting language.



Storytelling

Storytelling is vitally important when creating content. Storytelling allows us to celebrate successes, strengthen community ties, recognize the impact we have in people's lives, and gives a voice to customers acknowledging their accomplishments. Storytelling can be viewed as program outcomes, advocacy, customer stories, and more.

When designing any material, consider what story this piece is telling. Who is our audience? What is the main message? When writing, ask: Who are the heroes? What is their conflict? What was the library's solution? What is the enchanted ending?

Remember you are not the hero of the story, your customer is. The story needs to include a conflict or spark emotional engagement. The solution should be personal and the enchanted ending should be supported by facts.

Ethical Storytelling is important. Ask yourself, "If this story was being told about my family, would I be okay with it?"

Visit the Employee Development Dashboard to learn more about and to practice storytelling.

Our customers are the heroes in our stories. Ask yourself if you would want this story told about your family.

Social Media

M&C oversees social media for PLS. Branding consistency applies to all social media platforms. Different platforms are used to share different information and have different limitations and specifications for text and graphics.

f **Facebook** is ideal for images, uses more text, and is video-friendly.

facebook.com/pioneerlibrarysystem

@ **Instagram** is used primarily for images, graphics, and short videos.

instagram.com/pioneerlibrarysystem

t **Twitter** is best used for short text and images.

twitter.com/pioneerlibsys

▶ **YouTube** houses all longform videos and playlists.

youtube.com/c/pioneerlibrary

For privacy, we use first names only for customers and staff, except the Executive Director.

We highly encourage staff and stakeholders to share Pioneer Library System social media posts. This works with social media algorithms to maximize customer awareness and engagement.

M&C will generate hashtags for social media posts. Consult M&C before using any other hashtags on materials.

PLS hashtags will appear as:

**#Blanchard #McLoud #Moore #Newcastle
#Noble #NormanCentral #NormanEast
#NormanWest #Purcell #Shawnee #SOKC
#Tecumseh #PioneerLibrarySystem**

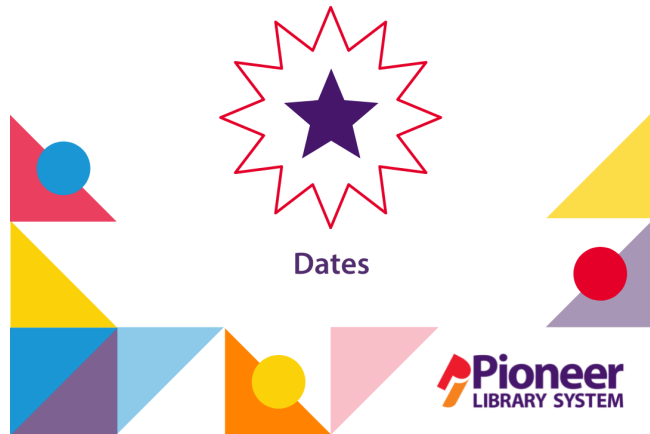
We highly encourage staff and stakeholders to share PLS social media posts to maximize reach.



Templates

All PLS libraries will be closed
in observance of

Holiday Name



All PLS libraries will be closed
in observance of

Thanksgiving



M&C will provide you with materials; however, there may be instances where signage needs to be tailored for the location or as unique opportunities in your community present themselves. In these instances, use the templates provided by M&C whenever possible. Any provided templates should be premodified to meet the standards set forth in this style guide.

Templates contain some preset elements that cannot be changed. Other parts of the template allow you to fill in text or add images. Remember that creating materials is not about our individual taste, but rather following the PLS branding guidelines.

We have done our best to anticipate most needs, but if you cannot find what you need, or require a template that is unavailable, please let M&C know. We will either direct you to the correct template or find another way to meet your need.

Templates are premodified to meet the standards set forth in this guide. Can't find something? Let M&C know what you need.

Photography

Whenever possible, use custom photographs of Pioneer Library System customers, buildings, and events instead of stock photos.

Cameras are available at every location. Staff are strongly encouraged to document everyday interactions, program activities, or library services in action.

Capture photos that represent the diverse communities we serve and the wide variety of innovative services we provide.

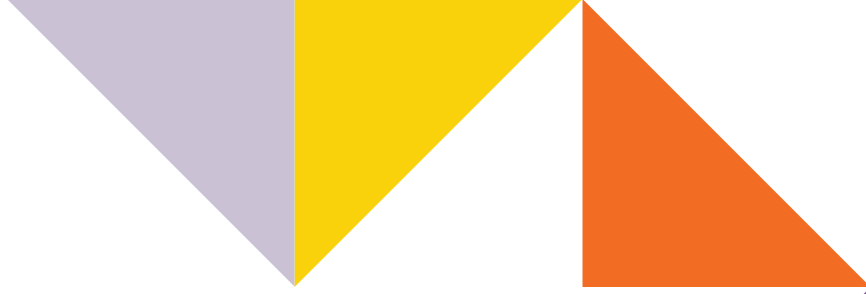
Photos should be bright, in focus, and from unique angles.

If there are people in the photo, they should be smiling or engaged in action.

Customers interacting with the public library may have their photo or video taken for publicity and promotional uses. Customers may notify staff if they do not wish to allow the use of photos or video of themselves or their children. All libraries should have posted signage letting customers know they may be photographed.

If you use a photo that is not taken by PLS, make sure we have permission for use.





Be sure we have permission to use any photo not taken by staff.

STYLE

Abbreviations & Acronyms

Text filled with abbreviations and acronyms is hard to understand, especially for customers. Consider the audience – for external communications, avoid abbreviations whenever possible and consider using layman’s terms to explain services.

For example, try “we can borrow that book from another library system” instead of “we will ILL that for you.”

You may abbreviate Pioneer Library System to PLS in long form text, such as an article, only after having already used the full text. Avoid shortening Pioneer Library System to “Pioneer”. Only use Pioneer Library System, and then PLS, if abbreviation is necessary, to avoid repetition or due to space constraints.

Familiar abbreviations such as DVD and TV do not need to be spelled out. Do not use periods in abbreviations or acronyms.

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Only use the abbreviation PLS after Pioneer Library System has been used in the text.

Addresses

Spell out road names, but not numbers. Do not use periods (SW not S.W.).

Blanchard Public Library
205 NE 10th Street
Blanchard, OK 73010

McCloud Public Library
133 North Main Street
McCloud, OK 74851

Moore Public Library
225 South Howard Avenue
Moore, OK 73160

Newcastle Public Library
705 NW 10th Street
Newcastle, OK 73065

Noble Public Library
204 North 5th Street
Noble, OK 73068

Norman Public Library Central
103 West Acres Street
Norman, OK 73069

Norman Public Library East
3051 Alameda Street
Norman, OK 73071

Norman Public Library West
300 Norman Center Court
Norman, OK 73072

Pioneer Library System
300 Norman Center Court
Norman, OK 73072

Purcell Public Library
919 North 9th Avenue
Purcell, OK 73080

Shawnee Public Library
101 North Philadelphia Avenue
Shawnee, OK 74801

Southwest Oklahoma City Public Library
2201 SW 134th Street
Oklahoma City, OK 73170

Tecumseh Public Library
114 North Broadway
Tecumseh, OK 74873

Capitalization

Capitalize “library” when referring to Pioneer Library System, the organization, or in the full name of a Pioneer Library System location, for example, Norman Public Library Central.

Libraries are referred to in the following format:

X Public Library (Blanchard, McCloud, etc.)

Norman Public Library Central | NPL Central

Southwest Oklahoma City Public Library |
SOKC Public Library

24 Hour Library

Capitalize proper names, job titles, program names, departments, buildings, room names, and resources.

Do not capitalize “library” or “libraries” when referring to libraries in general or other library systems.

Only capitalize seasons like “Summer” when referring to a program or event like the Summer Learning Challenge.

Use title case for headlines and program names, capitalizing all words except conjunctions, articles, and short prepositions.



Dates & Times

Spell out months when standing alone or with year. For example, August or August 2021

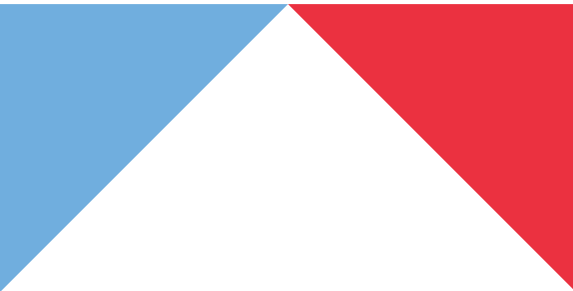
Abbreviate months with specific dates. For example: Aug 5, 2021.

Do not use superscripts with dates. For example: Aug 5, not Aug 5th

Use a 12 hour clock. Use a colon only when listing minutes, and no periods on am or pm. For example: 9 am, 5:15 pm, 8:30 pm.

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If you can replace “library” with “Pioneer Library System” then capitalize “Library”.



Event Listings

Title

One sentence description with call to action

Location | Date | Start time

Story Time

Join us for stories and songs to build early literacy skills
ages three to five.

Norman Public Library Central | September 6 | 10 am

Lists

When using bullets, do not capitalize or use periods unless bullet points contain complete sentences.

Only use numbered lists when information is sequential, such as explaining how to do something.

Numbers

Spell out numbers one through ten except in addresses.

Use numerals for numbers above ten unless the number begins a sentence.

Use commas in numbers 1,000 and up.

Only use ordinals with anniversaries and do not use superscript. For example: 20th anniversary not 20th anniversary.

Use periods instead of dashes in phone numbers. For example, 405.701.2600 not (405) 701-2600.

Text Treatment

Bold can be used to highlight a word, phrase, or URL in a sentence. All caps can be used rarely for added emphasis.

Italicize titles of books, periodicals, albums, and movies.

Use quotation marks around the titles of articles, stories, TV shows, and songs.

Utilize the Oxford comma.

Websites

pioneerlibrarysystem.org

www. prefix is unnecessary and should not be used, when possible. Use bold to highlight Pioneer Library System websites:

For more information, visit **pioneerlibrarysystem.org**



Email Signature

Staff should create email signatures to sign all official email messages internally and externally using the below templates to ensure we represent our brand consistently.

Use Verdana in a maximum size of 12 pt.

Branch staff:



First Last, degree optional, pronouns optional (formatted she/her/hers)
Title
Pioneer Library System | Branch
Street Address | City, OK ZIP
405.555.1234

Administration staff:



First Last, degree optional, pronouns optional (formatted she/her/hers)
Title
Pioneer Library System
Street Address | City, OK ZIP
405.555.1234



Use the official email signature to represent Pioneer Library System.

Preferred Terms

Branch or library **Hometown Library**

Children's **Kids**

Customer **Patron**

eBook **ebook**

eMagazine **emagazine**

eAudiobook **audiobook**

Interlibrary Loan **ILL**

OverDrive **Overdrive**

Pre-paid **Free**

STEAM **S.T.E.A.M.**

Story Time **storytime**

StoryWalk **story-walk**

Teen **YA**

For additional questions about other terms not included in this guide, contact M&C.

File Names

File names should be easily recognizable. Photos are pulled for a variety of publications and uses. Consider how it would be easily discovered in a search.

Photos should include signature service or main topic, abbreviated location, and MMY:Y:

STEAM MOO June21.png

OLA PLS July21.pdf

Child Reading BLA Dec21.jpg

Materials should include the title of the piece, platform (if necessary), and MonthYY of creation:

PLSLetterhead Sept21

PLSReads Instagram April21

TenToTry Broadcast Oct21

Stay Current

Documents and materials should be pulled from the U: Drive or other PLS-hosted location. It is not advisable to save documents to desktop in order to ensure the latest version is being used.

Questions? Please contact:
mc@pioneerlibrarysystem.org



Samples



Create positive experiences with us.



Start your career with



Pioneer LIBRARY SYSTEM



Write your own story.



Pioneer LIBRARY SYSTEM



Live llama and prosper.



Pioneer LIBRARY SYSTEM





Stream & Download from Anywhere

 pioneerlibrarysystem.org/connect

**Ten to Try
Challenge**



Download PLS Connect
from your app store!

Pioneer
LIBRARY SYSTEM

**Ten to Try
Challenge**

**Let's Talk
About Poverty**




Download PLS Connect
from your app store!

Pioneer
LIBRARY SYSTEM



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 instagram.com/pioneerlibrarysystem

 twitter.com/pioneerlibsys

 youtube.com/c/pioneerlibrary

pioneerlibrarysystem.org