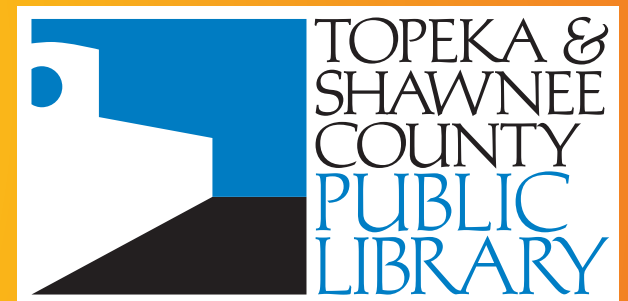


Topeka and Shawnee County Public Library
**Graphic Standards
& Style Guide**

*Stay
curious*



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Graphic Standards

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Why We Have Graphic Standards

Topeka and Shawnee County Public Library aspires to excellence in customer service, in how we do things, in our sense of style and in our attention to detail. It is these things that make lasting impressions. When one person is especially thoughtful, when one person makes an extra effort, everyone in the library enjoys the benefit of the positive impression.

Our visual communications program provides the same rewards and benefits. People notice when we are consistent, when we demonstrate style and do things in a tasteful manner. When each component of the library contributes to this consistency and style, everyone benefits from the cumulative value. Each of us is rewarded for being an effective member of the team, and the library is rewarded with increased recognition, prestige and awareness.

This program is vital in our ability to communicate effectively, and provides both guidance and creative opportunity. Use the guidelines to assist you in the preparation of all communications materials. If you need assistance, it is readily available through the Communications and Marketing department.

Thank you for your dedication to our shared goals and for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Gina Milsap". The signature is fluid and cursive, with the first name "Gina" and last name "Milsap" clearly distinguishable.

Gina Milsap | Chief Executive Officer, Topeka and Shawnee County Public Library

Branding

A brand presents a clear, consistent, and professional image about an organization and that, over time, creates an attachment to and loyalty for that brand.

A corporate identity is the fundamental style, quality, character and personality that distinguishes an organization from all others. Using the same style and design helps us project a strong, unified, organized and professional appearance.

Corporate identity is an expression of the personality, values and goals of an organization, in much the same way that a person's clothing tells others something of who they are.

Follow these guidelines for all materials (printed and electronic) created for the library.

PRIMARY VERSION



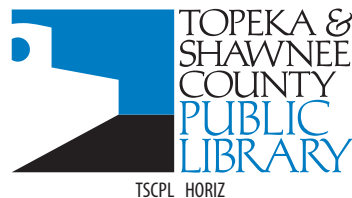
Signature

Topeka and Shawnee County Public Library is the correct way of stating our name in publication. However, in social media, Library News and our website, use the less formal reference of “your library” or “the library.”

The acronym TSCPL should not be used in outside communications, but is acceptable for internal communication.

The logo should appear on all elements that will be viewed outside of the library. This includes, but is not limited to all advertising, websites, brochures, flyers, newsletters, drop boxes and vehicles.

SECONDARY VERSION



FOR SMALL REPRODUCTION



Logo

There are three primary versions of the library's logo.

The vertical version is the **primary logo** and should be used whenever space and layout permit. It will always be designated by TSCPL_VERT in its file name.

The horizontal version is the secondary version, and should be used when the vertical logo will not fit a layout. It will always be designated by TSCPL_HORIZ in its file name.

The small horizontal version should be used in instances where the logo needs to be reproduced at a small scale, or read from a long distance. In this version the type is set at a larger proportion to the icon. The small horizontal logo should only be used when the primary or secondary logo can't possibly be used. It will always be designated by TSCPL_SM_HORIZ in its file name.

A white box should not be placed behind the logo unless readability is impossible without it.

WEB LOGO - USE OPEN SANS FONT



Icon

The library icon can be used by itself as a separate element for design purposes.

As a general rule the icon should only be used when the logo will not work due to space or contrast constraints. Use of the icon requires approval from Communications and Marketing.

The icon can be used with or without text identifying the library. A white hairline should be used around the icon when placed on a color background.



TSCPL_ICON



TSCPL_ICON with hairline

In some cases the type used in the logo may not reproduce well. In these instances the icon may be used with an approved sans serif font. Serif fonts should not be used in conjunction with the icon. The logo is the only approved use of a serif font with the icon.

If the name of the library is to be used with the icon, the text should be set up so that it does not appear as part of the logo or icon. The font used should be Myriad Pro.*

*Helvetica Regular or Arial Regular can be substituted if Myriad is not available.



Incorrect / text set up similar to logo



Topeka and Shawnee County Public Library

Correct / text does not appear to be part of logo



Topeka and Shawnee County Public Library

Correct / text does not appear to be part of logo

Logo Color Usage

The logo can be printed using the approved PMS colors, or 4-color process screen builds (CYMK). RGB screen builds are provided for digital use. The logo can also be reproduced as black only or as black with halftone background.

Black ink or white ink are the preferred colors to use when printing on colored paper.



PMS 285 C
PMS 285 C
C100, M40, Y0, K0
R4, G144, B199
HEX #0073CF

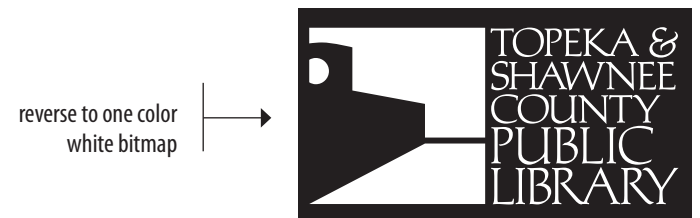
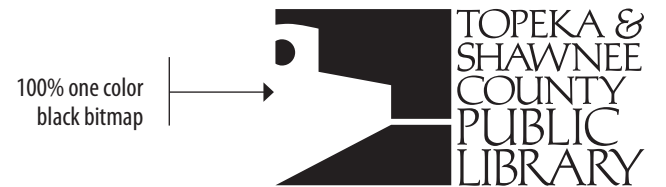
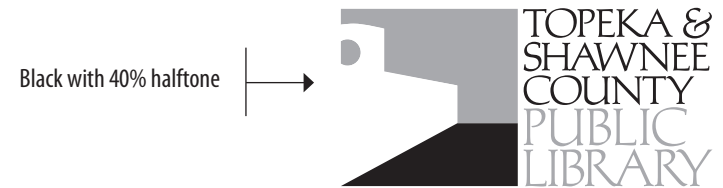
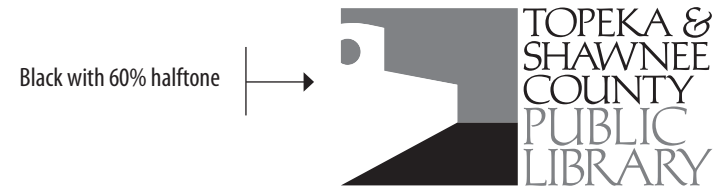
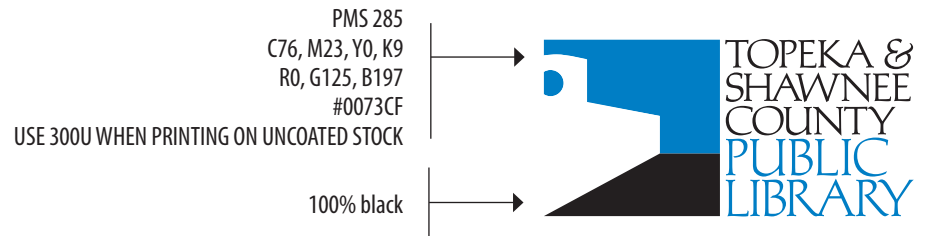


PROCESS BLACK
PROCESS BLACK
C0, M100, Y56, K18
R200, G12, B70



PMS 300 U
PMS 300 U
C100, M40, Y0, K0

USE 300U WHEN PRINTING ON UNCOATED STOCK



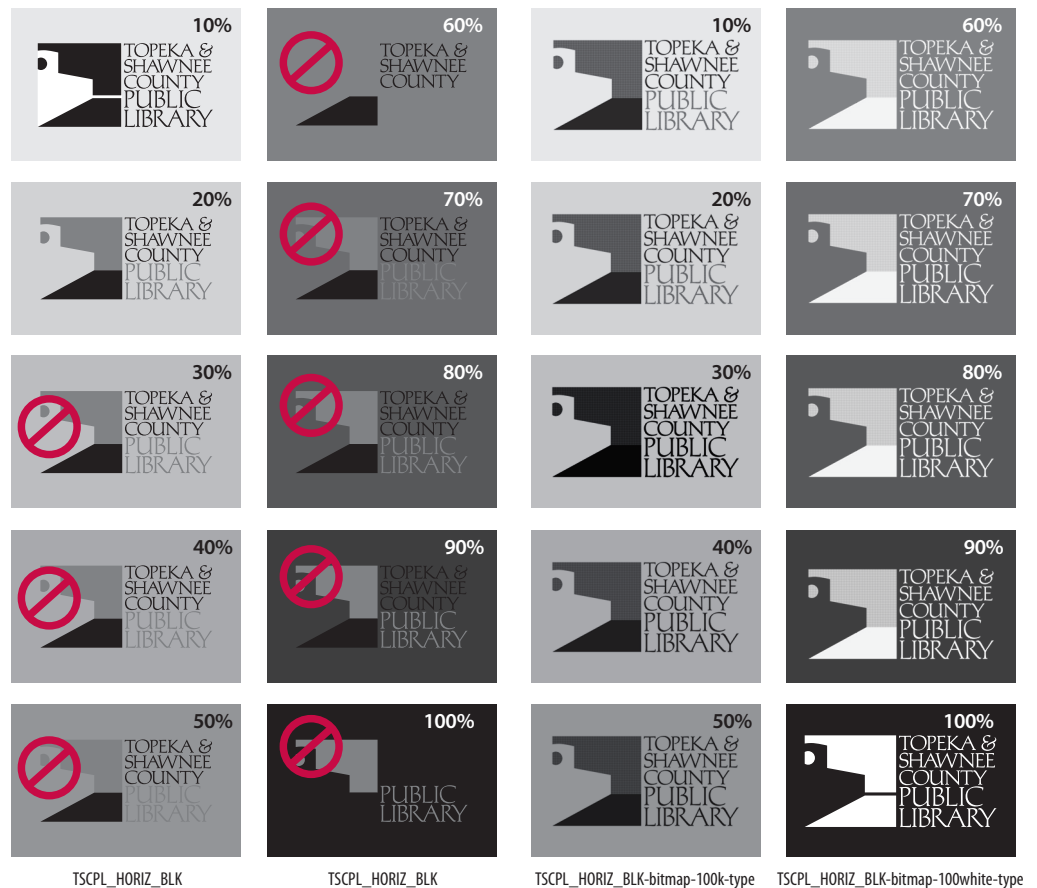
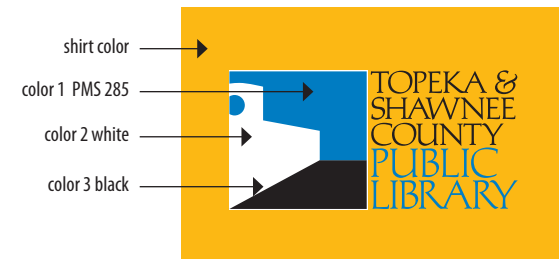
Logo Color and Contrast

Using the logo on a solid color background such as shirts or pencils requires close attention to detail. In most instances the blue and black color logo will require a 3rd color (white) be included in any pricing for printing (this includes printing on colored paper). Communications and Marketing should be consulted with any blue and black color logo usage on colored backgrounds.

You have two other choices. You can overprint the logo in black or reverse it out of the background.

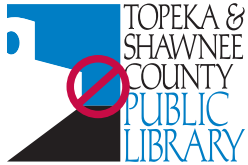
Regardless which approach you choose there needs to be a constant value of 50 percent or more between the logo and the grey value of the background. Use the example on the right as a guide.

The chart to the right shows acceptable contrast values for halftone, black and white versions of the logo. Unacceptable versions are indicated by a red circle with a slash.



Misuses of the Logo

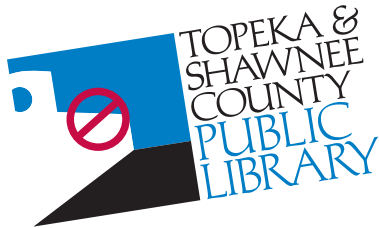
These are common examples of incorrect and correct usage.



Incorrect / Do Not scale horizontally



Incorrect / Do Not scale vertically



Incorrect / Do Not rotate the logo



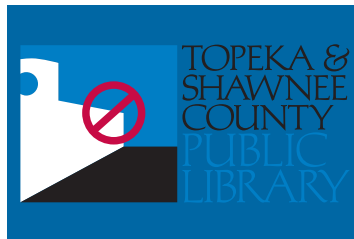
Incorrect / Do Not change any colors in the logo
[without prior permission of Communications & Marketing]



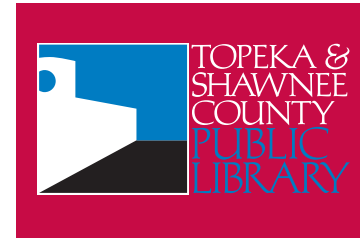
Incorrect / Do Not place white box behind icon when used as a combination mark



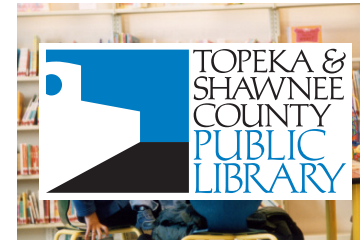
Incorrect / Do Not apply the logo to a background with insufficient contrast



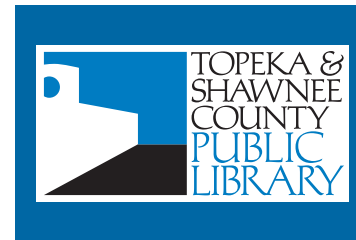
Incorrect / Do Not apply the logo to a background with insufficient contrast



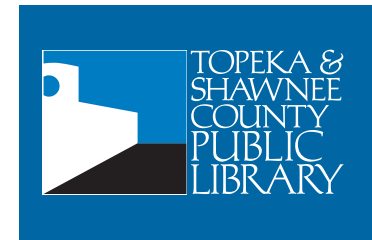
Correct Usage white hairline around icon, white text



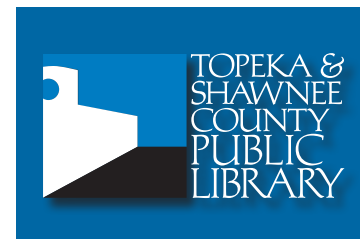
Correct Usage apply white box behind entire logo



Correct Usage apply white box behind entire logo



PREFERRED Correct Usage white hairline around icon & reverse type



Correct Usage drop shadow is acceptable / reversing type to all white or all black is acceptable, but only in extreme situations

Alternate Use of the Logo

Any alternate usage of the logo should always be approved by Communications & Marketing before utilizing in any format.

Approved entity logos are shown.

Alice C. Sabatini Gallery



The Library Foundation



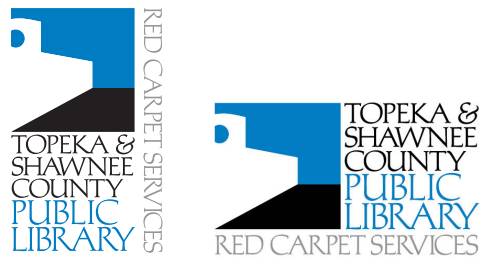
Friends of the Library



Baker Genealogy Center



Red Carpet Services



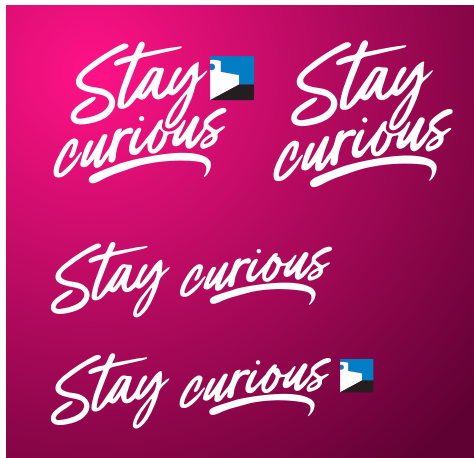
Stay Curious Tag Line

To promote our mission, the library has added the tag line “Stay Curious” to our brand. The tag line should not replace the logo. This tag line should be in the font Gotcha and can be in white or black depending on the background color.

Stay curious Stay curious

Stay curious

Stay curious





Stay Curious Standards


Along with the tag line stay curious promotional materials (posters, banners, advertising, etc.) have a clean appearance with a single dominant image that is partially outside of the frame, a bright colored background and minimal text.


One of the following radial gradient colors should be used as a background for Stay Curious materials:





 C=10 M=97 Y=100 K=2
C=17 M=100 Y=98 K=7
PMS 7626 | PMS 7621
HEX #051510 | #9C0000


 C=0 M=59 Y=37 K=0
C=1 M=86 Y=58 K=0
PMS 486 | PMS 710
HEX #E45E69 | #D52A44


 C=1 M=18 Y=99 K=0
C=2 M=70 Y=98 K=0
PMS 123 | PMS 171
HEX #EFB626 | #D1491F


 C=72 M=24 Y=100 K=8 C=22
M=2 Y=100 K=0
PMS 7741 | PMS 584
HEX #1F7331 | #B7C423


 C=5 M=3 Y=77 K=0
C=2 M=17 Y=99 K=0
PMS 603 | PMS 7548
HEX #EFD4D | #ECB726


 C=41 M=0 Y=19 K=0
C=61 M=0 Y=30 K=0
PMS 3245 | PMS 7465
HEX #6BC3BB | #08AF9D


 C=30 M=8 Y=13 K=0
C=80 M=18 Y=35 K=0
PMS 5523 | PMS 7716
HEX #99BEC2 | #008686


 C=77 M=22 Y=32 K=0
C=84 M=27 Y=39 K=2
PMS 7467 | PMS 7716
HEX #008289 | #007776

 C=49 M=13 Y=11 K=0
C=13 M=3 Y=3 K=0
PMS 291 | PMS 649
HEX #57A3BB | #D1E4ED

 C=51 M=29 Y=24 K=0
C=18 M=8 Y=9 K=0
PMS 5425 | PMS 5455
HEX #5E8290 | #BFCDD1

 C=83 M=44 Y=7 K=0
C=86 M=67 Y=44 K=31
PMS 660 | PMS 7694
HEX #2D5F95 | #122231

 C=82 M=94 Y=8 K=1
C=92 M=100 Y=33 K=29
PMS 7679 | PMS 2765
HEX #3B2668 | #1C0028

 C=0 M=96 Y=9 K=0
C=43 M=100 Y=53 K=49
PMS 219 | PMS 7421
HEX #D80578 | #470517

Typography

The library graphic identity system, utilizes one primary and three secondary typefaces—Myriad Pro, Aachen, Mrs Eaves, and Sabon.*

The graphic identity system is not just the logo, but all elements used to market and promote the library. The use of type is as much a part of branding as anything else.

The use of a primary typeface, will reinforce the visual identity of the library by quietly repeating a significant element of the graphic system. Over time and repeated use our audience becomes aware of these graphic shapes and the type becomes a part of how people recognize the library.

Myriad Pro is the primary font to utilize in all publications. Myriad Pro should be utilized in some form if any text or letter forms are incorporated in a piece of communication that appears in the library for public viewing, or if the piece will be viewed outside of the library.

*Email correspondence is excluded. Helvetica, Arial or Myriad PT Sans can be used in publications if staff computer does not have correct fonts.

Myriad Pro Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Light Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Semibold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Black Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Typography continued

Aachen, Mrs Eaves and Sabon LT Std are secondary fonts and may or may not be used depending on graphic style and preference. Sabon is primarily used as the text font (or body copy) in Library News. Sabon should be used sparingly in advertising, posters, flyers, internet

etc. Mrs Eaves is used as headline text in Library News. The use of other typefaces is permissible but discouraged. If other typefaces must be used in conjunction with Myriad Pro they should still convey a clean, professional esthetic. If a typeface other than Myriad, Aachen, Mrs. Eaves or

Sabon are used the creative group should be consulted.

Note: Michelangelo is the font used in the Topeka and Shawnee County Public Library logo

Aachen

Aachen Bold grabs attention in sports or commercial display work such as signage, advertising, T-shirts, or packaging.

Aachen Std Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Aachen Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Mrs Eaves

A mix of just enough tradition with an updated twist. It's familiar enough to be friendly, yet different enough to be interesting. Due to its relatively wide proportions, as compared with the original Baskerville, it's useful for giving presence to small amounts of text such as poetry, or for elegant headlines and for use in print ads. It makes the reader slow down a bit and contemplate the message.

Mrs Eaves Roman

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Mrs Eaves Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Sabon

Classic, elegant, and extremely legible, the font Sabon is one of the most beautiful Garamond variations.

The font Sabon is particularly good for text and headlines in: books/text, magazines, advertisements, documentation/business reports, corporate design, multimedia, correspondence.

Sabon LT Std Roman

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Sabon LT Std Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Sabon LT Std Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Sabon LT Bold Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
123456789

Library News Typography Formatting

General

Myriad Pro is the primary font for all library communication. Sabon can be used when a clear differentiation of type is necessary.

Headlines and Subheads

Headlines and subheads should be set upper and lowercase with the first letter of each word capitalized and no punctuation.

Mostly Fearless Women

Acronyms can be an exception as well.

Paragraphs

Type should be set flush left in brochures, letters and other text heavy documents. Posters and advertising can be set justified or flush left.

Do not indent the first line of paragraphs, but use additional leading or line-spacing to achieve clear separation of paragraphs.

Avoid centering all type. Centered type is for short, formal messages such as invitations. It is difficult to read long passages of centered type.

Text

Myriad Pro or Sabon should be used for body copy text.

Single space between sentences.

All book titles and movie titles should be set in italic.

Fahrenheit 451 by Ray Bradbury

Avoid all-caps in text. The eye recognizes words by their letterforms. All caps makes it difficult for the eye to differentiate words and slows down the reader.

Writing & Style

Writing

At the library staff members work together as a team to disseminate the massive amounts of information we distribute.

In our print and web content, we seek to relay that information in a friendly, clear, concise and enjoyable way.

Our content drives customers to use the library. Written communications are the entry portal. For customers to trust us as content providers, our writing must be consistent in 1) style, 2) tone and 3) content.

Style

The library uses Associated Press Style (apstylebook.com) as the primary reference for punctuation, grammar and usage.

The library's dictionary of choice is Merriam Webster Dictionary (merriam-webster.com). Use the first spelling that your search returns. This site is also useful for determining if a compound word is two words, hyphenated or combined into one word.

The following pages provide commonly used AP Style elements, library exceptions to AP Style and library-specific styles.

Key AP Style Elements

Audiobook

One word.

Capitalization

Capitalize the first word of a title or headline. Do not capitalize any other words in the title or headline unless they are proper nouns. The same rules apply to sub-headlines and section titles.

Only capitalize proper nouns in your copy. *The library has special collections relating to local history.*

Capitalize neighborhoods. *My favorite place to hang out is in the Arts and Crafts Neighborhood.*

The following areas of the library are capitalized: *The Edge, the Kids Library, David J's, Chandler Booktique, Red Carpet, and New Media, Books and Music.*

Always use the full proper name in your first or only mention of named areas, then refer to a shortened version thereafter. *The Oveson-Campbell Homework Center is a great place to study. The Homework Center is staffed by two excellent helpers.*

The Chandler Booktique has a big sale today. Come down to the Booktique to stock up on great gifts for family.

Comma in a series

Do not use a comma before the conjunction in a simple series. *Learn science, technology, engineering, art and math.*

Use a comma for clarity in a complex series or a series with a compound phrase, however:

Complex: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

Compound: *The partners include the Greater Topeka Chamber of Commerce, Shawnee County Parks and Recreation, and Harvesters.*

Email

No hyphen and lowercase. *email*

Internet and intranet

Internet is accessible to customers and intranet is only accessible to staff. Lowercase. *internet, intranet*

Numbers

Spell out numbers below 10 and use figures for numbers 10 and above.

E.g.: ...seven, eight, nine, 10, 11...

Key AP Style Elements

Professional Titles

In general, confine capitalization to formal titles used directly before an individual's name. *CEO Gina Milsap announced upgrades to the library computers.*

Lowercase and spell out titles when they are not used with an individual's name. *The director issued a statement. The librarian recommended books.*

Lowercase and spell out titles in constructions that set them off from a name by commas. *The tween librarian, Natalie Moreland, coordinated the Lego® tournament.*

Quotations and parentheses

Punctuation belongs inside quotations. *"Yes," said the library customer. The library customer answered, "Yes."*

Punctuation belongs outside parentheses. *It was a busy day at the library (school had just let out for summer).*

Sentence Spacing

Use a single space after a period.

Web, webpage, website

All lowercase and one word.

Library Specific Style Elements

Banned Books Week

We refer to the ALA National Banned Books Week initiative as "Celebrate Your Freedom to Read Week." This is a decision made by C&M Director in response to customer feedback.

Casual language

Avoid "stuffy" language like "collections," "materials" and "circulation" when writing copy that customers will read. Generally speaking, people are not aware of these library industry terms. We want that stigma of the shushing librarian to go away.

Check out vs. Checkout

As a noun or adjective checkout is one word. *The checkout limit is 99 items.*

As a verb check out is two words. *Check out the latest releases.*

Customers

People who use the library are referred to as "customers." They are taxpayers who've pre-paid for borrowing our items.

Date and time formatting

Format dates in this order: Day / Month / Day of the Month / Time. Do not use "th" or "st" on dates. Do not include the o'clock (:00). Do not include superfluous articles such as "at," "from" or "on." Use noon

instead of 12pm to avoid confusion. Do not put a space between the number and the am and pm. Do not use punctuation for am and pm. Abbreviate day and month (except March, April, May, June and July) without a period.

Computer and Gadget Help is Tues, Oct 5, 11am - 12:30pm.

Downloading vs. streaming

When customers are borrowing albums and books/audiobooks from our digital libraries (hoopla and OverDrive, etc), they are "downloading" items temporarily to their accounts. When they are watching a movie or TV show, they are "streaming" those items.

Ebook

Do not use a dash in "ebook" and when the word begins a sentence, it is capitalized. *Ebooks are the fastest-growing collection.*

Headlines

Headlines and subheads should be set upper and lowercase with the first letter of each word capitalized and no punctuation. *Mostly Fearless Women*

Library Specific Style Elements

Leads

The lead of a story is the opening paragraph, which is generally short. The lead should be a call to action. Tell the reader what we want them to do.

If you like magazines, visit Flipster.

Experiment with NoveList Plus to find your next read.

Don't lead with a question you will immediately answer. Example: *Do you like magazines? Then visit Flipster.* Avoid this type of question in all your writing.

Library

First mention for non-library publications is Topeka and Shawnee County Public Library.

First mentions in library publications (Library News, enews, postings on tsopl.org) and all other mentions is "the library" or "your library."

Non-library publication: *In 2016, the Topeka and Shawnee County Public Library was recognized as the Library of the Year. The library is committed to ensuring every child is ready for kindergarten.*

Article on tsopl.org: *Access thousands of ebooks through your library.*

Never use the acronym TSCPL with the public unless referring to our web address.

Use of the ampersand, as in "Topeka & Shawnee County," is restricted to headlines and shouldn't appear in body copy.

Magazines

Use the word magazines not periodicals.

Movies and music

Use the words movies and music not media.

Nonfiction

One word.

Paragraph spacing

Create a line of space between paragraphs for web and print.

Titles of books and media

Use italics for titles of books, songs, television shows, films, poems and works of art, not quotations.

Example: News correspondent Holly Bailey, an Oklahoma native, tells the story of this tornado in *The Mercy of the Sky*.

Tone

Writing with a smile

When customers come into the library, we greet them with a smile. When customers enter our digital branch or our publications, we should do the same with our writing.

No smile: *This weekend, cowboy poet Ron Wilson and friends will read poems about the cowboy lifestyle.*

Smile: *This weekend, cowboy poet Ron Wilson and friends will regale an audience with the wit and grit of cowboy life.*

The second sentence feels more friendly and casual.

Although the library is an institution, its writing should not be institutional. It should have personality because the library is people.

As a staff, we are avid readers and a group of very sharp people. As advocates of the library and its vast offerings of the written word, we should wield language in such a way that our reader receives a crisp visual image of what they can expect from the event, service or resource we are describing.

We write with a lighthearted tone using intelligent and descriptive language. Slang is appropriate and so is a first-person perspective, which uses the "I" and tells the story from a personal history and perspective. Write the same way you would talk to a customer.

Content

Web blogs / articles

The word “blog” is used as a misnomer at the library, but it is a word that has stuck for staff to use to describe any post they add to the library’s website.

Web articles should be “evergreen” meaning the majority of the content should be timeless. You can mention event information, but that shouldn’t be the focus of the story.

All articles need to connect to the library in some way. This may mean including a book, movie or music list, or linking to online library resources.

The communications editor maintains a schedule of web articles with writers and deadlines. If you are interested in writing a web article, please check with your supervisor then contact the communications editor and discuss your ideas.

See Digital Branch Style Guide for more web specific details. [LINK]

Library News articles

The majority of these are generated by the Communications and Marketing (C&M) department. However, all staff members are invited to pitch an article idea to C&M. That staff member may be asked to write the article.

News releases

These are written and distributed through C&M. News releases generally fall into one of the following categories.

- Information & advisories – announcements about new additions to the library, news about its operations, and Friends and Foundation news.
- Exceptional events – ones that are created in partnership with another organization and/or have a significant budget. The C&M Director will determine if these types of releases are necessary.
- 10 events – a list-style news release that gives a short summary of 10 events over the two-month Library News cycle chosen by the C&M Director to highlight, along with a link to our full calendar.

Event descriptions

These are entered by programmers into Program Book. They are under 300 characters when originally entered. Program Book populates the library’s online calendar and the Library News schedule of events. See production schedule to view deadlines for Library News. [LINK]

Things to keep in mind as you’re entering your program descriptions:

- Get straight to the point. Why should the customer come to the event?
- Be heavy-handed with verbs. Avoid “slack” verbs that are often overused when marketing events: join, discover, celebrate, learn, kick off.

Social media post

These are generated by staff members on designated social media teams. Here’s the complete list as of this writing:

- Facebook
- Twitter
- Instagram
- Flickr
- YouTube
- Pinterest
- Good Reads

C&M provide content to the social media teams that aligns with content in Library News and online articles.

See the library’s content calendar

If you have an idea for a social media team, email DG-Facebook for a Facebook post, or the DG-Public Relations group.

See social media guidelines [LINK].

Content

Video

A video that promotes an event, service or collection is a great way to reach your audience. Consult with C&M and Digital Services about your idea for a video.

Podcast

The library's podcast is called HUSH and is a vehicle for discussion about books and reading. Consult with HUSH organizers when you have an idea for a podcast.

Other writing

Email messages, PowerPoint presentations, and instructions you create for classes and events, also need to follow library style. Our customers may not notice, but the consistency will lend us further credibility.