CARLI

A Style Guide
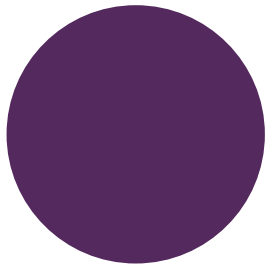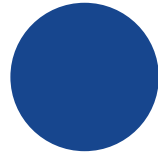

COLOR PALETTE

CARLI purple is the overarching and primary color to be used in CARLI materials. A system of secondary colors has been established to represent each of the main sub-units: I-Share, eResources, Digital Collections, and Collections Management, and an additional color for the other secondary services. If a piece is created for one of these specific audiences, that secondary color will take precedent to the purple.

I-SHARE

PMS 286
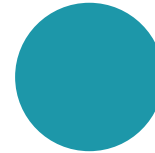
RGB 0/51/160

CMYK 100/84/11/4

19458d

E-RESOURCES

PMS 7711

RGB 9/150/169

CMYK 97/18/33/0

0596aa

CARLI PURPLE

PMS 525

RGB 89/44/95
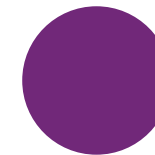
CMYK 71/93/53/23

542b5e
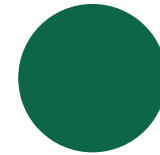
OTHER SERVICES

PMS 342

RGB 0/102/71

CMYK 94/34/82/27

006647
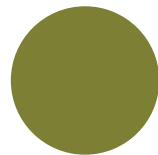
COLLECTIONS MANAGEMENT

PMS 7748

RGB 126/128/52

CMYK 51/36/99/15

7d7f34

DIGITAL COLLECTIONS

PMS 259

RGB 113/33/119

CMYK 67/100/19/6

702076

TYPOGRAPHY

Building a brand is in the details. Consistent typographic treatment allows our audience to get familiar with us and brings a sense of recognition. Times is a classic font—originally introduced in 1931—it quickly rose in popularity and continues to be a staple font in corporate communications because of it's legibility, versatility, and attention to detail.

TIMES

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VISUAL IDENTITY
The Mark

The main CARLI logo includes the gradient hashtag and the CARLI mark. It can be used either with or without "Consortium of Academic and Research Libraries in Illinois" spelled out. Each color in the hashtag is significant to the visual identity of CARLI and cannot be swapped out for any other color.

The height of the hashtag should remain 2x the height of the CARLI wordmark

CARLI

CARLI

Clear space should always be maintained around the CARLI logo to protect it from distracting graphics. Typography should never be places within the clear space. The clear space around the CARLI wordmark should remain equivalent to the height of the I.
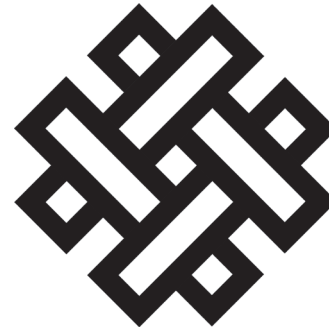
VISUAL IDENTITY
The Hashtag

Original gradient

Solid color

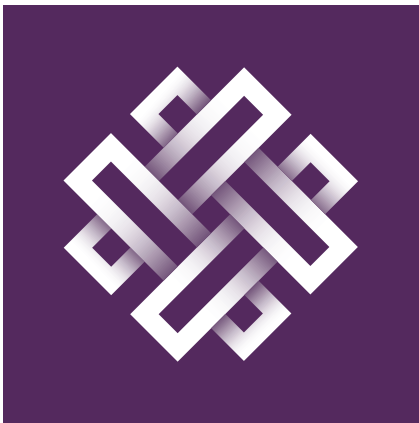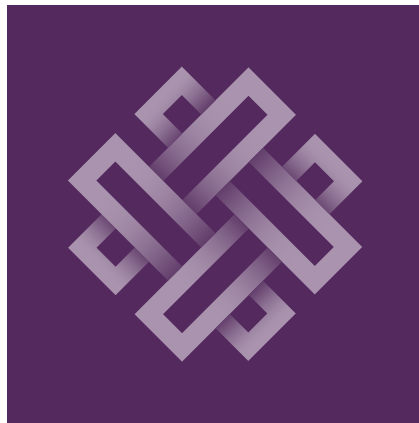### Grayscale options

When the hashtag appears as a solid color, it can only appear in CARLI purple, black or white.
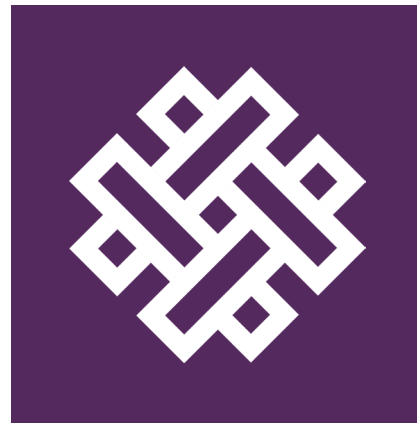
Reverse

This version is only to be used over CARLI purple

This version is only to be used over CARLI purple

VISUAL IDENTITY
Sub-units

Each of the main sub-units has a system of color and style that should be adhered to.

CARLI | I-Share

CARLI | eResources

CARLI | Collections Management

Digital Collections

VISUAL IDENTITY
Sub-units – eResources

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.

CARLI | eResources

CARLI
eResources

eResources

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.

CARLI | I-Share

CARLI I-Share

I-Share

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.

CARLI | Digital Collections

CARLI
Digital Collections

Digital Collections

VISUAL IDENTITY
Sub-units – Collections Management

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.

CARLI | Collections Management

CARLI
Collections Management

Collections Management