**Pioneer Logo Style Manual – DRAFT**

The purpose of this style guide is to serve as a reference point that sets standards for creating documents within PLS and to ensure that our “brand” is presented in a consistent manner.

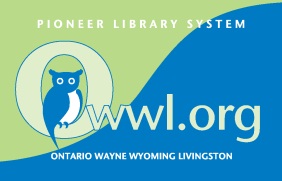
**Logos:**

Currently there are two logos:

 **Use this logo on all documents for staff, trustees,**

**member libraries and other external audiences.**

*and*

 **Use this logo when your audience is library patrons.**

When importing the logo, use the approved logos in the file folder on the P: drive marked, “Approved logos 2013.” (As a side note, it is easier to change the size of a logo with the .png extension than a .jpeg image).

**Logo Placement:**

The preferred logo placement is the **bottom left hand corner** of the document. It is not necessary to use the PLS address on internal documents. Use the PLS logo with address on documents when the audience may not be familiar with our location.

**Size:**

The recommended **minimum size** of each of the logos is 1” in length. Make sure each of the logos has “room to breathe.” To that end, the logos should have a minimum clear space of 1.” You can make the logo larger than 1” depending on the space available on the piece you are creating.

**Color:**

When using an outside printer, the Pantone Matching System (PMS) colors are #293 (blue) and #361 (green). Note: inkjet and color laser printers cannot produce PMS colors. When printing in-house flyers, the colored logo is preferred.

**Fonts:**

As a suggestion, serif fonts (such as Century) are easier to read when it comes to fonts in print (on paper). Sans serif fonts (such as Arial) can be used for headlines.

For on-line documents, the opposite is true. Sans-serif is more legible than serif fonts. The most legible fonts are: Arial, Courier and Verdana. Times Roman is the least preferred. For easier reading on-line, use Arial 12-point and larger. If going smaller, use Verdana 10pt. For older readers, use at least 14-pt. type.

**Date:**

When advertising an event/workshop, make sure everything has a date and year on it. Also be sure to add a production date (8-point type) when the document was created on the bottom right hand or right back cover of the publication.

*Example:*



PLS logo left corner; external audience use address

Production Date

**Style Check:**

\_\_\_\_\_\_ Includes Pioneer or OWWL logo

\_\_\_\_\_\_ Includes date, time and year of event

\_\_\_\_\_\_ Production date is in bottom right hand corner or right back cover in 8 pt. type

\_\_\_\_\_\_ Logo is in left hand corner of document, minimum size is 1”

\_\_\_\_\_\_ Logo is surrounded by at least 1” space

\_\_\_\_\_\_ Does not use more than 3 font families. (Preferable 1 or 2 font families)

\_\_\_\_\_\_ Font sizes are 11 point font or greater for readability

\_\_\_\_\_\_ Spell check has been used for check spelling

\_\_\_\_\_\_ Grammar check has been used to check for grammar

\_\_\_\_\_\_ All numbers have been verified (phone, fax, workshop number, dates, etc.)

\_\_\_\_\_\_ All dates and times have been verified

\_\_\_\_\_\_ All acronyms have been identified

\_\_\_\_\_ Document has been reviewed/proof read by someone else

\_\_\_\_\_ QR code (if used) has been verified. Place code away from logo, preferably on right side of document