Libraries Transform Style and Usage Guide

About the Libraries Transform Brand

Libraries Transform is a multi-year public awareness campaign of the American Library Association, launching October 2015.

Registered trademark has been applied for by the American Library Association. As such, references to Libraries Transform should appear with a ™ mark as in: Libraries Transform™.

When the brand is officially federally registered, it will be revised to reflect an ® mark as in Libraries Transform®. At that time, libraries using the ™ symbol in conjunction with Libraries Transform on promotional materials will not have to discard those materials. However, in any and all new materials created, libraries will be asked to use the ® mark. Materials created by ALA will be updated to reflect the registered trademark status.

Logos can be found on www.librariestransform.org.

Libraries Transform Logo Specs

FONT: Futura PT Heavy is the font used in the Libraries Transform logo. It should never be changed.

TRADEMARK: The logo has a trademark (tm) and should not be altered in any way.

<table>
<thead>
<tr>
<th>FONT:</th>
<th>Futura PT Heavy</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADEMARK:</td>
<td>Use “TM” after the logo.</td>
</tr>
<tr>
<td>PREFERRED COLORS:</td>
<td>Teal and Sky Blue</td>
</tr>
<tr>
<td>ALTERNATE COLORS:</td>
<td>Black, grayscale, or reverse white</td>
</tr>
<tr>
<td></td>
<td>A color from the preferred palette, below</td>
</tr>
<tr>
<td></td>
<td>A single alternative color</td>
</tr>
</tbody>
</table>
ALA Staff Only: When used in conjunction with the ALA logo on materials such as stationery, business cards and other items, this logo can appear in ALA colors:

- Print: Red 186c and Blue 072
- Hexadecimal colors: c82538 (red) and 0055a4 (blue)

**Logo Use Rules**

- Use only logo files downloaded from www.librariestransform.org. Do not recreate the logo.
- The logo may not be altered, modified, or obscured in any way, with the exception of the listed color guidelines. It must be used without disturbing or distorting its proportions or otherwise altering the impression it creates.
- The logo cannot be physically incorporated into or graphically connected to any other graphic element—it must stand on its own.
- When used in conjunction with another logo, including the ALA logo, the two logos must not be stacked but should be separated by other elements such as text or white space.
- When used online, the logo must include a hyperlink without a border to http://www.librariestransform.org.
- It violates the registered trademark to insert a word or phrase into the logo such as "Libraries Help Transform" or “Libraries Transform Our Community”.

**Additional Rules for Library Organizations**

- Libraries, state library agencies, state library associations, school library affiliates, ALA affiliates, Friends groups, and other library organizations may use the brand on signage, brochures, websites, social media or other promotional materials.
- Any other uses, and any use by parties other than libraries, the institutions of which they are a part, and library organizations, are subject to the prior written approval of ALA.
- Libraries and library organizations are welcome to submit a written proposal to ALA to develop a special licensing agreement for the sale of Libraries Transform™ products outside of these provisions. Please send your proposal to The ALA Public Awareness Office, 50 East Huron Street, Chicago, IL 60611. E-mail: librariestransform@ala.org; Fax: 312-944-8520.