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Instructions for Using the Libraries Transform State Chapter Templates

The American Library Association is sharing a new Libraries Transform Toolkit for ALA state chapters in order to facilitate advocacy work at the state level. This will allow chapters and their members to take advantage of the Libraries Transform messaging and brand while tailoring the materials to suit local issues and needs. In addition to promotional ideas, best practices, and guidance on creating custom Because statements, the toolkit provides logos for each state and a variety of templates for creating custom graphics:

- Libraries Transform logos for each state, two versions (state name first and state name last) in six color schemes;
- a Starter Pack with four of the campaign's most popular posters;
- an interactive PDF template to create posters, postcards, and bookmarks with customized Because statements;
- and Adobe Photoshop templates to create social media graphics with customized Because statements.

Libraries Transform State Logos

Libraries Transform State logos are available in three formats. The Adobe Illustrator version (.ai) format for use in Photoshop, InDesign and vector applications; a PDF version to use with the interactive PDF print templates; and PNG version for general use.

Please follow the Libraries Transform style guide when selecting a logo:
- On yellow, light blue, and green backgrounds use the teal logo with white "o."
- On dark blue and purple backgrounds use the white logo with yellow "o."
- On the red background use the black logo with a white "o."

Starter Pack

The Starter Pack contains templates to create print and social media graphics for four Because statements:

- Because access equals opportunity.
- Because building a better world starts with literacy.
- Because hands-on learning builds stronger brains.
- Because not everything on the internet is true.

Text in the Starter Pack templates is not editable.

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Interactive PDF Templates

Open the template for a poster, postcard, or bookmark with Adobe Acrobat Reader.

Click the area where the Libraries Transform State logo should appear. A window will pop up that allows you to browse to the PDF version of the appropriate logo.

If you're using the customizable version of the interactive PDF, you will be able to click the text box and type your Because statement. The keyboard shortcut "Ctrl + e" will open an editor that allows adjustment of the font, font size, and line height (spacing between the lines of text). League Spartan, a free font that resembles Futura PT (the official font of the Libraries Transform campaign), is embedded in the interactive PDF. It can be replaced by Futura PT if the font is installed on your computer. See the fonts section of this document for details.

Photoshop Templates

Open the Photoshop (.psd) templates for Twitter Share, Instagram Share, Twitter Header or Facebook Cover. Be sure the layers dialogue box is visible. Toggle the visibility of layers to reveal individual elements and background colors.

Layer with logos are named so that they can easily be relinked to the corresponding version of the state logo:
- "LOGO RELINK TO FILE (B+W)" will relink to the black version of your state logo with white "o;"
- "LOGO RELINK TO FILE (Y+W)" will relink to the white version of your logo with yellow "o;"
- "LOGO RELINK TO FILE (T+W)" will relink to the teal version of the logo.

To relink a layer: Right click on the layer name and select "relink to file" option. Browse to the appropriate Adobe Illustrator (.ai) version of your state logo. After the file is placed, you'll need to adjust the scale.

To resize click Edit > Free Transform," select the shift key, and drag the corner of the bounding box to the desired size. Select the check box in the top toolbar finalize the transformation. Use the move tool to align the logo with the guidelines provided.

If you're using the customizable Photoshop file, you will be able to click the text box and type your own Because statement. You may need to adjust the font, the kerning (spacing between characters) or line-height (spacing between the lines of text) to match existing examples of Libraries Transform graphics. Please note that the text component in Libraries Transform graphics is a critical part of the design. Too much or too little space between letters and lines of text can render it unreadable.

Fonts

Futura PT Heavy is the font used in the Libraries Transform campaign. It's available through Adobe Typekit or from Paratype, the creators of the font. A desktop license is currently $30.

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We've identified League Spartan as a free font that is the closest match to Futura PT Heavy. It's embedded in the interactive PDF and available for download from The League of Moveable Type.

Questions? Email campaign@ala.org.