

# **STACKS** BRAND GUIDELINES

The New Library Experience

v3.0



# EBSCO



## **STACKS** BRANDING

The Stacks brand is more than just a logo. It is a collection of our ideas, our designs and our goals... it is our identity.

This guide will give you an idea of who we are so you will be able to communicate your concepts while retaining the vision of Stacks.

The Stacks brand is a powerful tool in differentiating us from our competitors and other businesses.

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## **WHAT IS THE PURPOSE OF** OUR BRAND

**“We connect through consistency.”**

Our goal is to show the strength of our brand by defining our values, our understanding, our relationships and our professionalism.

## **WHAT MAKES UP** OUR BRAND

Our brand is our identity, a promise, instructions and a collection of resources. We strive to inspire while giving direction and clarity.

# LOGOS

Our logo is important to us. We want it on all appropriate material. To make it simple we have included some basic rules and easy access to all our logo assets.

You can find all our downloadable resources on our website.

## THE LOGO

**EBSCO** has become an important part of our brand and logo.

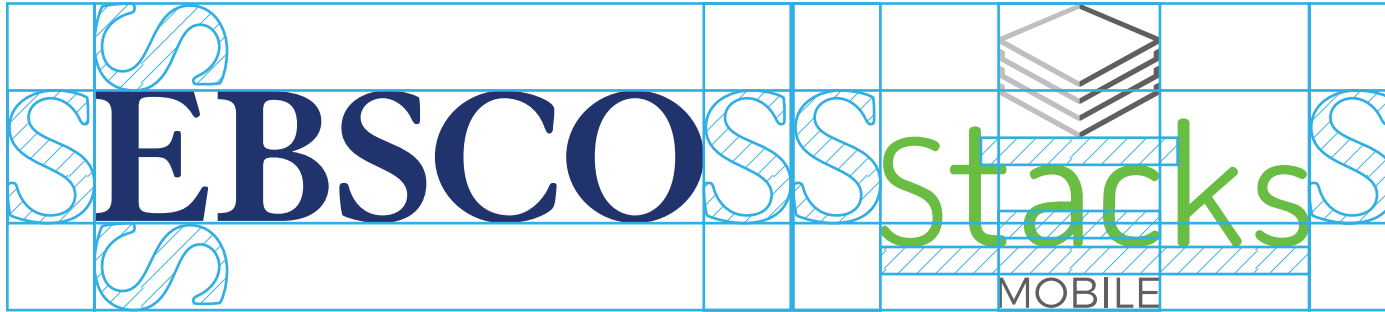
There are three different color versions of our logo. Your color palette might not work well with ours so we have added a light and dark alternative.

The “**Co-branding colored**” logo is the preferred choice, please use it when possible.

Use the “**dark**” or “**light**” logo when there isn’t a high enough contrast ratio to read the logo.



# SPACING & SIZE CONSIDERATIONS



## SPACING | White Space

The white space around the logos are approximately the width of the “S” in EBSCO.

## SIZING | Minimum Size

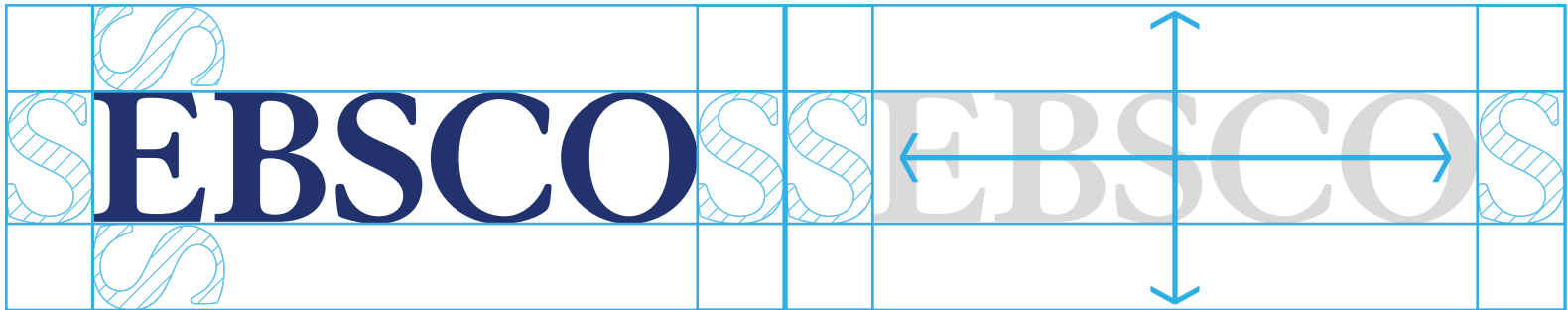
These rules are “perfect world” and not always possible. Make our logo readable, other than that; use your best judgment.



# **PARTNER** LOGO SIZING

The partner logo should never be larger than EBSCO.

Scale the partner logo to fill either the height or width of the area displayed below.  
(covering the muted EBSCO)



# THE LOGO COLORS



## EBSCO Blue

Hex: #002f56  
HSV: 206, 100, 72%  
RGB: 0, 47, 86  
CMYK: 100%, 85%, 39%, 34%  
Pantone: PMS 540 C



## Stacks Green

Hex: #69bc45  
HSV: 100, 62, 72%  
RGB: 105, 188, 69  
CMYK: 62%, 0%, 100%, 0%  
Pantone: 364 U



## Stacks Icon | Light Gray

Hex: #b8b7b8  
HSV: 299, 0, 72%  
RGB: 184, 183, 184  
CMYK: 28%, 23%, 22%, 0%  
Pantone: Cool Gray 3 U



## Stacks Icon | Dark Gray

Hex: #5e5f5e  
HSV: 120, 0, 37%  
RGB: 94, 95, 94  
CMYK: 62%, 53%, 53%, 25%  
Pantone: Cool Gray 9 U



# IMPROPER USAGE

- **Never alter the logo**
- Do not add drop shadows or effects
- Do not stylize or add stroke
- Do not stretch, distort or skew
- Do not move icons or text
- Do not change the font style
- Do not add imagery or words
- Do not alter the colors
- Do not add a background
- Do not adjust the alpha or opacity



# SPECIALIZED LOGOS

Stacks has a number of logos and variations used for specific product lines and services.

## PRODUCT LOGOS

Our product lines have features tailored to a specific need. These logos represent that.

- The logo is paired with the “co-branding colored” logo
- The Stacks product name is centered below the actual Stacks text





## SERVICE LOGOS

Service logos **ARE NOT** paired with **EBSCO** but retain centering of text below the logo. Internal logos are in this format as well.

## HORIZONTAL LOGO

The horizontal logo is only to be used in email campaign headers.



# LINGO & VOICE

## OUR TAGLINE

**“The New Library Experience”** is our slogan.

This tagline can be used alone or with our logo.

When placing with the logo the preferred location is below, left aligned and in the proper font. The font size should be readable but not so large that it overpowers the logo.

**EBSCO**

The New Library Experience



# WRITING

Our brand is written to sound as single source.

## **FORMATTING** RULES

- All titles and content are to be written in APA style
- Do not Capitalize or UPPERCASE random words (this includes headings and body copy)
- Use bold/italics when necessary but not to excess
- US spelling \*subject to localization
- We do not use Oxford comma
- Left-aligned text

# **NAMING** & WRITING CONVENTIONS

- “Stacks” not STACKS (excluding EBSCO documents)
- “Stacks Mobile” not StacksMobile, Stacks-mobile, etc
- “Easy Forms” not Easy forms or Easy-forms, etc
- “Onboarding” not on-boarding or onboarding
- “Online” not on-line
- Login - “enter your login”
- Log in - “please log in to your account”
- One space after period, not two
- Ellipsis should be three periods no more
- Limit use of exclamation marks
- Use simple language



# FONT**S** & TYPOGRAPHY

## **OUR** TYPOGRAPHY

Our brand uses a single font family. It has been chosen carefully, as it allows for many variations and works well on different mediums. It should be used in all cases.

It can be downloaded and installed freely from Google Fonts.

<https://fonts.google.com/specimen/Montserrat>

*\* See Google for instructions for installation instructions.*



# **FONT** VARIANTS

Montserrat comes with many font variants but we stick to three (Extra-Light, Regular and Black).

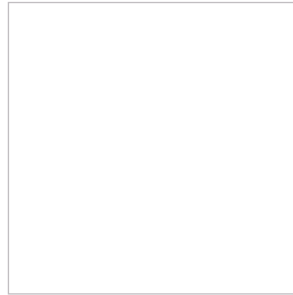
- Extra-Light is used for main/body text
- Regular is used for bold or drawing emphasis
- Both Black and Extra-Light are used in headings



# FONT COLORS

Our font color choice is simple; black and white.

This follows classic conventions and provides the maximum contrast so all users can read with ease.



Hex: #ffffff

HSV: 0, 0, 100%

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%



Hex: #000000

HSV: 0, 0, 0%

RGB: 0, 0, 0

CMYK: 100%, 100%, 100%, 100%

# **FONT** ALTERNATIVE

On rare occasion you might need an alternative font. Verdana is our choice as it is the closest safe font on Windows and Mac operating systems.

**\* This font is only to be used if you do not have administrative rights to install our font on your computer.**

**\*\* Use Verdana when sending email campaigns from MailChimp.**

# BRAND ELEMENTS

To add excitement and as an homage to our home and the place of our inception, we have included geometric shapes that represent Canada's Rocky Mountains. Add them in to break up any monotony but use them sparingly.

The colors are inspired from our Co-branded logo.

\* Find the downloadable assets on our website.



**EBSCO** |  **Stacks**

# BRAND **ELEMENT RULES**

Our mountain brand element comes in two versions:

**Full element** comes with a “lake” reflection below the mountain range.

Use this for headers (paired with our logo) or to provide content breaks.




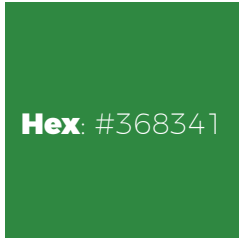



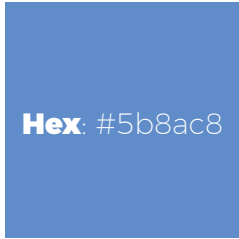
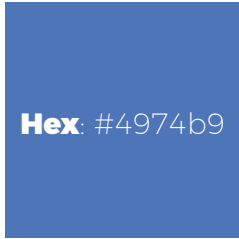
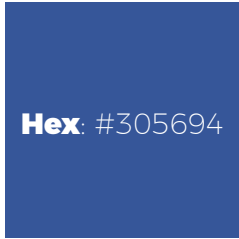

**Crop element** does not have the bottom triangle.

Only to be used at the bottom of blank pages if there is a lack of color. It must be centered to the page.



# BRAND **ELEMENT COLORS**

Our Co-branding colored logo inspired the color tones in our brand element.

 <p><b>Hex:</b> #abd494</p>	 <p><b>Hex:</b> #76b558</p>	 <p><b>Hex:</b> #469a45</p>	 <p><b>Hex:</b> #368341</p>	 <p><b>Hex:</b> #2b7237</p>	 <p><b>Hex:</b> #266231</p>
	 <p><b>Hex:</b> #6d9dd3</p>	 <p><b>Hex:</b> #5b8ac8</p>	 <p><b>Hex:</b> #4974b9</p>	 <p><b>Hex:</b> #305694</p>	 <p><b>Hex:</b> #203569</p>

# ELEMENT **COLOR MEANINGS**

The blue tones in the mountains represent the large and solid foundation that is **EBSCO**. Stacks is a part of the mountain range represented by the green tones.

Green indicates products and section separations (as seen in this booklet). Blue indicates features and sub-elements.

When using colors as background, use the second lightest tone from either of the green or blue color scales; with white text.





# PRODUCTS & FEATURES

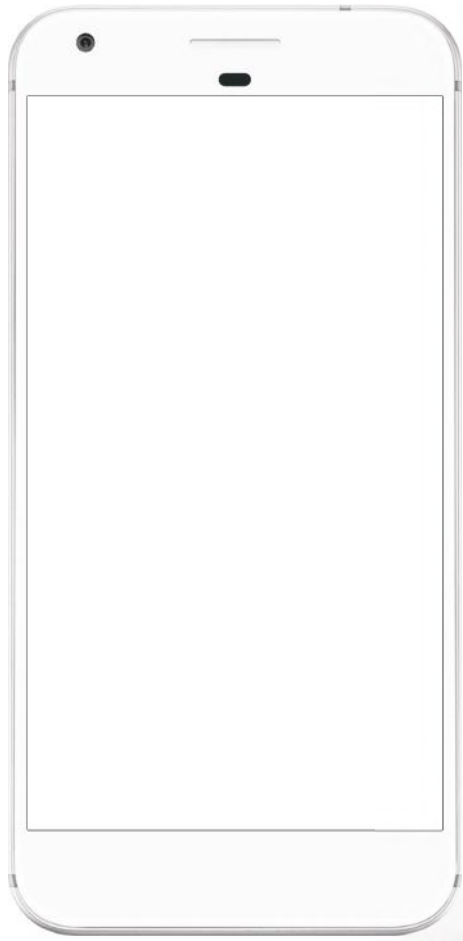
EBSCO |  Stacks  
PREMIUM

EBSCO |  Stacks

# IMAGES & ICONS

The best way to display Stacks is by using screen-shots of Stacks in action. Both Stacks and Stacks Mobile are to be displayed within devices. These assets can be found on our website.

- Images are intended to display our product, no backgrounds should be used behind the devices
- Devices should be modern
- Devices should be straight on



# **OUR** SYMBOLISM

Icons are a simple way of adding visual recognition and context to subjects. We use Google's material design expanding icon library as our icon set. Icons work on all platforms, web, Android and iOS.

Here are some rules to follow:

- Use icons to highlight or emphasize important elements
- Icons should be related to the message and not abstract representations (they should be able to stand on their own)
- Icons are only to use our branding colors
- Do not overuse icons

# GOOGLE MATERIAL DESIGN ICONS

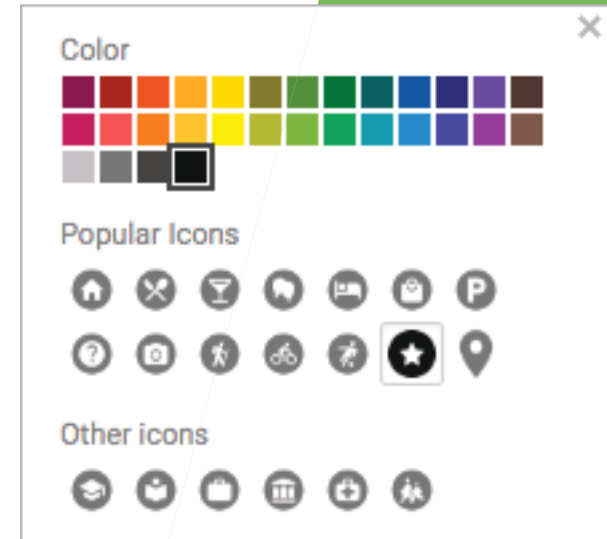


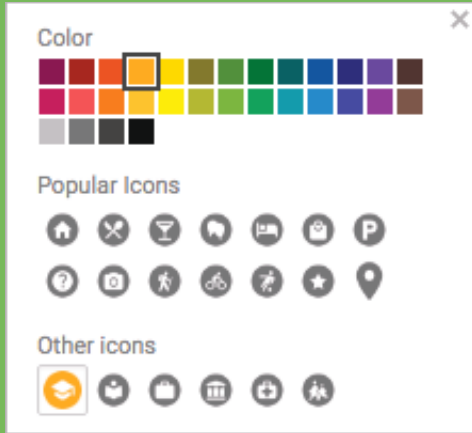
<http://google.github.io/material-design-icons>

# MAP ICONS & COLORS

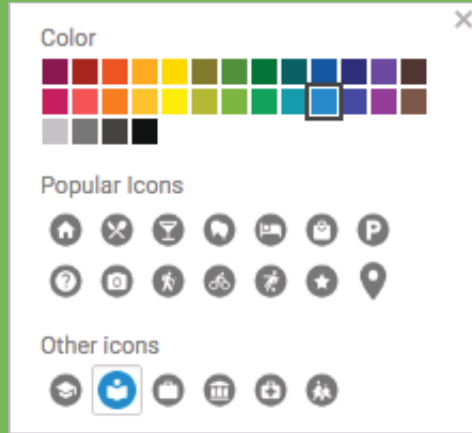
Talk about how each market has a different color.

- Country - Black - Star Icon
- Public - Light Blue - Reading Icon
- Corporate - Green - Briefcase Icon
- Academic - Orange - Graduation Hat Icon
- Healthcare - Red - Care + Kit Icon
- Government - Yellow - Institution Icon
- Schools - Purple - Kids Crossing Icon

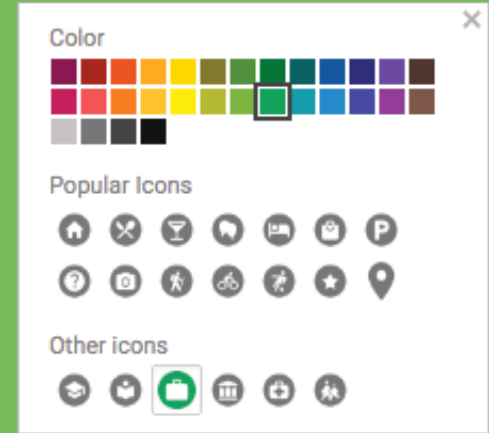




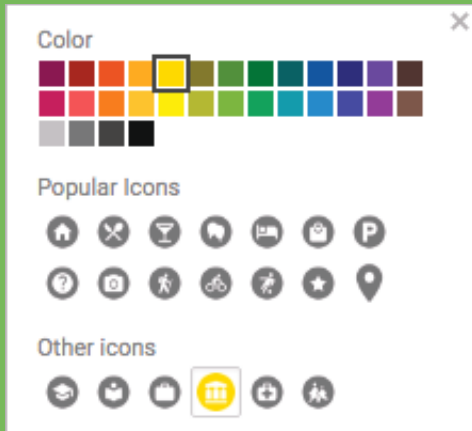
Academic



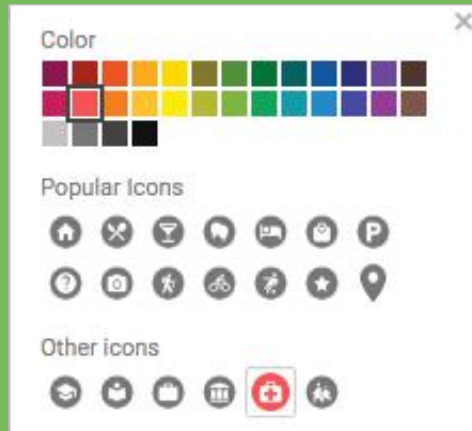
Public



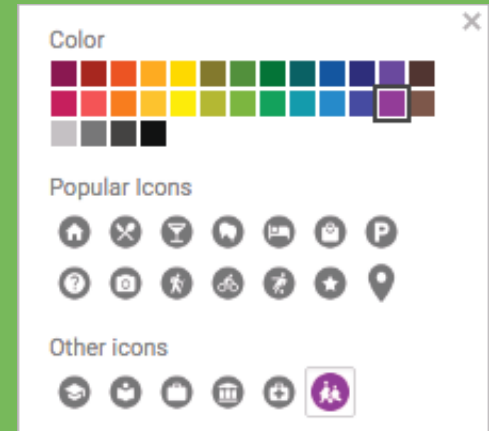
Corporate



Government



Healthcare



Schools

NEED **HELP?**

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