



ATTENTION:

By being at the Saline County Library and participating in public programs, you are granting our staff permission to photograph or video record you and/or your child. These photographs and videos may be used for social media such as Facebook, Twitter and Instagram, on our website, or on marketing or promotional materials. If you do not wish for you and/or your child to be photographed or video recorded, please let one of our staff know or fill out the form on our website.

Thank you.

2022 SCL STYLE GUIDE

Tagline *Rewriting Tradition*

Colors



Tween

RGB: 33, 129, 170

CMYK: 81, 24, 0, 33

Hex: 2181AA



Adult

RGB: 1, 152, 117

CMYK: 99, 0, 23, 40

Hex: 019875



Teen

RGB: 219, 67, 68

CMYK: 0, 69, 69, 14

Hex: DB4344



Children

RGB: 237, 168, 28

CMYK: 0, 29, 88, 7

Hex: EDA81C



All Ages

RGB: 103, 192, 196

CMYK: 47, 2, 0, 23

Hex: 67C0C4

Fonts

Proxima Nova

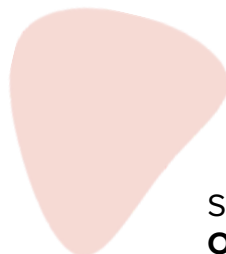
Proxima Nova Bold

Shadows Into Light

Logos (Also available in all black and all white)



Elements Find more doodles and icons on p drive > 2021 Branding.



Start a title with regular and end it with bold.

Or start a sentence with Proxima and end it with *Shadows*.

Footer



www.SalineCountyLibrary.org

**Bob Herzfeld Mabel Boswell Memorial
Library Memorial Library**
1800 Smithers Drive 201 Prickett Road
Benton, AR 72015 Bryant, AR 72022
(501) 778-4766 (501) 847-2166



Writing

Time:

Use the format “10:30 PM” and “9:00 AM – 11:30 AM” or “9:00 AM to 11:30 AM” unless short on space. Then, “10 AM” is acceptable.

Date:

Use the full month's name in sentences. Use abbreviated month's name in titles, if limited on space. i.e. September > Sep. Use full year, not last digits. i.e. 2022.

Location:

When writing detailed information such as small stories, press releases, advertisements or emails, refer to the branches by the full names “Bob Herzfeld Memorial Library” or “Mabel Boswell Memorial Library” and you may accompany “in Benton” or “in Bryant” with it for further clarification. For short pieces such as calendar items, newsletter slots and Twitter posts, “Benton” or “Bryant” is acceptable.

COMMAS

In a Series:

Use commas to separate elements in a series: The flag is red, white, and blue. He would nominate Tom, Dick, or Harry.

With Conjunctions:

When a conjunction such as and, but, or for links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases: She was glad she had looked, for a man was approaching the house.

As a rule of thumb, use a comma if the subject of each clause is expressly stated: We are visiting Washington, and we also planned a side trip to Williamsburg. We visited Washington, and our senator greeted us personally. Do not use a comma when the subject of the two clauses is second: We are visiting Washington and plan to see the White House.

Punctuation:

For calendar items and flyers, it is acceptable to repeat punctuation such as question marks or exclamation marks to emphasize meaning. When doing so, try to keep the marks in sets of three. For example, “Who will win the final battle???” or “Let’s get ready to rumble!!!” When writing press releases or advertisements, use a single punctuation mark.

Commonly Misspelled Words:

Storytime, e-book, Playaway, Audiobook, Book Store, Sign-Up, Checkout, Book Club