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## **Purpose of the Style Guide**

This Style Guide exists to promote and maintain a strong brand. Branding is more than simply a logo. Branding does consists of the logo, but also includes, typefaces, color choices, and suggestions for usage.

At a glance, branding tells us visually who we are, and why we're unique. Primarily, it is used to identify us.

The following are not rules, but rather guidelines. For every rule there is an exception, so using your best judgement in conjunction with this booklet are your best tools.

01

# Mission + Strategic Plan

## **Mission**

**Lyrasis catalyzes and  
enables equitable access  
to the world's knowledge  
and cultural heritage.**

## Strategic Plan

**Lyrasis** will help its members succeed by working with them to identify their needs, issues and challenges and providing products, services and learning experiences to address them.

**Lyrasis** will help its members succeed by providing leadership in and opportunities for innovation and sustainability and facilitating their pursuit of a preferred future.

02

**Tagline**

## **Tagline**

It tells members what they can expect from Lyrasis.

# **Knowledge Connected**

03

# Mark + Logotype

**Mark**



## Logotype - Landscape



## Logotype - Stacked



## Mark

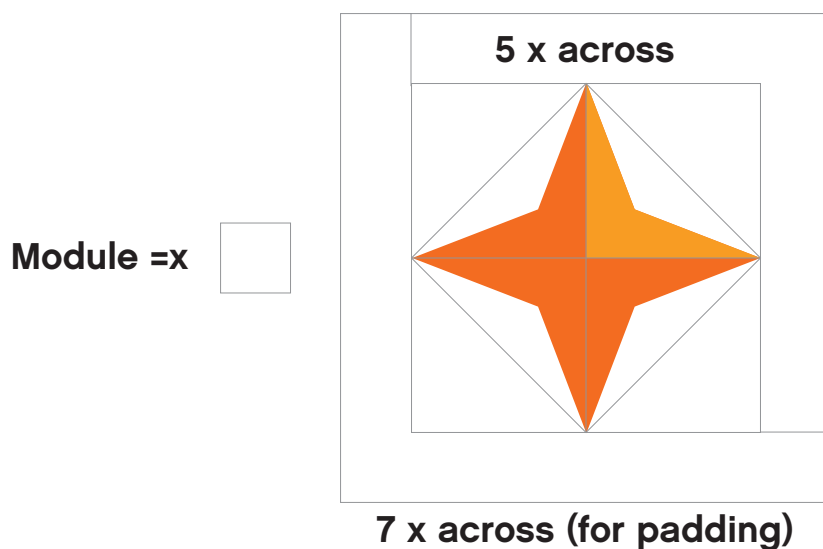


Our mark is a strong form of a four sided star with an overlapping shape in its top right corner

Together they form an a shape with visual depth. The top right shape can be extracted as a design element. Its form is representative of an abstract **L**.

## Mark

Our mark is built on a 5x modular grid. Spacing of one modular unit should be used for padding.



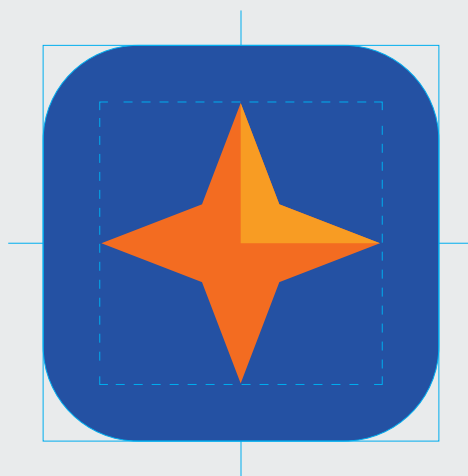
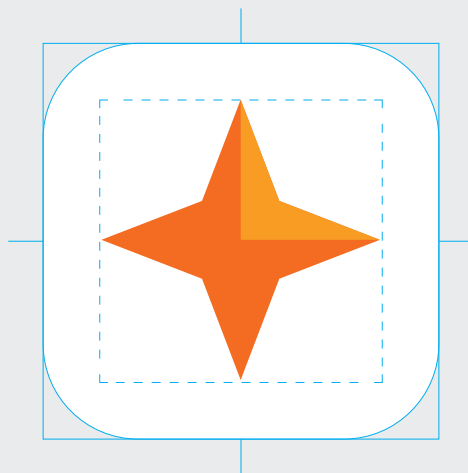
The exception of the abover rule is when the mark is used in the bottom left corner of page layouts as a secondary design element (as seen on page 03).

## Logotype



Leg angle of the **L** mirrors the angle of the **y** arm.  
The logomark is the same height and is centered  
on the **L**.

## App Icon



04

# Logo Usage

## The Do Nots

Do not change the colors of logomark



Do not change the transparency



Do not change the orientation or the size of the mark in relation to each other



## The Do Nots

Do not rotate any part of the logo



Do not distort the logomark



Do not use a dropshadow



## Logotype + Tagline Lockup



Logotype + Tagline Lockup on Dark Background



## **Electric Blue**

Pantone 2728 C

Hex: 1947BA

## **Star Orange**

Pantone 1585 C

Hex: FC6C14

## **Star Gold**

Pantone 1375 C

Hex: FE9E1B

## **Twilight Gray**

Pantone Cool  
Gray 10 C

Hex: 63656A

## **Mist Gray**

Pantone Cool  
Gray 2 C

Hex: D0CfCE

## **White**

Hex: FFFFFFFF

## **Black**

Hex: 000000

## **Colors**

The proper color is part of the overall branding. These are our primary colors.

✦ **Lyrasis<sup>®</sup>**

✦ **Lyrasis<sup>®</sup>**

✦ **Lyrasis<sup>®</sup>**

✦ **Lyrasis<sup>®</sup>**

05

# Typeface

## **Chalet**

Experience the precision, elegance and history of the Chalet font family. This collection of ten typefaces in three unique styles is the creative genius of acclaimed clothing designer René Albert Chalet. Originally used in his early advertising campaigns, Chalet appropriately echoes the attitude of its creator: function with flair. The collection also includes over 100 silhouette images. Modest and unpretentious yet bold and daring, Chalet's distinctive air allows for a variety of uses ranging from text to display applications. Add modern panache to any design with the Chalet font family.

**Publisher:** House Industries

**Source:** <https://housefonts.com/hi/chalet#>

**Aa Ff**

**Gg Qq**

## Header Typeface

**Chalet NewYorkNineteenSixty**

**A B C D E F G H J K L  
M N O Q R S T U V W  
X Y Z  
a b c d e f g h j k l m n  
o p q r s t v x y z  
0 1 2 3 4 5 6 7 8 9**

**Arial Black** may be substituted for the above  
typeface when not available (print and web).

## Body Typeface

Chalet LondonNineteenSixty

A B C D E F G H J K L  
M N O Q R S T U V W  
X Y Z  
a b c d e f g h j k l m n  
o p q r s t v x y z  
0 1 2 3 4 5 6 7 8 9

**Arial** may be substituted for the above typeface  
when not available (print and web).

# Examples





# Business Card



**Thank You**