

GRAPHICS PRODUCTION GUIDELINES

I. PURPOSE

To give guidance and clarity to the design, production, distribution and/or installation of all imprinted materials produced or contracted by the Graphics Unit for internal or external distribution conveying Library services policies, procedures, collections programming or operations.

II. SCOPE

The Library's Graphics Unit is responsible for designing, updating, producing, distributing and/or installing print publications, forms, displays, promotional materials and signage for all facilities. The graphic design elements of print publications, forms and displays shall be the responsibility of the Graphics personnel. The content of print publications and forms shall be the responsibility of the document originator. Approval of print publications and forms shall vary depending on the scope of the content.

III. DEFINITIONS

- A. Design: All visual and graphics components and layout for print publications and displays including, but not necessarily limited to, size, style, color scheme, placement of text, font and/or images.
- B. Display: Those locations that have been designed and authorized as points of distribution and/or exhibit.
- C. Forms: Printed documents with blank spaces to be filled in which are generally for internal use only.
- C. Graphics Unit: Refers to the Graphics Technician and supporting staff.
- D. Print Publications: All imprinted materials produced or contracted by the Graphics Unit for internal or external distribution conveying Library policies, procedures, services, collections or programming or operations.

IV. PROVISIONS

- A. Design Responsibilities/Authorities
 - 1. All print publications and promotional materials will be of a standardized nature with a consistent size, theme, and look and will be displayed only in approved locations in each building.
 - 2. All signage will be of a standardized nature with consistent sizes, lettering, and color depending on existing signage and/or established criteria of building(s) or department(s) within building(s). Wherever necessary, it will meet ADA requirements.
 - 3. All design aspects and graphics elements of print publications, forms, displays, promotional materials and signage is the responsibility of the Graphic Unit.
 - 4. The appropriate format for print publications will be selected by the Graphics Unit from predetermined choices (see attached).
 - 5. The Graphics Unit will determine ink and paper colors, typefaces, and graphic design elements for all print publications using the following basic criteria.

- a. Adult publications will use Bernard Condensed font for headings and Arial for text.
 - b. Children's publications will use Arial or Curlz fonts.
 - c. Graphic element(s) will be selected by the Graphics Technician as pertains to the subject or theme.
 - d. As design permits, print publications will include the Library logo, tag line, street addresses, web site address and phone numbers.
 - e. Printed informational materials related to Library policies, services, collections, and general information will be of a standardized nature with a consistent size, theme, and look.
 - f. Print publications associated with programming or promotion of special activities may vary from these guidelines but will generally have a "look" that unifies.
 - g. Bibliographies are administered by the approved Bibliography Guidelines.
 - h. Production of all print publications, forms, supplies and displays are subject to funds availability and time constraints.
 - i. Whenever possible or appropriate, Graphics Requests are to be coordinated among department and/or buildings prior to submission to Graphics.
6. The Graphics Unit will create and annually update a Publications Catalog and a Forms Catalog for each Library Manager and for the Graphics Unit along with a maintenance schedule for each.

B. Submission of requests

1. Ordering/restocking of existing approved print publications, forms, stationery, signage and the like, which do not require any revisions, may be forwarded directly to the Graphics Unit by a Department Head or designated personnel via a completed Graphics Request form. The Graphics Request form must include two (2) copies whether an NCR form or two 2) printed copies stapled together.
2. Orders/requests for print publications, forms, signage, stationery, and other print pieces which require revision or are new must be approved by a member of the Executive Team, then forwarded to the Graphics Unit via a Graphics Request form with the revisions or proposed content attached, a copy of which will be given to the appropriate Floater(s) by the request originator. The Graphics Request form must include two (2) copies whether an NCR form or two 2) printed copies stapled together.
3. All print publications, whether existing, revised or new, that are part of a promotional marketing campaign must be approved by a member of the Executive Team for planning and used by the Community Services Department.
4. Print needs supporting storytime and/or craft activities for Children's staff led programming may be approved by a Department Head and forwarded to the Graphics Unit via a Graphics Request form with sample(s) attached.
5. Requests for print publications and displays related to system wide program seasons and special recognitions are subject to the timeline established in the Master Calendar which will be made available to staff via the intranet.

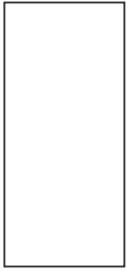
6. All Graphics requests must be submitted with two (2) copies of the Graphics Request Form, whether an NCR form or two (2) printed copies stapled together.
 7. Urgent requests forwarded from an Executive Team member to the Graphics Unit via email are to be followed up with a paper copy of the Graphics request within no less than two (2) days.
- C. Production and delivery of requests
1. With the exception of displays, proofs of all requests will be forwarded to the originator within one (1) week of receipt by the Graphics Unit.
 2. Upon final approval of proof, the Graphics Unit will have up to two (2) weeks to complete production.
 3. Completed requests, unless otherwise specified, will be transported via the internal Library transit service within 48 hours of Facilities notification by the Graphics Unit with the exception of large order of more than two (2) boxes which may take up to 72 hours to transport.
 4. Within the constraints of time and storage space, the Graphics Unit will seek to maintain a limited stock of most heavily used forms and print publications but, can not insure that such forms or publications will necessarily be on hand at any given time.
- D. Distribution and dissemination
1. The care and condition of all print publications and public displays or dissemination points is the responsibility of each building's Floater(s) with Graphics Unit support and assistance as needed.
 2. Each building's Floater(s) will visit all public distribution, dissemination and display areas on a weekly basis to assure neatness, timeliness and supplies of print publications and displays.
 3. Each building's Floater(s) will maintain and submit production requests, as needed to maintain a sufficient supply of current print publications for public distribution.
 4. Print publications for public dissemination will be displayed in a location at each building that is authorized and approved by the Library Manager which are standardized for consistency system wide.
 5. The Graphics Technician or Assistant will insert or attach one (1) copy of the original Graphics Production request to the completed order when readied for delivery to the floater(s) and/or originator(s).
 6. The Graphics Technician or Assistant will send an email message to the job originator and the appropriate Floater(s), with the name of the job, alerting them when production of any print publication or form has been completed as well as the name of the job and that it has been submitted to the transit or delivery run.
 7. The Graphics Technician or Assistance will make themselves available for communication with Floaters as needed to assure clear understanding of proper display, distribution and/or replacement of print publications and/or forms.
 8. When a new or revised print publication or form is produced, Graphics will forward the publications or forms to each building's Floater(s) via transit.
 9. Each building's Floater(s) will be responsible for discarding out-of-date print publications, forms, posters, promotional materials and supplies and

- providing new or revised version(s) in a timely fashion.
- 9. It will be the responsibility of the originator and/or Floater(s) to notify appropriate personnel of the status of a Graphics Request.
- 10. It will be the responsibility of the Floater(s) to notify appropriate building personnel as to new or revised print publications or forms.

E. Library sponsored displays

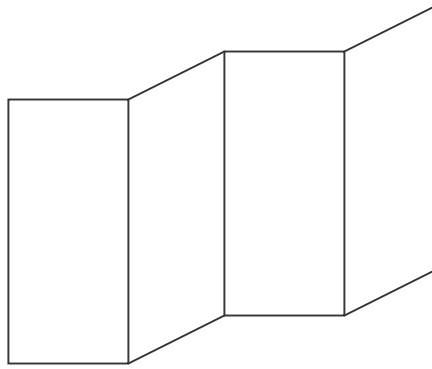
- 1. Library sponsored displays may include the following:
 - a. Seasonal displays of a decorative nature to acknowledge certain national holidays/seasons which may be in a specific location.
 - b. Program related displays that coincide with the promotion of a Library sponsored program.
 - c. Recognition displays that coincide with a national, state or local celebration or theme.
- 2. All Library sponsored displays will be announced in the annual Graphics Production Calendar and recorded in the Master Calendar.
- 3. The Graphics Unit will work with the Department Head where a display is to be installed to confirm location and schedule.
- 4. Department Heads may request/suggest specific displays from the Graphics Unit via the Graphics Request form with the approval of an Executive Team member and subject to the existing Graphics Production Calendar, funds availability, space availability and time constraints.
- 5. Subject to concept and design approval by the Library Manager(s) and the Graphics Technician, Department Heads may assign the creation of internal department specific displays or decorations to promote Library collections, services or programs to departmental personnel and/or the Graphics Unit.
- 6. With the exception of internal department specific displays, the care and condition of all Library sponsored displays will be the responsibility of the Graphics Unit and will be installed, maintained, and uninstalled by them with the assistance of the Facilities Department as needed.

Approved 7/5/05
Revised 1/13/06



Small Bookmark

8 1/2 x 3 3/4"



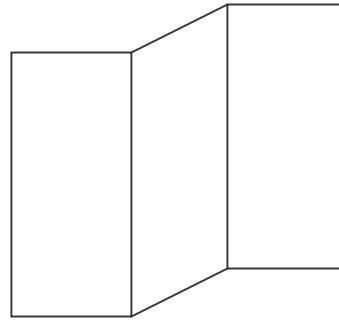
3-fold Brochure

8 1/2 x 3 3/4"
(opens to 8 1/2 x 14")



Half Sheet Flier

8 1/2 x 5 1/2 "



2-fold Brochure

8 1/2 x 3 3/4"
(opens to 8 1/2 x 11")



Large Poster

16 x 20"



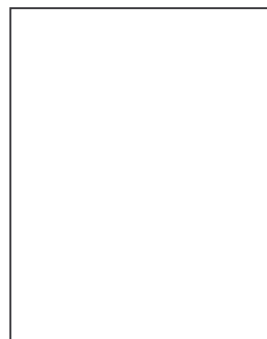
Small Booklet

8 1/2 x 5 1/2"
(stitched)



Small Poster

8 1/2 x 14"



Large Booklet
(Program Guide)

8 1/2 x 11"
(stitched)