



How to **Be Libro**

A simple, important guide to the visual brand
personality of Libro Credit Union.

// **THE LIBRO LOGO**

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The Libro logo is a graphic interpretation of where we do business and the positive relationships we want to build. The basic composition is the landscape of southwestern Ontario and a symbol of inclusive opportunity - leading to a simple expression of our name. Whenever you use our logo - in a letter, on a brochure, in a email or on a shirt - please give it room to breathe and keep it true. That's the simple logo guideline.

Stacked Version (Primary):



Horizontal Version:



// LOGO BREATHING ROOM

We'd appreciate it if the Libro logo always had clear space around it. Breathing room.

Think of it this way. Do people recognize you easily in a crowd? The chances are slim. Will they see you clearly when you're standing tall, with no one around you? Absolutely. That's why you need to give Libro's brand clear space at all times.

Here are a few simple ways to give our logo breathing room.

Stacked:



Horizontal:



// LOGO VARIATIONS

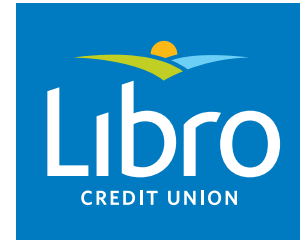
Full Colour:



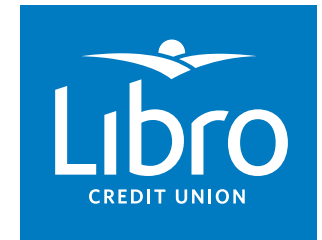
Solid Blue:



Reverse in Full Colour:



Reverse on Blue:



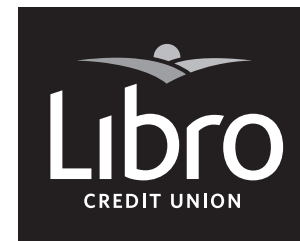
Black:



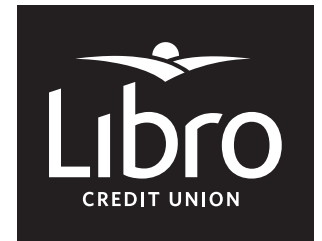
Grayscale:



Grayscale on Black:



Reverse on Black:



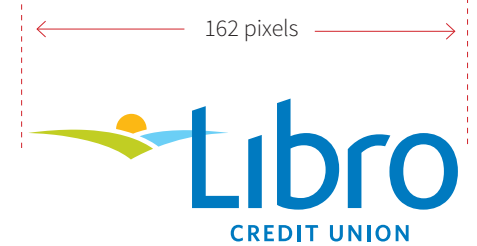
Minimum Logo Size

PRINT



Applies to colour and black/white versions

ONLINE



Applies to colour and black/white versions

Unacceptable Logo Use

The following examples indicate what not to do when using the Libro logo. These examples apply to both the stacked and horizontal versions.



Do not change the colours



Do not distort the logo



Do not add drop shadows



Do not put a stroke around any part of the logo



Do not alter the size relationship between the icon and the font



Do not place the reverse logo on a light coloured background

Photo Background

There are a couple ways the logo can be used on photographic backgrounds, but each option should be applied with care, making sure the logo isn't obstructed by the image.

In most cases, you can use either a solid white or solid blue logo on top of a background image. Applying a darker transparent overlay on an image helps make the logo more readable.



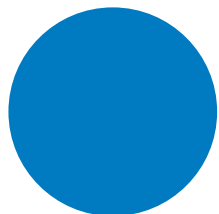
// COLOURFUL LIBRO

// COLOURFUL LIBRO

The Libro colours were chosen to reflect opportunity, the land and inspiration. Put it all together and you get prosperity. We selected our colours to work in all media, equally well - including digital media. If you have any questions about how best to get the colour right, please contact your marketing team.

Otherwise, the guideline is simple; please keep our colours true Libro.

Primary Colour



LIBRO BLUE

PMS 285

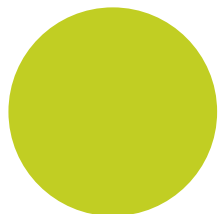
CMYK: 90 45 0 0

RGB: 0 125 193

HEX: #007CC0

Libro Blue is our primary colour and we ask that it could be used in all our materials. We want all of our audiences to strongly identify Libro Blue with the Be Libro experience. Secondary colours are just that, secondary to Libro Blue.

Secondary Colours



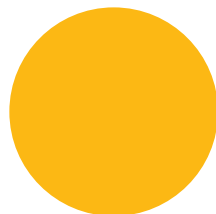
LIBRO GREEN

PMS 390

CMYK: 22 0 100 8

RGB: 195 207 33

HEX: #C2CE20



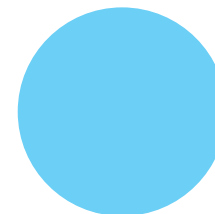
LIBRO ORANGE

PMS 1235

CMYK: 0 30 100 0

RGB: 253 186 49

HEX: #FDBA31



LIBRO LIGHT BLUE

PMS 297

CMYK: 50 0 0 0

RGB: 114 205 244

HEX: #71CCF3



Unlike most company brand ‘police’, your Libro brand team is just as friendly, helpful and approachable as you are. Think of us as brand Coaches. If you have questions, we’ll help you find answers and perform amazingly well.

Just email **brand.support@libro.ca**