How to Be Libro

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

libro.ca/brand
The Libro Logo
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. The stacked version is the primary logo and should be used in most instances.

Whenever you use our logo - in a poster, on a brochure, in an email or on a shirt - please give it room to breathe and keep it true. That’s the simple logo guideline.
The Libro Logo

The Horizon Icon

The Horizon icon is the landscape of southwestern Ontario and may be used on its own as a single design element, as long as the full logo is present elsewhere.

Cropping

When cropping the icon, ensure all three sections are visible. A good example of this is our business cards, with the cropped icon cropped at the top right and the full logo visible on the back of the cards.
Logo Variations

Full Colour
To be used in web and screen applications as well as print applications where 4 colour process printing (CMYK) or spot colour printing (PMS) is available.

Black & White
To be used in applications where 4 colour process printing (CMYK) or spot colour printing (PMS) is not available.

Reversed
To be used in applications where the logo needs to be placed over a colour or certain visuals.
Usage on photo backgrounds

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 is still readable and isn’t obstructed by the image.

In most cases, you can use either a full colour or reversed colour logo on top of a background image. In some cases, applying a dark or light transparent overlay onto an image helps make the logo more visible.
The Libro Logo

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 logo clear space at all times.

The illustration on this page shows the minimum breathing room that must be kept clear around the logo.
The Libro Logo

Minimum Size

The maximum and minimum sizes depend on the application. In general, the logo should be used only where there is adequate space to assure strong legibility.

Stacked

The Libro stacked logo may be reproduced to a minimum width of .5" for print applications and 100 pixels wide for online applications.

Horizontal

The Libro horizontal logo may be reproduced to a minimum width of .875" for print applications and 162 pixels wide for online applications.

Minimum sizing for print applications:

Minimum sizing for online applications:
The Libro Logo

**Logo Misuse**

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 use different colours**
- **Do not distort the logo**
- **Do not put a stroke around any part of the logo**
- **Do not add drop shadows or any other effects**
- **Do not alter the size relationship between the icon and the font**
- **Do not change the transparency**
Libro Fonts
The typefaces we use (also called fonts) allow Libro’s brand personality to come alive in the written word - in our letters, ads and on our website. Just like you, Libro fonts are easy to work with, friendly and practical.

### Source Sans Pro

The primary typeface - our official Libro font - is Source Sans Pro. When using Source Sans, always set the tracking to 0 and set in title case or sentence case (as determined by the content).

### Veranda

Veranda is the optional font for instances when the Source font is not available. Please use the primary font, Source Sans Pro, as often as possible.

### Kalam

The secondary typeface is Kalam and it’s Libro’s display font. Kalam’s purpose is to create a specific mood or feeling. It’s intended to stand out from text fonts, and should only be used to highlight an important word or short phrase.
**Typeface Usage**

Whenever possible, follow these guidelines to display the best possible hierarchy and legibility.

**Headlines**

Headlines should be at least 2 pt. sizes larger than the subtitle pt. size and no smaller than 17 pt. size for reader impact.

**Subtitle**

Subtitles should be at least 2 pt. sizes larger than the body copy pt. size and no smaller than 9 pt. size.

**Body Copy**

Set in regular or light and no smaller than 9 pt. size. Semibold or Bold is recommended for body copy when you need to emphasize a word or sentence.

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**Headline**

*Source Sans Pro*

Semibold, Blue, 24 pt.

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**Subtitle**

*Source Sans Pro*

Light, Grey, 17 pt.

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**Subtitle2**

*Source Sans Pro*

Semibold, Grey, 17 pt.

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**Body Copy**

*Source Sans Pro*

Regular, Black, 11 pt.
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.

Libro Blue is our primary colour and we ask for it to 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.
Type & Colour

Use these type and color combinations in any layout or collateral design. Do not use secondary colours for text. Only use blue, white, black or dark grey.

For online applications, use the AODA compliant values listed on the previous page.
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