

How to Be Libro

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

libro.ca/brand

The Libro Logo

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 a staff email or on a shirt - please give it room to breathe and keep it true. That's the simple logo guideline.

Stacked (Primary):



Horizontal:

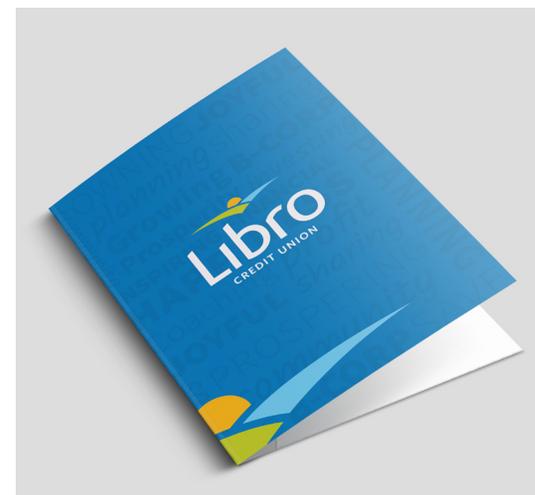


The Horizon Icon

The Horizon icon is the landscape of southwestern Ontario and may be used on it's 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.



Horizon Usage Examples

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.



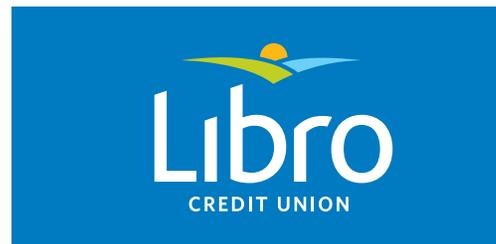
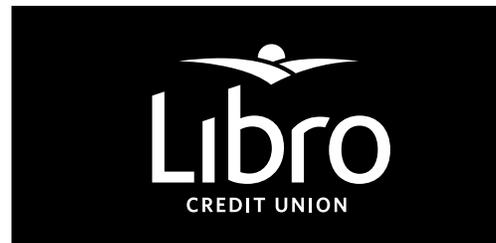
Black & White

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.

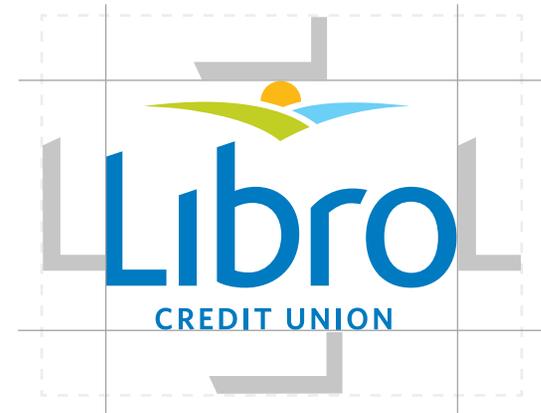
In most cases, you can use either a full colour or reversed colour logo on top of a background image. In some cases, applying a dark or light transparent overlay onto an image helps make the logo more visible.



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.



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:



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.

Karbon

The secondary typeface is Karbon and it’s Libro’s display font. Karbon’s purpose is to mimic the Libro logo letters (the L and r have similar forms). Karbon is to be used for headlines and titles only, never for paragraph text.

Source Sans Pro

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Extra Light
Extra Light Italic
Light
Light Italic

Regular
Italic
Semibold
Semibold Italic

Bold
Bold Italic
Black
Black Italic

Veranda

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Regular
Italic

Bold
Bold Italic

Karbon

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0123456789**

Regular
Regular Italic

Medium
Medium Italic

Semibold
Semibold Italic

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.

Headline

Karbon
Medium, Blue, 24 pt.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Subtitle

Source Sans Pro
Light, Grey, 17 pt.

Growing prosperity in southwestern
Ontario by transforming banking.

Subtitle 2

Source Sans Pro
Semibold, Grey, 17 pt.

**Growing prosperity in southwestern
Ontario by transforming banking.**

Body Copy

Source Sans Pro
Regular, Black, 11 pt.

Growing prosperity in southwestern Ontario by
transforming banking.

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.

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.

Primary:

Libro Blue

PMS 285
CMYK: 90 45 0 0
RGB: 0 125 193
HEX: #007CC0

Libro Dark Blue

HEX: #005686

White

HEX: #FFFFFF

Shades:

Dark Grey

CMYK: 65 58 56 36
RGB: 79 78 79
HEX: #4D4D4D

Light Grey

CMYK: 2 2 2 0
RGB: 247 245 244
HEX: #F6F6F6

Secondary:

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

AODA Compliant Values:

AODA Green

HEX: #8E9617

AODA Orange

HEX: #CA8708

AODA Light Blue

HEX: #139DD8

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 page 22.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Growing prosperity in southwestern
Ontario by transforming banking.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Growing prosperity in southwestern
Ontario by transforming banking.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Growing prosperity in southwestern
Ontario by transforming banking.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Growing prosperity in southwestern
Ontario by transforming banking.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Growing prosperity in southwestern
Ontario by transforming banking.

**Growing prosperity in
southwestern Ontario by
transforming banking.**

Growing prosperity in southwestern
Ontario by transforming banking.



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**](mailto:brand.support@libro.ca)

217 York St., 4th Floor, London N6A 5P9 • 519-672-0130