Logo Guidelines

A simple, important guide to the visual identity
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. 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):

icon

wordmark

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 on the bottom left and the full logo visible on the back of the cards.
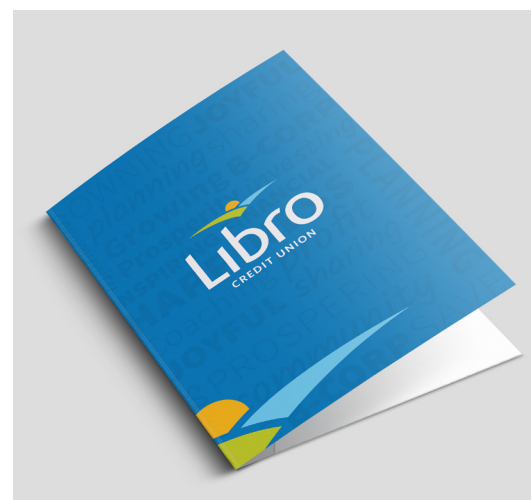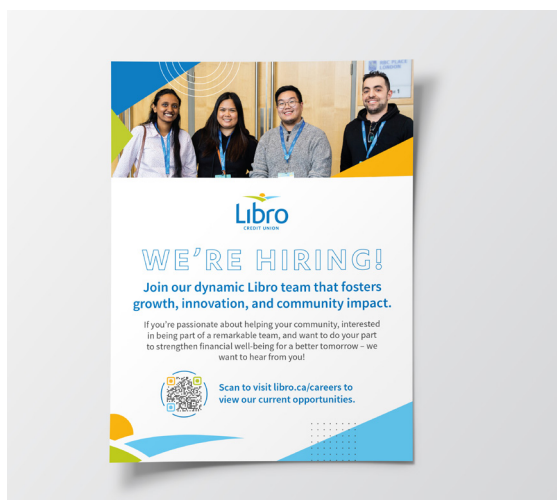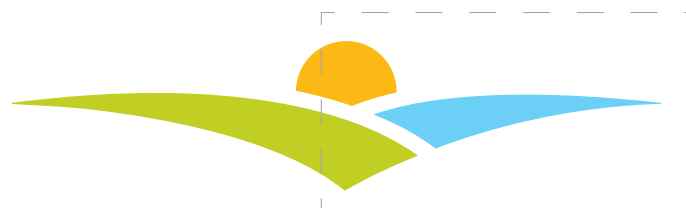
Horizon Usage Examples

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 visable.

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:

.5"

.875"

Minimum sizing for online applications:

100 pixels

162 pixels

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).

Verdana

Verdana 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	Regular	**Bold**
Extra Light Italic	*Italic*	***Bold Italic***
Light	**Semibold**	**Black**
Light Italic	*Semibold Italic*	***Black Italic***

Verdana

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	**Bold**
Italic	***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	Medium	Semibold
Regular Italic	Medium Italic	*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.

Libro strengthens financial well-being for a better tomorrow.

Subtitle

Source Sans Pro
Light, Grey, 17 pt.

Libro strengthens financial well-being for a better tomorrow.

Subtitle 2

Source Sans Pro
Semibold, Grey, 17 pt.

Libro strengthens financial well-being for a better tomorrow.

Body Copy

Source Sans Pro
Regular, Black, 11 pt.

Libro strengthens financial well-being for a better tomorrow.

Colourful Libro

The Libro colours were chosen to reflect opportunity, the land and inspiration. 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. 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

Type & Colour

Use these type and color combinations in any layout or collateral design. **Do not** use secondary colours for text as they are not AODA compliant. Secondary colours may be used in graphical elements only.

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Libro
CREDIT UNION

Unlike most company brand 'police', Libro handles brand guidelines in a friendly, helpful and approachable way. Think of our team of experts as brand coaches. If you have questions, we'll help you find answers and perform amazingly well.
Just email **brand.support@libro.ca**