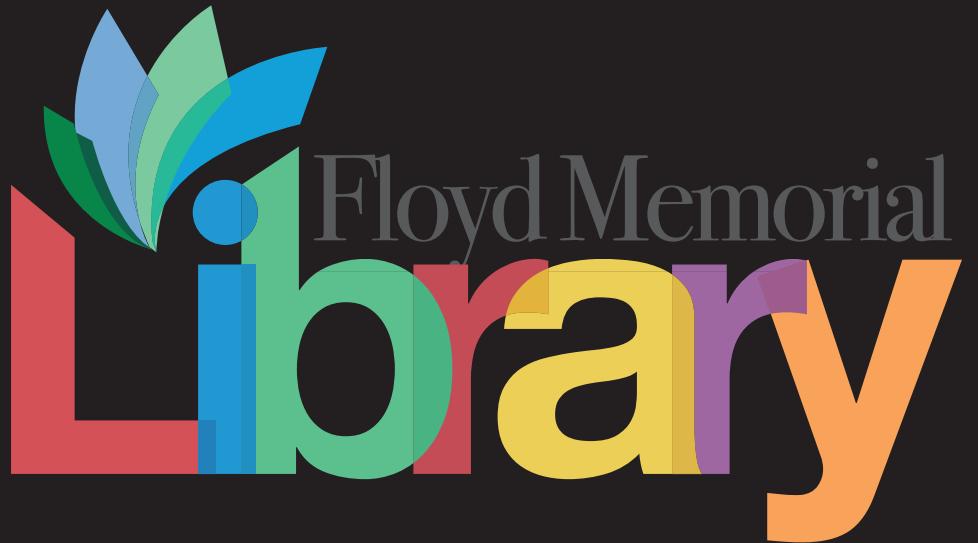


VERSION 1.0



# Brand Guidelines.

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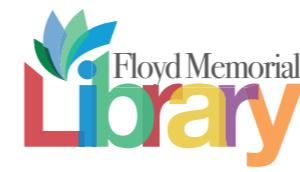


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Produced By:





## Overview

The Floyd Memorial Library logo combines an abstraction of open book pages with vibrant typography to create a distinctive visual identity that reflects the institution's core mission as a gateway to reading, knowledge, and intellectual discovery.

## Design Elements

### Visual Symbolism: Pages of a Book

The stylized forms on the left side of the composition represent pages of an open book, elegantly abstracted to suggest movement and progression through reading. This central imagery directly communicates the library's fundamental purpose—to provide access to reading materials and to foster a culture of literacy and learning. The overlapping, fanned arrangement of the pages suggests turning through a book, evoking the dynamic act of reading itself. The upward and outward flow of the pages conveys growth, exploration, and the expanding horizons that reading opens for patrons.

### Color Palette

The logo employs a diverse, vibrant color spectrum:

#### Blue and Teal:

Represent trust, stability, and intellect—core values of a reliable information source

#### Green:

Symbolizes growth, vitality, and renewal through education

#### Red/Coral:

Adds warmth and approachability, inviting the community in

#### Gold/Yellow:

Conveys value, excellence, and the illumination of knowledge

#### Purple:

Suggests creativity, culture, and imagination

#### Orange:

Brings energy and enthusiasm

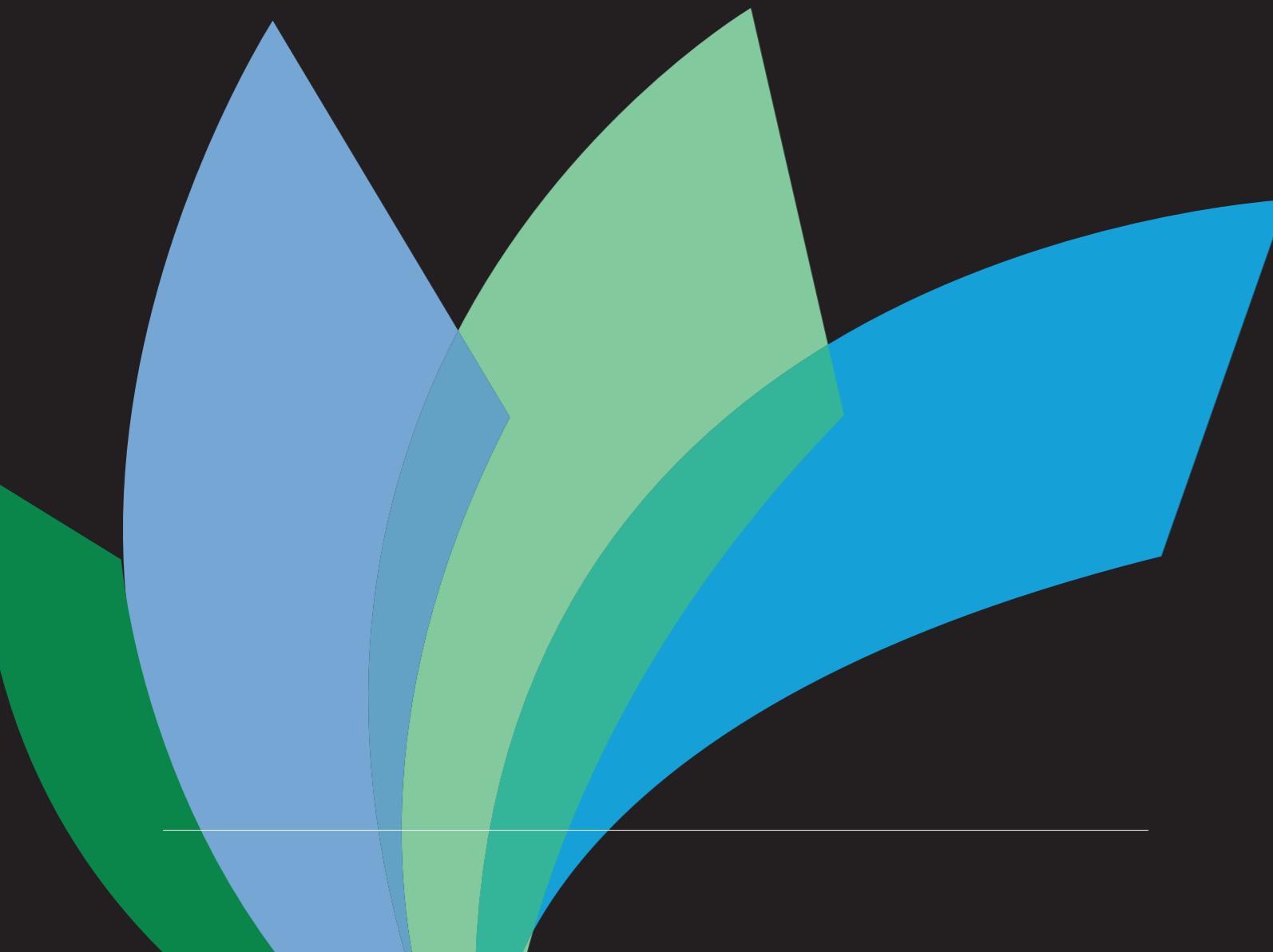
This rainbow palette reflects the library's inclusive, diverse community and its role as a vibrant cultural hub that welcomes readers of all backgrounds and interests.

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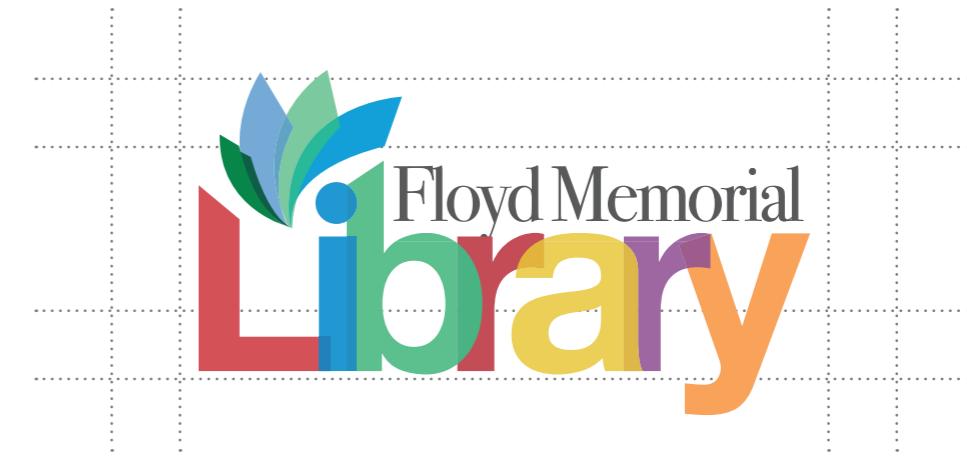


02.

## logo overview.



### Logotype.



### Dark, Light and Positioning



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# 03.

## typo graphy.



### Helvetica Neue (Redesign 1983)

In 1983, D. Stempel AG and Linotype released Neue Helvetica, a reworking of the original design(Helvetica) that expanded the font family to 51 weights and carefully redrawn characters for improved legibility and consistency. This redesign standardized capital and lowercase heights throughout the family and refined numerous character details for better readability.

**Bold**  
**Regular**  
**Light**

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# 03b. typography.



## Bodoni

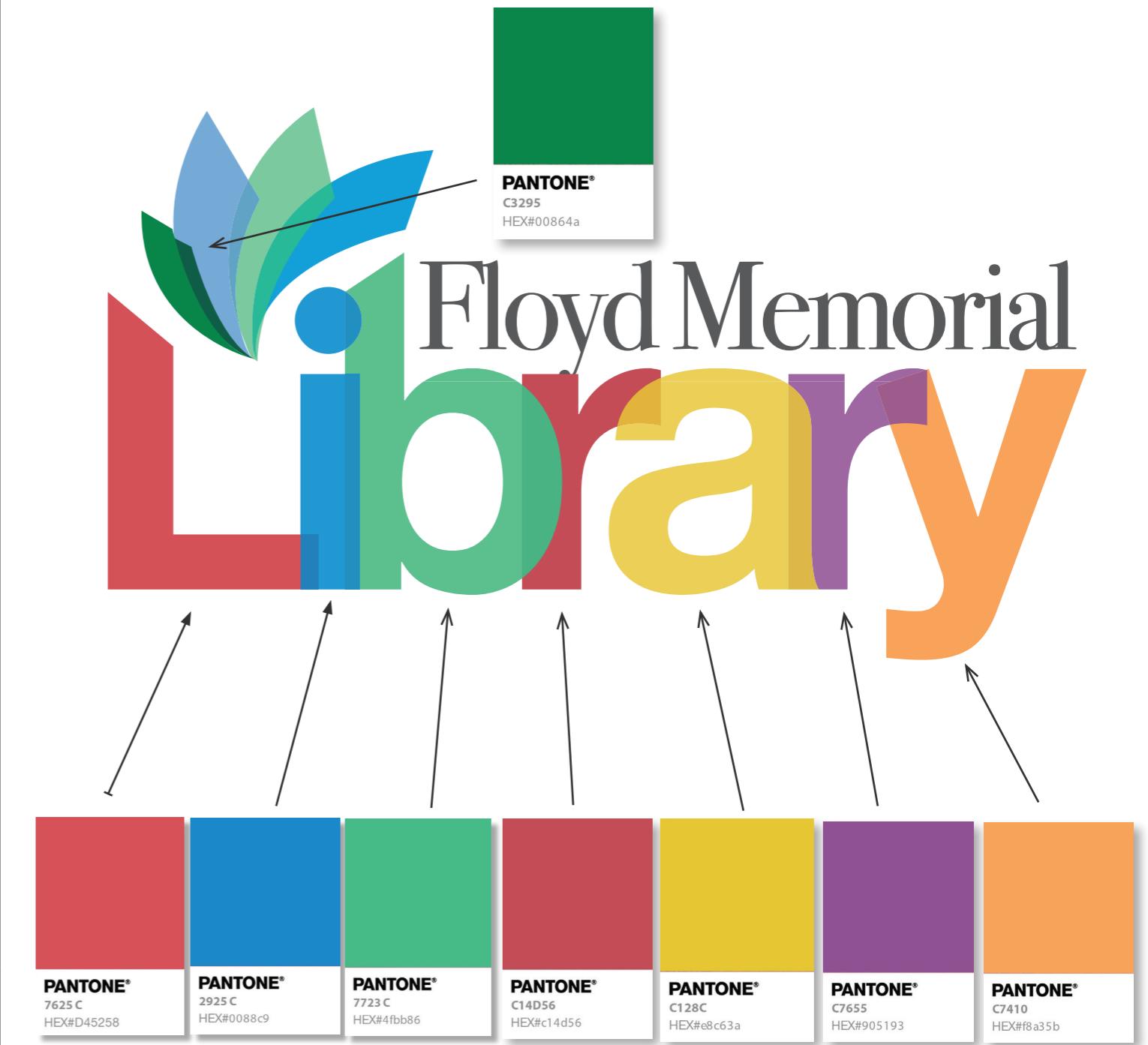
Bodoni is classified as a Didone or “modern” serif typeface, featuring a slightly condensed underlying structure with flat, unbracketed serifs, extreme contrast between thick and thin strokes, and overall geometric construction. Design & Paper Advances in printing technology during the late eighteenth century allowed Bodoni to design letterforms with higher contrast between thick and thin strokes and crisp horizontal serifs. Monotype. Bodoni followed the ideas of John Baskerville, but took them to a more extreme conclusion with increased stroke contrast and a more vertical axis.

**Bold**  
**Regular**  
**Light**

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# 04 Color Breakout.



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