folio

future of libraries is open

FOLIO Brand Identity Guidelines

Overview

The FOLIO project is a community collaboration of libraries, developers and vendors working together to develop an open source Library Services Platform (LSP) designed for innovation.

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The Brand

The writing style for FOLIO collateral should be conversational in tone and less formal. It should be representative of an open source project: clear and inviting.

The brand should always be in all caps when writing it out – FOLIO – since it is an acronym (the Future of Libraries is Open).

Logo

The logo is meant to present FOLIO as an open source project. The logo and branding in general is intended to come across as more playful and less corporate. The bee makes use of existing branding, especially the honeycomb pattern.

FOLIO Full Color

Black Version
(B&W)

Dark Gray

White Version
(B&W)

Logo: Community Partner

Stacked

FOLIO Full Color

Dark Gray

Black Version (B&W)

White Version (B&W)

Horizontal

FOLIO Full Color

Dark Gray

Black Version (B&W)

White Version (B&W)

Color Scheme

FOLIO Orange

R255 G103 B76
C0 M74 Y71 K0
#FF674C

FOLIO Lavender

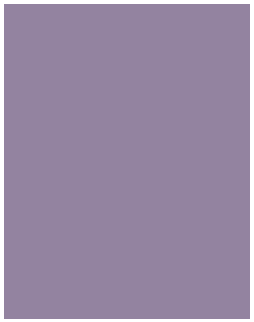
R93 G104 B131
C69 M56 Y32 K9
#5D6883

FOLIO Blue

R76 G126 B165
C74 M44 Y20 K1
#4C7EA5

FOLIO Lilac

R147 G131 B160
C46 M49 Y22 K1
#9383A0



Light Gray

R239 G239 B239
C64 M57 Y56 K0
#EFEFEF

Dark Gray

R59 G59 B59
C64 M57 Y56 K33
#3B3B3B

FOLIO Plum

R43 G48 B60
C79 M70 Y53 K53
#2B303C

Typography

Gibson LIGHT is the primary font for FOLIO and all of its products.

Light is used for the largest header, body copy and subheads.

Gibson LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%&?"

Gibson Regular is used in body copy when the font is reversed (white) on a dark background.

Also used when font is smaller than 9 pt for readibility.

Gibson REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%&?"

Gibson Semibold is used occasionally in call-outs or for emphasis.

Gibson SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%&?"

Bee Icon

FOLIO Orange

FOLIO Lavender

Dark Gray

Black Version
(B&W)

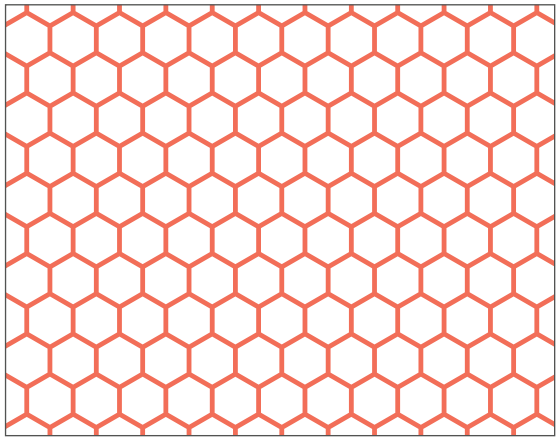
White Version
(B&W)

BEE Color

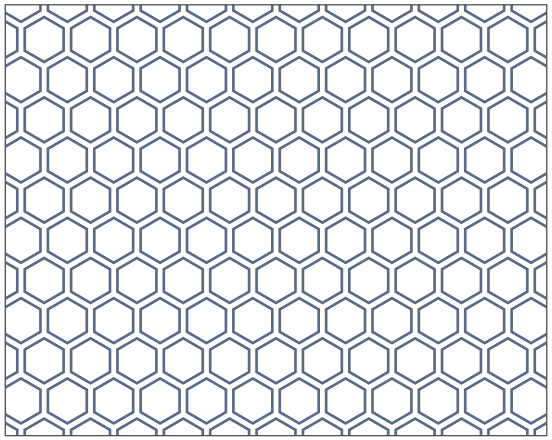
Above are the only acceptable color choices for the bee icon.

Honeycomb

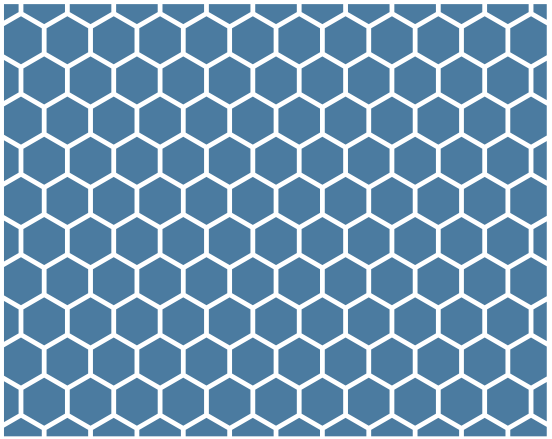
FOLIO honeycomb patterns



Single-lined honeycomb



Double-lined honeycomb



Filled honeycomb

FOLIO Orange

FOLIO Lavender

FOLIO Blue

FOLIO Lilac

Light Gray

Dark Gray

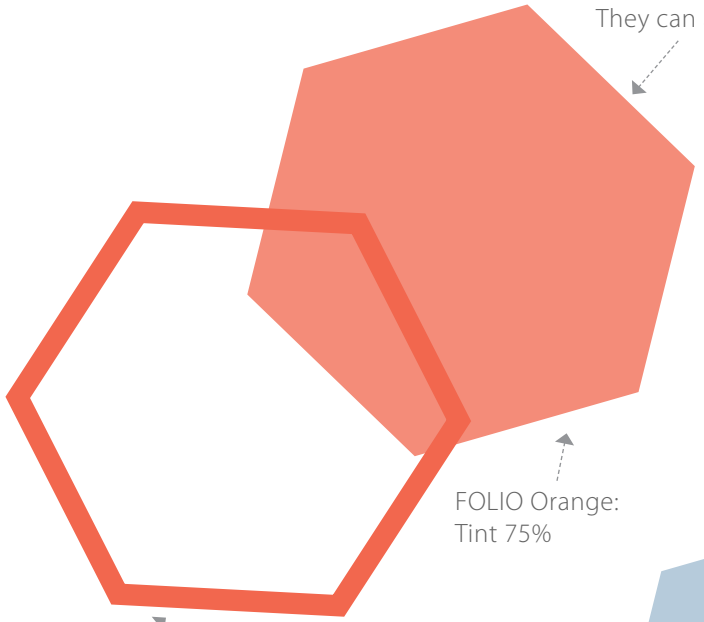
Single-lined honeycomb
Light Gray

Double-lined honeycomb White 50% opacity
FOLIO Orange background

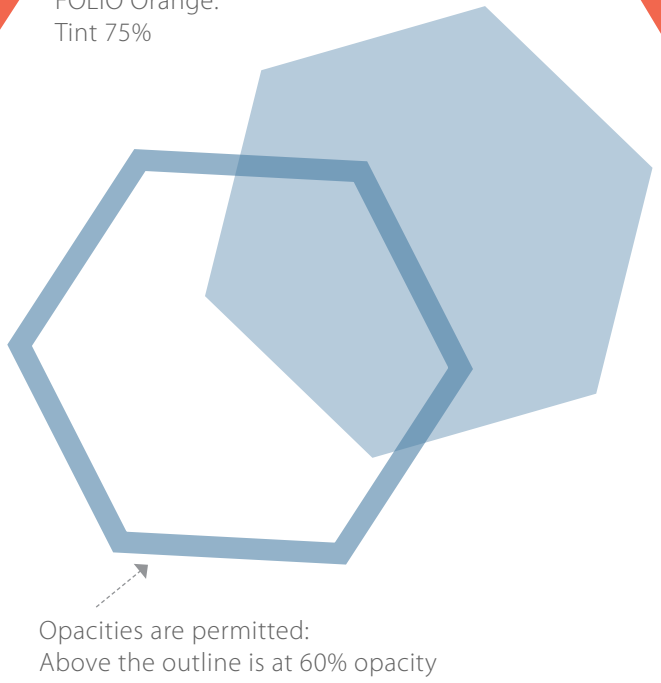
Filled honeycomb FOLIO Blue
Gradient: FOLIO Blue to FOLIO Lavender

Examples

Honeycomb: Hexagons



Hexagons can be used as a border around a photo or as a mask for full color or duo-toned imagery.

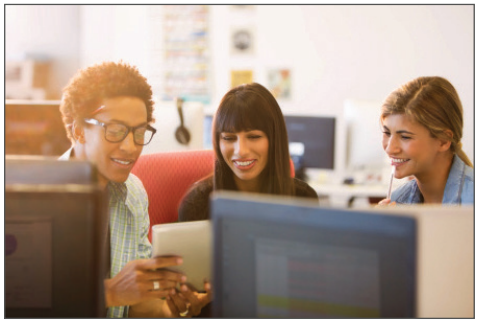


Colors permitted for the hexagons are below. Tints are also allowed.

FOLIO Orange
FOLIO Lavender
FOLIO Blue
FOLIO Lilac
Light Gray
Dark Gray

Photography

All photography should appear candid and natural. The people in the photo should not make eye contact with the audience. People should appear to be happy and engaged. Photos of groups should demonstrate collaboration. The tone of the photos should be warm and if possible color one element in the photo with FOLIO Orange.

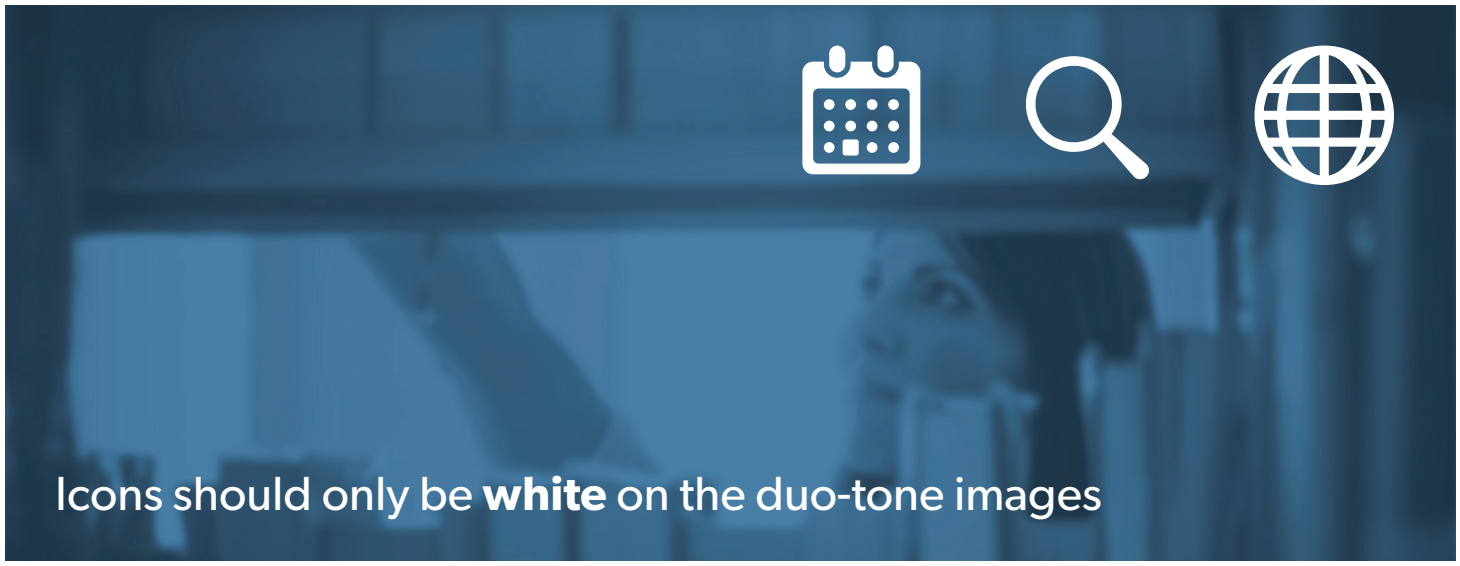


Photography

Only **FOLIO Lavender** & **FOLIO Blue** should be used for duo-tone images.

FOLIO Lavender (Multiply)
Over B&W photo

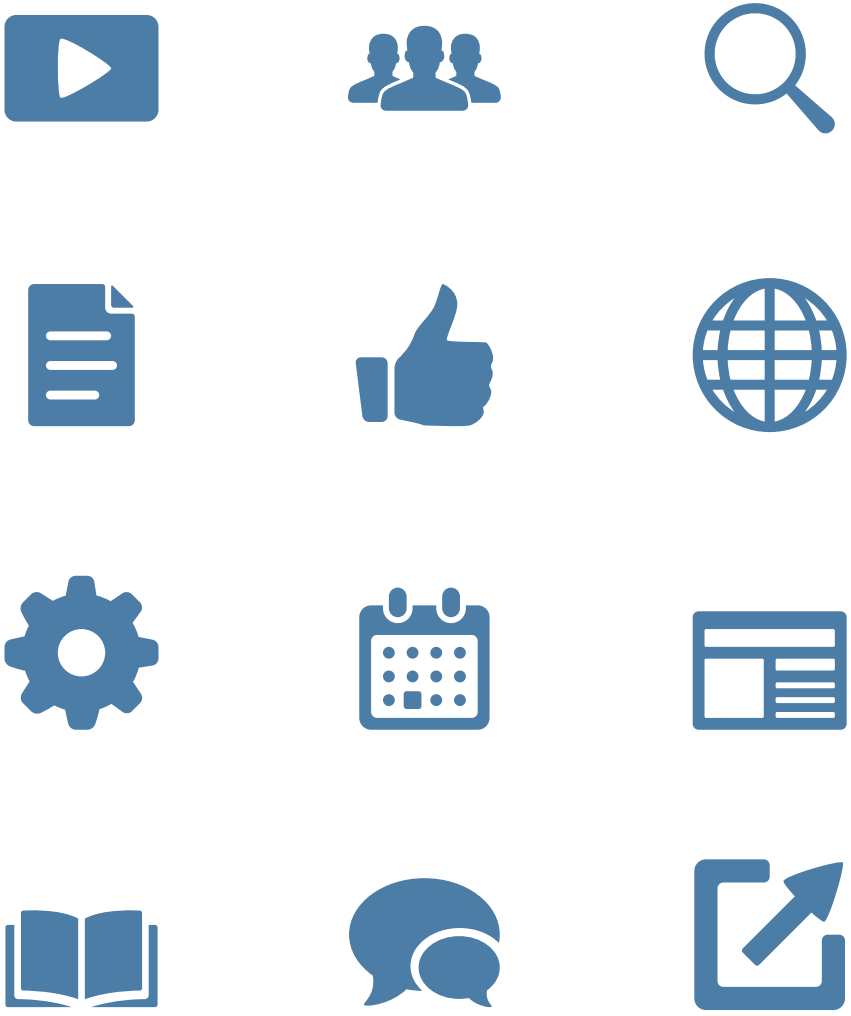
FOLIO Lavender



FOLIO Blue (Multiply)
Over B&W photo

FOLIO Blue

Icons



An icon should be one color only, using the options below. Groups of icons must all be the same color.

When possible, used curved edges over sharp edges.

Web

folio
future of libraries is open

TYPOGRAPHY FOR DESKTOP

H1: Page Title 44/52 Light

H2: Example, Section Titles 34/48 Light

H3: Example, Persona Section Titles 28/38 Regular

H4: Example, Hero Banner Copy 22/32 Regular

H5: Example, Persona Descriptions 18/30 Light

H6: Example, Image Captions 18/24 Light

LABEL: EXAMPLE, TYPE OF EVENTS 14/21 Regular

Body copy and in-paragraph links: 16/30 Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis convallis orci. **Vestibulum varius,** velit in varius cursus, nisi sem tincidunt neque, malesuada convallis turpis est sit amet dolor. **Curabitur scelerisque** ex ex, at lacinia risus dapibus tempus.

Links: Curabitur scelerisque 16/24 Semibold

Links: Curabitur scelerisque (HOVER) »

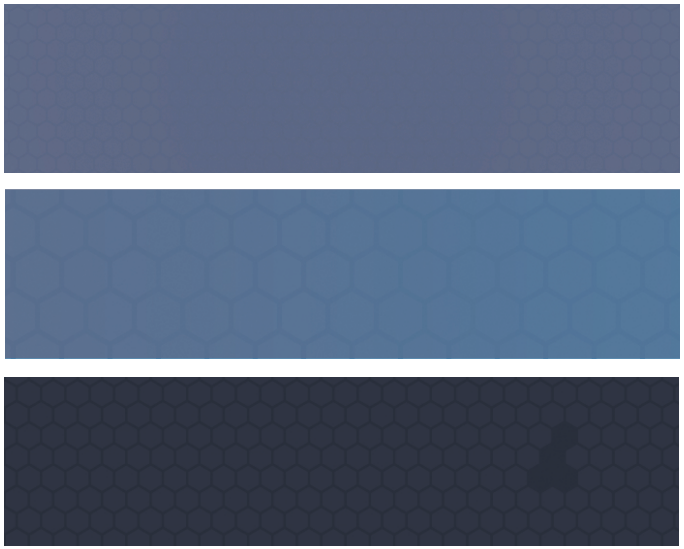
Links: Platform & Roadmap 22/32 Semibold

COLOR PALETTE

FOLIO Orange	FOLIO Lavender	FOLIO Blue	FOLIO Lilac	FOLIO Plum
#FF674C	#5D6883	#4C7EA5	#9383A0	#2B303C
R 255 G 103 B 76	R 93 G 104 B 131	R 76 G 126 B 165	R 147 G 131 B	R 43 G 48 B

Light Gray	Medium Gray	Dark Gray	Typography Only
#EFEFEF	#C3C3C3	#3B3B3B	#525252
R 239 G 239 B 239	R 195 G 195 B 195	R 59 G 59 B 59	R 82 G 82 B 82

HONEYCOMB BACKGROUND PATTERN OPTIONS



Web

BUTTONS

FOLIO Overview

Watch Demo

Solid buttons are White or FOLIO Orange depending on what they're placed on.

Reversed buttons have a matching stroke and text color of either White or FOLIO Orange.

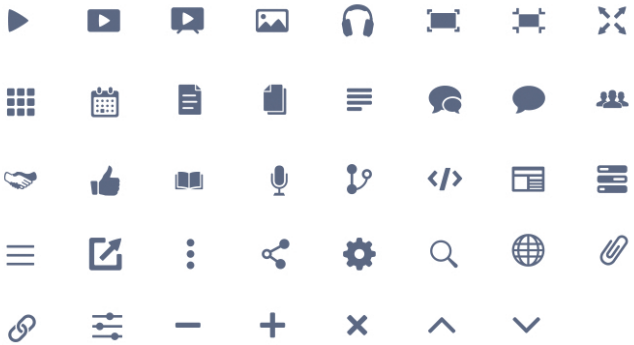
Fill opacity of 15% is optional (left below)

Join Us!

A Look Inside FOLIO

Join the Community

ICONS



Icons will only be one solid color. They can be White, Dark Gray, or FOLIO Lavendar. A set of icons can only be one color. Icons can appear within a circle with a solid stroke and matching color fill with 15% opacity.

IMAGES