LibraryCall

Client Logo: Design Guidelines

Contents

1.1 Guidelines for the Use of the LibraryCall Client Logo

The LibraryCall Client Logo is owned by The Galecia Group, and is for use exclusively by active LibraryCall clients.

Please email info@galecia.com to:

- check whether your library or organization is a current client of LibraryCall

- request a copy of the LibraryCall Client Logo

- ask any questions about use of the LibraryCall Client Logo

MEMBERS AGREE TO THE FOLLOWING TERMS AND CONDITIONS
FOR USE OF THE LIBRARYCALL CLIENT LOGO

01   The LibraryCall Client Logo may only be used by active clients of LibraryCall services. It may not be used by any other third party, except as expressly set forth in a written agreement with The Galecia Group.

02   The logo may be used to identify that your library or organization is a LibraryCall client. It may be used on websites, newsletters or other scheduling or advertisement materials concerning the LibraryCall service subscribed to.

03   The logo must be used in its entirety and may not be altered in any way, including proportion, color, elements, type, etc. except by express permission from The Galecia Group. The appearance of the logo may not be animated, morphed or in any other way distorted.

04   The LibraryCall Client Logo must be shown in its correct form at all times, and must meet the design guidelines set out on the following pages.

05   The LibraryCall Logo may not be used:

   - to indicate any kind of endorsement or approval by The Galecia Group of a clients product or service which is not directly provided by LibraryCall.

   - to show any kind of relationship with The Galecia Group aside from those permitted in #2 above.

   - if it creates confusion as to whether The Galecia Group sponsors, endorses, approves of, or is otherwise affiliated, with the third party's products or services.

   - in proximity to any third party's trademarks/logos so as to create a combination or composite mark.

06   The Library Call Client logo may not be used in any manner that, in The Galecia Group's sole opinion:

   - disparages The Galecia Group or its services or products, or other LibraryCall partner organizations

   - infringes LibraryCall Client Logo Terms and Conditions

   - creates confusion, is obscene or otherwise objectionable to The Galecia Group

   - violates any local, national or international law.

07   The Galecia Group reserves the right to disallow any use of the LibraryCall Client Logo. Any improper, confusing or unauthorized use of the LibraryCall Client Logo in any medium is likely to affect the reputation and image of The Galecia Group, and is strictly prohibited.

08   Any authorized use of the LibraryCall Client Logo immediately terminates upon written notice from The Galecia Group, or when the third party's affiliation with LibraryCall has ceased. Upon termination, the logo should be removed from all media in which it appeared.

09   Any unauthorized use of the LibraryCall Client Logo may result in legal action.

1.2 The master LibraryCall Client Logo

The master LibraryCall Client Logo

1.3 Exclusion zone

There must be a clear area around the logo that is left free of any text, imagery or other graphic detail. This is called the 'exclusion zone' and gives the logo clarity and impact.

The exclusion zone is equal to 50% of the dimensions of the yellow phone badge. Always allow at least this amount of clear area around the logo.

Shown here are the exclusion zones for the master LibraryCall Client Logo.

50% of yellow phone badge

1.4 Minimum size

The logo must never appear smaller than 1/4" in height in order to ensure legibility. The minimum size is shown here.

1/4"

1.5 Color

The LibraryCall Member Logo should be used as displayed with the following colors. It should only be displayed on a white background.

PMS 108   PMS 282   PMS 7580

1.6 Spanish

On material aimed at a Spanish-speaking audience, the Spanish version of the logo should be used as shown here. All guidelines for use should follow the English version of the logo.