

Brand Identity Guideline

Introduction

The Program for Cooperative Cataloging (PCC) recognizes the importance of establishing and maintaining a clear, consistent branding application of PCC visual identity in members' communication and marketing efforts.

This design manual sets out the basic principles behind our visual brand identity and provides guideline on its application. We recommend that you follow this manual for the proper use of the PCC visual branding.

About PCC

The Program for Cooperative Cataloging is an international cooperative effort aimed at expanding access to library collections by providing useful, timely, and cost-effective cataloging that meets mutually-accepted standards of libraries around the world.

PCC members participate in programs that shape the future of cataloging and reduce the costs of cataloging for everyone. Members work cooperatively with catalogers and metadata specialists around the globe, and receive training from experienced PCC trainers.

Each of the PCC's four constituent programs is dedicated to the goals of cooperative cataloging:

- BIBCO: Monographic Bibliographic Record Cooperative Program
- NACO: Name Authority Cooperative Program
- SACO: Subject Authority Cooperative Program
- CONSER: Cooperative Online Serials Program

Where can I find the logo?

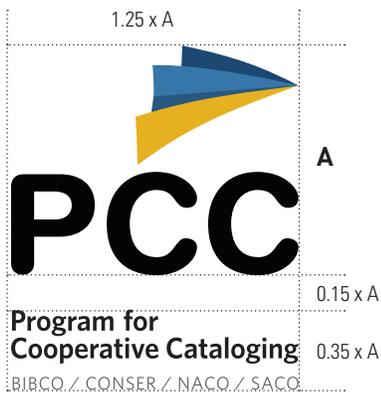
Please go to www.loc.gov/catdir/pcc/brand/ to download this manual along with all the PCC brand identity assets in many different file formats.

Logo Specifications and Format

Standard Format



Vertical Format



Horizontal Format



Logotype

Logotype Specs



1. Helvetica Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

2. Whitney Semi-Bold / Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

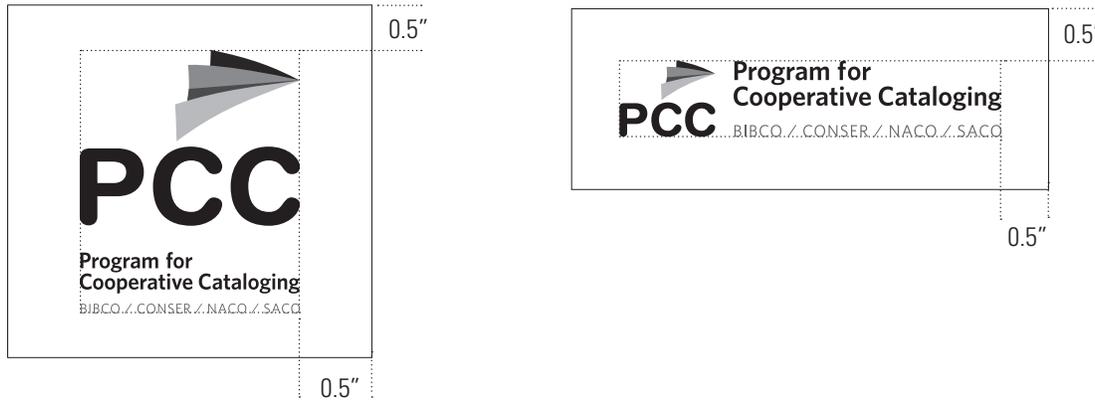
Minimum Size

Recommended Minimum Size For Print



Brand Safe Area

Add at least 0.5" brand safe area around the logo



Recommended Minimum Size For Web



105 w x 125 h pixels with minimum 20 pixels brand safe area around



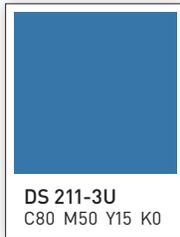
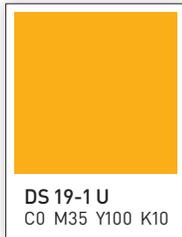
145 w x 30 h pixels with minimum 20 pixels brand safe area around

Color Palette

Color Version



Pantone Process Uncoated Palette



Black



100%



75%

Grayscale



Black and White



Color Application

Multi-Color Logo Application



When the background is light, multi-color logo is recommended.



When the background is dark, reversed version of the logo is recommended.

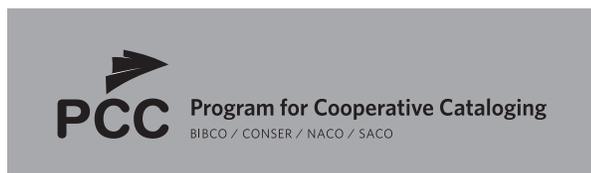
Mono Color Logo Application



Background 20% black



Background 60% black



Background 40% black



Background 90% black

Unacceptable Usage

Incorrect Visual Branding Application



Logotype outlined



Incorrect color application



Distorted



Logomark and logotype position flipped



Wrong logotype



Rotated



Box in the logo



Logomark only



Busy background image



Missing logomark

Sub-Branding

It is tempting to emphasize the sub-brands over the master brand, but maintaining a balanced visual brand hierarchical architecture yields a sub-brand that shows the clear benefit of the master brand equity and credibility.



PCC sub-brand application

