

BRAND GUIDELINES

THIS **MANUAL** PRESENTS EACH OF THE ELEMENTS THAT FORM THE **IDENTITY** OF TULANE UNIVERSITY LIBRARIES.

By using these standards correctly we contribute to the success of the brand, ensuring that its clarity and consistency do not fade over time.

NOTE

If you need additional information to this manual you can contact

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Introduction	For who?	What's for?	How is it used?
	This manual is intended for everyone affiliated with Tulane University Libraries, as well as those who, directly or indirectly, rely on the proper management and application of our brand. This includes partners, suppliers, designers, distributors, and others. We each share the responsibility of protecting and maintaining our brand. Only through collective effort can we ensure that Tulane University Libraries maintains a coherent, unified, strong, recognized, and admired brand day by day.	This manual will help you understand the essence of the Tulane University Libraries' brand. It provides insights into the brand identity that defines us, the values we adhere to, and the personality that characterizes us. Additionally, it ensures that the elements comprising our identity are applied correctly and consistently across all our communications and points of contact. This work is based on the Tulane University Libraries' strategic plan. A strong and consistent brand enables us to optimize the organization's resources and facilitates the efforts of our communication and marketing teams. This manual will be an essential tool for maintaining the strength of our identity.	This document is an interactive PDF designed to make it easier for you to access the content you need at any time. Here, you will find basic guidelines that outline the general principles for developing the visual style of Tulane University Libraries and implementing it across various applications.

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The new identity of Tulane University Libraries does not aim to be a direct representation of its vision. Instead, intends to serve as a dynamic tool to effectively convey that vision in the best possible way, without limiting it.

The new design draws its graphic inspiration from the heritage (both of the university itself and of the city of New Orleans) and, as a core concept, focuses on the single activity or feature that a university library will always maintain: studying.





By digitally adapting elements directly related to study and research, we've crafted a visually unified universe that feels close to students, one that's both dynamic and versatile.

Thanks to its neutrality and simplicity, it allows us to use it in all communications, regardless of their nature, bringing order and unity to the diverse range of content.

FLIPPING THE BIRD



April 12,
@ 9AM

Howard-Tilton Memorial Library

Tulane University Libraries becomes a more accessible, flexible, and approachable brand. It encourages curiosity through a language familiar to all students, without communicative boundaries.

The figure displays four personality trait scales, each with a 7-point Likert scale. The scales are arranged in a 4x2 grid. The traits are: Friendly vs. Corporate, Modern vs. Classic, Spontaneous vs. Planning, and Abstract vs. Concrete. The scales are represented by a series of seven circles, with the selected point highlighted in green.

Scale 1	Scale 2	Scale 3	Scale 4
Friendly	Corporate	Modern	Classic
Spontaneous	Planning	Abstract	Concrete

Scale 1: Friendly (left) vs. Corporate (right). The 3rd point is selected.

Scale 2: Modern (left) vs. Classic (right). The 3rd point is selected.

Scale 3: Spontaneous (left) vs. Planning (right). The 5th point is selected.

Scale 4: Abstract (left) vs. Concrete (right). The 7th point is selected.

The figure displays four horizontal sliders, each representing a dimension of the marketing mix. Each slider has a scale from 1 to 7, with a green dot indicating the current position.

Dimension	Left Label	Right Label	Current Position (1-7)
1	Cutting-edge	Established	4
2	Fun	Serious	3
3	Inclusive to all	Exclusive	1
4	Necessity	Luxury	2



BRAND ESSENCE

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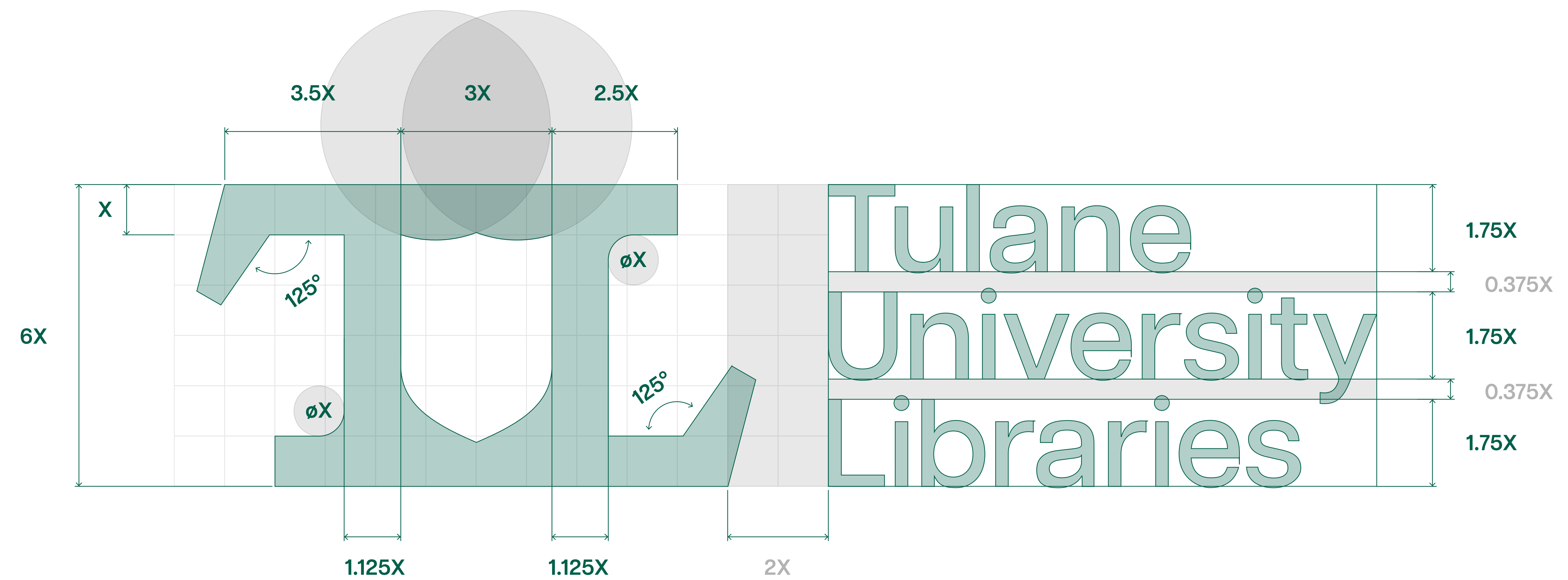
BRAND ASSETS



**TULANE
UNIVERSITY
LIBRARIES**



The construction of our logotype has been developed taking care of every little detail. The values are determined by the “X” variable (equivalent to one unit of the grid) and must be respected at all scales to reproduce our logotype correctly.





The Main Logotype (ML) of our brand is strongly related with Tulane University's main logotype to ensure a good integration within the University brand ecosystem. It should be your go-to selection in most scenarios due to its ease of integration and recognizability.

This logotype embodies our brand's essence and should be used to maintain consistency and brand recognition across most platforms and materials.

Positive version



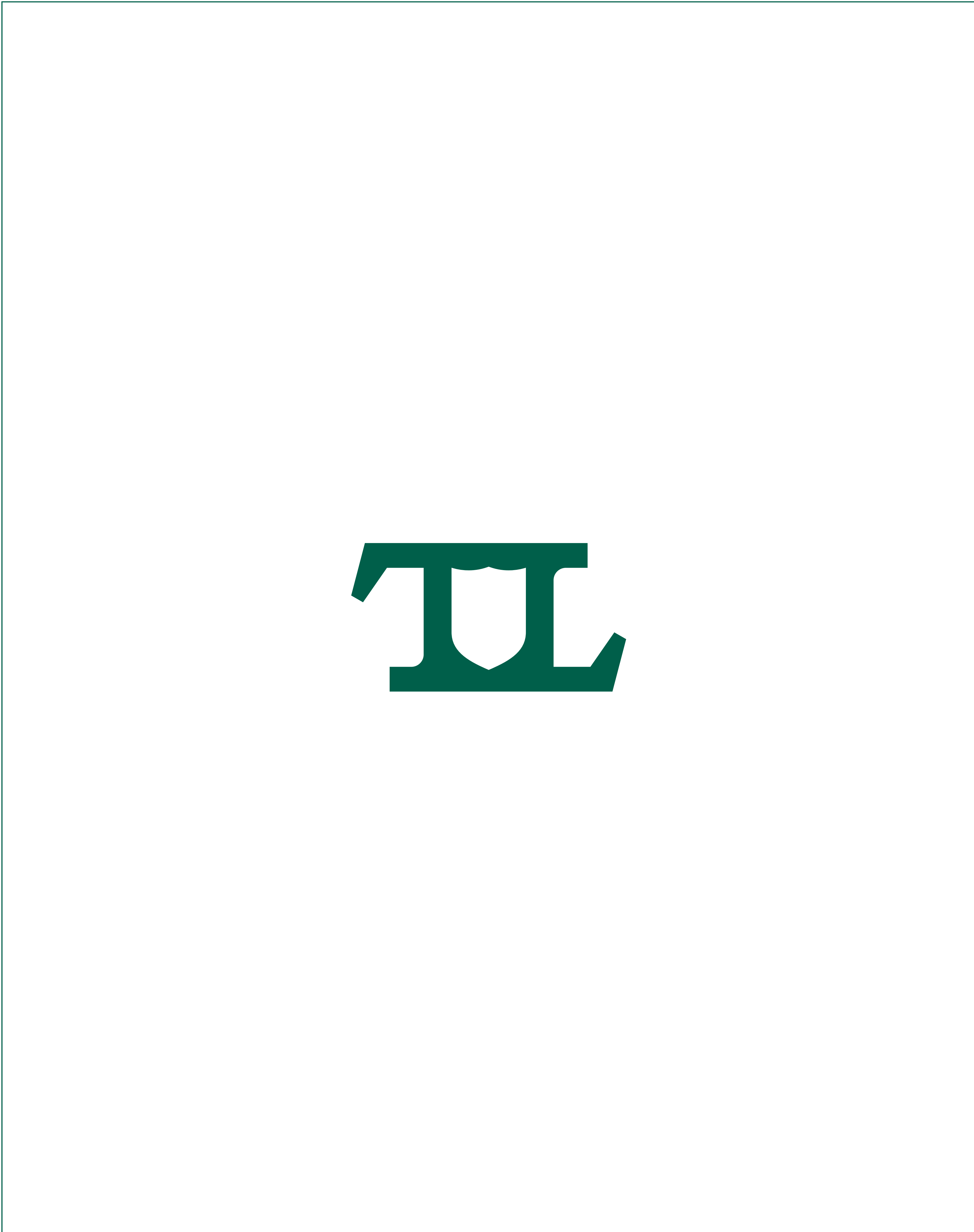
Negative version



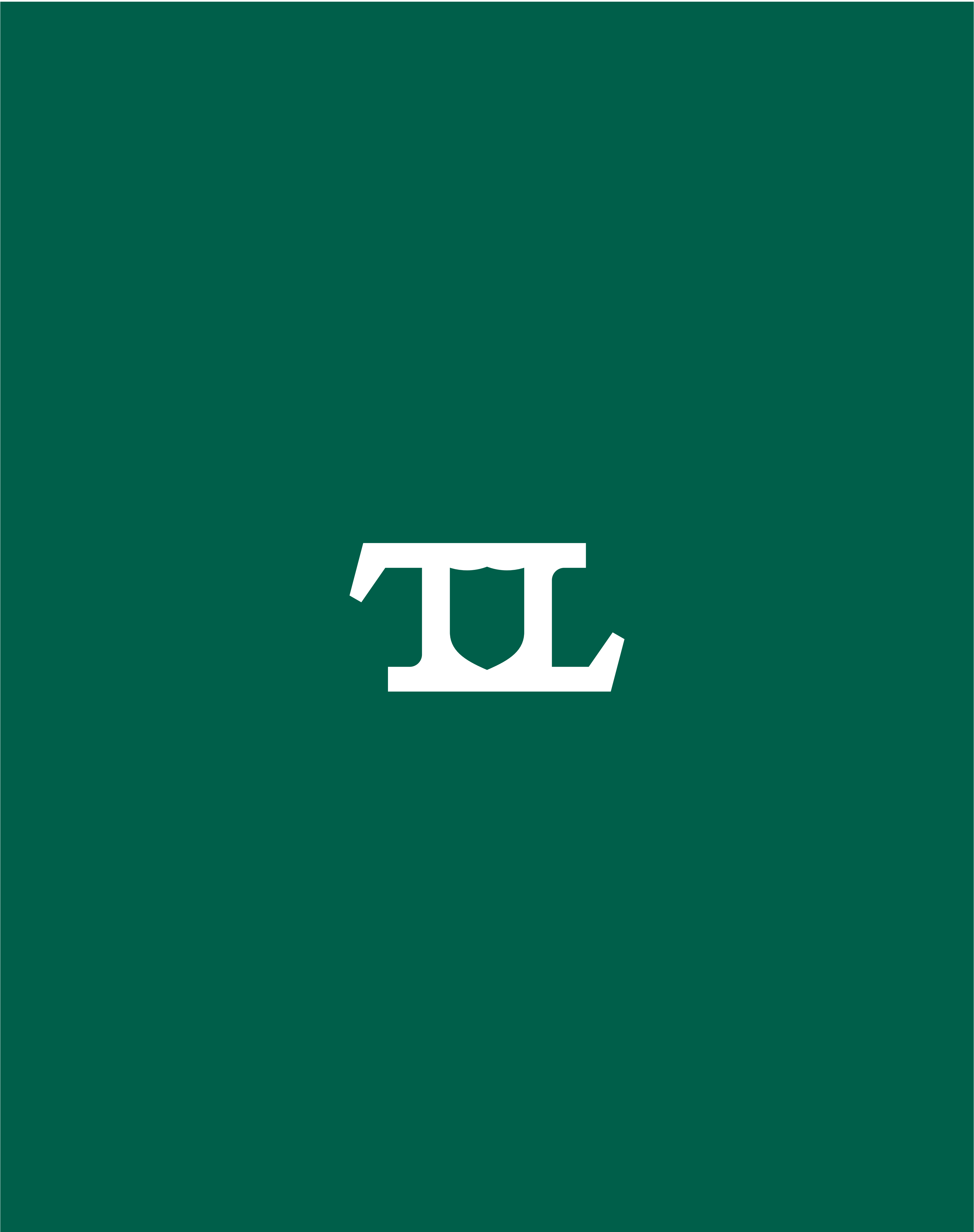
Our brand Monogram (MN) is inspired by the monogram in Tulane's shield. We applied a soft refinement to simplify the shapes and ease its application. The result is a highly equilibrated symbol which stands independently from the wordmark, lending itself exceptionally well to smaller applications.

The Monogram ensures brand recognition and strength, even in the most compact forms, maintaining the connection with Tulane University's brand in every instance.

Positive version

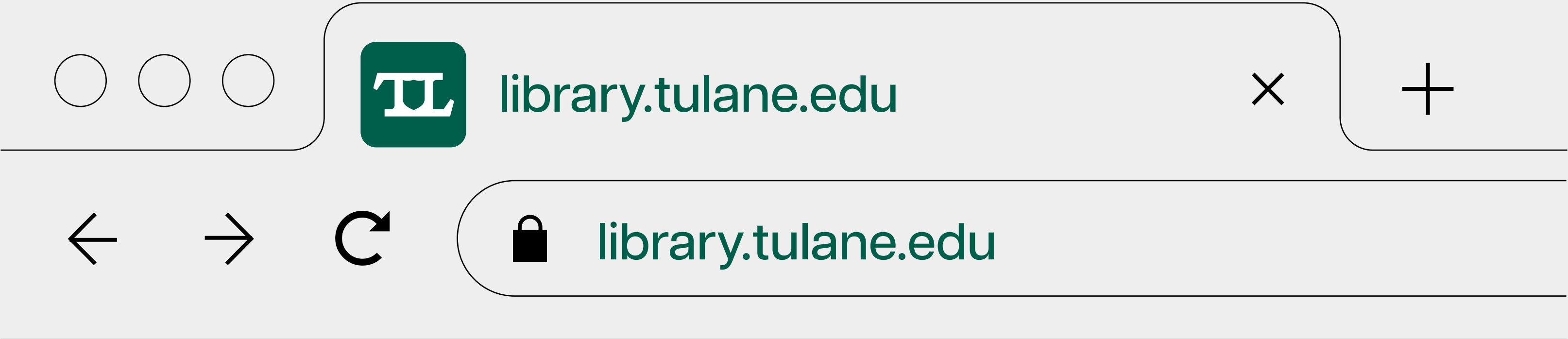


Negative version

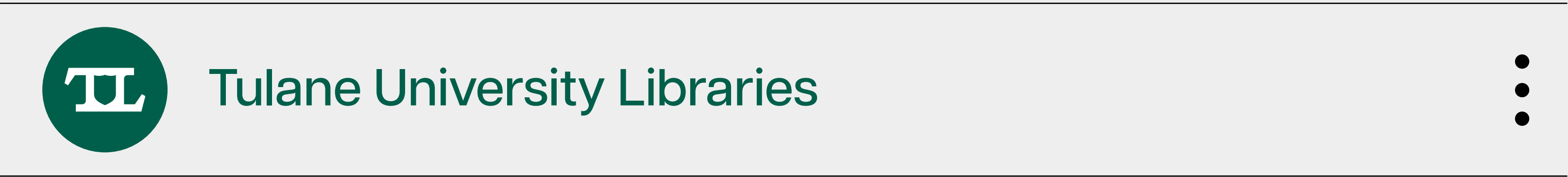


When space is limited, such as in social media profile images, website favicons or any size less than 50 px, we recommend to use the Monogram (MN) instead of the Main Logotype to ensure we avoid readability problems.

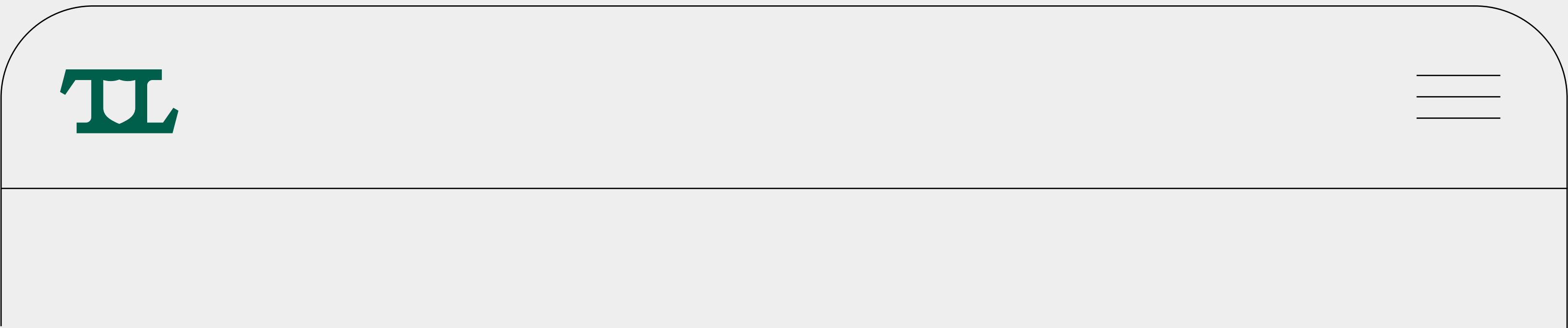
Favicon



Social media avatar



Sticky header



To ensure the brand retains its visual potential and legibility, its protection area must be respected. This protection area is consistent across all our logotype and is defined by repeating the symbol itself. This approach allows us to establish a clear and direct understanding of the safety space required for each element of the brand.

Minimum sizes

A minimum size ensures that the impact and legibility of the logotype or symbol are not compromised in applications. Always maintain their set proportions and never display the logotype or symbol smaller than:

Main logotype (ML)

Print:	Digital:
Height= 7 mm	Height= 50px

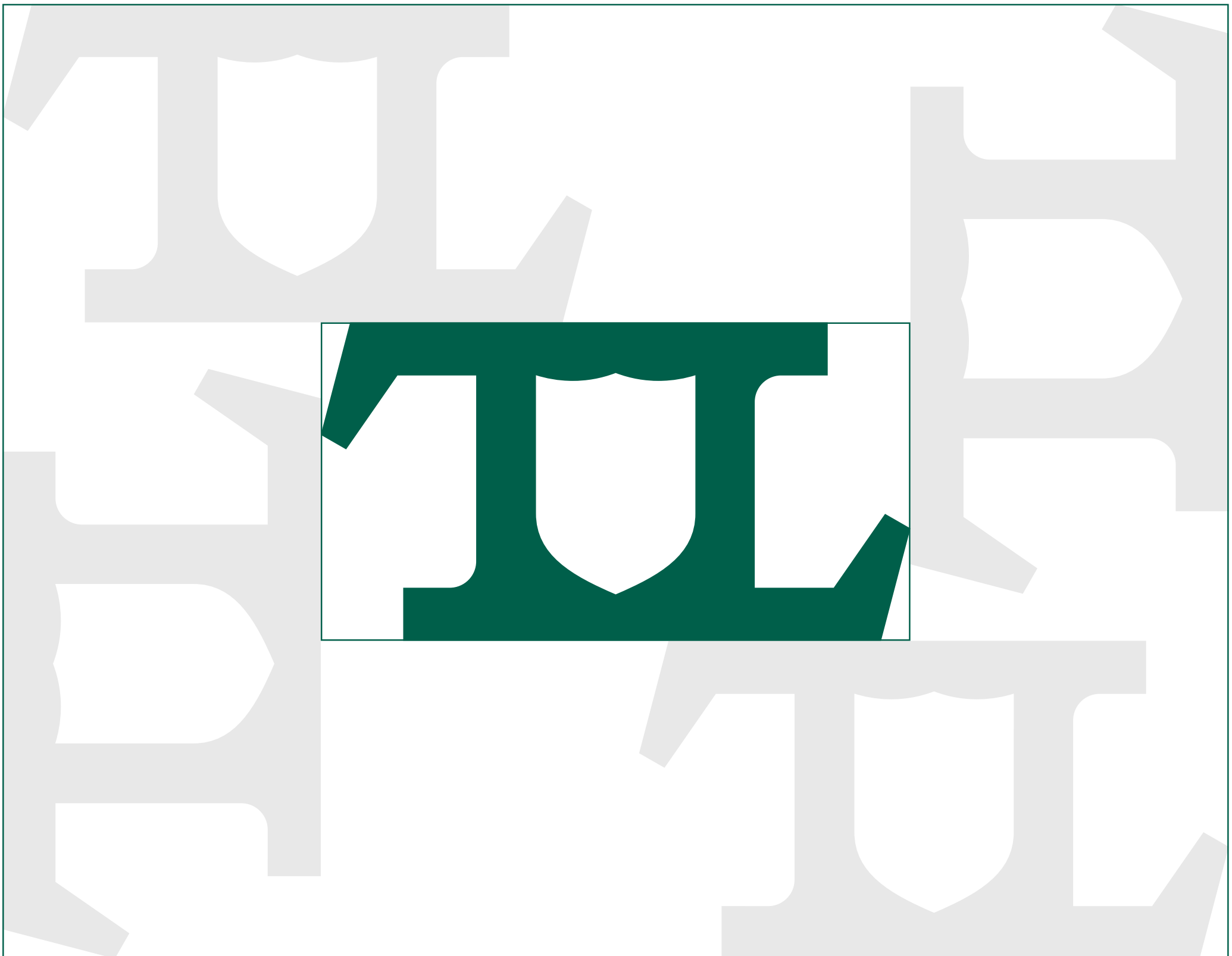
Monogram (MN)

Print:	Digital:
Height= 5 mm	Height= 16px

Main logotype protection area



Symbol protection area



Main logotype protection area – Example





The logotype of Tulane University Libraries has been designed with careful consideration of its relationship with the Tulane University logotype. At times, they will be used together.

If they need to be applied at the same size, always maintain this proportional ratio. Remember to respect each logotype's security area when placing them side by side.



In order to maintain a strong connection with Tulane University, there may be situations where it's necessary to use the Tulane University Libraries' previous branding lockup.

The use of the lockup must be respected for the following applications:

- Website header
- Main Libraries Building signage
- Official communications

Note

Due to the similarity between the two logotype, we don't recommend using them simultaneously. This practice may cause confusion regarding which logotype represents the primary brand and which is the secondary one.



Positive version



Negative version



Use the logotype in Tulane Green over White backgrounds



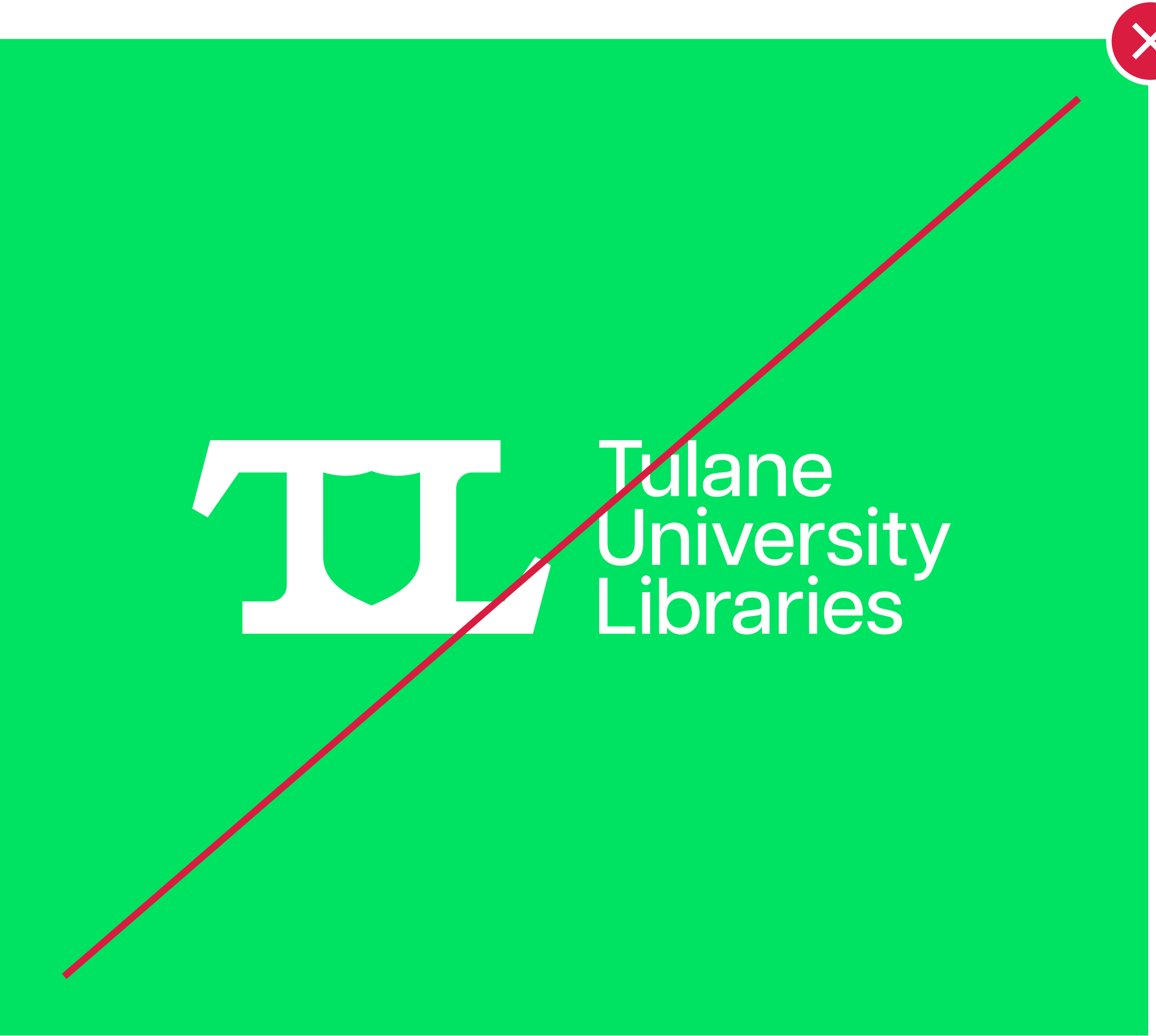
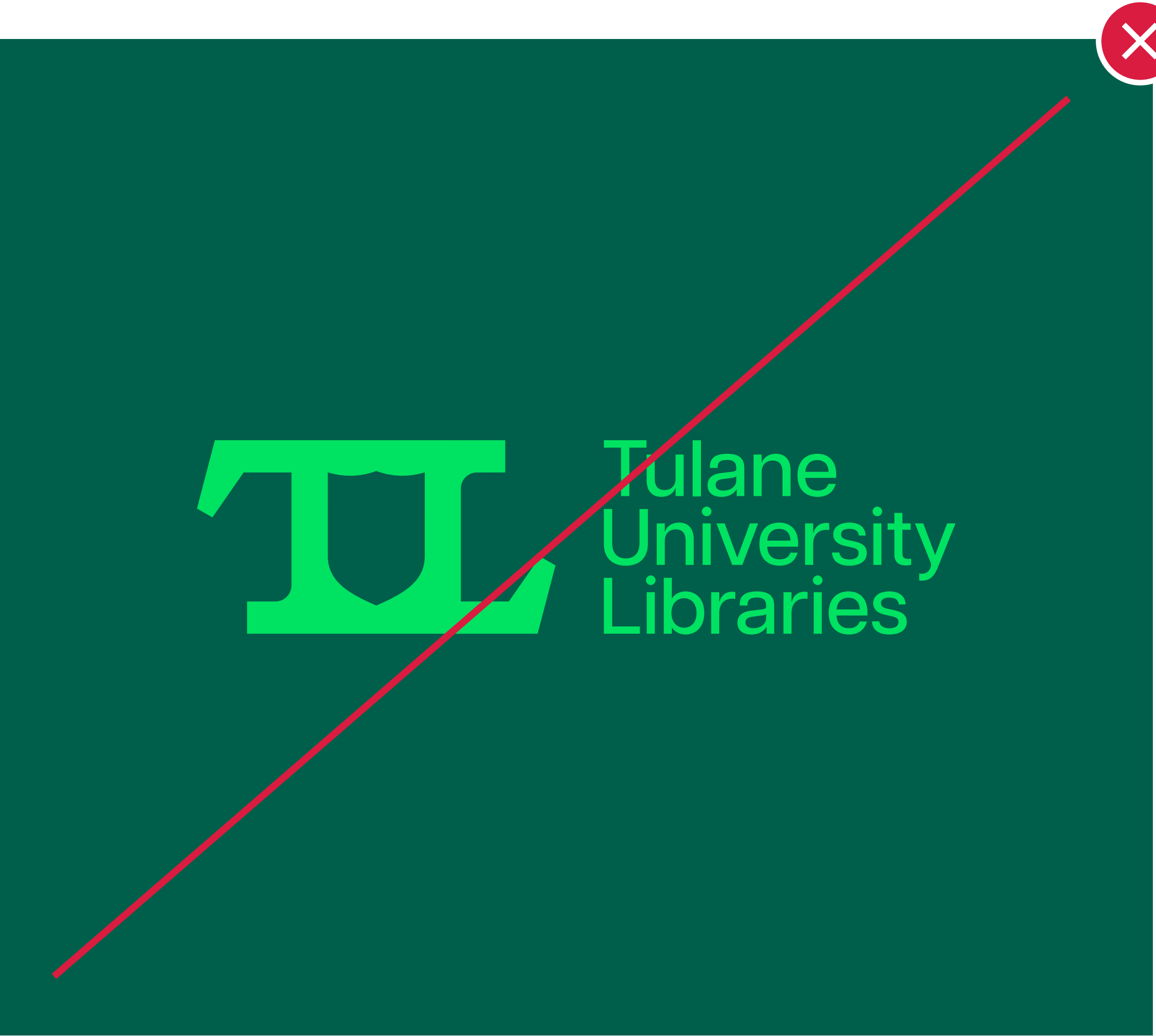
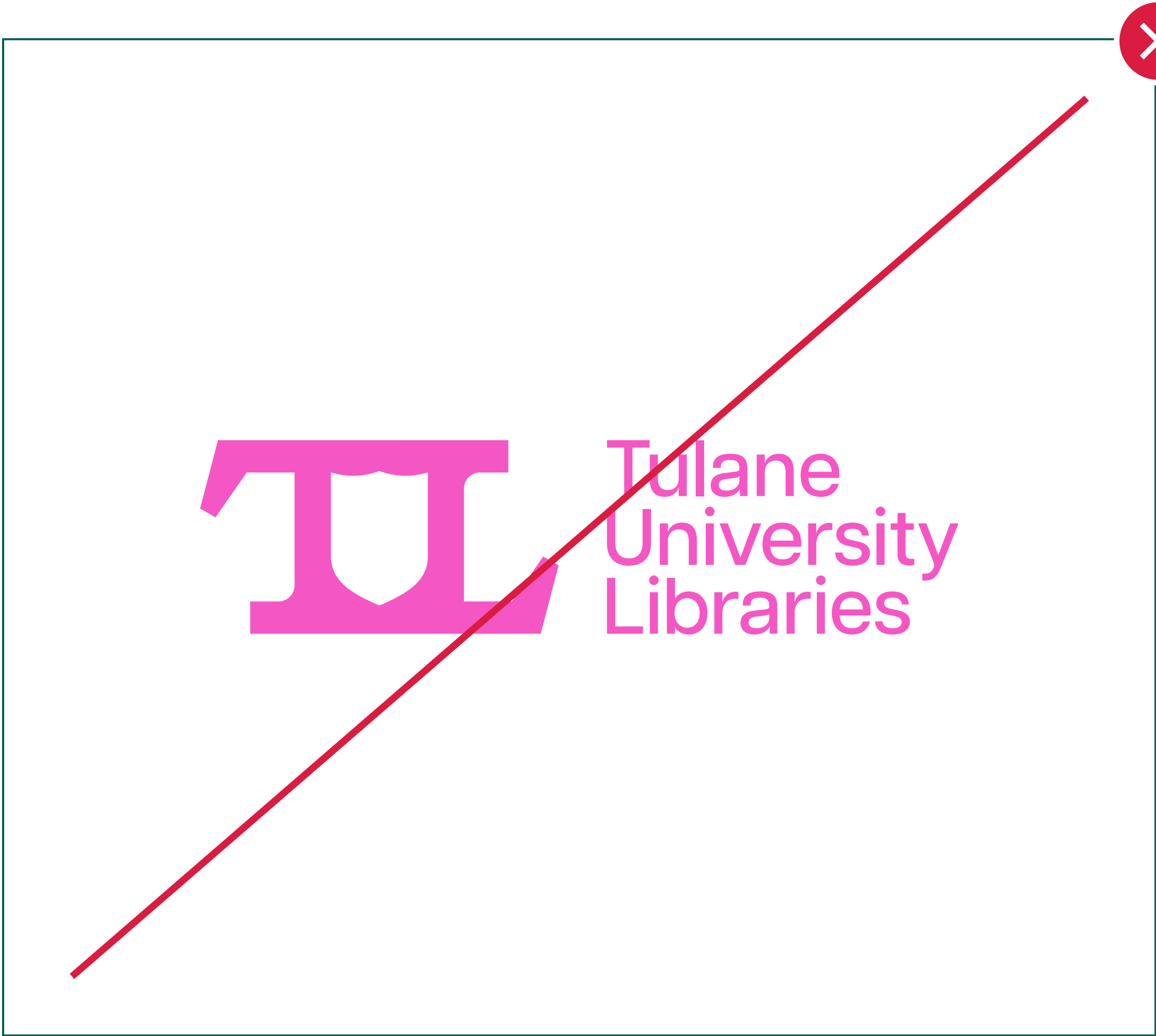
Use the logotype in White over Green backgrounds



Use the logotype in White over Sticky Note Orange, Blue and Pink



Use the logotype in Tulane Green over Accent Green.



When using the logotype over video and photography, maximizing the contrast between the logotype and the background is key.

Use the logotype in Tulane Green over light photography and video.

Use the logotype in white over dark photography and video.



Note

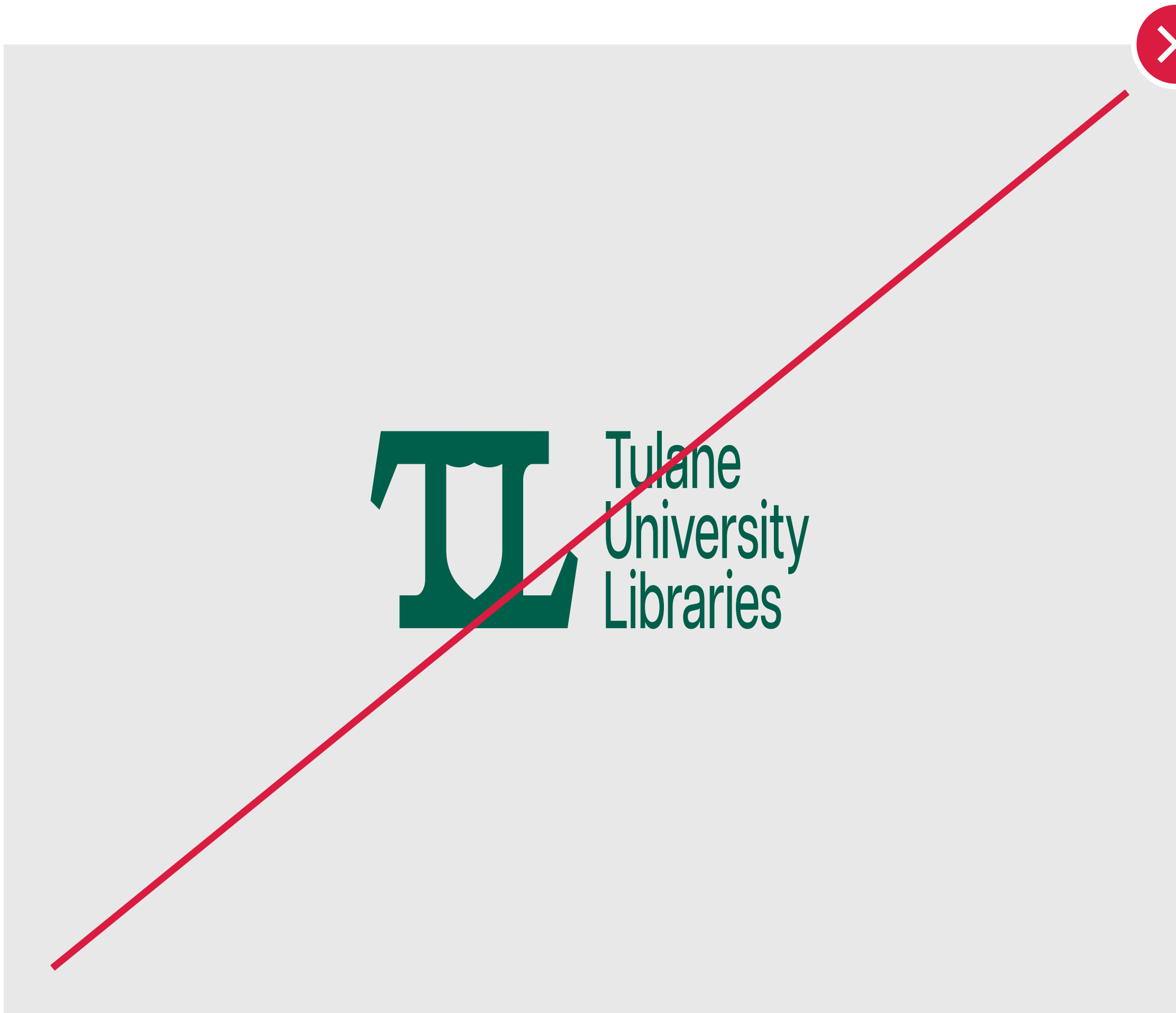
Check the photography section to get more information about photography and video direction.

[Photography section](#)

Ensure consistent and coherent sizing across all applications. Limit the available sizes to 2-3 options at most. For instance, maintain the same logotype size for a business card and a letterhead, or use a consistent logotype size within a presentation deck.

Use the proper file format for each application; deliverables come with print and screen ready versions.

Don't stretch or expand the logotype



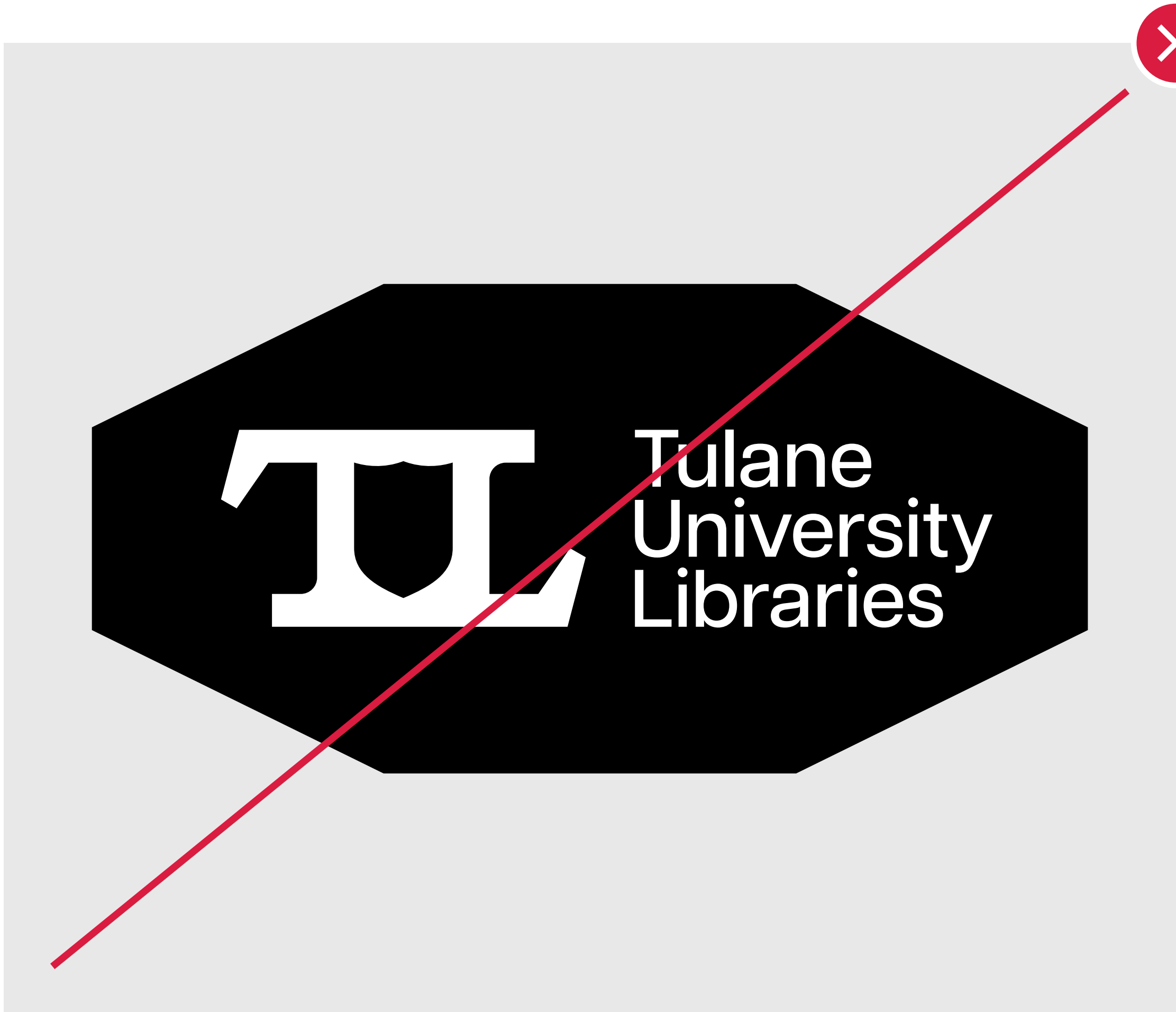
Don't add effects to the logotype



Don't modify the typeface



Don't contain the logotype in a shape



Don't use the logotype as a mask



Don't create different versions

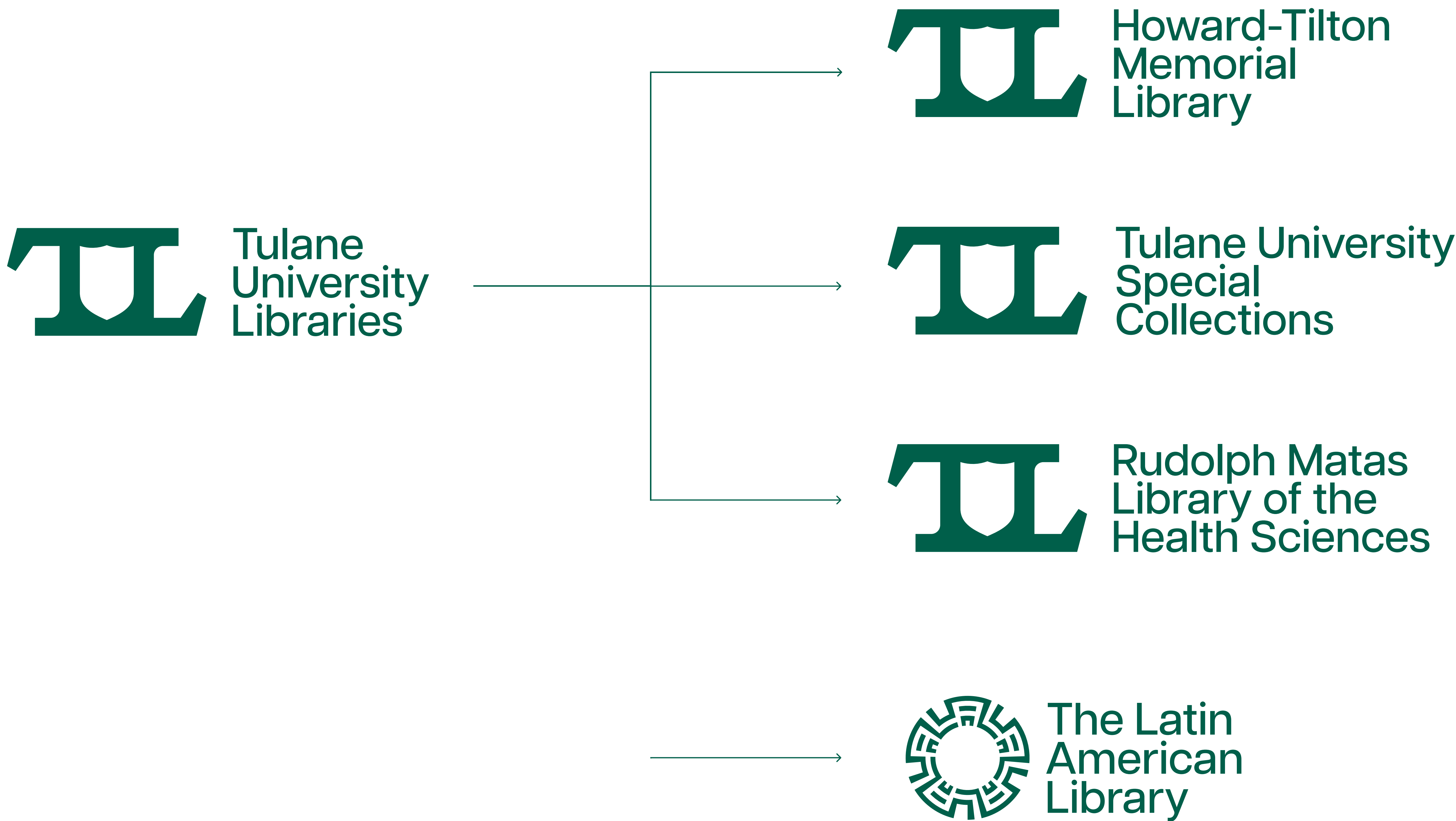


LIBRARIES



Tulane University Libraries is a monolithic brand that comprises several different libraries.

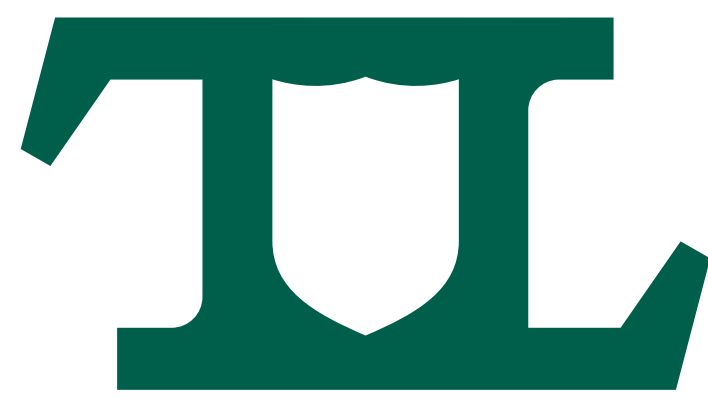
When referencing a specific library, it's important to use its corresponding logotype.



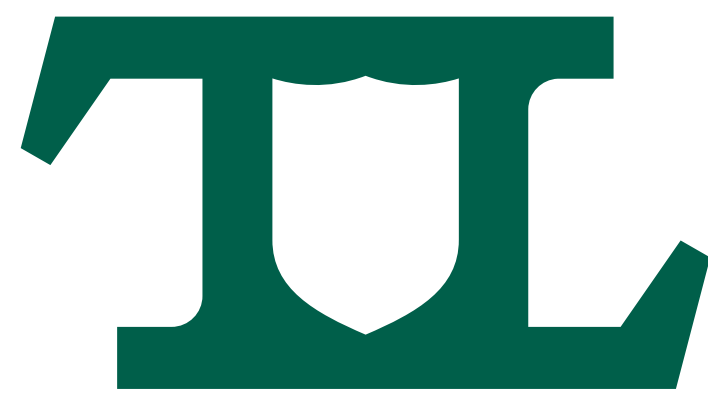


Provided deliverables already include logotypes for the four primary libraries.

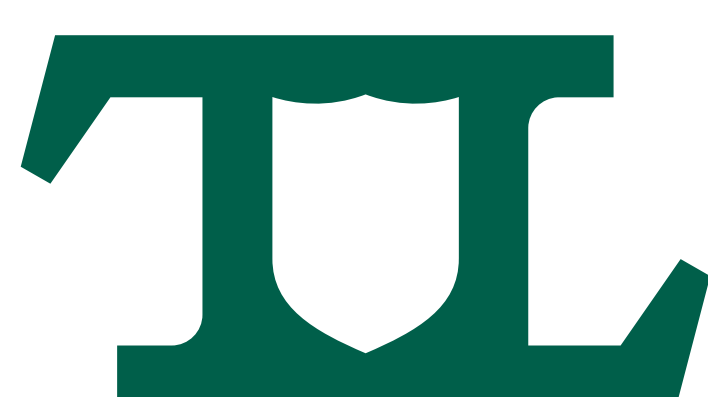
Positive version



Howard-Tilton
Memorial
Library



Rudolph Matas
Library of the
Health Sciences



Tulane University
Special
Collections



The Latin
American
Library

Negative version



Howard-Tilton
Memorial
Library



Rudolph Matas
Library of the
Health Sciences



Tulane University
Special
Collections



The Latin
American
Library

The logotypes for any other existing or upcoming libraries should be created following strictly these instructions.

To streamline the process, an editable logotype creation file is provided among the deliverables. This file allows us to easily generate new logotype by just replacing the library's name.



Library name settings

Typeface:
Articulat CF

Leading:
0.862*Y

Weight:
Medium

Kerning:
Auto

Size:
Ypt

Tracking:
0

Character

Articulat CF

Medium

tT

^

Ypt

^

↕

^

Y*0.862

^

V/A

^

Auto

^

VA

^

0

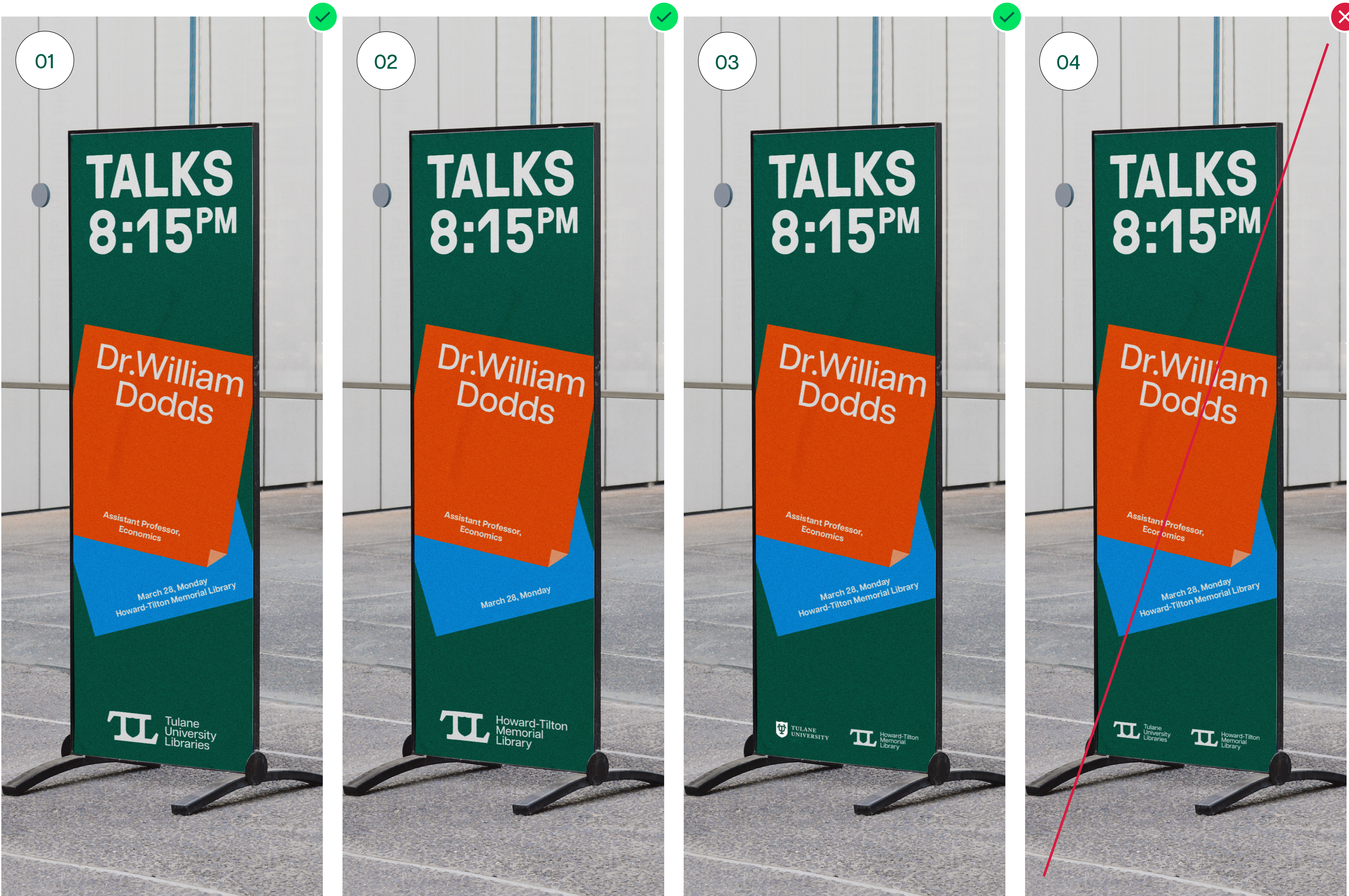
^

When creating communications related to specific libraries, we have different options:

- 01 Communicate under the general logotype of Tulane University Libraries. In this case, the name of the library must be mentioned in text format.
- 02 Communicate under the logotype of the library. For this option, we will use the library's logotype, and it will not be necessary to include its name as text.
- 03 The Library logotype can coexist in the same design with the main Tulane University logotype.
- 04 It's mandatory to avoid using the Tulane University Libraries logotype and other libraries' logotypes simultaneously.

Note

The rules outlined above also apply to the TLAL logotypes





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IN USE



GT PRESSURA

Use in case

You need to add a display text

TUL's display typeface

The choice of a condensed display font is inspired by vintage New Orleans jazz concert posters and billboards, a significant part of the city's cultural legacy.

GT Pressura is inspired by metal type printing history as well as engineered letters stamped onto shipping boxes. It uses the visual gesture of ink spreading under pressure as a stylistic device, offering an alternative to more spindly typefaces of the digital age.

Just as in jazz posters, GT Pressura is used for large and impactful headlines, making the Bold weight the best suitable option.

Typeface:
GT Pressura

Weight:
Bold

System Font
– Impact / Bold

Text:
Uppercase

Leading:
80%

Google Fonts alternatives
– Barlow Semi Condensed / Bold

Kerning:
Auto

Tracking:
0

Barlow Google Font [↗](#)

A B C D E F G H I J K L M
N O P Q R S T U V W X

The leading for this typeface would always be set at 0.8 times the chosen size of the font (Y).

THE
HEALTH
SCIENCES

Y = Font size

Character

GT Pressura

Bold

tT Ypt

tA Y* 0.8

V/A Auto

V/A 0



Articulat CF

Use in case

You need relevant info
& body text

Our main typeface

To ensure a clear communication across all formats and sizes, the display typeface has been paired with a sans-serif font, adding versatility to the identity.

Articulat CF is a streamlined, updated take on midcentury type design. Strong, sharp, and well-spoken, Articulat was built from scratch to be bold, clean, and clear. The font pairs well with itself, as it has many weights to choose from. It also works well with fonts that contrast strongly.

We will use Articulat in three possible weights, depending on its application and the text size. All weights can go uppercase or lowercase.

System Font
– Arial

Google Fonts alternatives

Articulat Regular
– Inter Regular

Articulat Medium
– Inter Medium

Articulat Demi-Bold
– Inter Semibold

[Inter Google Font ↗](#)

Aa

Articulat CF Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

This weight is only used in certain elements of the website.

Typeface:	Weight:
Articulat CF	Regular

Text:	Leading:
UC & LC	150%

Kerning:	Tracking:
Auto	0

Aa

Articulat CF Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

The main weight, used all across the identity in both headings and body text.

Typeface:	Weight:
Articulat CF	Medium

Text:	Leading:
UC & LC	150%

Kerning:	Tracking:
Auto	0

Aa

Articulat CF Demi-Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

It is used for small-sized text we need to stand out, such as breadcrumbs.

Typeface:	Weight:
Articulat CF	Demi-Bold

Text:	Leading:
UC & LC	150%

Kerning:	Tracking:
Auto	0

When Articulat CF Medium is used in headings, we apply a leading of 1.2 times the text size (W).

When used in body text, we increase the leading to 1.5 times the size (W).

Hogan Archive

Photography Collection

Character

Articulat CF

Medium

⌵

Ypt

⌵

⌵

Y*1.2

⌵

⌵

Auto

⌵

⌵

0

⌵

Y = Font size

Character

Articulat CF

Medium

⌵

Ypt

⌵

⌵

Y*1,5

⌵

⌵

Auto

⌵

⌵

0

⌵

The Hogan Archive consists of several hundred interviews, culled from over 2,000 reels of taped oral history recordings, with musicians, family members, and observers that document stories surrounding the emergence of jazz and its related music and culture in New Orleans from the late 19th century forward. It is the largest collection of jazz oral history extant, and the recordings are from 1948-1997, with the majority from the 1950s and 1960s.

The Hogan Archive oral history collection consists of several hundred interviews, culled from over 2,000 reels of taped oral history recordings, with musicians, family members, and observers that document stories surrounding the emergence of jazz and its related music and culture in New Orleans from the late 19th century forward. It is the largest collection of jazz oral history extant, and the recordings are from 1948-1997, with the majority from the 1950s and 1960s.



Both GT Pressura and Articulat CF in its various hierarchies, are combined with different brand assets to add freshness and dynamism to the brand.

For more information on how to integrate all elements correctly, please refer to the Brand Assets section.

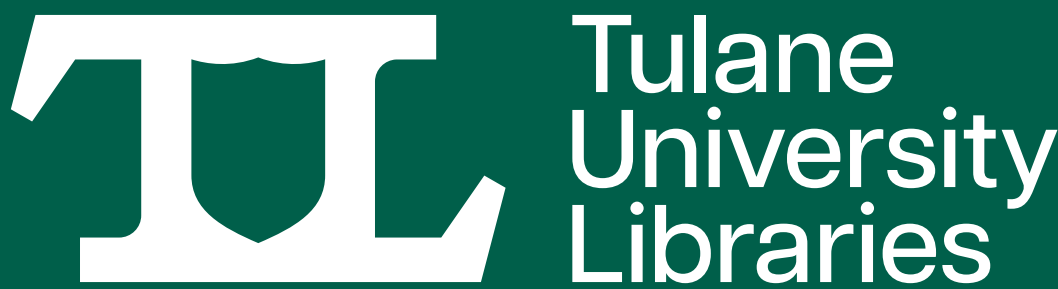
[Brand assets section](#)

PODCAST INTEREST GROUP

Cooooool

Presented By

Dr. Donata Henry
Jennifer Coulsen



Tulane
University
Libraries

Howard-Tilton
Memorial Library

WE'RE HIRING!

Graphic
Designer

hello@html.com



Howard-Tilton
Memorial
Library

This is a small example of how you can quickly create a hierarchy in the whole typographic system of the brand, establishing the smallest size first (usually this is always the base text) and multiplying this value to generate the rest of the hierarchies.

GT Pressura – Bold

Font Size Y*10 pt
Leading Y*0,8 pt

H1 DISPLAY

Articulat – Medium

Font Size Y*4 pt
Leading Y*1,2 pt

H2 Subdisplay
Text Example

Articulat – Medium

Font Size Y pt
Leading Y*1,5 pt

Body text: Invereiur aut que perem ad eat harciis nos earci blam consent pa dolorer ionseque cus as eum atur, quiam qui aut es dolupicimod quation cus, te senis endam nossit, siminimi, ulpa des mod que ilis quamusam faccatem fugit labo. Itat odiciate peleni assincidiam, non evenihi llatet vellutemque minimus.

Articulat – Demi Bold

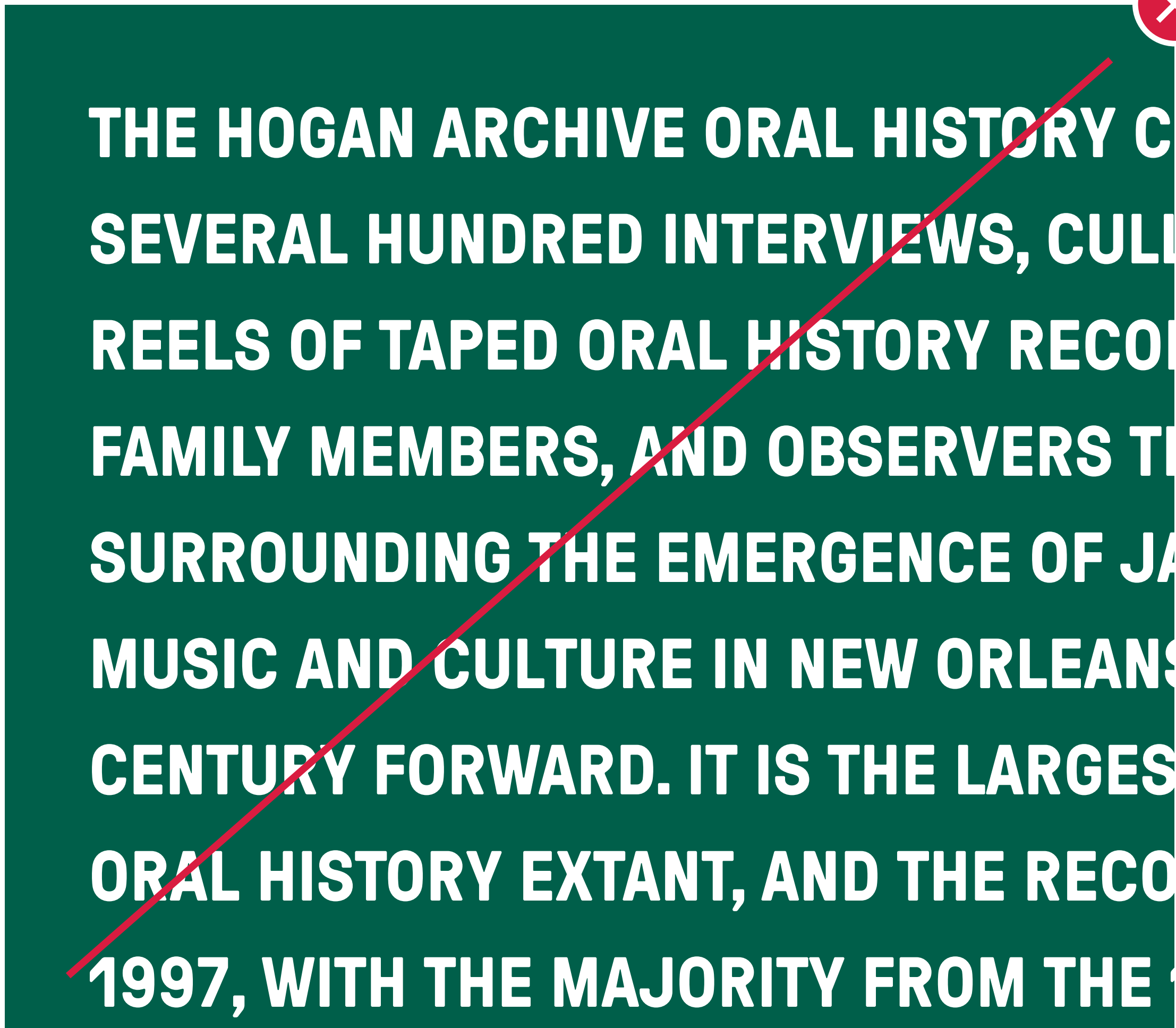
Font Size Y pt
Leading Y*1,5 pt

Breadcrumb

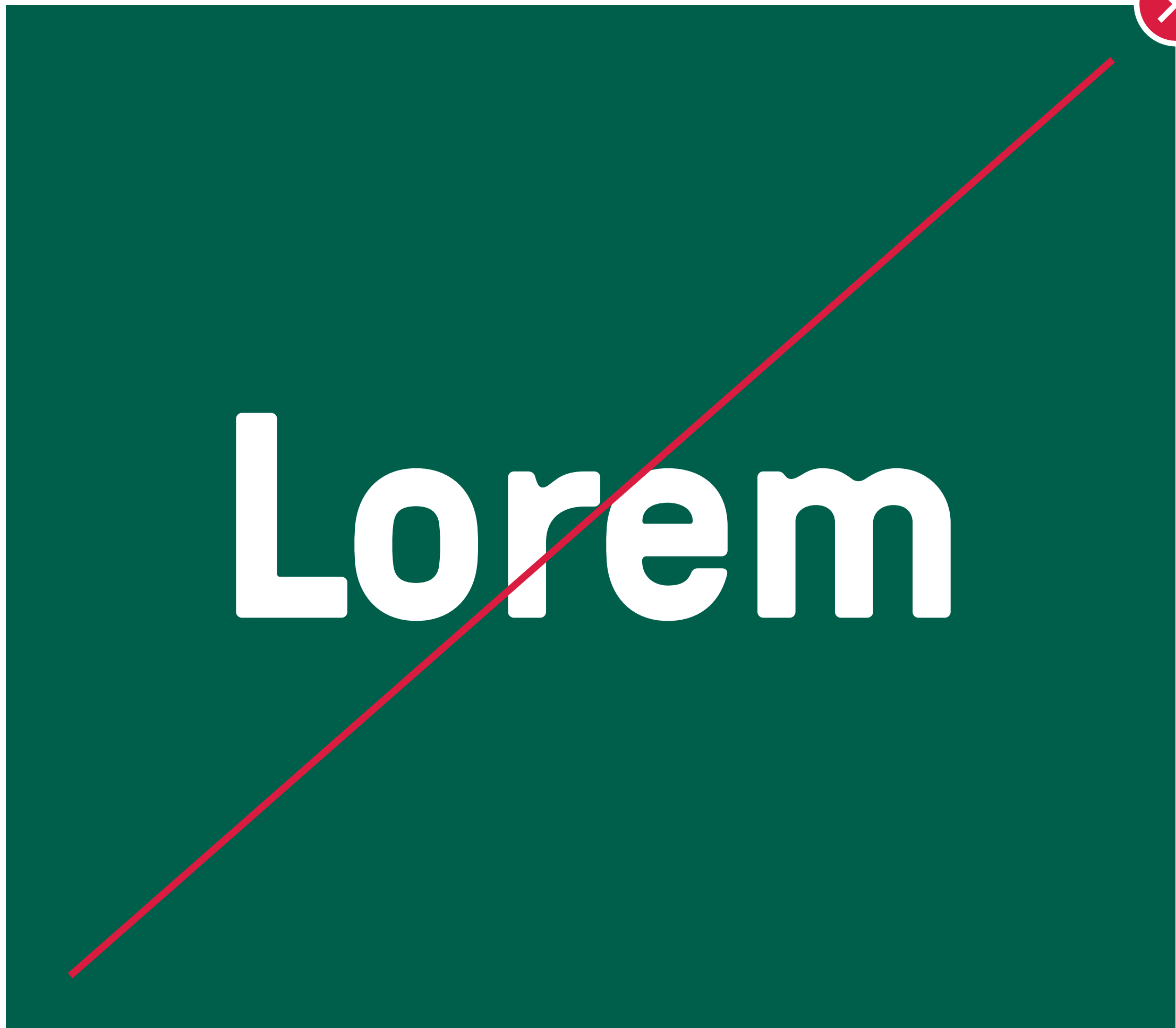
Y = Font size

Good typography use is extremely important in both internal and external communications. It adds clarity to messaging and fosters confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography.

Don't use GT Pressura as body text



Don't use GT Pressura in lowercase



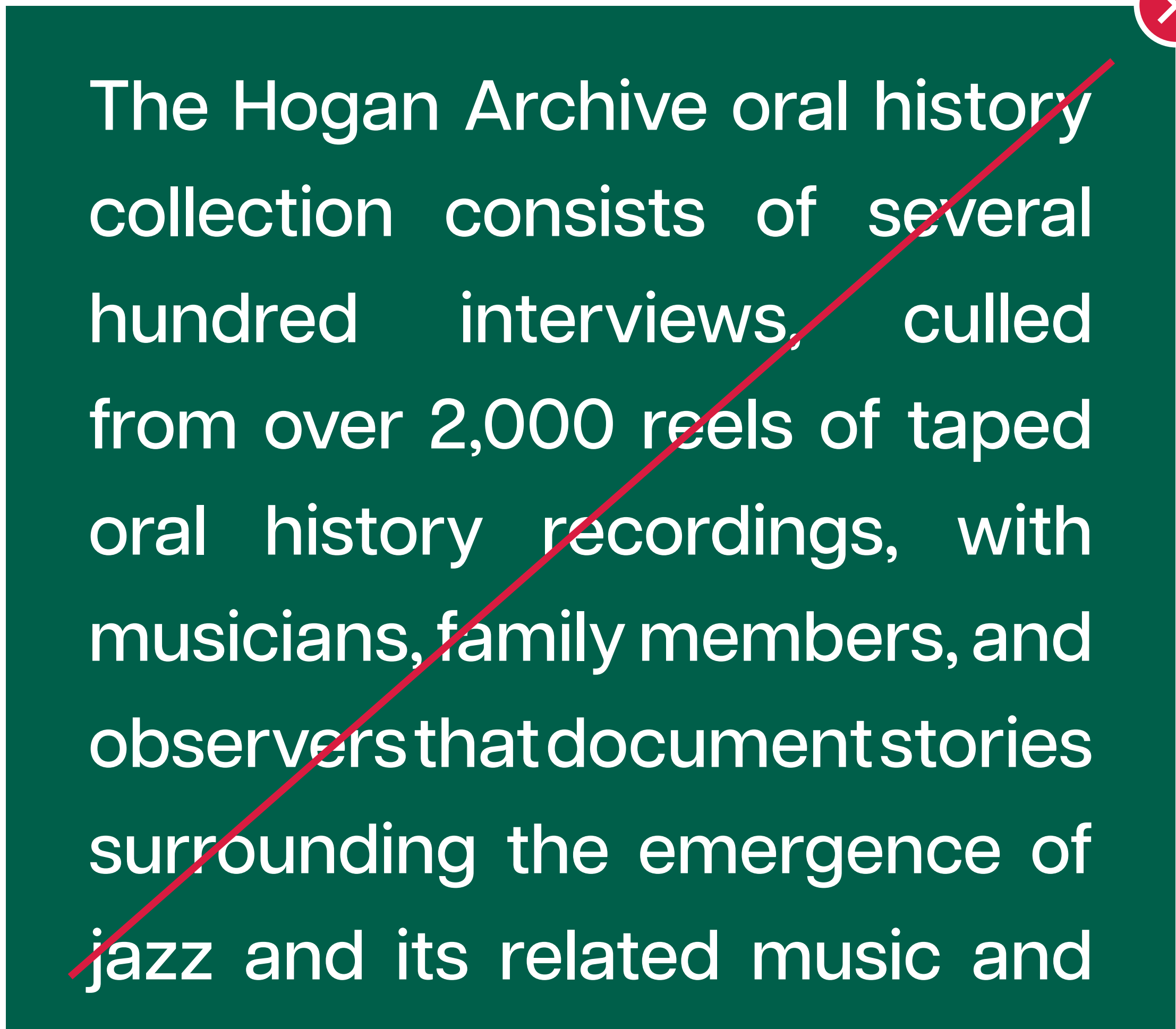
Don't use both fonts in the same size



Don't use other fonts



Don't justify text



Don't modify fonts





BRAND LOGO

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BRAND IN USE

SUMMARY

Our brand's primary color palette consists of White, Tulane Green, and Accent Green. This color scheme directly links the new identity with Tulane University mother brand.

Tulane Green and White can be used as backgrounds or text colors, while Accent Green will never be used on backgrounds.

Use Tulane green text over White and Accent Green backgrounds. Use white text over Tulane Green Backgrounds.

Note

Every color in our brand has been thoughtfully curated to pass the accessibility test with at least an AA rating.

White

HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Aa

Tulane Green

HEX #005F4A
RGB 0/95/74
CMYK 84/43/68/32
PANTONE 626

Aa

Accent Green

HEX #00E262
RGB 0/226/98
CMYK 66/0/90/0
PANTONE 2270

Aa

Our brand's secondary colors are directly derived from study tools and stationery, such as sticky notes, labels and markers

Three of them have been selected: pink, blue, and orange. They will be exclusively applied when using sticky notes or highlighting, simulating the actual use of the study materials they represent.

Only White can be used as color text over sticky notes.

Sticky Note Pink

HEX #F457C3
RGB 244/87/195
CMYK 7/81/0/0
PANTONE 232

Aa

Sticky Note Blue

HEX #009BF0
RGB 0/155/240
CMYK 75/11/0/0
PANTONE 2191

Aa

Sticky Note Orange

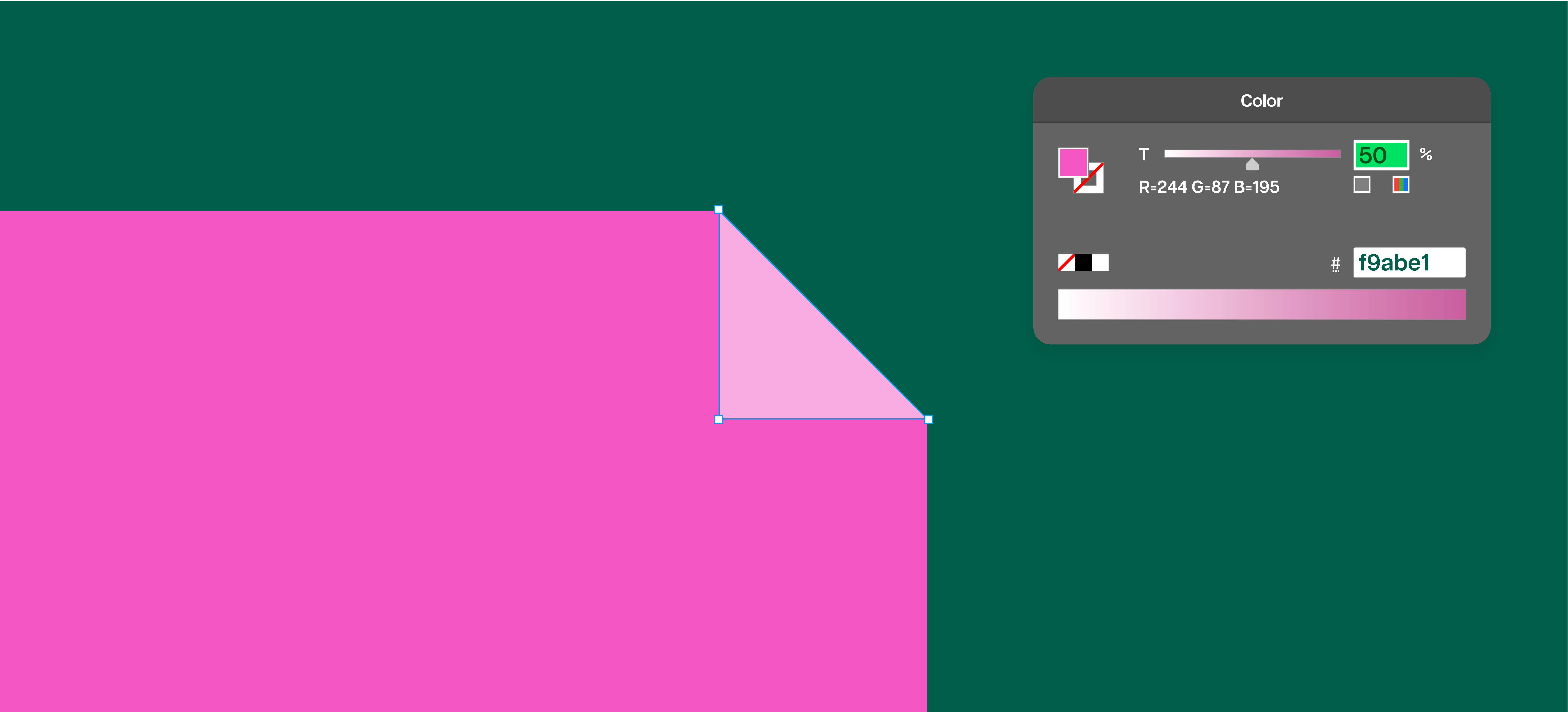
HEX #FF5500
RGB 255/85/0
CMYK 0/77/100/0
PANTONE 1655

Aa

Sticky notes' folded corner

Our sticky notes may feature a folded corner. The color of this corner is the 50% hue of the sticky note color.

In case we're unable to adjust the hue, we'll apply the resulting color directly, following the values specified on this page.



Sticky Note Pink

Base color
HEX: #f457c3
CMYK: 7/81/0/0

Folded corner
Hue: 50%
HEX: #f9abe1
CMYK: 8/44/0/0

Sticky Note Blue

Base color
HEX: #009BF0
CMYK: 75/11/0/0

Folded corner
Hue: 50%
HEX: 80cdf7
CMYK: 52/7/2/0

Sticky Note Orange

Base color
HEX: #ff5500
CMYK: 0/77/100/0

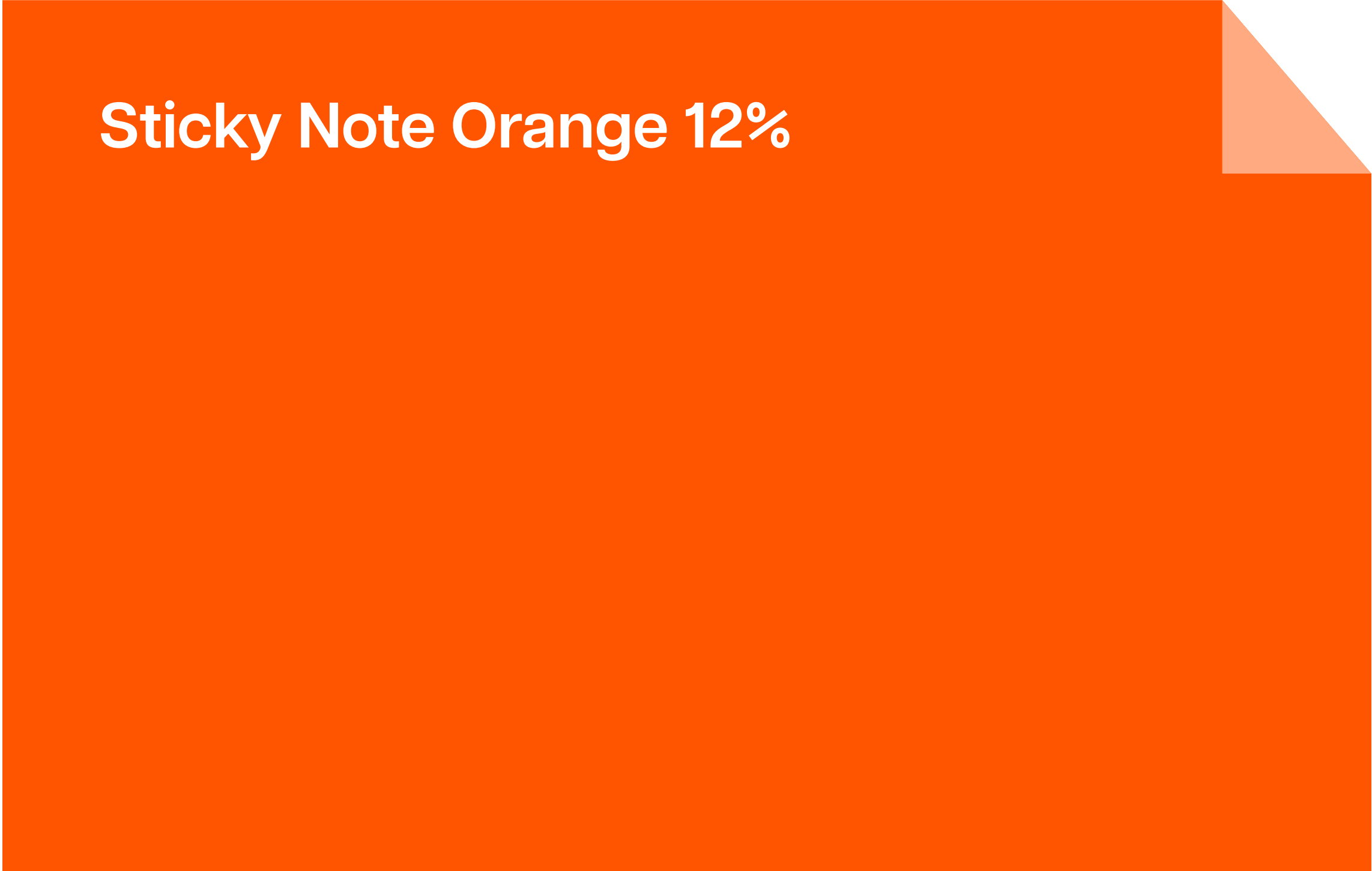
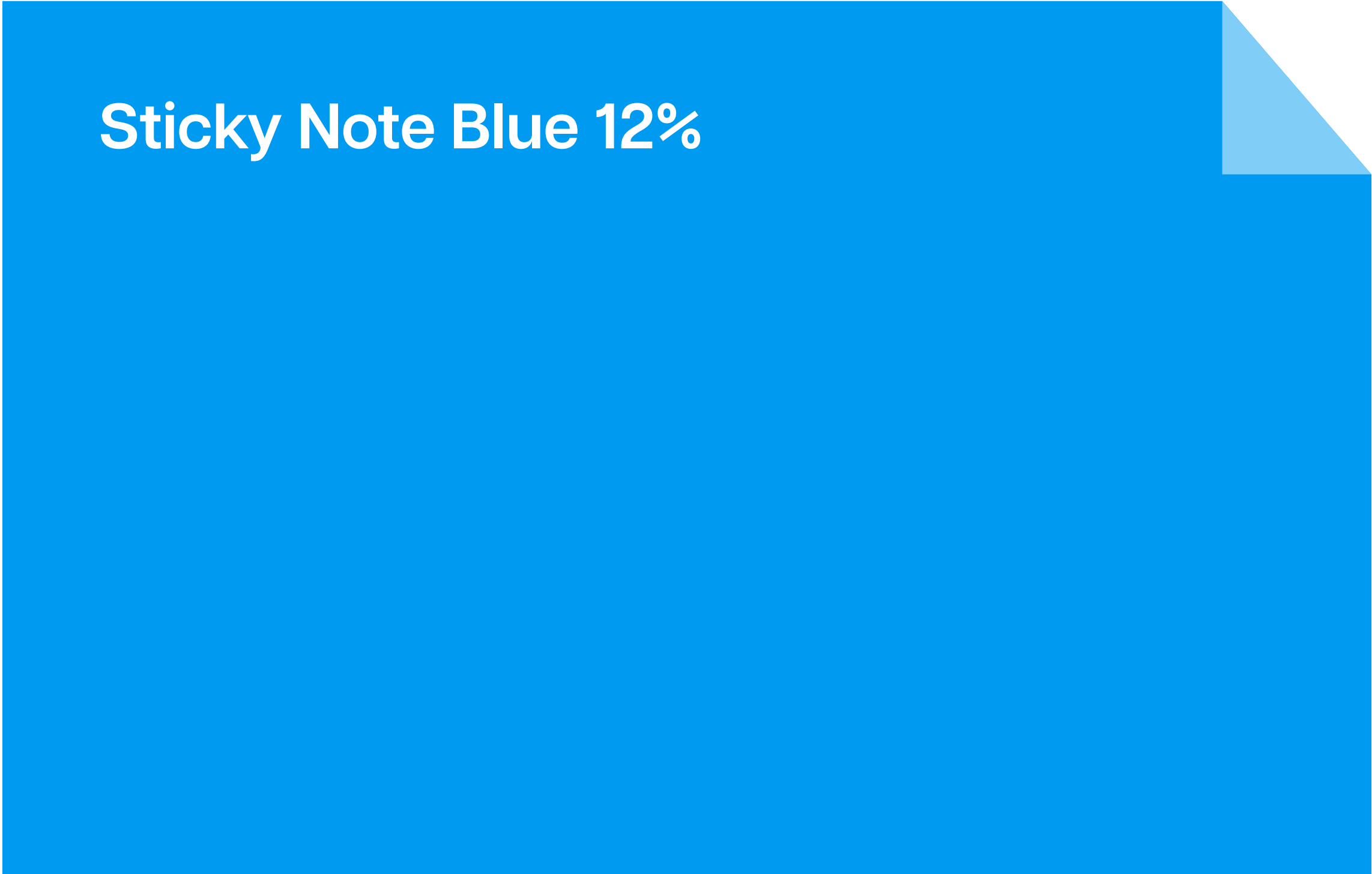
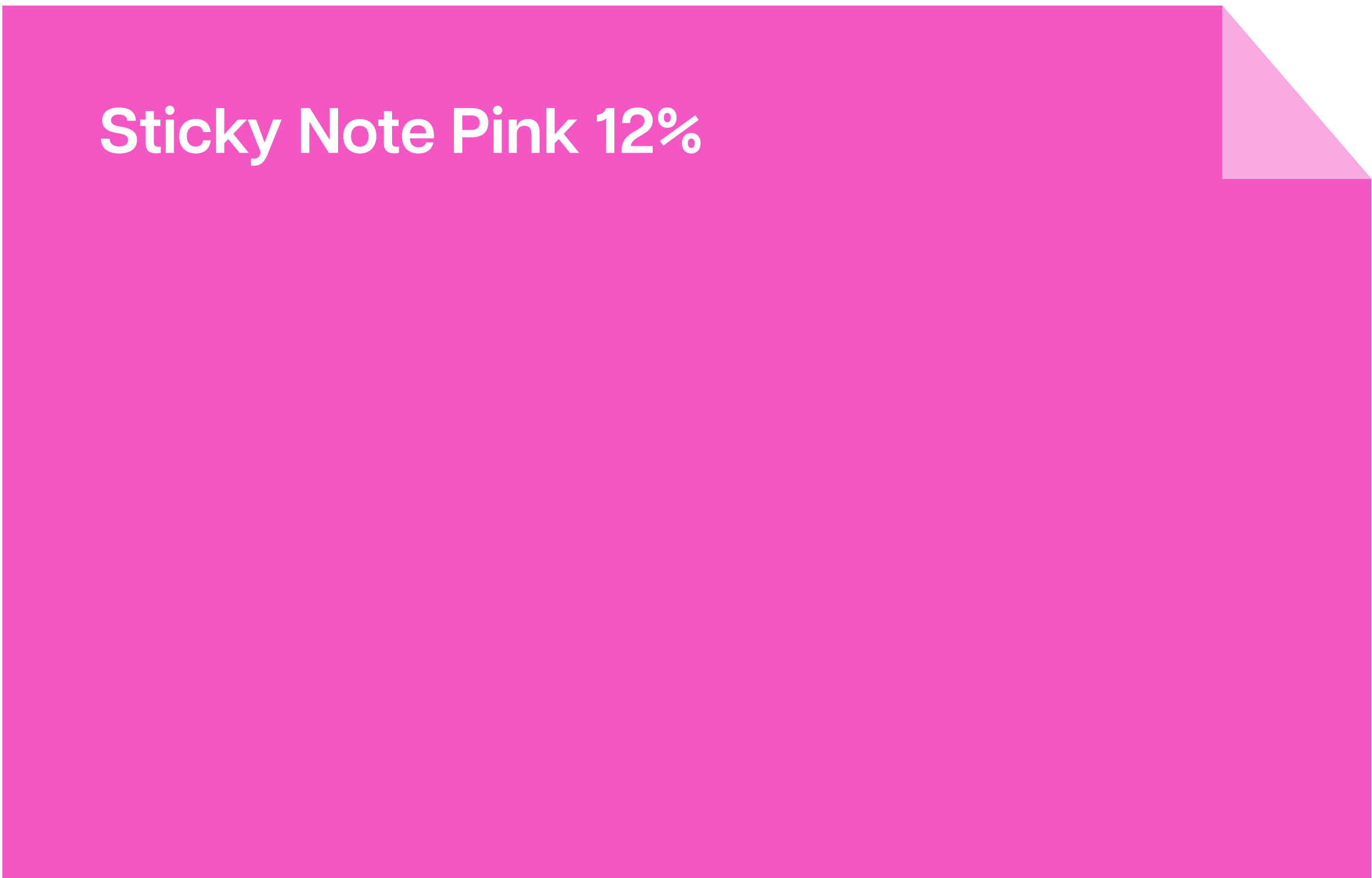
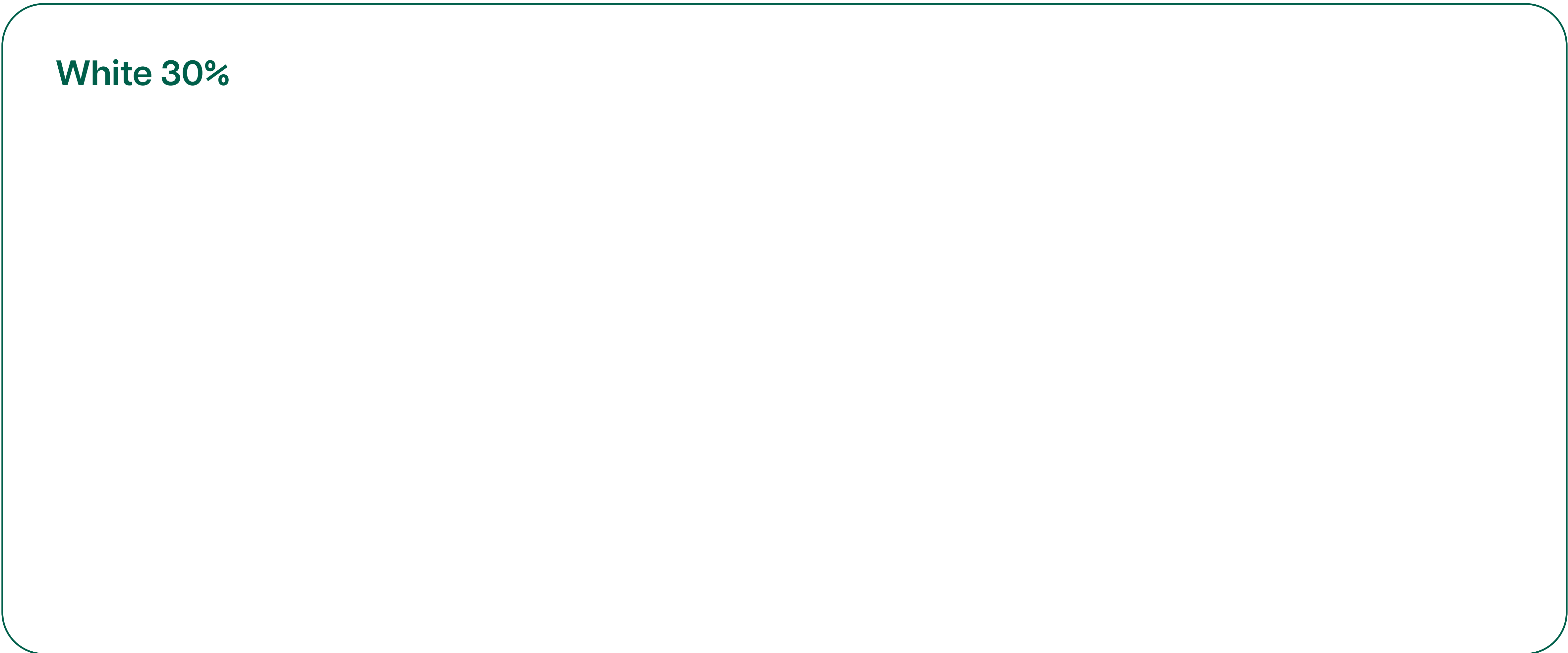
Folded corner
Hue: 50%
HEX: #ffaa80
CMYK: 0/44/51/0

This chart shows the recommended proportional usage of our color palette.

White and Tulane Green are the primary colors and should always predominate. They are the only two colors allowed for backgrounds.

All colors of the sticky notes share equal importance. Their usage is restricted to sticky notes and highlighting.

Accent Green is reserved exclusively for details and to emphasize certain elements. It can also be used as highlight, but never as a text color.





Color proportion example

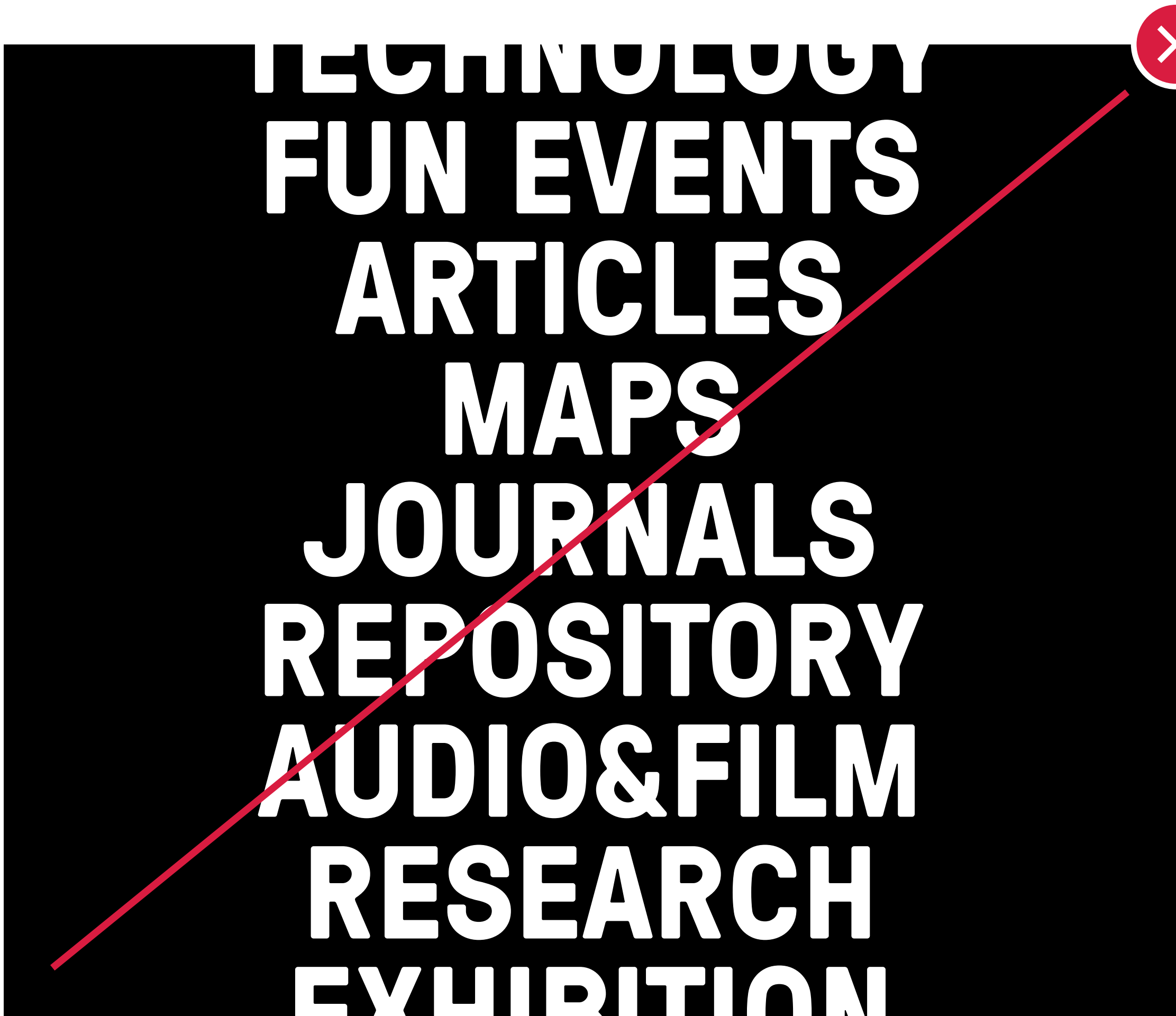
The example below showcases the colors applied in their correct proportions on the website.

Accent Green works exceptionally well in this instance to draw attention to the profile button.

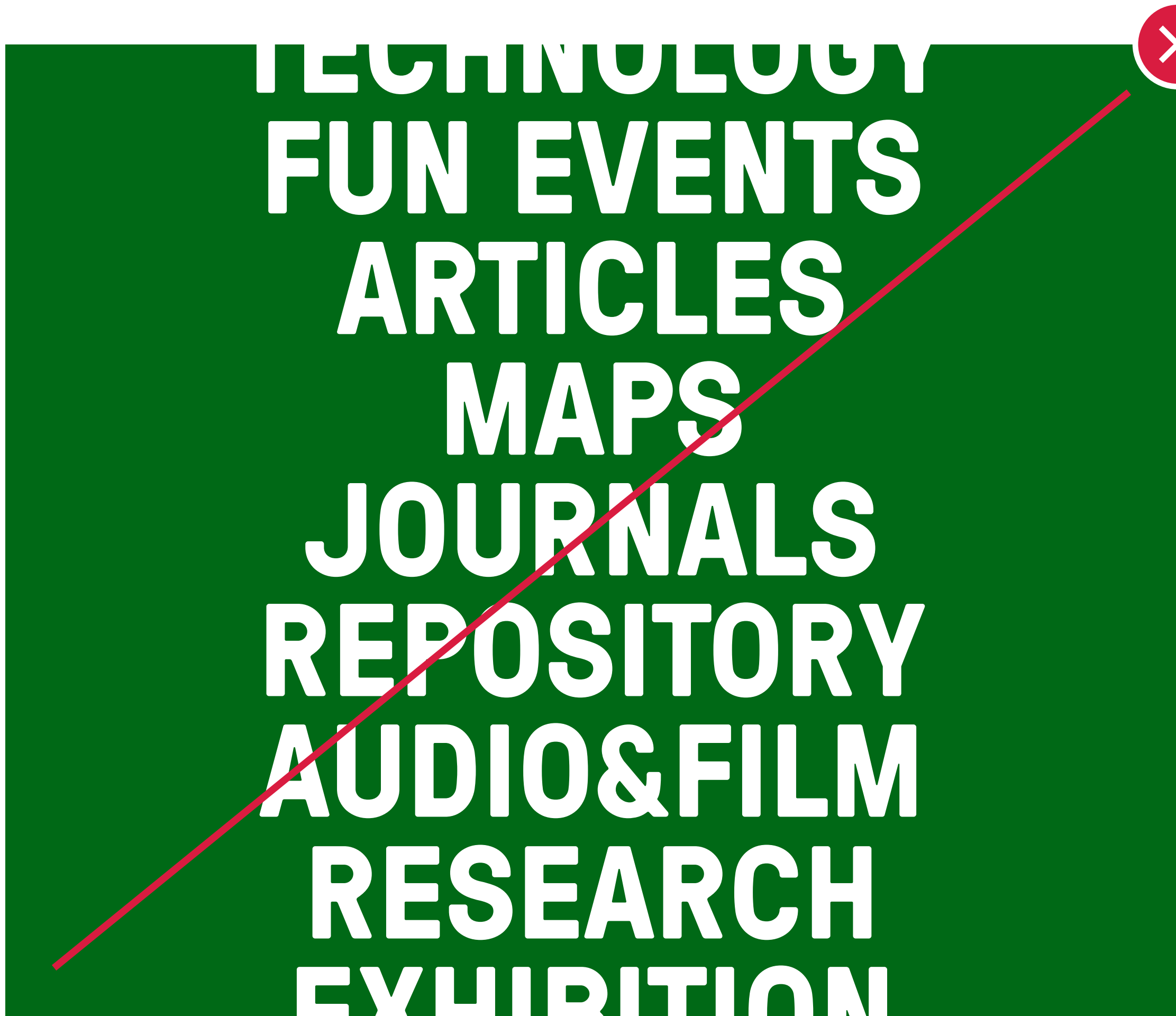


Color "don'ts" are essentially usage restrictions implemented to ensure that each color is used only for its intended purposes.

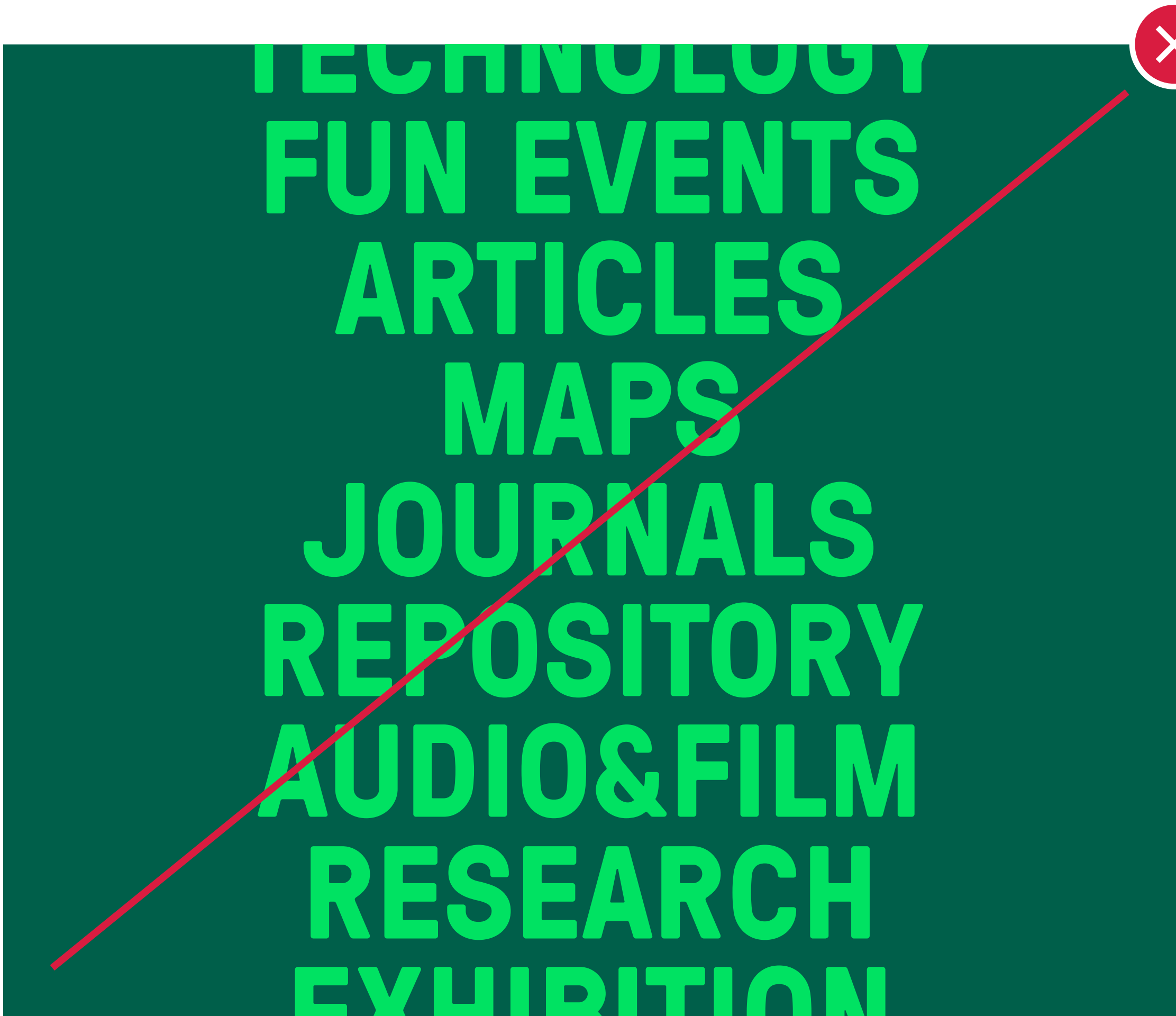
Don't use Black instead of Tulane Green



Don't use different greens



Don't use Accent Green as text color



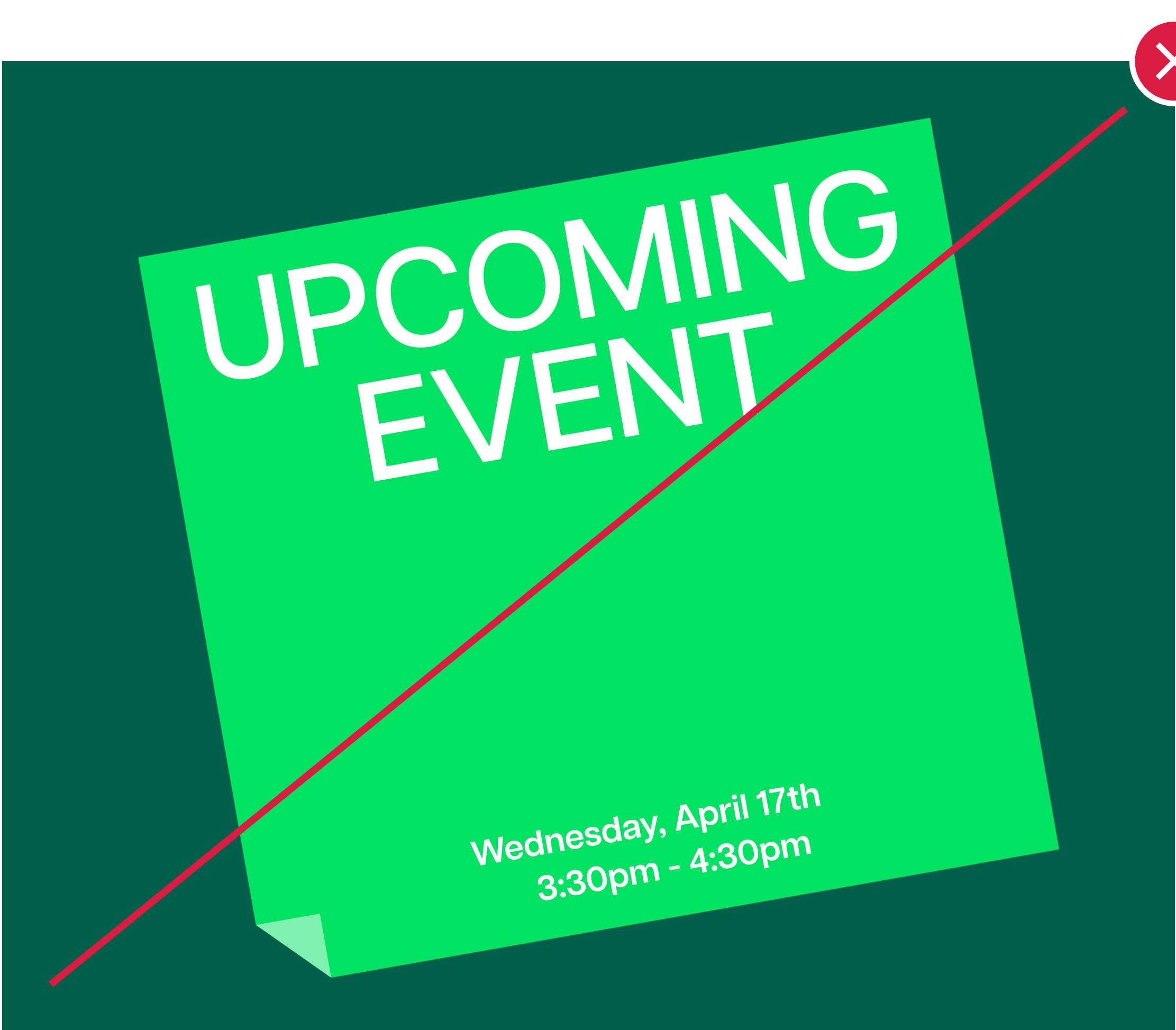
Don't use Tulane Green over sticky notes



Don't use other sticky notes colors



Don't use Accent Green in sticky notes





LOGO TYPOGRAPHY COLORS **BRAND ASSETS** BRAND IN USE SUMMARY



The visual system is the core of our identity. Its aim is to bring freshness and dynamism to a place that may initially seem serious and dull.

This is achieved by using bright-colored sticky notes and highlights that contrast with clean, minimalist layouts. The placement possibilities for these elements are so diverse that almost every application is unique.

This results in a dynamic visual system that reflects in its communications the life and activity within Tulane University Libraries.

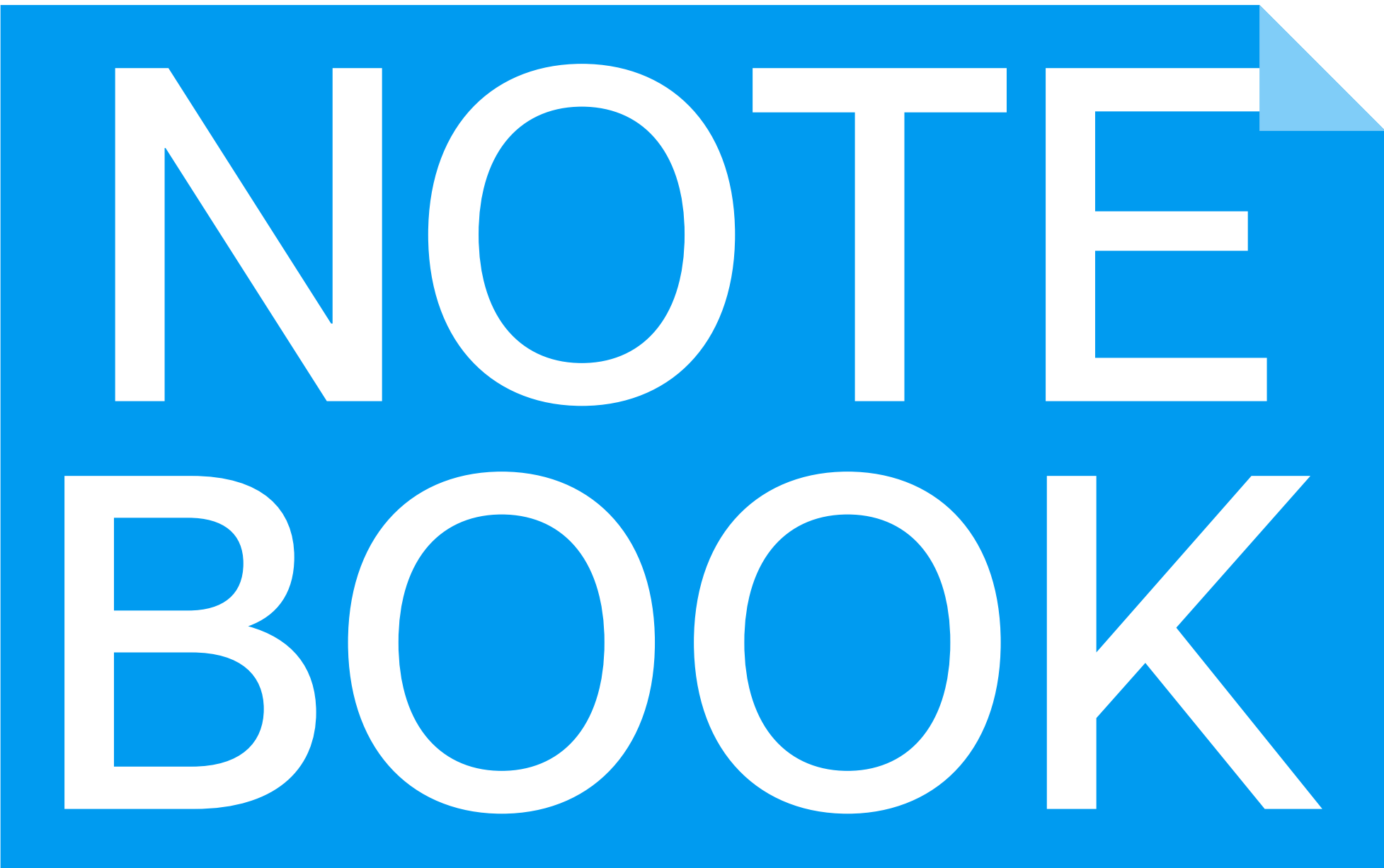
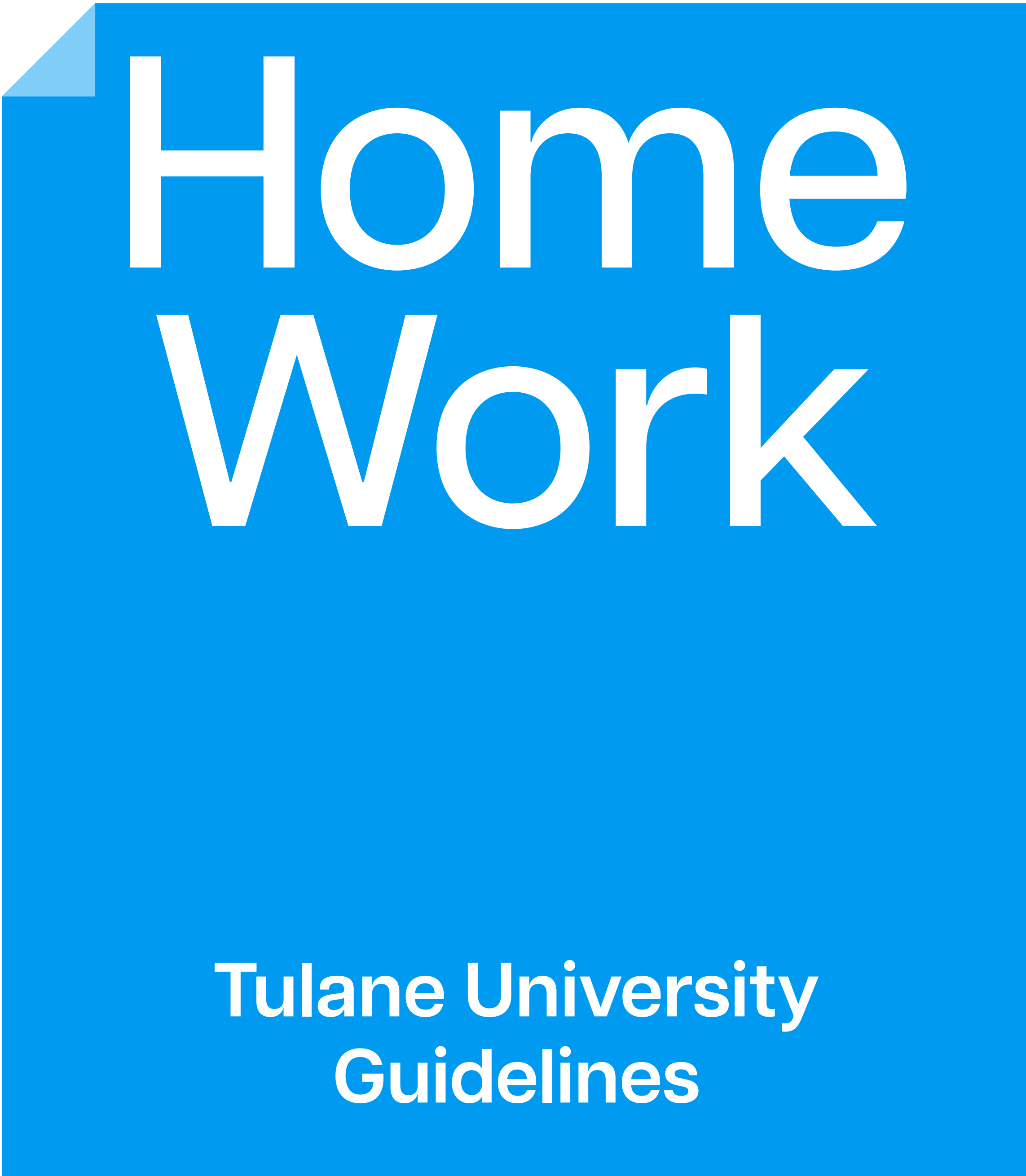


STICKY NOTES



Just as we find them in real life, in Tulane University Libraries' identity we have sticky notes of various colors and sizes.

This provides versatility to adapt to different spaces or include more or less information, depending on the needs.

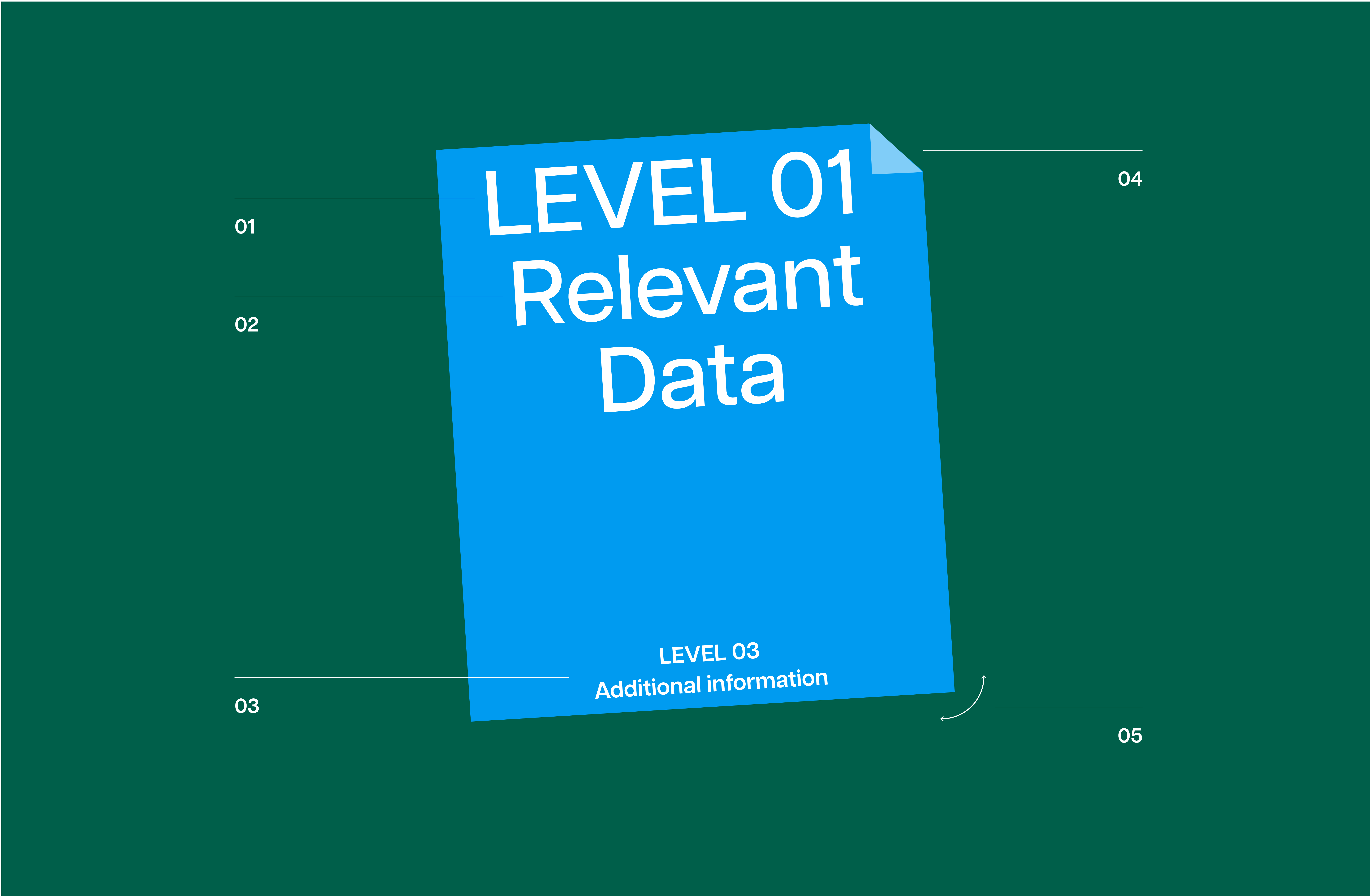




Structure

When placing text within the sticky note, it's essential to establish certain maximum hierarchies. It's also important to consider how to create the corner fold and how much we can rotate the note.

- 01 The first level of text is defined by the Articulat CF Medium typography in uppercase.
- 02 The following level is composed of Articulat CF Medium too, retaining the identical size as level 01 but capitalized.
- 03 Level 03 will feature Articulat CF Demi Bold.
- 04 Once the text is placed, we must choose the corner where the fold will be made.
- 05 Finally, we apply a slight rotation.





Setting the content

We'll begin by defining the content we want to include in our note, starting first with the smallest size (W).

The next step will be to create the largest hierarchy, which will be equal to 4W (four times the size established previously). In the sticky notes, we need to make an exception and adjust the leading for the largest hierarchy, using the same value as the size (W).

Tip

It's always recommended to establish the smallest size even if it's not going to be used. In this way we can always define the largest hierarchy accordingly. Finally, we apply a slight rotation. (Values specified on page 53)

STEP

01

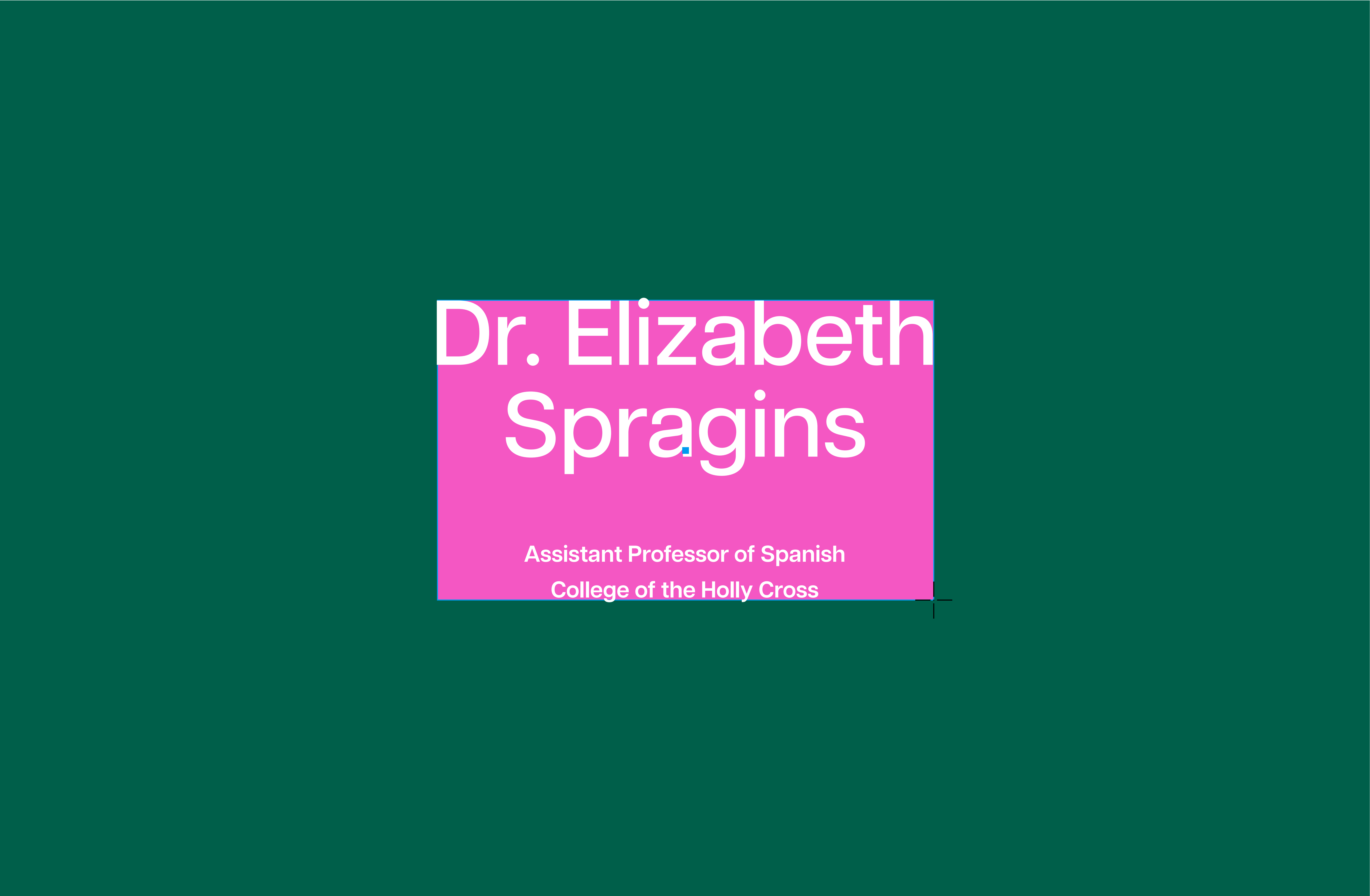




Creating a box around the content

Generate a rectangle in the chosen color (refer to the color section for available options) that extends to the boundaries of our typographic composition.

Sticky note colors



STEP

02



Calculating the safety margin

To define the margins (Z) of the note, we'll create a perimeter at a distance equal to the 5% of the total width of our text box.

Dr. Elizabeth Spragins

Assistant Professor of Spanish
College of the Holly Cross

A

Rectangle

Width:

Height:

OK

Cancel

5% Width =

Z

A = Width value

STEP

03

Defining the fold

Choose the fold corner carefully to avoid covering important information.

To create it, select the vertex, access the vertex options menu, and apply a chamfer with a radius equal to 2 times the margin ($Z*2$).

Tip

You can choose the corner that best suits your needs, but avoid folding more than one.

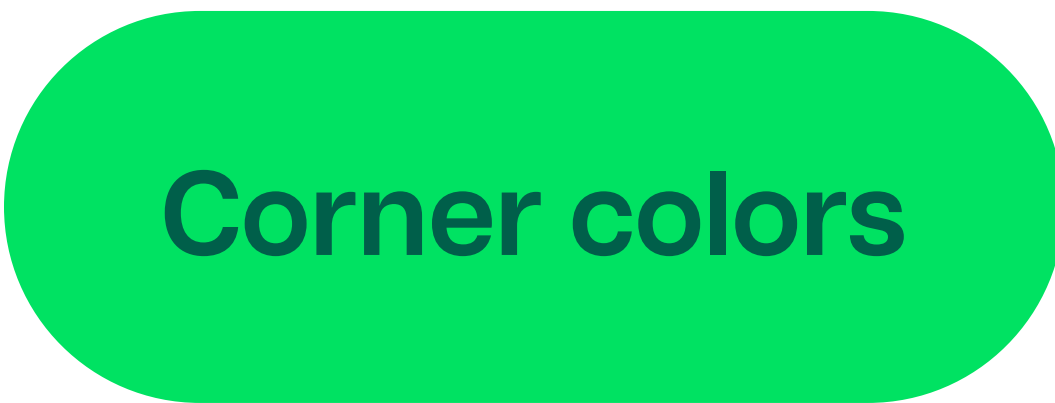


Creating the back piece

After folding, a triangle from the back corner will become visible.

Define a square of 2Y x 2Y and remove the anchor point corresponding to the folded corner to create the triangle.

Position it aligned with the previously created chamfer and assign its correct color (refer to the color section of the sticky notes).

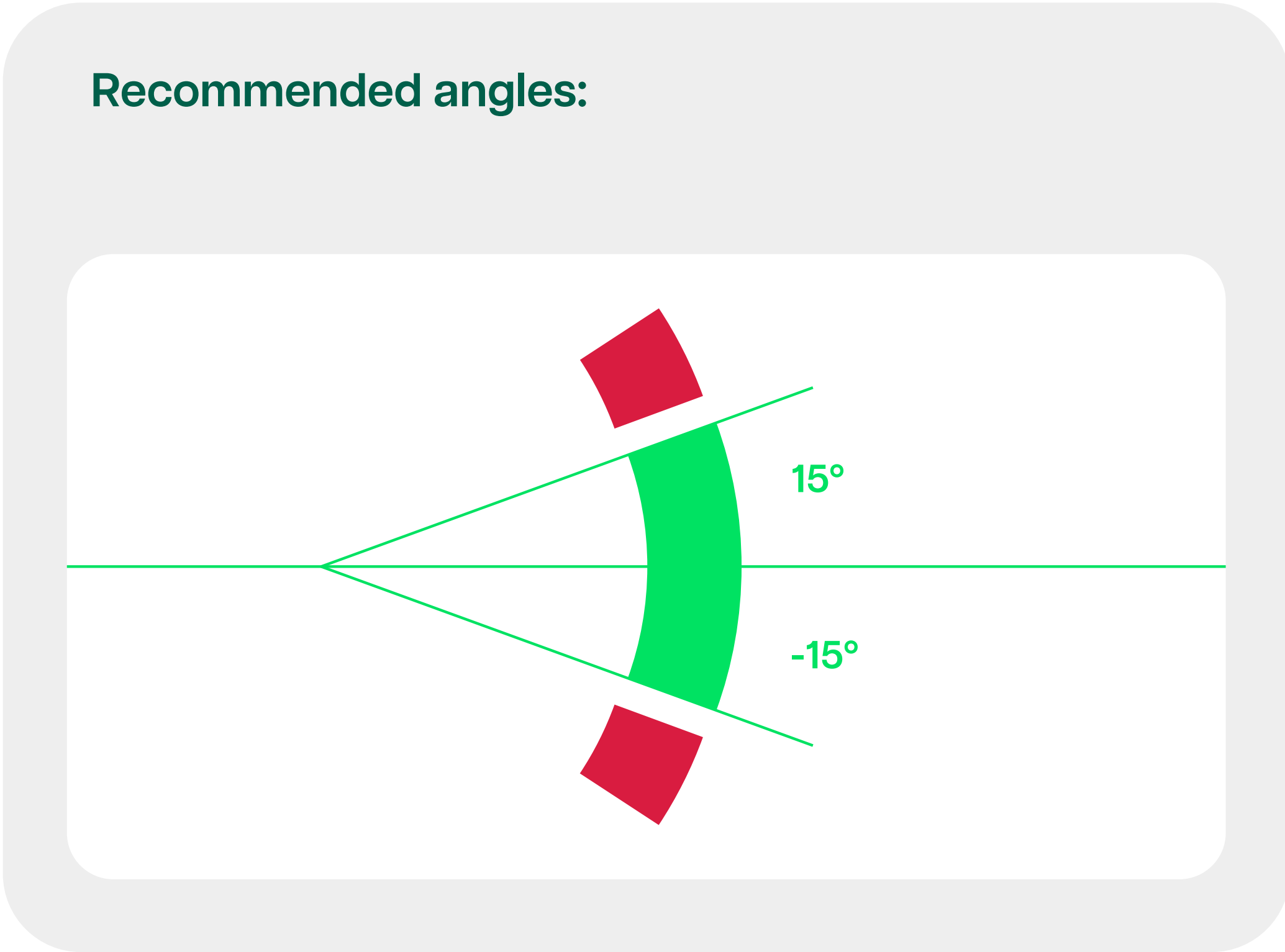


STEP

05

Rotate the note

The final step is to rotate the sticky note. You can rotate it according to your preference or trying to find the most suitable orientation for the application, but it's best to keep it within a specific range. This range spans from 15° to -15°.



01- Set Content



02- Creating a box around the content



03- Set marings



04- Defining the fold



05- Creating the back piece



06- Rotate the note



Don't overload applications

It's important not to use more sticky notes than necessary. It's easy to overload the applications by including too many, so we recommend using as few as possible.



Don't include too much information

The information placed on the notes should be direct and concise. They work much better when they have only a headline and a footnote.

Tip

If there's a lot of information to include, a good solution might be to distribute it between the note and the rest of the application, as shown in the example.



Don't create more hierarchies

Maintaining simplicity within the sticky note is crucial for clear communication. Avoid creating additional text hierarchies beyond those defined in the structure section.

Structure section



Following the rules outlined earlier is the only way to prevent overloading designs. Additionally, considering other restrictions such as not changing the typography (not even to GT Pressura) or avoiding stacking too many notes will contribute to keep clarity and coherence.

Don't change the typography



Don't rotate the note too much



Don't modify the folded corner



Don't fold more than one corner



Don't add excessive margins



Don't stack too many sticky notes



HIGHLIGHTS



Highlights replicate the real effect created by physical markers when used on paper to highlight text. We'll employ them for the same purpose.

Tip

We recommend using highlights on white backgrounds as it enhances color fidelity.





Make the rectangles

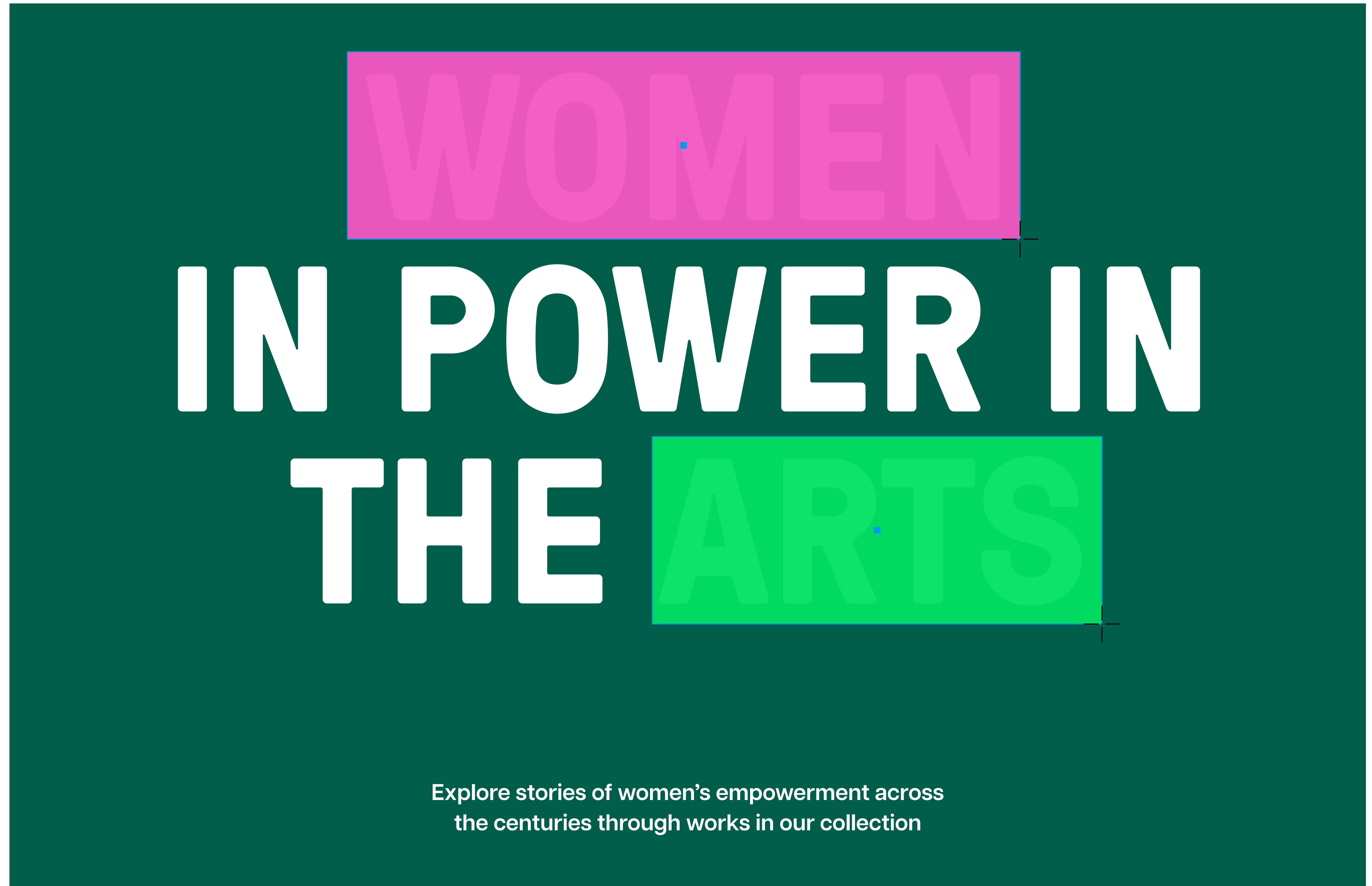
To create highlights, draw a rectangle of the desired color over the text. The rectangle should exceed the length and height of the text, completely covering it.

Note

Once it had covered the desired text, the length of the rectangle can be extended as much as you want. In this way you can use it also to balance some design compositions.

STEP

01



Set "Multiply" mode

The next step is to open the transparency menu and choose the "Multiply" blending option. This way, we ensure the text remains visible. The highlight color will blend with both the text and the background, just like a physical highlighter would.

Presented By

Dr. Donata Henry

Jennifer Coulsen

Presented By

Dr. Donata Henry

Jennifer Coulsen

Highlighting small text

When highlighting small text, rectangles can end up blending together.

This is allowed even if the highlights have different color, but we recommend using the same one.



STEP
02

If the "Multiply" blending mode is unavailable

If we cannot apply the "Multiply" blending mode to the rectangle, we should reverse the order and place the text on top of it. Then, we set the corresponding colors to both the rectangle and the text, as indicated below.



Green Highlight

Rectangle Color
HEX: #01541c
CMYK: 91/39/100/40

Text Color
HEX: #00e262
CMYK: 66/0/90/0



Pink Highlight

Rectangle Color
HEX: #002039
CMYK: 100/83/48/58

Text Color
HEX: #f457c3
CMYK: 7/81/0/0



Blue Highlight

Rectangle Color
HEX: #003a46
CMYK: 96 59 50 51

Text Color
HEX: #009bf0
CMYK: 75/11/0/0



Orange Highlight

Rectangle Color
HEX: #012000
CMYK: 85/61/78/80

Text Color
HEX: #ff5500
CMYK: 0/77/100/0



Green Highlight

Rectangle Color
HEX: #00e262
CMYK: 66/0/90/0

Text Color
HEX: #01541c
CMYK: 91/39/100/40



Pink Highlight

Rectangle Color
HEX: #f457c3
CMYK: 7/81/0/0

Text Color
HEX: #002039
CMYK: 100/83/48/58



Blue Highlight

Rectangle Color
HEX: #009bf0
CMYK: 75/11/0/0

Text Color
HEX: #003a46
CMYK: 96/59/50/51



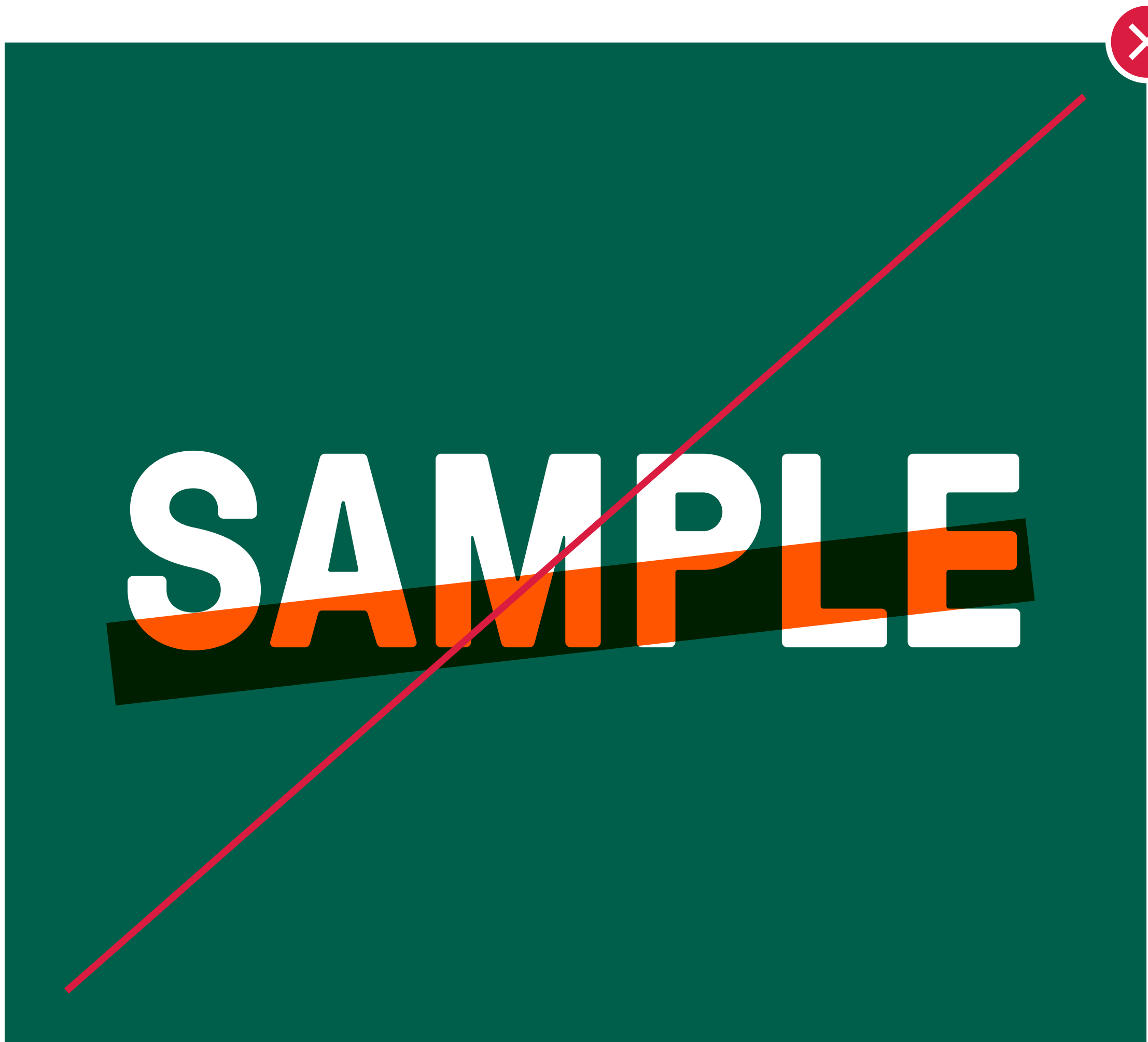
Orange Highlight

Rectangle Color
HEX: #ff5500
CMYK: 0 77 100 0

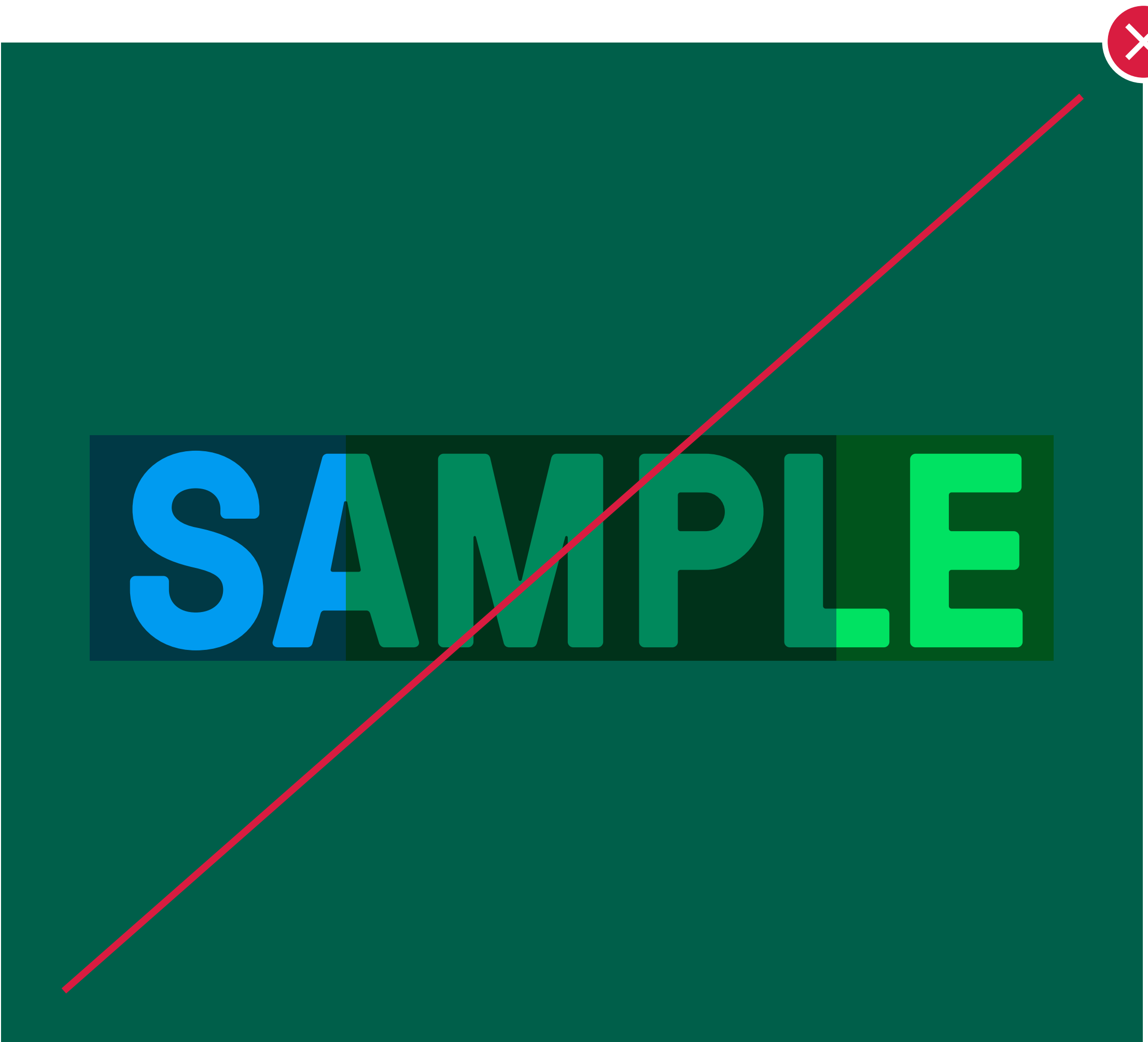
Text Color
HEX: #012000
CMYK: 85/61/78/80

Using highlights is straightforward, and they will be correctly applied in just two steps. Errors only arise if we unnecessarily complicate their usage.

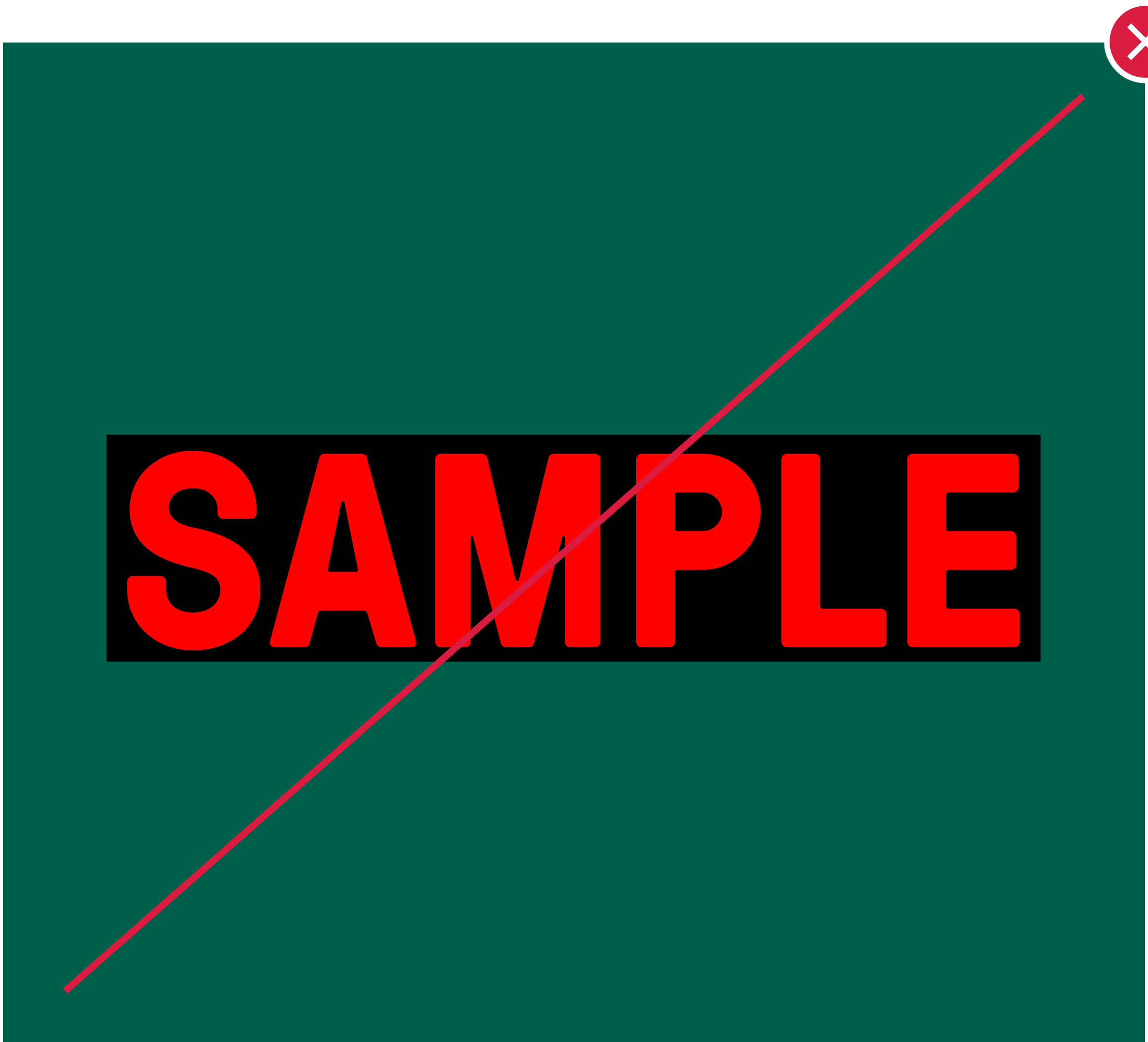
Don't use thin highlights



Don't use multiple colors in one highlight



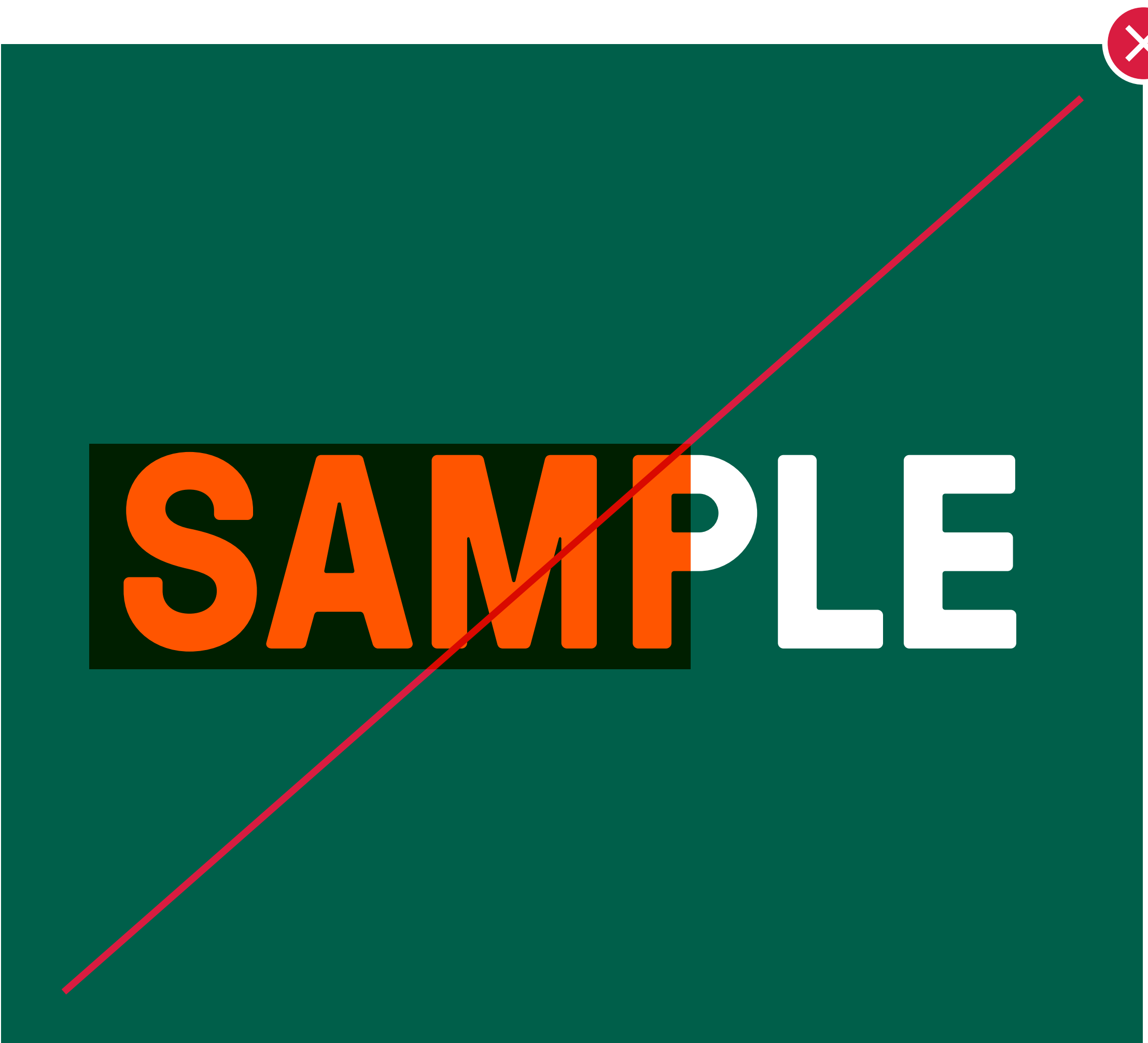
Don't use other colors for highlights



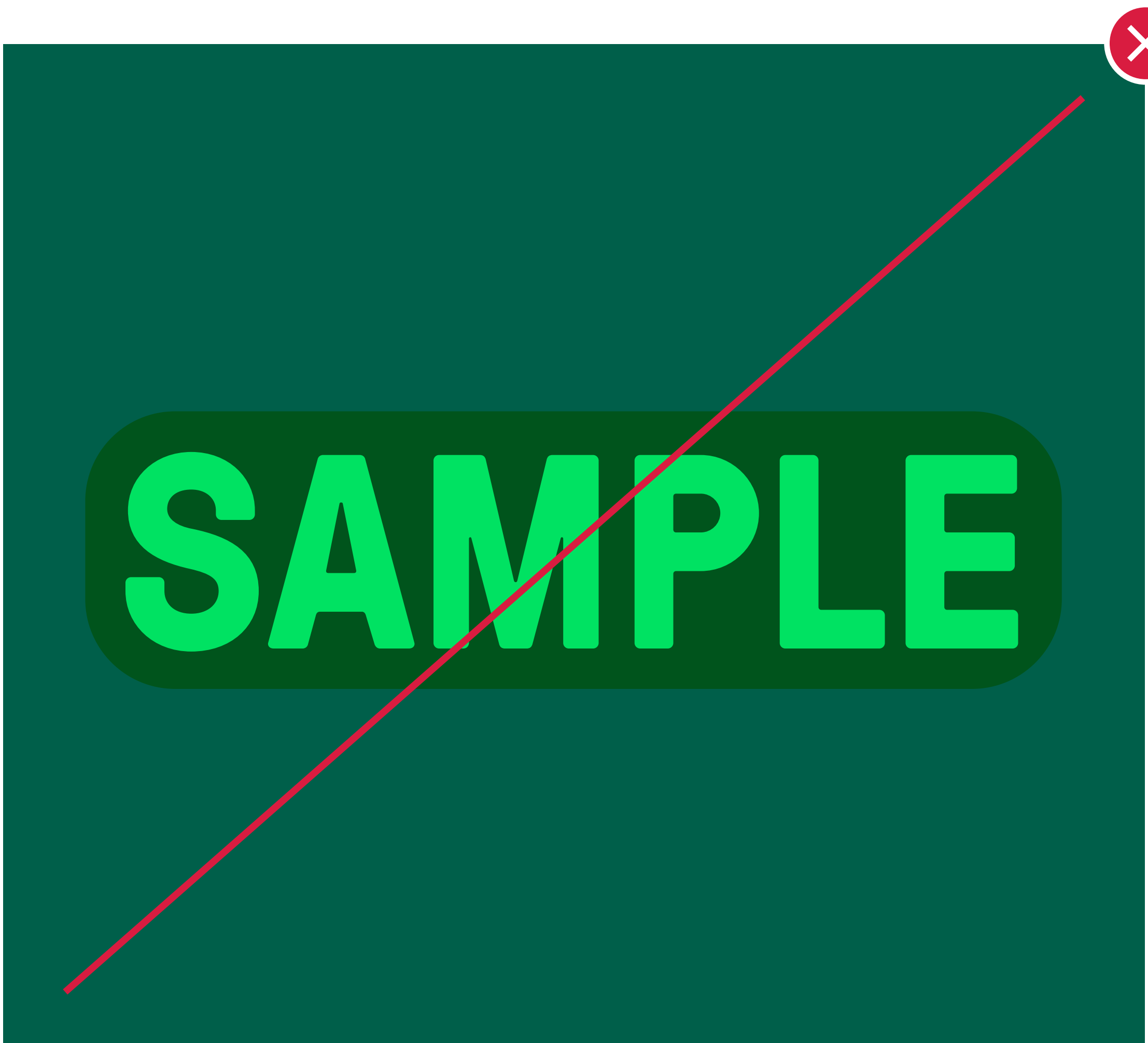
Don't change highlight's shape



Don't highlight a part of a word



Don't round highlight's corners



VISUAL ELEMENTS

Lifestyle



Photography and video are really important in our brand. Always try to use our own photography/video, avoiding the use of stock photos. Displaying spaces or students is always positive for conveying a sense of closeness. Students themselves appreciate feeling connected to their university.

Libraries database



The library's database offers an extensive collection of photos and illustrations that become essential visual components of the brand. Any photograph or illustration can be used as long as it doesn't incorporate text within the image, as this may interfere with the design or information of the application.

When it's necessary to use stock photos, select them meticulously with a lifestyle look and feel in mind. Ensure that both the models and color treatment appear natural.

Some **free stock photography sites** with high-quality images include:

Unsplash [↗](#)

Pexels [↗](#)

Lifestyle



Libraries database





There are three possible types of layouts that include images:

- 01 The photo is attached to two of the document opposite margins, respecting them.
- 02 Full-bleed and full-page photograph.
- 03 Full-bleed side photograph.



Note

The same rules apply for horizontal layouts.

You also can use images with transparent background in .png format and integrate them with the rest of the design elements.

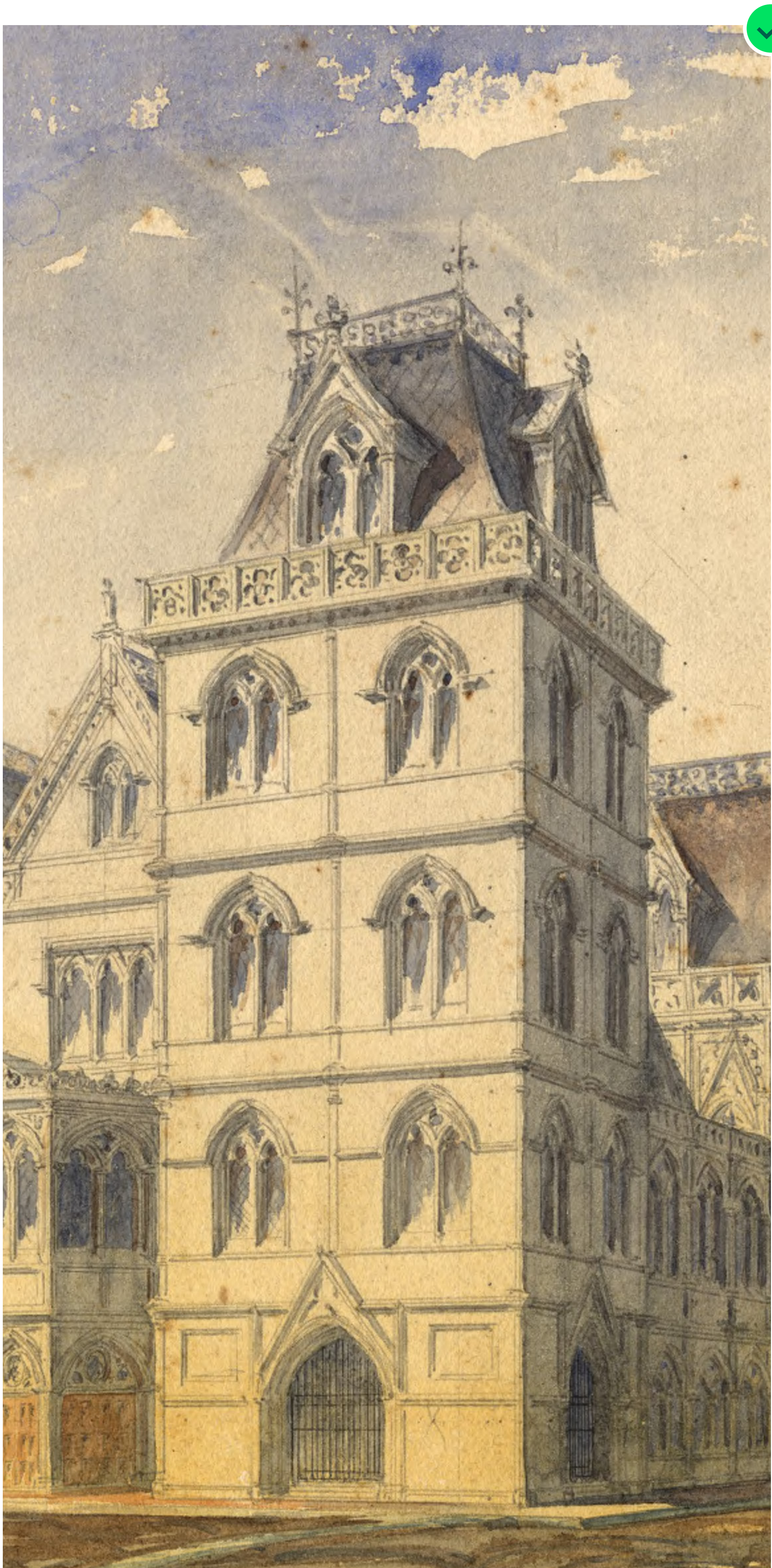
The photograph must never be adjusted to fit only two margins, bleed on only one side, or be placed rotated.



The Tulane University Libraries identity is fully compatible with any type of illustration, whether it belongs to the library's archive or is external (but related to a specific exhibition or event).

Stock illustration libraries will never be used or created to be included in the brand's visual universe.

From the archives



External



Stock library



Icons are important in the identity of Tulane University Libraries, as they are closely linked to signage, which serves as a vital navigational aid within the library.

Consistency in the style of icons used is essential to preserve cohesion between digital applications and physical signage.

Tip

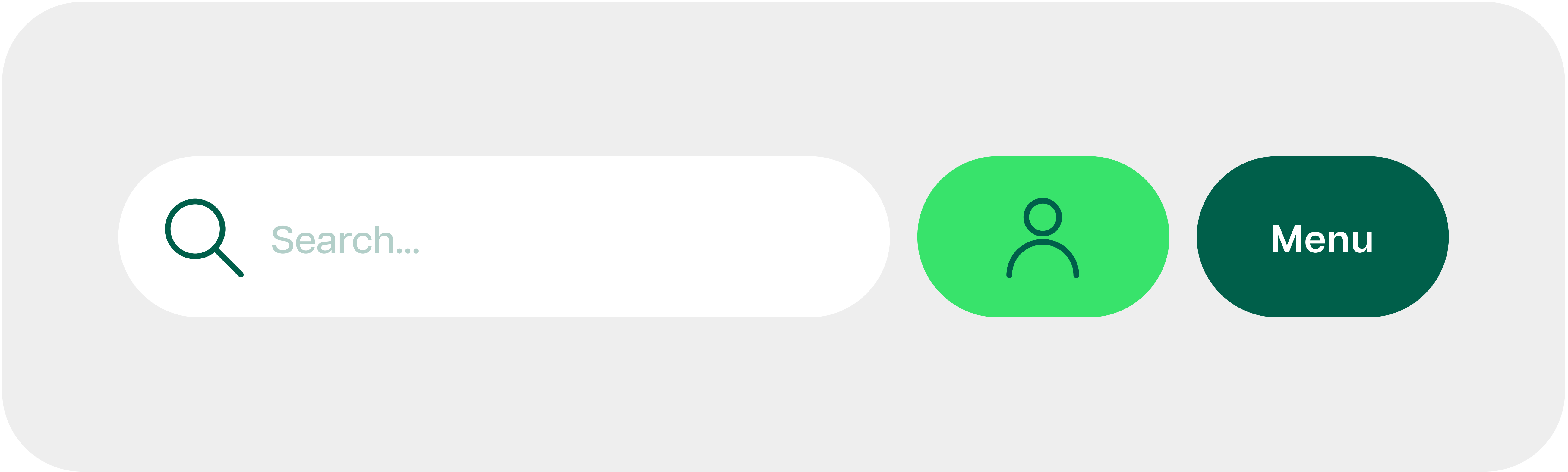
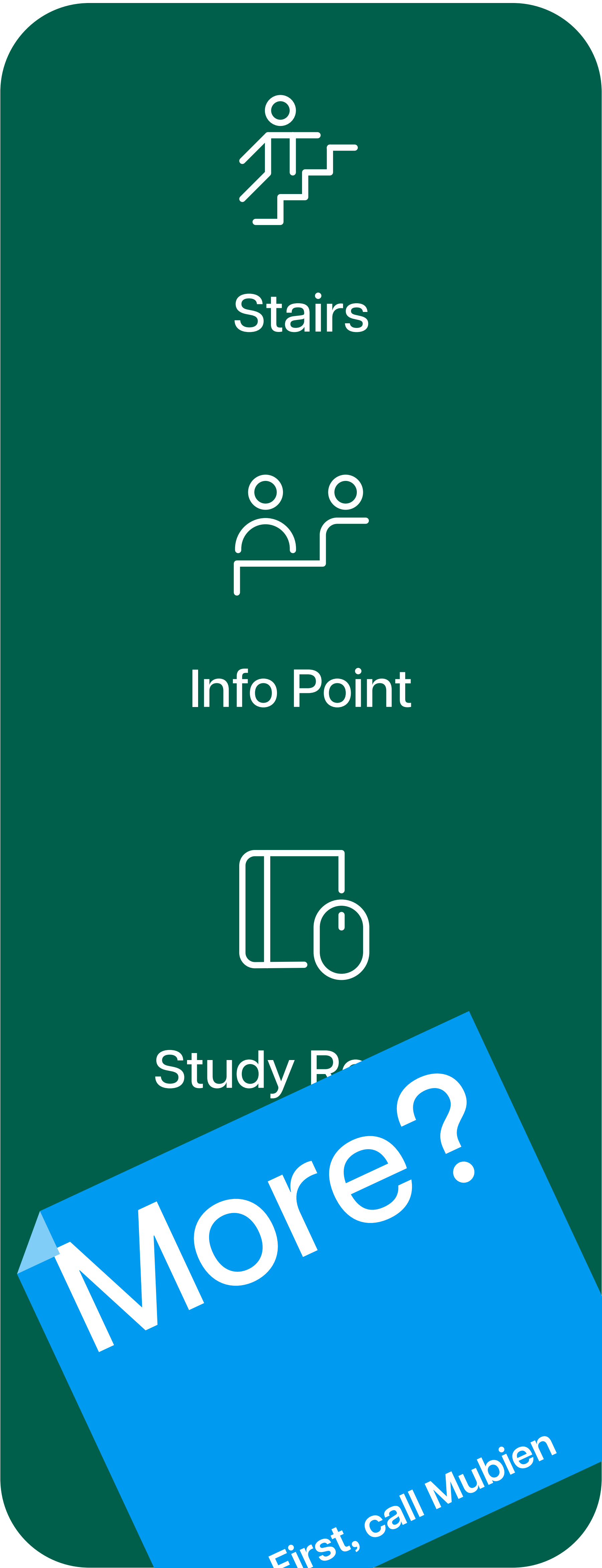
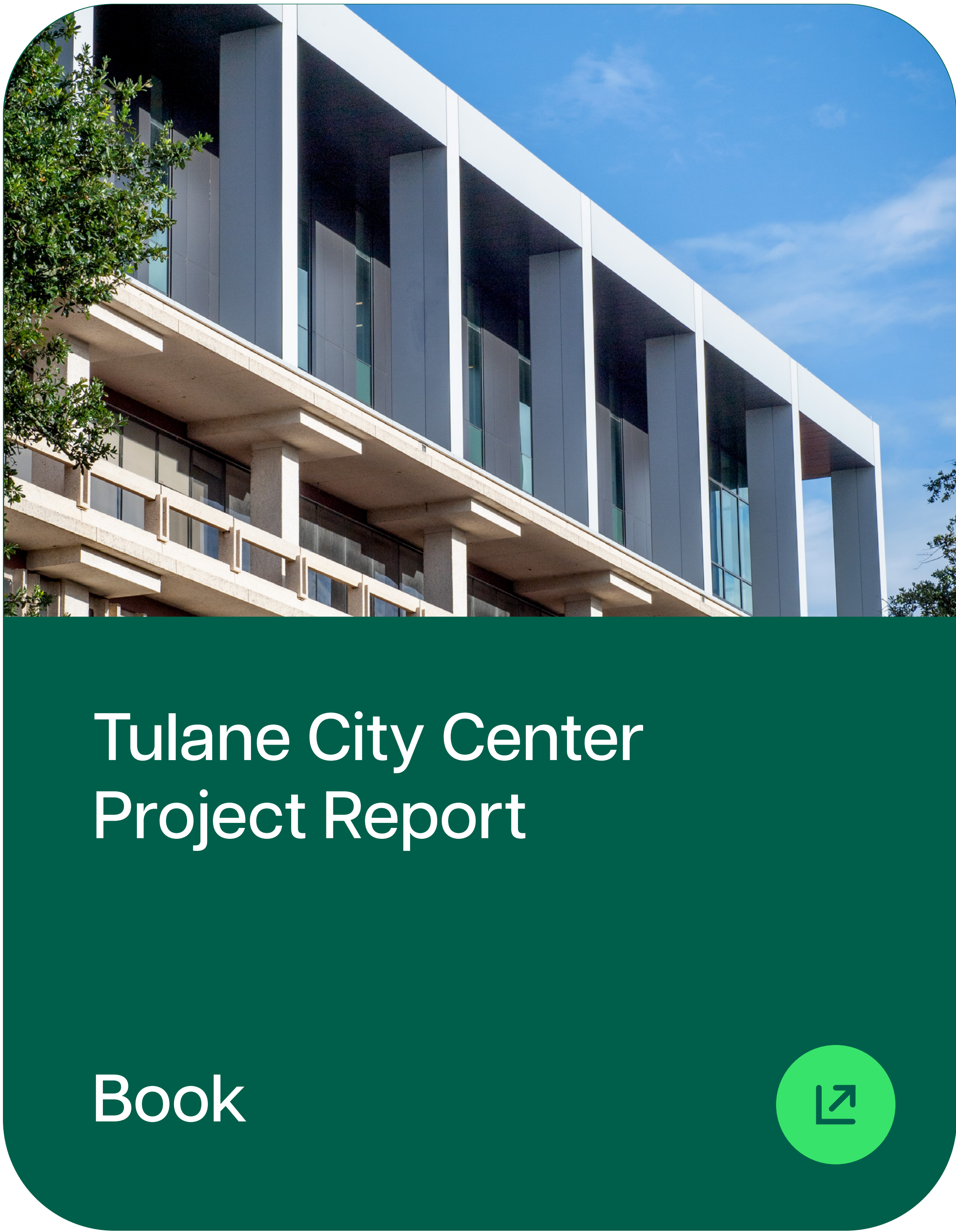
When creating icons, we suggest beginning with a 10x10 grid and applying the following stroke attributes:

Stroke

Cap:

Corner:

Aling stroke:





THE RULES COLORS BRAND ASSETS **BRAND IN USE** SUMMARY

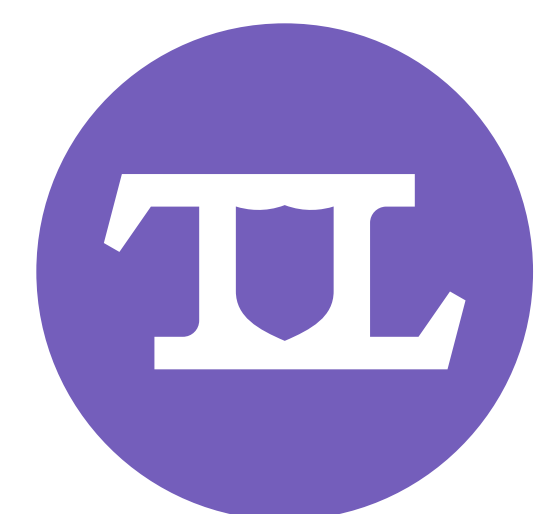


Profile picture

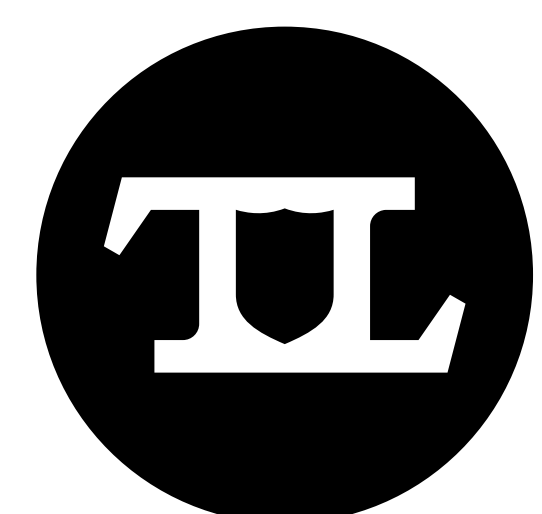
Use always the Monogram (MN) in social media for the profile picture (ready to use images available within the deliverables).

Special profile pictures

The color of the background in the profile picture can be customized to support a movement or campaign, always having enough contrast between the background and the symbol.



tulanelibraries
Women's day

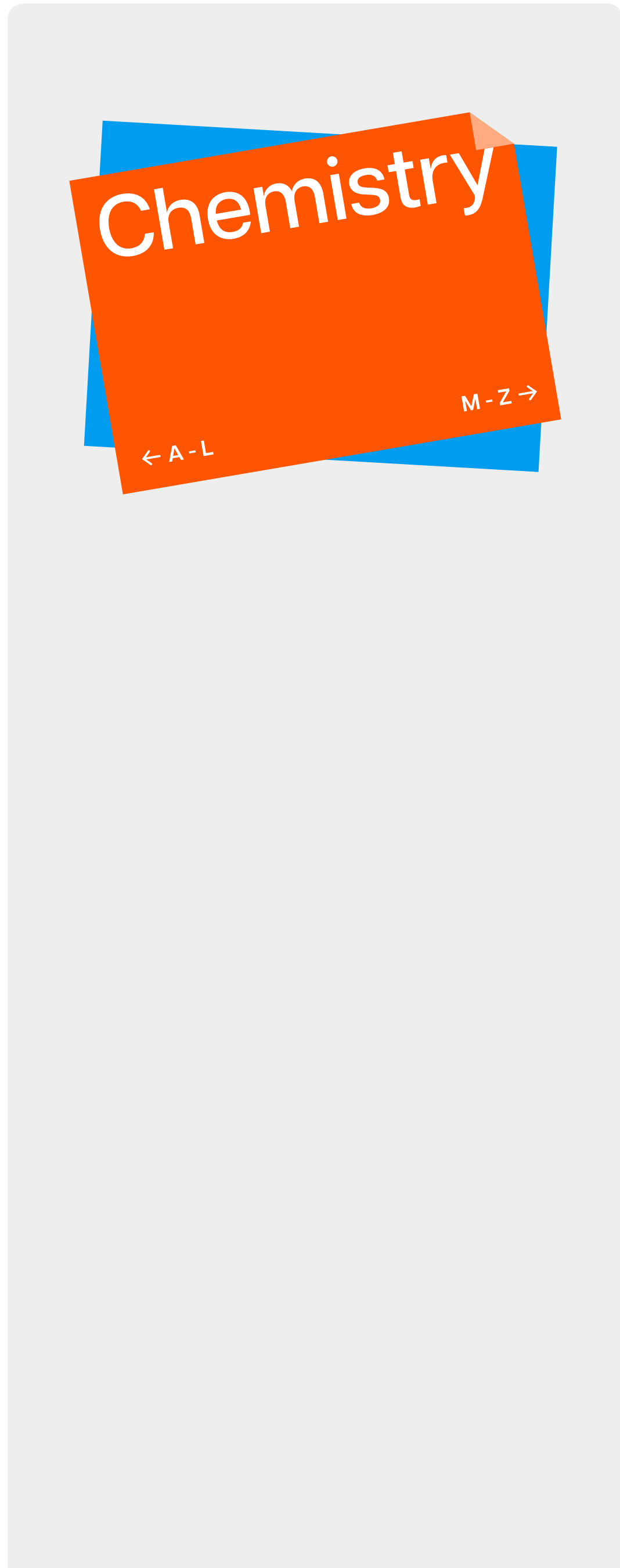
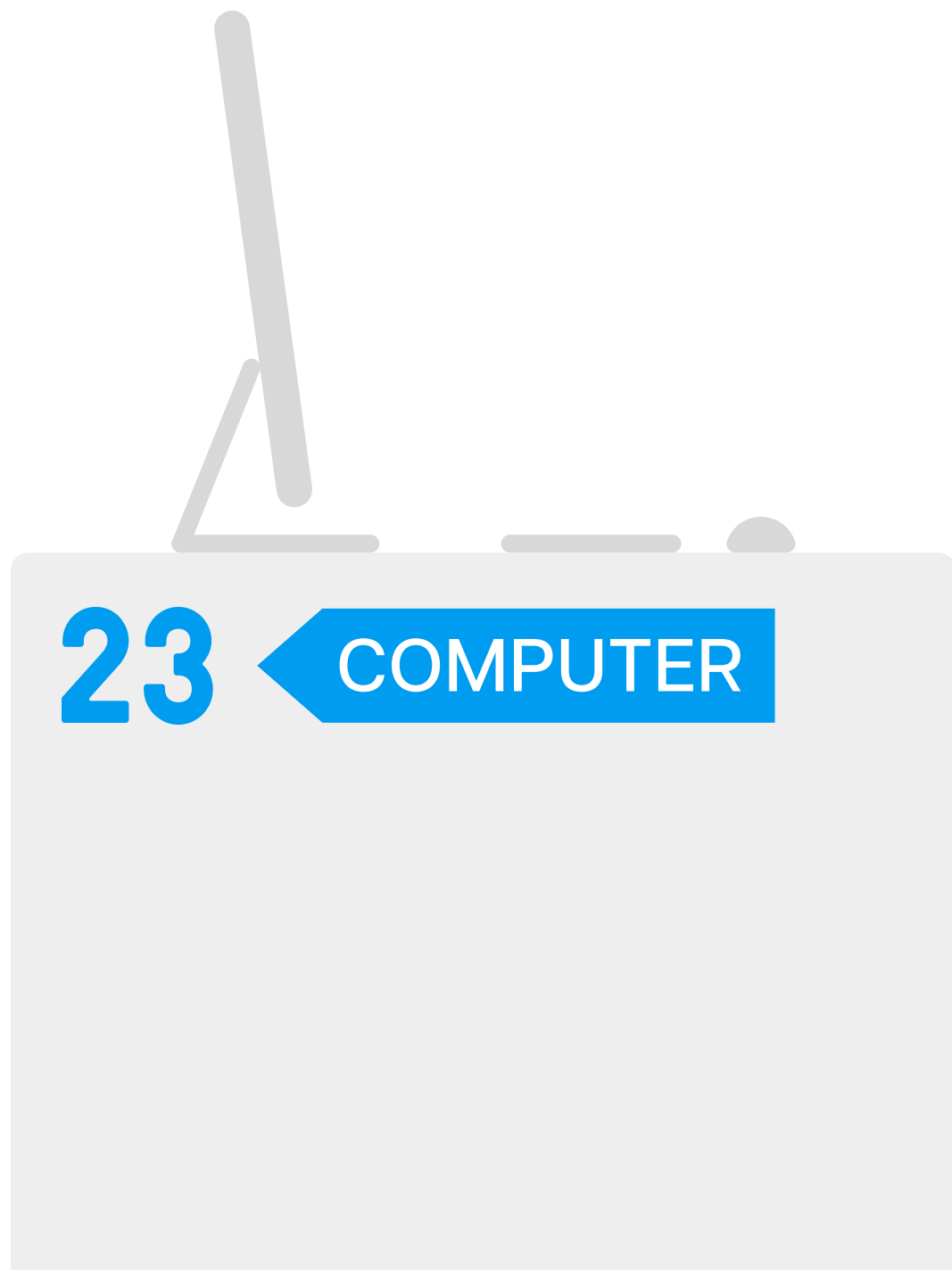


tulanelibraries
#BlackLivesMatter



Sticky notes, highlights, and icons can be combined to create the brand's signage used inside the libraries.

In addition, we introduce triangular-tip labels as an extra element used exclusively in signage, as they are ideal for wayfinding.



6.3 Application examples

Here are some examples of brand usage applications. Let's analyze the first one:

- 01 The GT Pressura typeface is used in the H1. In this case, we don't have an H2 or paragraph, so the next hierarchy corresponds to breadcrumbs, in Articulat CF Demi Bold.
- 02 An Accent Green highlight is used to overlay part of the information.
- 03 The pink sticky note provides the rest of the event information.
- 04 The image, placed flush right, leaves space on the left side of the canvas to easily display the information. The photograph has been extracted from the promoted exhibition archives.





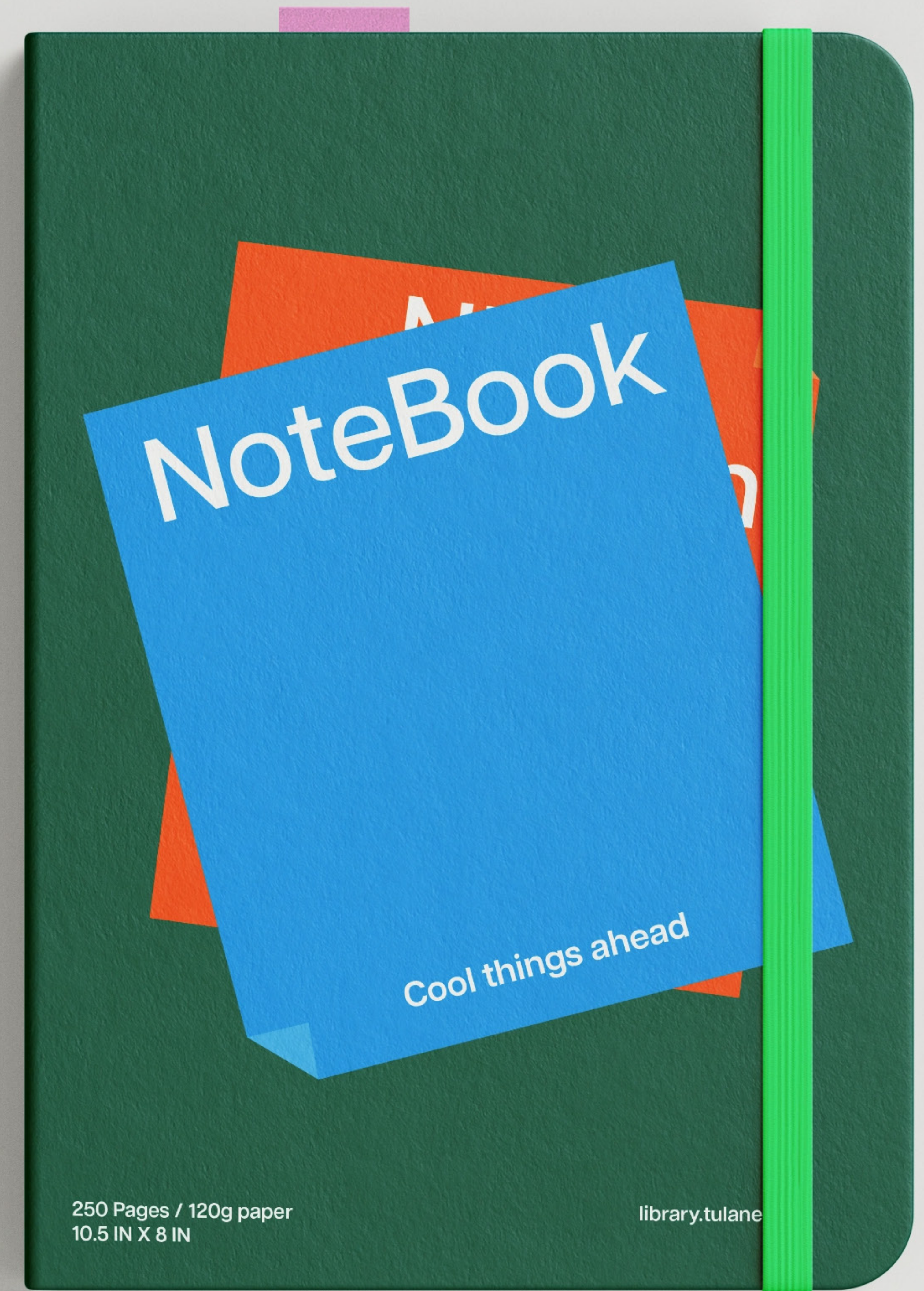
R3

A4

D5

A2





250 Pages / 120g paper
10.5 IN X 8 IN

library.tulane



EXPLORING
US Black Press
01.02.24

html
430 4th Floor Class



WORKSHOP

WITH DR. ELIZABETH SPRAGINS
ASSISTANT PROFESSOR OF SPANISH,
COLLEGE OF THE HOLY CROSS

MONDAY
04.03.24
@ 11-12 PM

HOWARD-TILTON MEMORIAL LIBRARY, ROOM 430





WITH
Dr. Elizabeth
Spragins

Assistant Professor of Spanish
College of the Holy Cross



LEARN TO READ **SPANISH** **IN ARABIC** SCRIPT

AN INTRODUCTION TO ALJAMIADO



RARE BOOKS COLLECTION

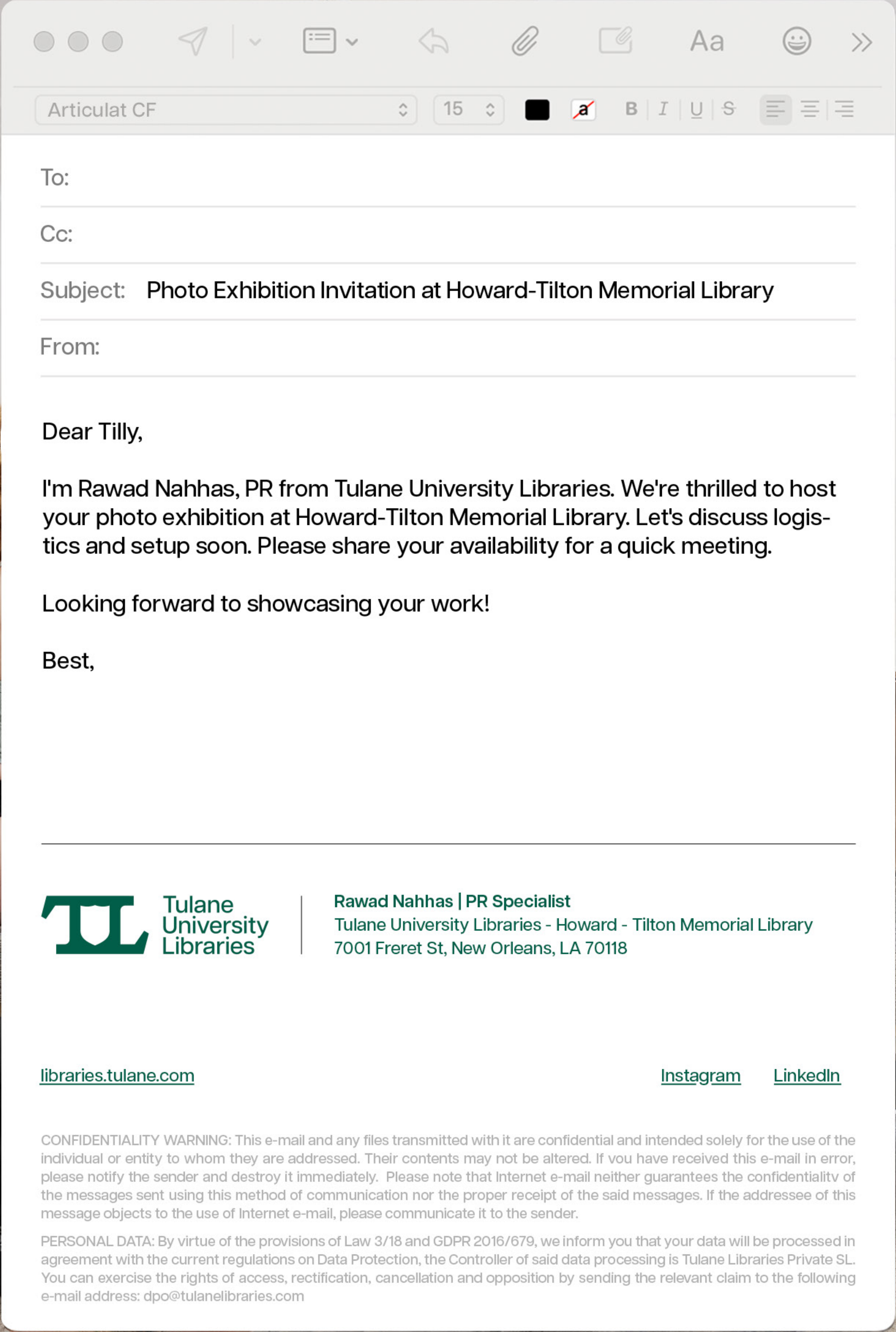
Notes

1938
1956



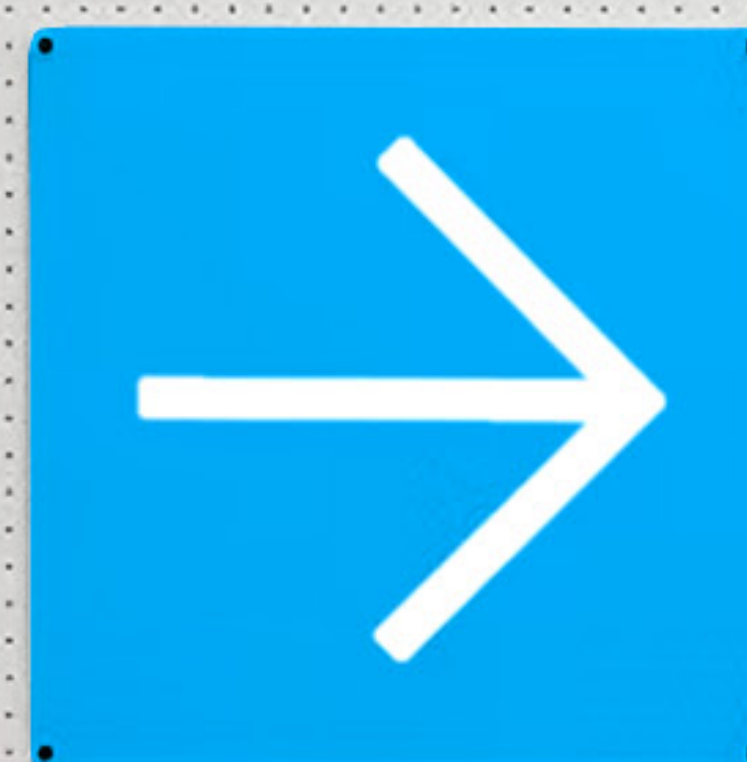


AUDIO & FILM
RESEARCH
EXHIBITION
LEARNING
TECHNOLOGY
EVENTS
FUN
ARTICLES
MAPS
JOURNALS
REPOSITORY
AUDIO & FILM



6TH
FLOOR

Study Areas
Open 24 hours



EXHIBITION
EARNING
AUDIO&FILM
JOURNALS
REPOSITORY

TWELVE LIBRARIES, **ONE** COMMUNITY



BOOK YOUR
Study space

Find the place that better
fits your needs

Individual and
group areas available





2024

SPRING BREAK

Coming Soon....



BRAND ASSETS BRAND IN USE SUMMARY

Logotype

- ✓ Use the monogram for social media and small applications.
- ✓ Respect the minimum sizes for each logotype.
- ✓ Maintain the security area by keeping sufficient space between elements.
- ✓ Use the correct version of the logotype when pairing it with Tulane University logotype.
- ✓ When referring to an specific library, follow the rules of logotype selection to pick the right one for your design.

Color

- ✓ Use our primary corporate colors preferentially to create brand recognition.
- ✓ Only Tulane Green and White should be used on backgrounds.
- ✓ Respect color proportion usage to maintain the brand's homogeneity.
- ✓ Remember to set the correct color for folded corners when creating sticky notes.
- ✓ Ensure each color is used only for its intended purposes.

Typefaces

- ✓ Use GT Pressura Bold for display headers (H1) and Articulat CF Medium for subheaders (H2)
- ✓ Use Articulat CF Medium for body copy and Articulat CF Demi Bold for breadcrumbs.
- ✓ Remember Articulat CF Regular can only be used on the website.
- ✓ Follow the rules of typography application and its hierarchies.
- ✓ Pay attention when setting the leading as it may vary with the text size

Brand Assets

- ✓ Follow the process step-by-step when creating sticky notes.
- ✓ Aim to keep the compositions clean, without too many elements, adhering to our minimal look and feel.
- ✓ Ensure that all the selected text is covered when creating highlights.
- ✓ Always verify that highlights are in "Multiply" mode or have the correct color applied.
- ✓ Try to always use original photos and videos.

TO DO

This summary outlines the important steps to follow in order to ensure consistency in applying the visual brand of Tulane University Libraries.

To facilitate the understanding of the material delivered with the guide, a nomenclature system has been developed making the identification of the different files easier.

1. Tulane University Libraries

2. Logotype version

- MN (Monogram)
- ML (Main Logotype)
- TUSC (Tulane University Special Collections)
- HTML (Howard-Tilton Memorial Library)
- RMLHS (Rudolph Matas Library of the Health Sciences)
- TLAL (The Latin American Library)

3. Descriptor

- Green
 - Black
 - White
- .ai
 - .eps
 - .svg
 - .png

4. Color Mode

- CMYK
- RGB
- PMS

TulaneLibraries_ML-Green--RGB.ai

1

2

3

4

5

Example

THANKS

NEED HELP?

First, call Mubien

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Santander, Cantabria 39001

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MB