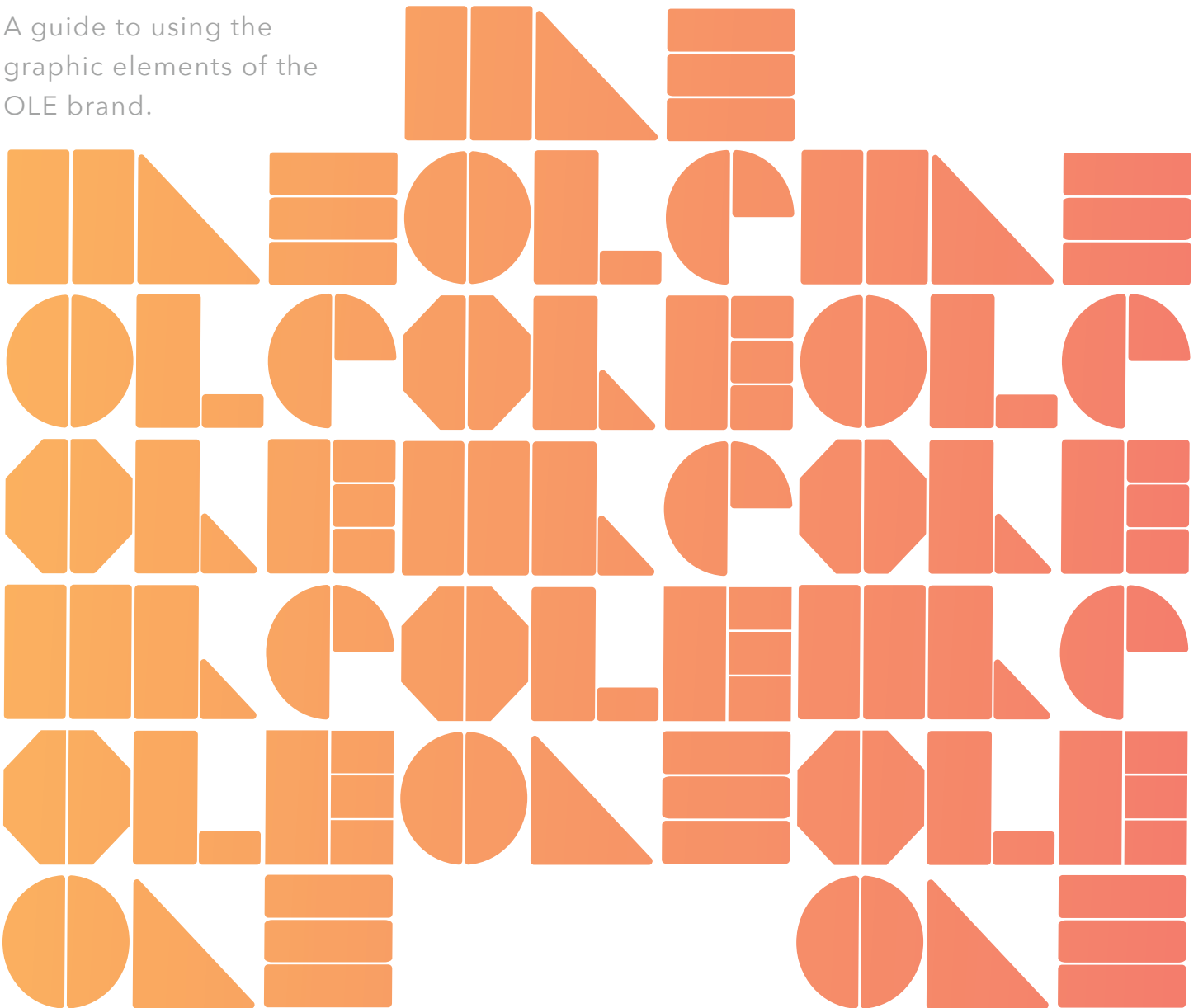


A guide to using the  
graphic elements of the  
OLE brand.



# 1. INTRODUCTION

OLE is a global library community that empowers libraries to collaborate on innovative and open solutions by pooling resources and insights.

## 1. Introduction to OLE

- 1.1 Contents
- 1.2 Who We Are

## 2. Logo and Marks

- 2.1 Logo Specifications
- 2.2 Logo With Tagline
- 2.3 How Not To Use Our Logo
- 2.4 Logo Forms

## 3. Color Application

- 3.1 'We Advance' Color Palette
- 3.2 'We Empower' Color Palette
- 3.3 'We Enrich' Color Palette
- 3.4 'We Share' Color Palette

## 4. Pattern

- 4.1 Building and Spacing
- 4.2 Shifting and Pairing

## 5. Typography

- 5.1 Brand Typefaces

# 1.2

# WHO WE ARE

## Our History

The OLE project began as a Mellon funded investigatory collaboration formed in 2008 to determine the viability of an open source library management system. After a favorable analysis, in 2010 the OLE partnership was formed within the Kuali Foundation to build an open source library management system called Kuali OLE. It was released in 2014 and implemented at three of our Partner sites.

To encourage broader participation from others in the library community, the OLE partnership sought to establish a distinct library-centric foundation to support collaborative communities working to develop open source solutions.

Today, OLE operates as a thriving community administered by the Open Library Foundation, and in 2016 joined with EBSCO Information Services and Index Data to develop and implement FOLIO, an open and extensible library services platform. FOLIO builds on, and continues, the OLE vision of deep collaboration among librarians, developers, strategists, service providers, and vendors.

## Our Mission

OLE empowers the library community to re-examine business operations and develop new workflows that reflect the changing nature of scholarship.

OLE liberates libraries from outdated models and proprietary technologies through creative collaboration and open source development.

OLE collaborates on open source initiatives that strengthen libraries' capacity to innovate and meet the needs of their user.

OLE builds inclusive partnerships focused on financial support, collaborative functional and technical design, software development, and support for OLE partners.

## WE EMPOWER

By facilitating partnerships and dialog across a global community to pursue open solutions.

## WE ADVANCE

By providing a forum to explore common issues and develop opportunities for shared action.

## WE ENRICH

By pooling expertise and inspiring creativity to minimize barriers to sustainable innovation.

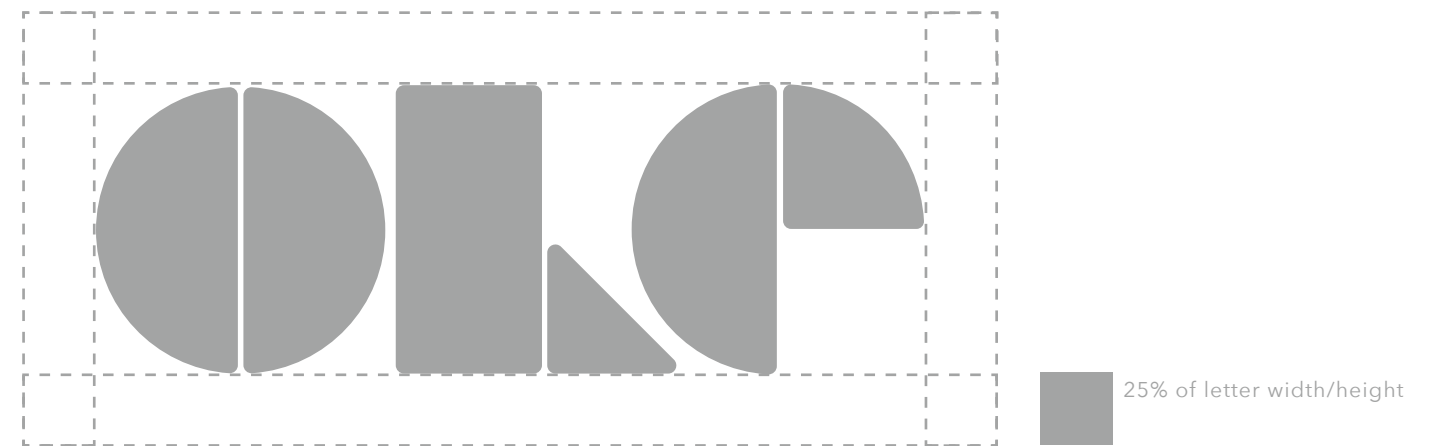
## WE SHARE

By mobilizing passionate library advocates to deliver value to a global community.

# 2. LOGO AND MARKS



## 2.1 LOGO SPECS



### Clear Space

Maintain clear space around the logo to protect the logo from distracting graphics or typography.

Measure "clear space" on all sides by 25% of the height or width of logo characters.

### Minimum Size

Never reproduce the logo smaller than 1.5" wide or 0.5" tall.

### Logo on White



C: 30  
M: 24  
Y: 25  
K: 0

C: 65  
M: 58  
Y: 58  
K: 37

### Logo on Background



## 2.2

# LOGO WITH TAGLINE



### Tagline Placement

Our tagline should always be placed below and maintain the same width as the logo itself. It should also fit within the logo's normal "clear space."

### Minimum Size

Never reproduce the logo smaller than 1.5" wide or 0.65" tall.

Logo on White



OPEN THE POSSIBILITIES

C: 30  
M: 24  
Y: 25  
K: 0



OPEN THE POSSIBILITIES

C: 65  
M: 58  
Y: 58  
K: 37

Logo on Background



2.3

HOW NOT TO USE  
OUR LOGO



Don't stretch our logo. We're not "OOLLEE."



Don't make it 100% black. We're not Batman.



Don't try to make the logo look like a face (we've tried).



Only use approved colors and gradients. (See section: 2.1 and 3)



Don't get fancy with the tagline, please.



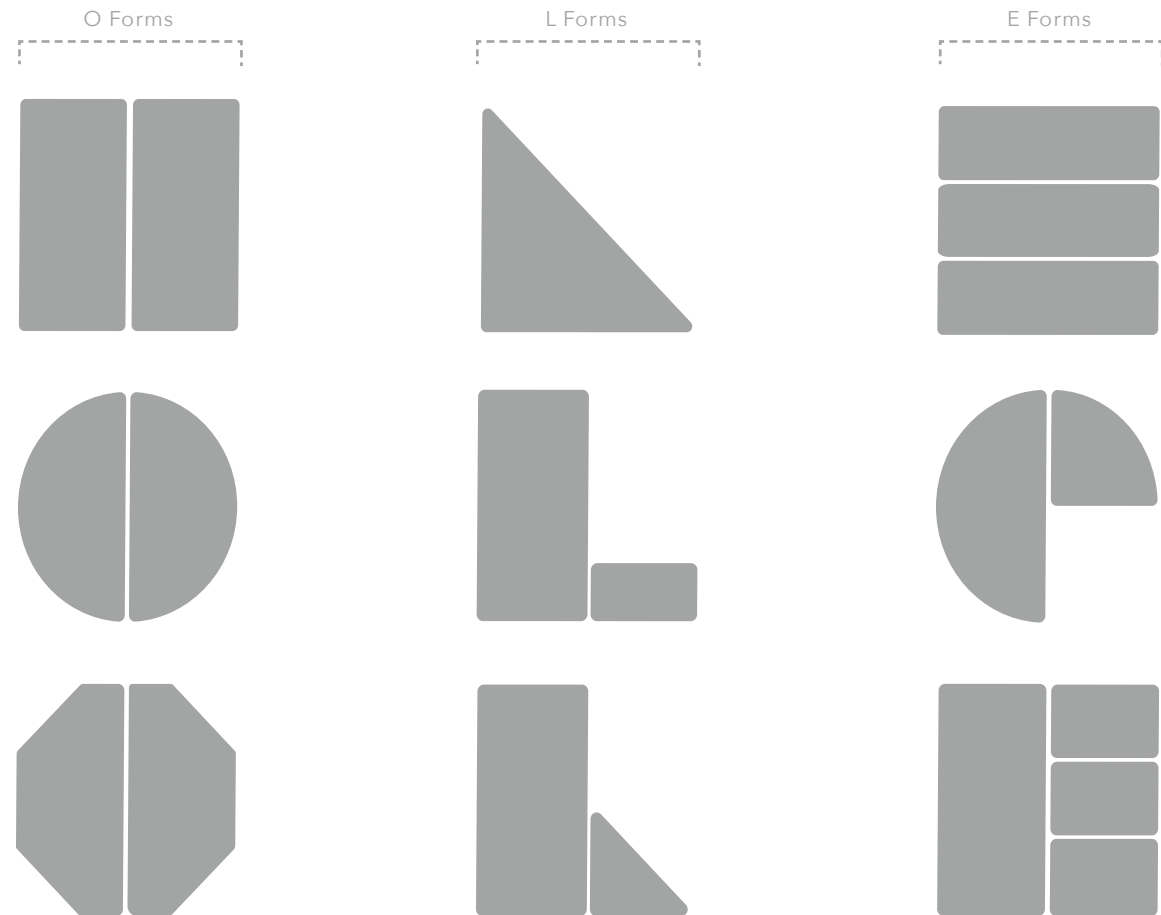
Don't add excessive effects or outlines. It looks a little silly.

# 2.4 LOGO FORMS

## Logo Manipulations

The OLE logo was designed using a set of “building blocks,” giving us the opportunity to mix and match the shapes to fit different compositions, and alignments, allowing our identity to be ever-changing and growing.

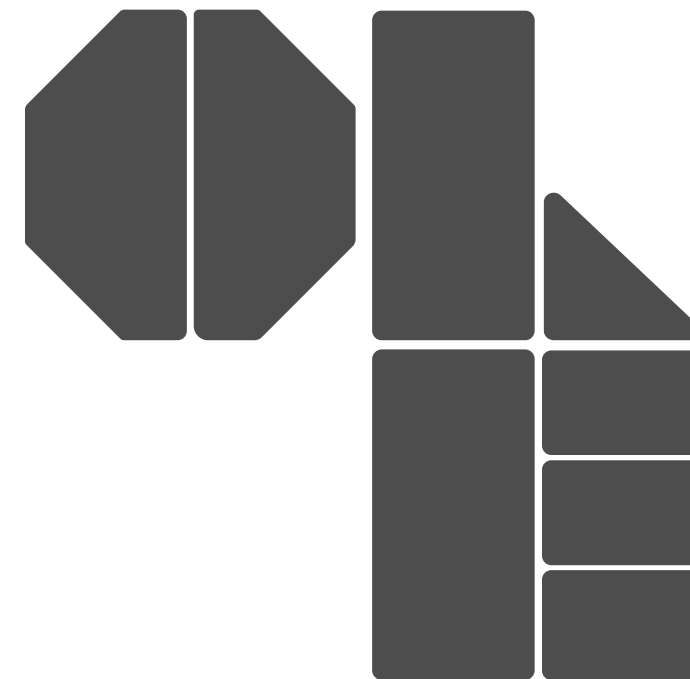
\*Whenever the OLE logo is displayed on its own, use the “Main OLE Logo”  
(See sections 2.2 and 2.3).



## Ex. 1



## Ex. 2



# 3. COLOR APPLICATION

The OLE brand utilizes a spectrum of colors and gradients to embody the community of collaboration that we, and our Partners, represent.

Each one of our four pillars has a specific color set designed to give each their own identity within our brand standards.

# 3.1 WE ADVANCE COLOR PALETTE

## Core Gradient



## Shades Within



C: 63  
M: 22  
Y: 0  
K: 0



C: 55  
M: 0  
Y: 96  
K: 0



Applied to Our Logo



Applied to Imagery



Core gradient applied at a 90% opacity

# 3.2 WE EMPOWER COLOR PALETTE

Core Gradient



Shades Within



C: 0  
M: 50  
Y: 95  
K: 0

C: 0  
M: 84  
Y: 85  
K: 0

Applied to Our Logo



Applied to Imagery



Core gradient applied at a 90% opacity

# 3.3 WE ENRICH COLOR PALETTE

Core Gradient



Shades Within



C: 50  
M: 100  
Y: 15  
K: 0



C: 0  
M: 84  
Y: 85  
K: 0

Applied to Our Logo



Applied to Imagery



Core gradient applied at a 90% opacity

# 3.4 WE SHARE COLOR PALETTE

Core Gradient



Shades Within



C: 63  
M: 22  
Y: 0  
K: 0



C: 50  
M: 100  
Y: 15  
K: 0

Applied to Our Logo

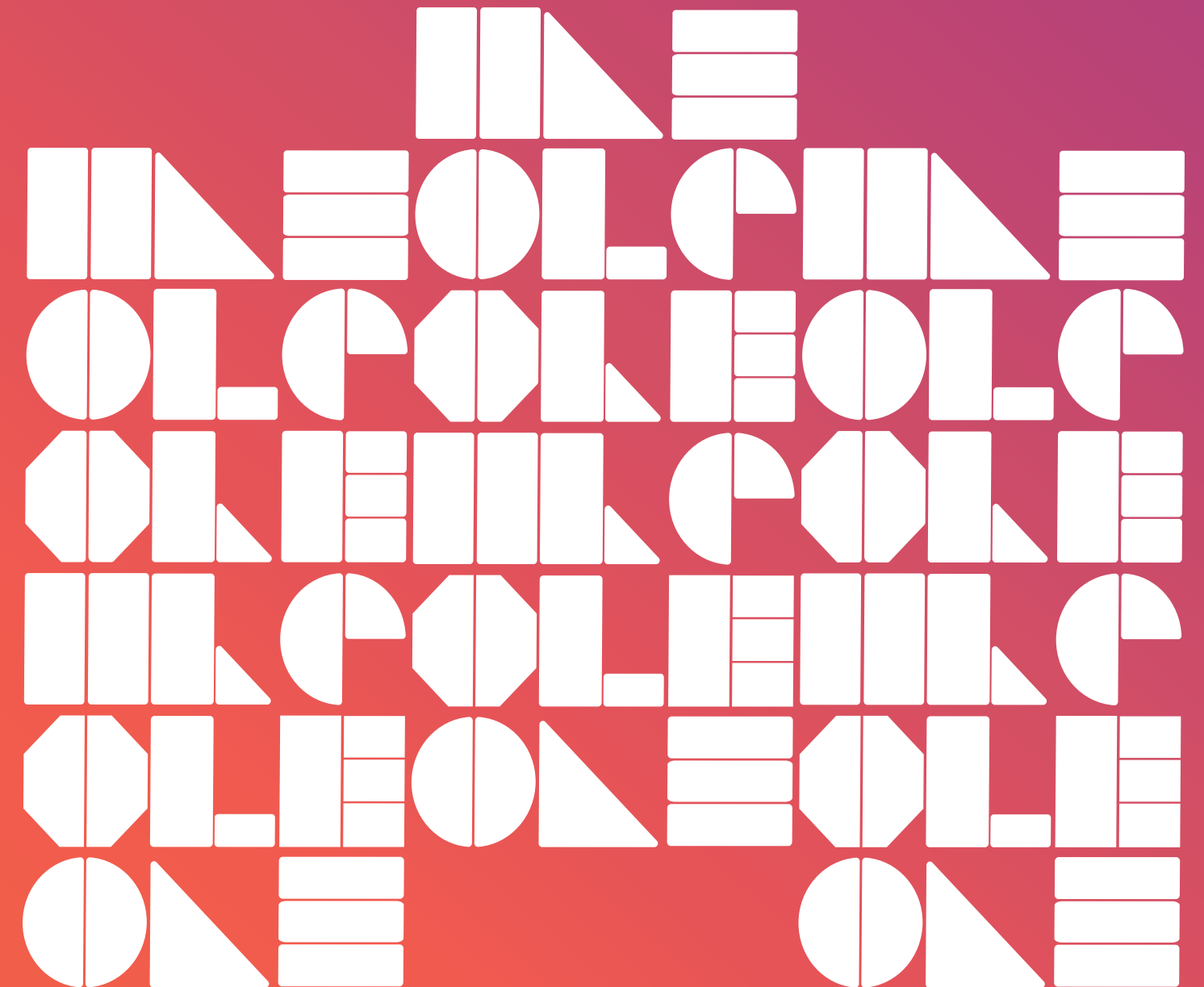


Applied to Imagery



Core gradient applied at a 90% opacity

4.  
OLE PATTERN



# 4.1

# BUILDING

# AND SPACING

## Building Blocks

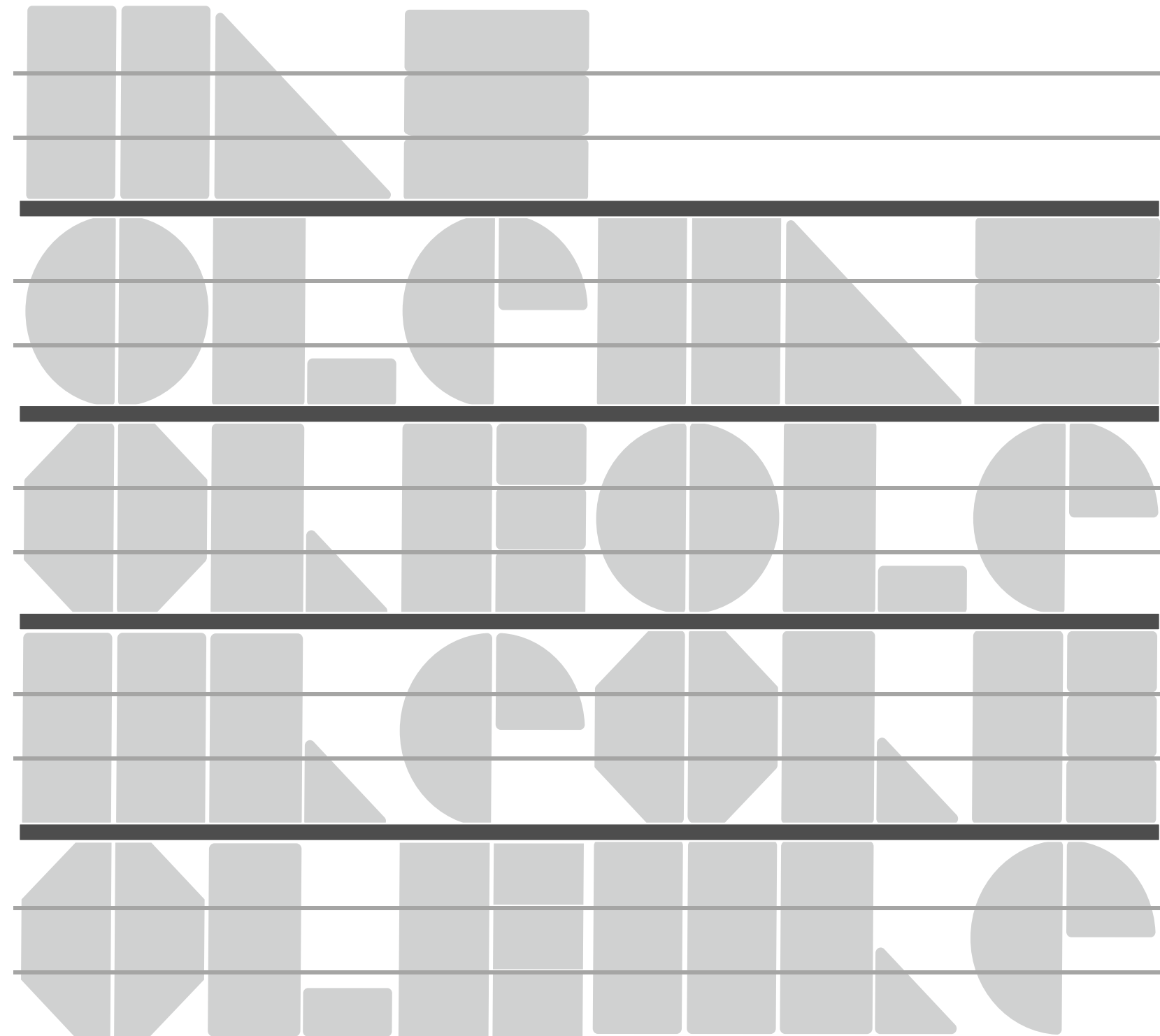


The base building blocks of the OLE pattern is a column of shapes based on the main logo, each creating a new O-L-E.

## Spacing and Scaling

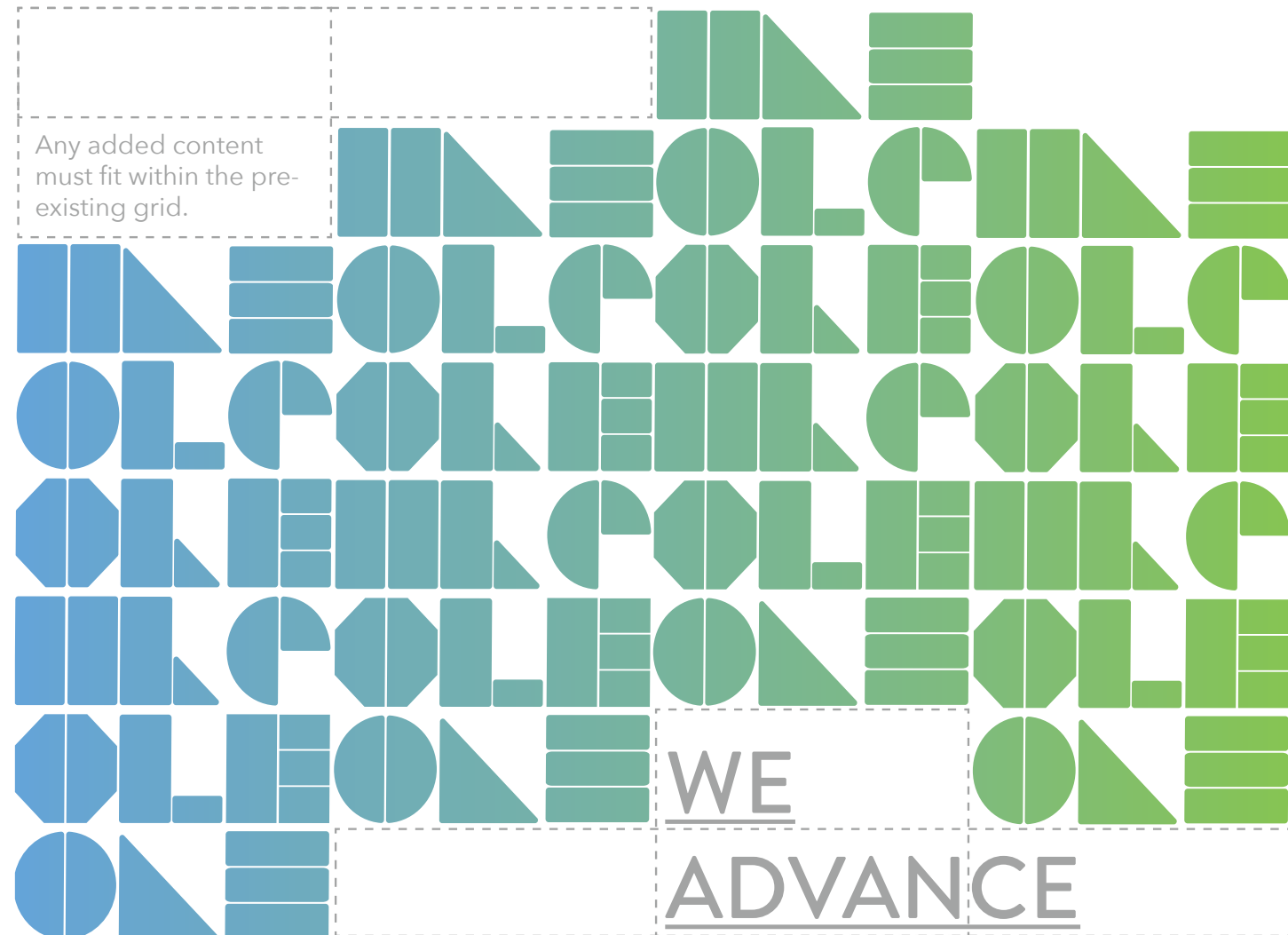
An even clearance between the rows of characters is needed to build the pattern clearly. (DARK GRAY)

Align with a constant grid to the horizontal accents of the characters. (LIGHT GRAY)



# 4.2 SHIFTING AND PAIRING

When shifting one of the columns up or down, the base grid of the pattern should always be maintained.



## Paired with Main Logo

When paired with the Main OLE Logo, the pattern should be in color while the logo is grayscale, to distinguish between the two.



OPEN THE POSSIBILITIES



# 5. TYPOGRAPHY

## 5.1 BRAND TYPEFACES

### Headlines



Brandon Grotesque CAPS (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

### Subheads



Avenir Next (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Body Copy



Avenir Next (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()