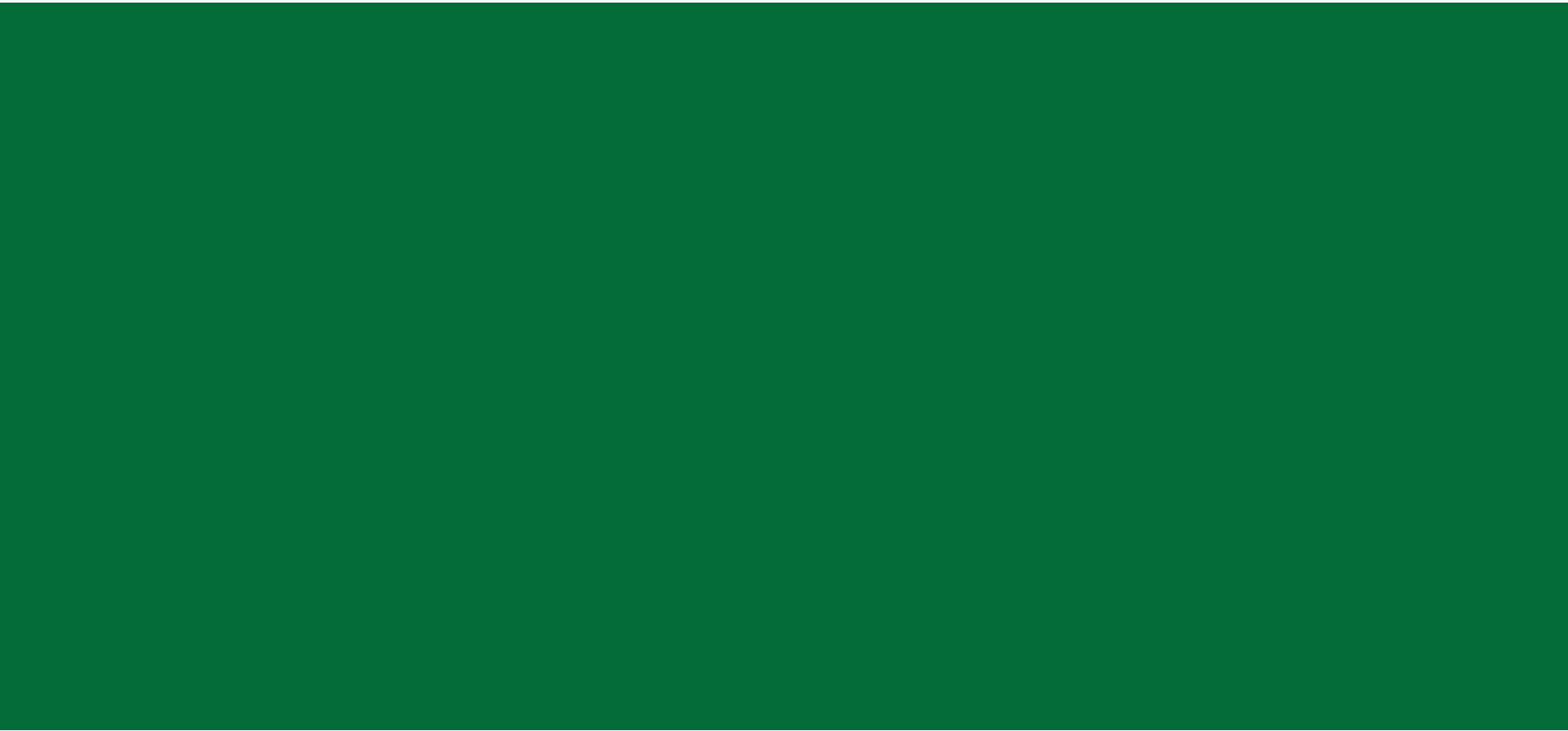




WPL BRAND GUIDELINES

JANUARY
2026



These guidelines are intended to help bring the Weston Public Library brand to life – a visual identity inspired by our legacy and driven by our vision of building a better world through community. The system balances consistency and flexibility to maximize impact through every application. This is your roadmap to everything you need to know about the WPL brand.

You'll find plenty of info here to help you bring our brand to life.

Welcome to the Weston Public Library.

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INTRODUCTION

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THE WPL BRAND

Our mission is to provide a broad range of informational, educational, technological, social and recreational resources to serve the diverse needs of the community.

The Weston Public Library was founded in 1935 and was housed in the basement of the Horace C. Hurlbutt, Jr. School. In 1950, the Library was moved to a larger room on the first floor of the school where it continued to support the school and the general public. The current Library building was completed in 1963 and has had two subsequent additions. The original Library consisted on 6,742 sf (including a small mechanical basement and mezzanine). Expansion projects in 1985 and 1994 increased the total square footage to 14,152 sf.



Purpose

Community &
Human-Centered

To empower every member of our community with free and welcoming access to knowledge, stories, and opportunities—igniting imagination, nurturing lifelong learning, and creating a place where everyone feels supported and inspired to thrive.

Vision

A dynamic, evolving
destination for all.

The Weston Public Library aspires to be a vibrant, welcoming, and forward-thinking hub—both in our physical spaces and across our digital platforms—where people of all ages can discover information, explore ideas, and connect with one another. We envision a library that continually adapts to the evolving needs of our patrons in the 21st century, offering innovative resources, inclusive programs, and dynamic spaces that inspire learning, creativity, and community engagement.

Positioning

Discover. Learn. Connect.
Thrive.

The Weston Public Library is your welcoming hub—both in-person and online—where knowledge, creativity, and community come together to inspire everyone to explore, grow, and belong.

Values

Opportunity. Community.
Heart. Knowledge.

Fostering traditional and technological literacies • Nurturing lifelong learning and personal growth • Encouraging opportunities for social and cultural interaction and discovery • Building a strong sense of community in Weston • Maintaining a physical library space that continues to meet patron needs • Leveraging our knowledgeable staff to support diverse initiatives for our patrons • Providing professional development opportunities for staff to remain current as libraries evolve

BRAND CHARACTERISTICS

A FRAMEWORK DESIGNED TO BRING PURPOSE
TO EVERY EXPRESSION OF THE WPL BRAND.

The qualities of the WPL brand have been shaped over decades from the Weston community and our unique locale within Fairfield County, to a library housed in a unique mid-century modern building. Our brand complements that architecture and reflects that community distinctiveness and these characteristics inform every element and expression of our brand and can be dialed up or down to reflect different needs.

Hopeful

Inspiring optimism about the future.
Ambition. Aspiration. Promise and potential.

Universal

Shared by all people, everywhere.
Timeless. Essential. Enduring.

Inclusive

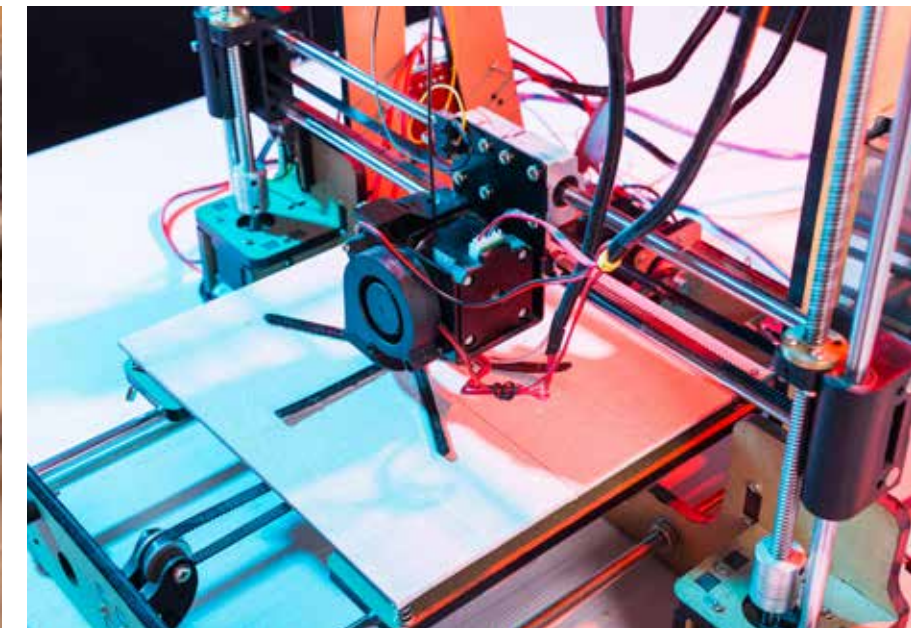
United in diversity. United in solidarity.
Celebrating differences and individuality.

Vibrant

Full of energy and enthusiasm. Inspiring,
Engaging. Igniting curiosity in us all.

Progressive

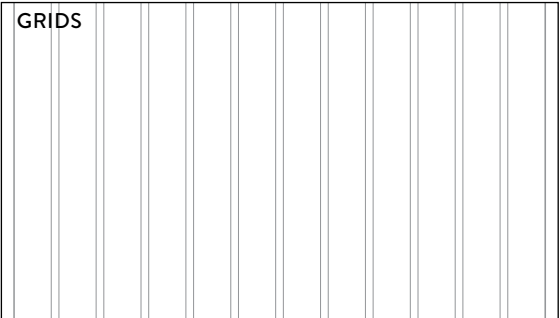
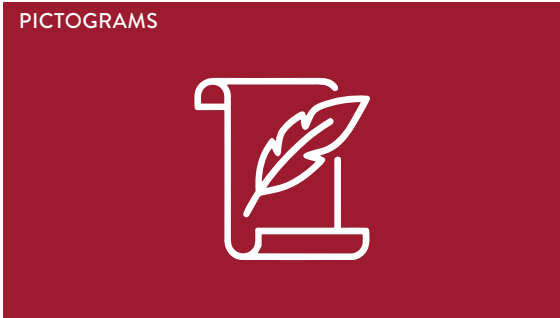
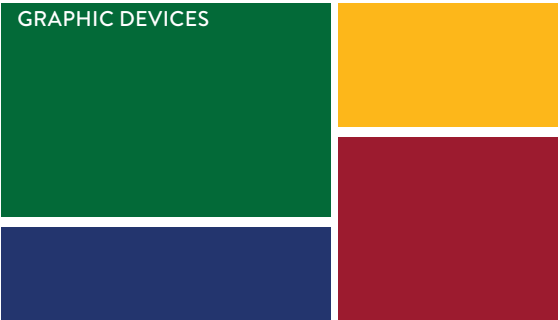
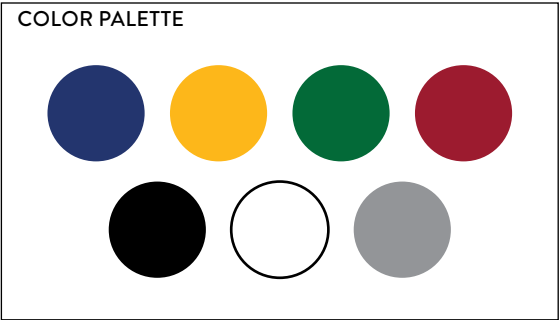
Innovative and positive social impact for a
better world. Inspiring potential.



BRAND ELEMENTS

The system elements were inspired by the brand framework and brand characteristics. They are designed to enhance consistency while allowing flexibility across various mediums. System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic.

The spacious and structured approach to composition helps each application feel more open, inviting and inspiring — reflecting our brand personality and connecting all that we do.



THE LOGO

The logo of the Weston Public Library serves as the central visual representation of our brand identity. It is esSential that the logo remain unchanged and preserved at all times without any modifications or alterations to build brand awareness.

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T HE UNIQUE MARK

SIZING & WHITE SPACE

LOGO SYSTEM

GUIDANCE

THE UNIQUE MARK

The Weston Public Library logo is composed of two parts: the icon, and the wordmark. The icon comprises a single shape that forms an abstract representation of the opportunities at heart of the library. This shape not only forms a book spine, but also serve as a nod to other aspects of the library and its history — representing diversity, life-long learning, the building, and even the curiosity for more, and serves as a window into the library’s thriving community.

Paired with the wordmark’s clean and straightforward sans serif font speak to the approachability and accessibility of the library — while setting the wordmark in all uppercase resonates with the brand’s legacy and strength in the Weston community. The colors chosen for this mark build on the brand’s history, pairing shades of green, red and gold colors with a deep navy that is classic and iconic to Weston.



SIZING & WHITE SPACE

The Weston Public Library logo should be used as originally designed and proportioned as shown here to the right, and in the variations listed on the following pages of this guide. The logo should not be modified except to scale the image while maintaining its aspect ratio. It should not be rendered at a size that makes the text illegible.

A buffer zone of at 1x the height of “W” in the logo should appear between the logo and other design elements.



LOGO VARIATIONS

There are several versions of the Weston Public Library logo that can be used in different media and applications. Usage will mainly depend on the size and shape of the space available.

FULL LOGOS:
These are the primary logo variations to be used wherever possible when not paired or housed within the brands design system.

WORDMARKS:
The wordmark may be used independently in certain use cases where size affects legibility (i.e., small pieces of collateral like a pen).

ICON:
The Icon may be used independently as graphic elements and as a representation of the brand in small use cases (e.g., social media profile images).

All variations of these files are supplied in .ai, .eps, .jpg, and .png formats.

FULL LOGOS



WORDMARKS



ICON



The Weston Public Library logo should never be skewed or manipulated in a way that alters the brand, as seen in the examples to the right.



Change the orientation of elements within the logo



Change the scale of elements within the logo



Stretch, flatten or distort the logo



Change the order of colors in the logo



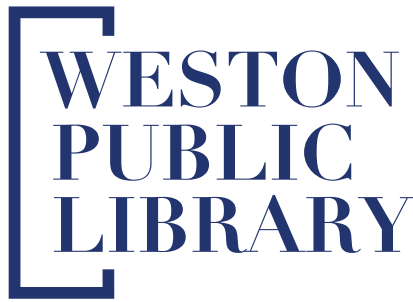
Rotate the or skew the logo



Add effects to the logo



Change the color of the logo



Change the font of the logo text

TYPOGRAPHY

Typography serves as our visual voice, adding depth, nuance, and feeling to our messaging.

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WPL TYPOGRAPHY

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BRANDON GROTESQUE

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DIDOT

Our brand typography combines the clean, modern versatility of Brandon Grotesque with the elegant, classic sophistication of Didot. By using the different weights of Brandon Grotesque for headings, subheadings, and body text, we create a flexible, approachable structure that is easy to read across digital and print media. Didot serves as a complementary accent for highlights, quotes, or special elements, adding a touch of refinement and visual contrast. Together, these typefaces establish a cohesive, contemporary, and sophisticated typographic voice for our brand.

Welcome to the We
PUBLIC LIBRARY
Established in 1935

BRANDON GROTESQUE

Use Brandon Grotesque for all main text elements: headings, subheadings, body copy, and UI components.

Utilize different weights (Light, Regular, Medium, Bold) to create hierarchy, emphasis, and visual rhythm.

Works across digital and print for a clean, modern, approachable feel.

To download [click here](#).

Brandon Grotesque Light

Brandon Grotesque Light Italic

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

Brandon Grotesque Black

ABCDEFGHI	1 2 3
JKLMNOPQ	4 5 6 7
RSTUVWXYZ	8 9 0
abcdefghijklmn	
opqrstuvwxyz	

DIDOT

Use Didot for accents, quotes, pull-out text, or special highlights.

Its high contrast and elegant forms provide a sophisticated complement to Brandon Grotesque’s geometric clarity.

Avoid using Didot for body text to maintain readability.

To download [click here](#).

Didot Regular

Didot Italic

Didot Bold

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3

4 5 6 7

8 9 0

COLOR

Color is our storytelling tool, capturing attention and making a statement. We’re bold and vibrant. Our blue hue exudes learning and stability for our community.

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PRIMARY COLORS

20

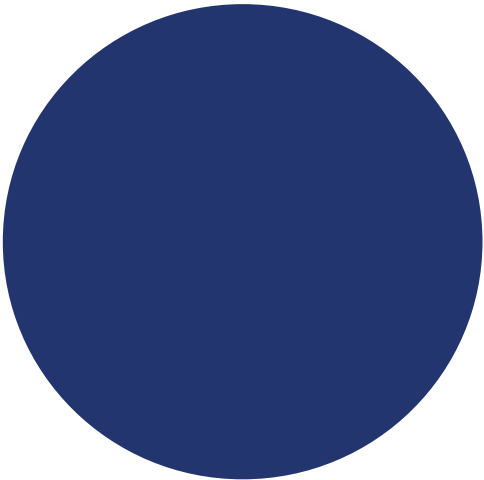
EXTENDED COLORS

21

WPL COLOR PAIRS

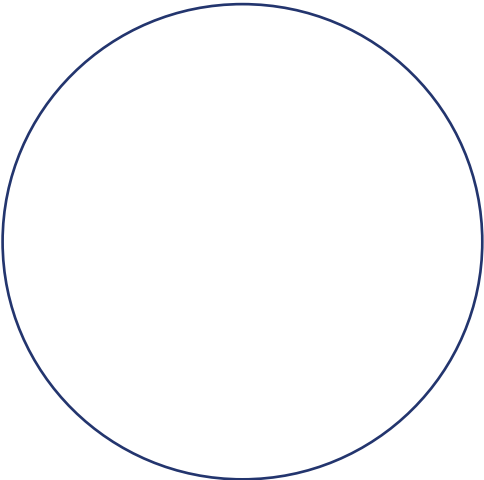
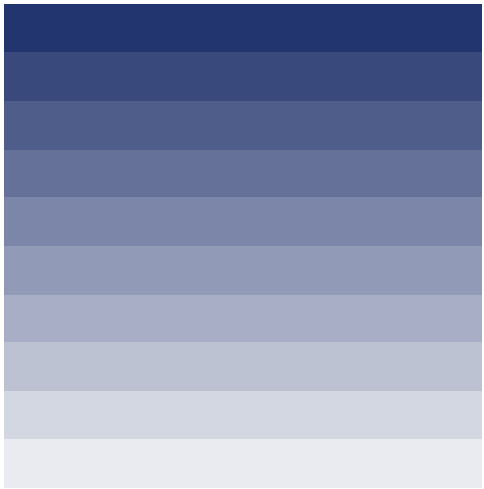
WPL COLOR

Our primary brand colors are blue, white and black. They form the foundation of everything WPL. These colors are used to provide accessibility, simplicity and consistency throughout all brand communications in conjunction with our extended colors.



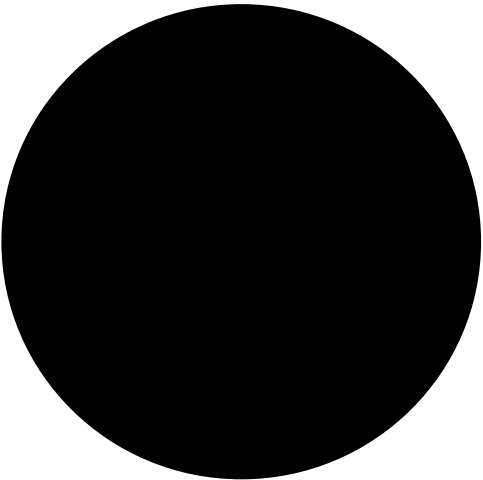
WPL BLUE

Pantone **288 C**
HEX **#002c72**
RGB **0, 44, 114**
CMYK **100, 91, 27, 16**



WHITE

HEX **#FFFFFF**
RGB **255, 255, 255**
CMYK **0, 0, 0, 0**

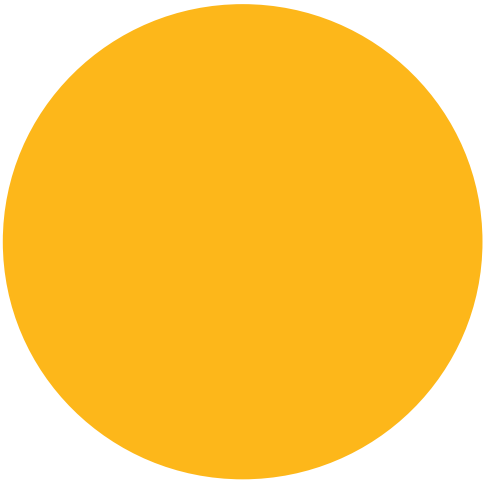


BLACK

HEX **#000000**
RGB **0, 0, 0**
CMYK **0, 0, 0, 100**

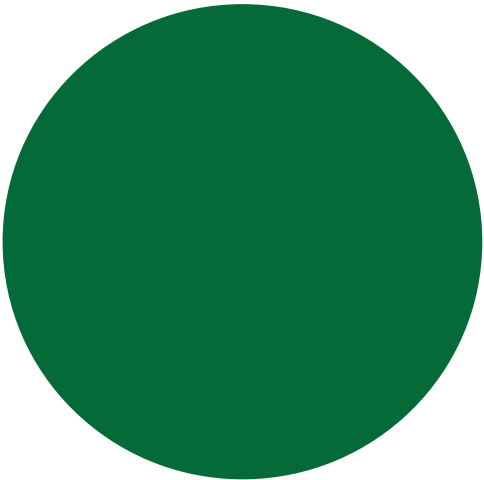
EXTENDED COLORS

The extended colors are designed only for digital applications, infographics, illustrations and designs where tone-on-tone pairings improve the communication or user experience; for example, on hover states or disabled buttons.



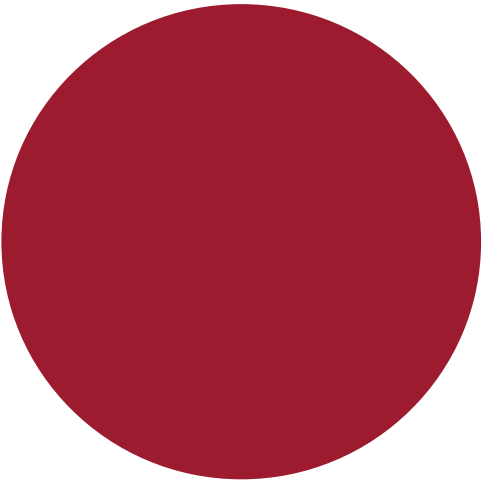
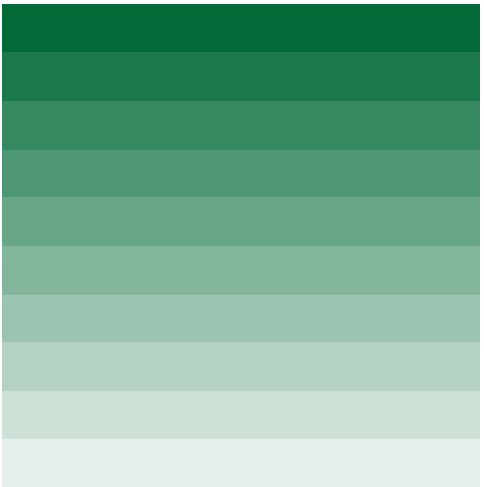
WPL YELLOW

Pantone **1235 C**
HEX **#FBD521**
RGB **253, 181, 33**
CMYK **0, 32, 96, 0**



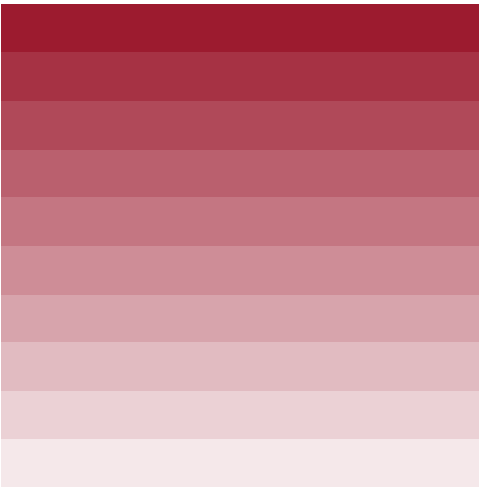
WPL GREEN

Pantone **349 C**
HEX **#006938**
RGB **0, 105, 56**
CMYK **90, 33, 98, 25**



WPL RED

Pantone **7427 C**
HEX **#9C1B2F**
RGB **156, 27, 47**
CMYK **25, 100, 82, 22**

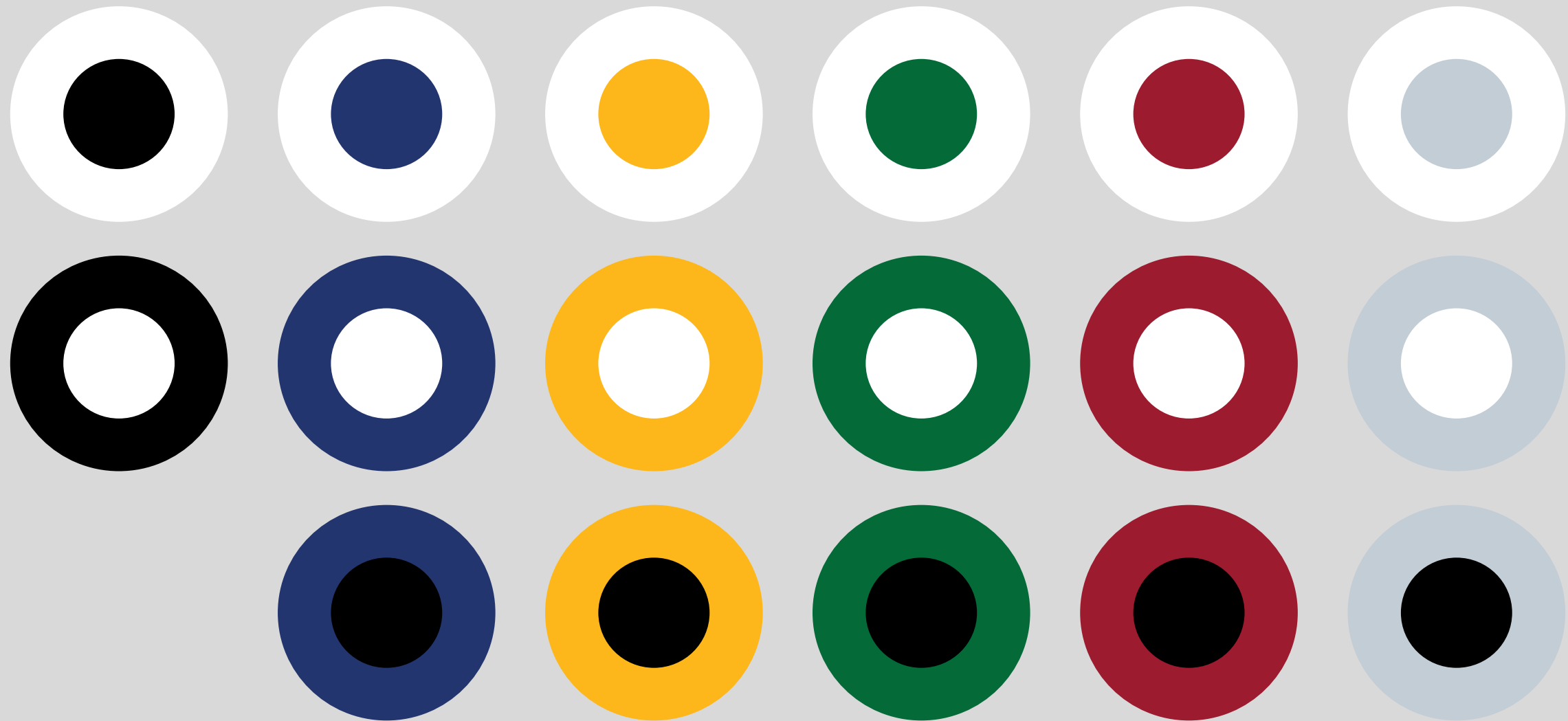


GRAY

HEX **#C2CDD4**
RGB **195, 205, 213**
CMYK **23, 13, 11, 0**

WPL COLOR PAIRS

These pairings provide a general guide for combining colors across all WPL brand elements. Any color may appear on white. WPL colors may be combined with white or black for ease of use and legibility. Other pairings may be acceptable but be aware of legibility when using colored text. As an example, yellow text on white may be difficult to read.



GRAPHIC SYSTEM

The graphic system expresses the WPL brand through color and geometry inspired by the Mid Century Architecture of the Library. This provides a consistent way to incorporate color into designs and provides a bold visual without featuring a specific person or book the way that a photo would.

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FIELDS OF COLOR

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FIELDS OF COLOR CROPPING

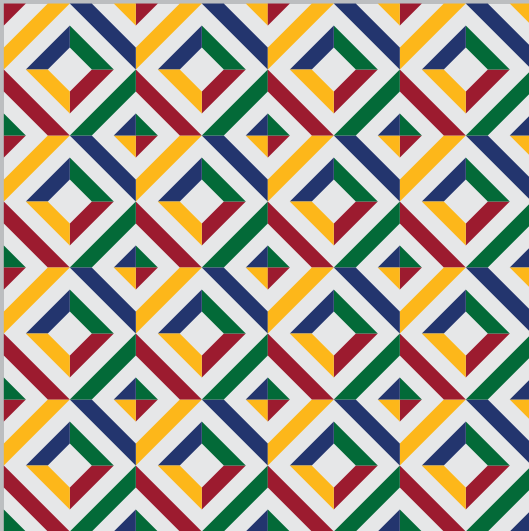
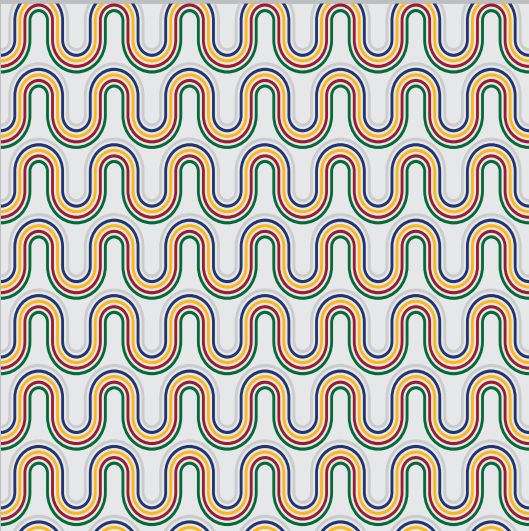
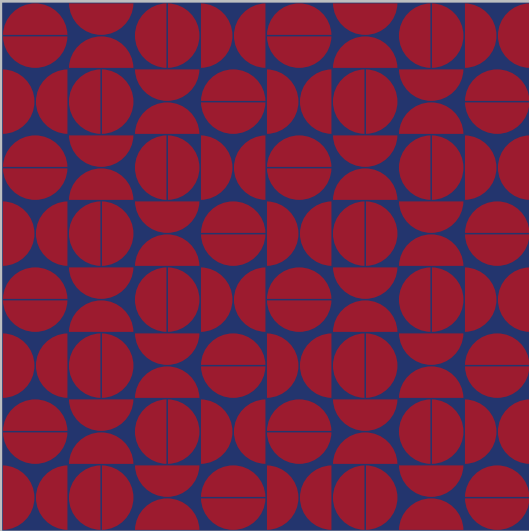
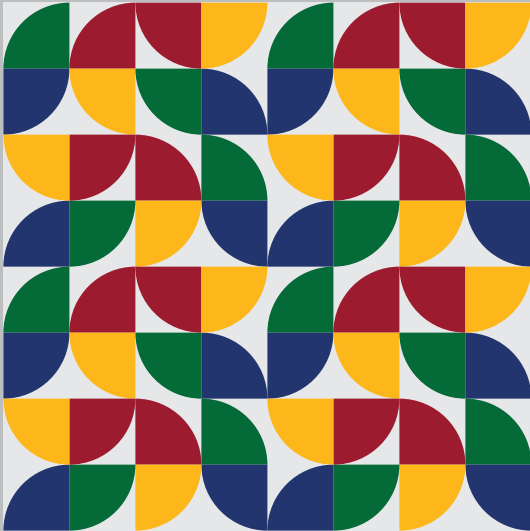
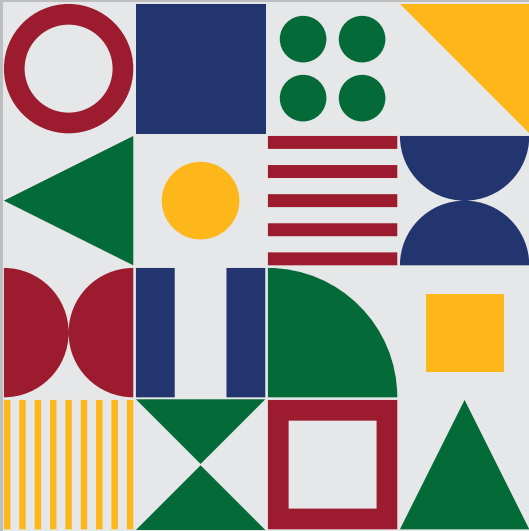
25

COMBINING GRAPHICS

FIELDS OF COLOR

A series of graphic patterns inspired by geometry from mid twentieth century. Lines and shapes that create visual interest. Each is divided into and filled with WPL colors to create a playful and artful interpretation of the Weston Public Library. A visual representation of our community coming together.

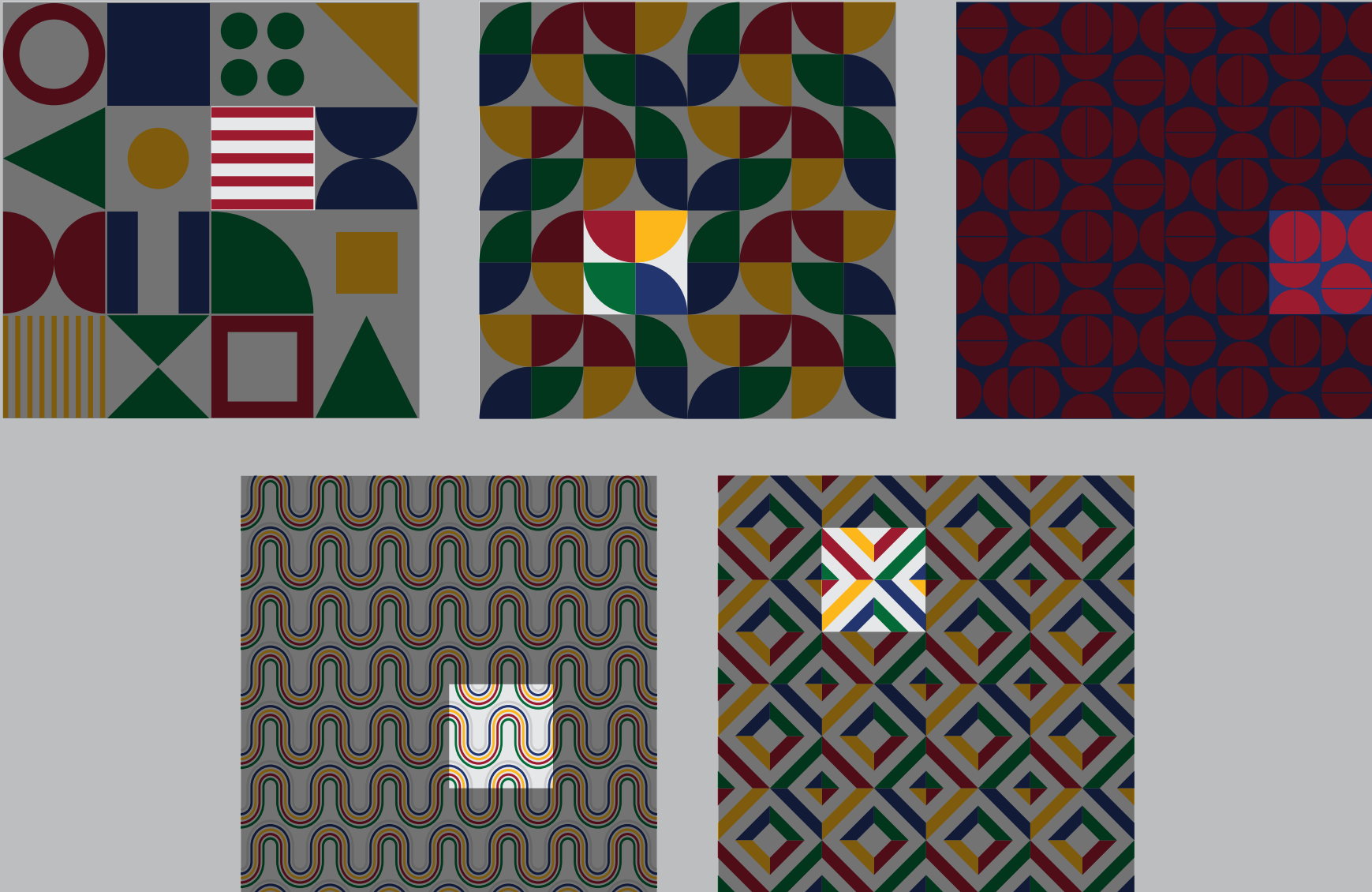
Several of the graphic patterns are available in various colorways.



FIELDS OF COLOR –
CROPPING

In application, fields of color graphics should be cropped to add flexibility to the system, and generate a dynamic range of simplified graphic elements.

Crop along shapes and color blocks within the artwork to create a consistent visual rhythm. The colors and orientation of the crops may be adjusted to fit within the layout and the surrounding elements.

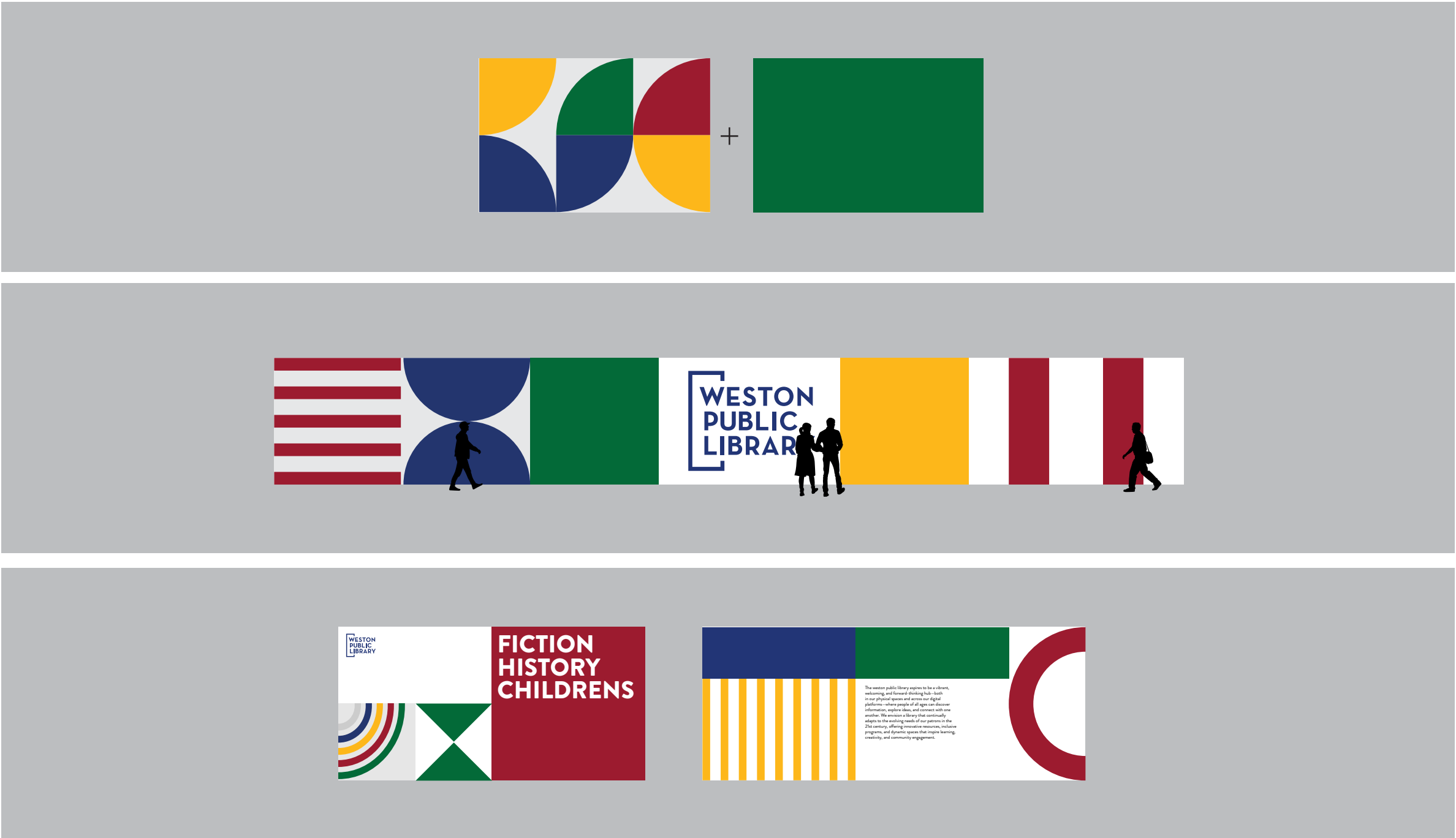


COMBINING GRAPHICS

By combining the fields of color graphics, and color blocks, the visual volume can be adjusted throughout all applications. This modular approach allows a lot of flexibility.

Color blocks should always be filled with core WPL colors and are useful to create space for branding or content.

Remember to keep a lot of white in your compositions, and always try to create alignment between the different graphic devices and typography.



PICTOGRAMS

Pictograms are graphic icons used to communicate information without words and capture the spirit of each genre—all in a few simple lines and shapes.

27

CONSTRUCTION & SIZING

28

GENRES

32

BACKGROUNDS

33

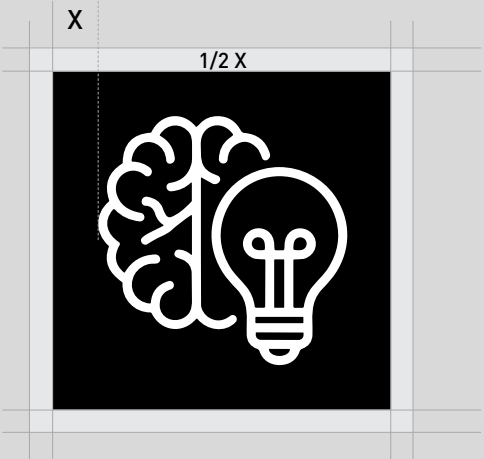
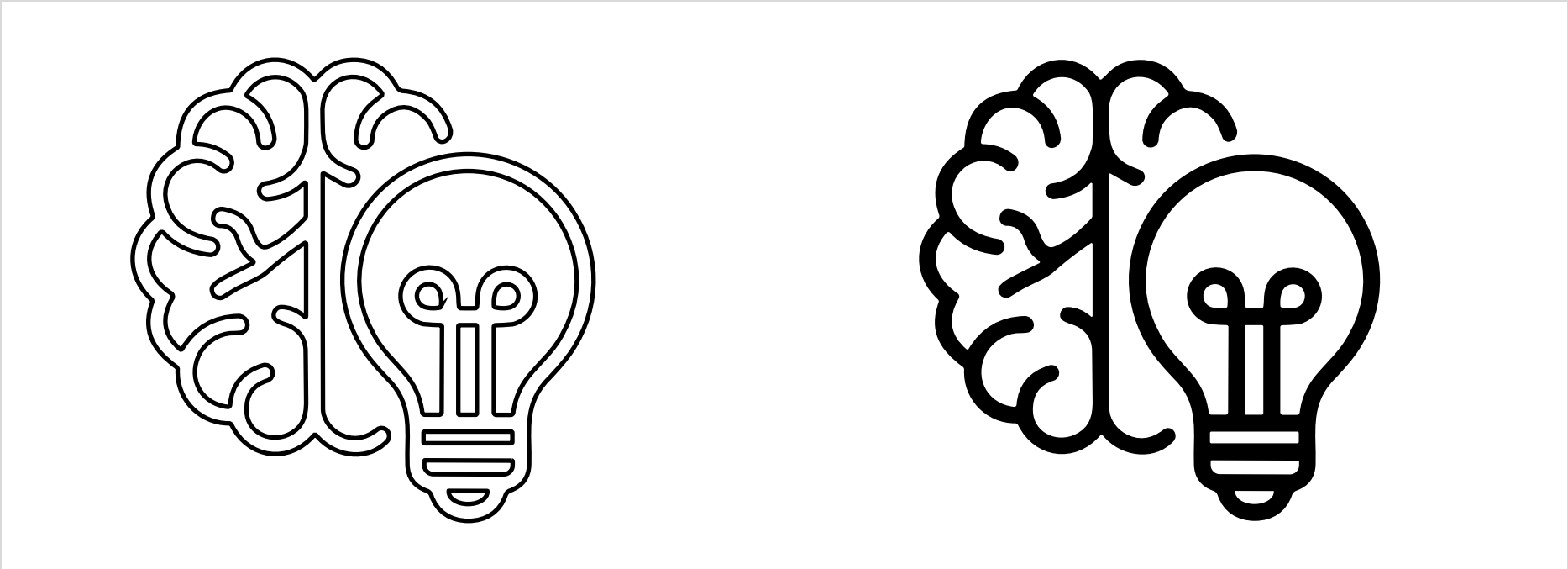
COLOR

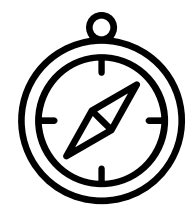
CONSTRUCTION
& SIZING

This provides a consistent and dynamic foundation for the extensive system of library genre pictograms. The symbols are built off a grid with uniform line weights and geometry.

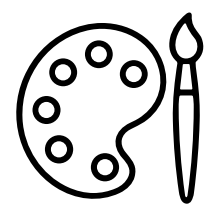
Minimum size
The pictograms have been designed to retain high legibility across print and digital at a range of scales and distances. Visual integrity should be maintained at all times and will vary depending on the scale and resolution. Minimum size for pictograms is 5mm / 20 pixels.

Clear space
The clear space [1/2 X] represents the minimum safe area around a pictogram in application. This area should be kept free of other graphic elements, including other pictograms.





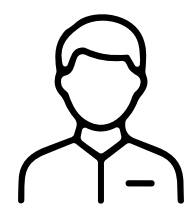
ADVENTURE



ART



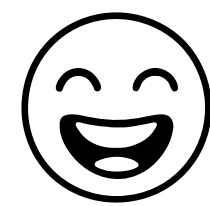
AUDIO



BIOGRAPHY



CHILDRENS



COMEDY



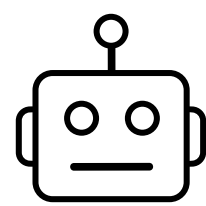
COMIC/GRAPHIC NOVEL



COOKING



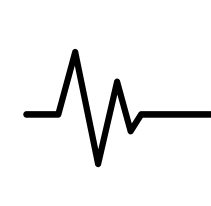
DRAMA



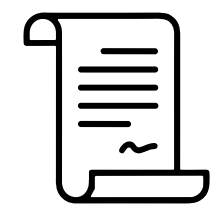
ENGINEERING



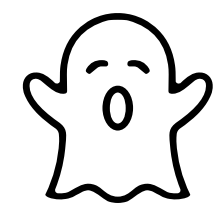
FANTASY



HEALTH



HISTORY



HORROR/THRILLER



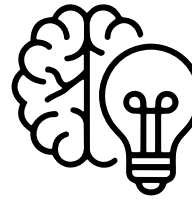
MUSIC/FILM



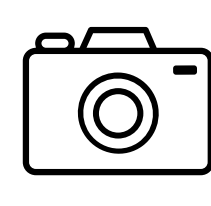
MYSTERY



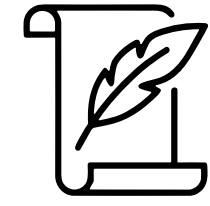
NEWS/PERIODICALS



NON FICTION



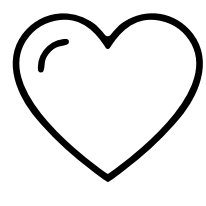
PHOTOGRAPHY



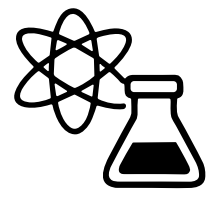
POETRY



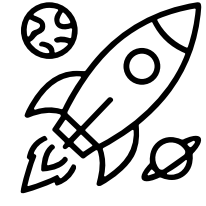
POP UP



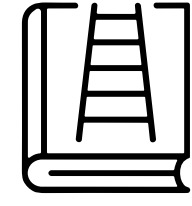
ROMANCE



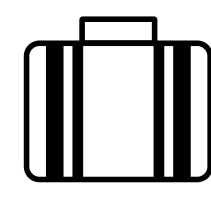
SCIENCE



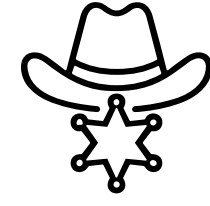
SCI-FI



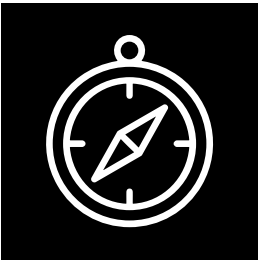
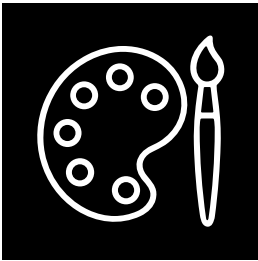
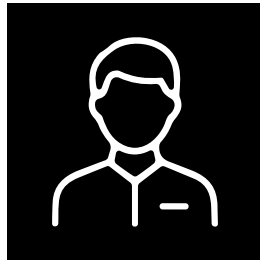
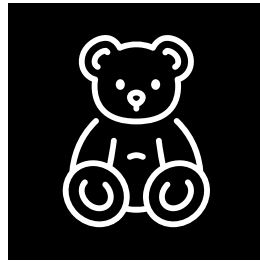
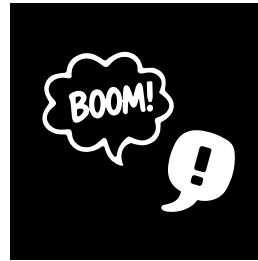
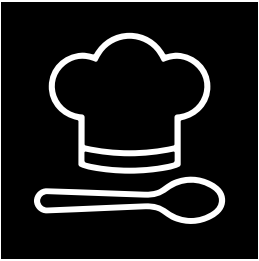
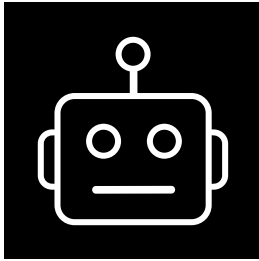
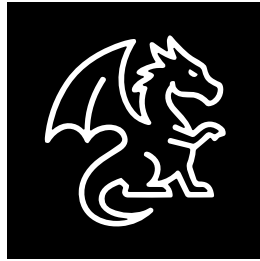
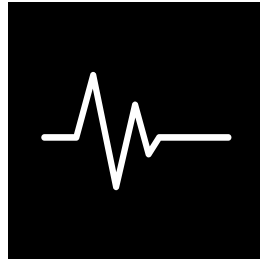
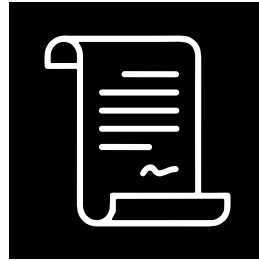
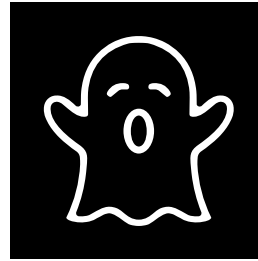
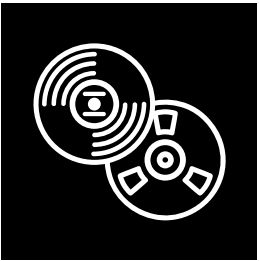
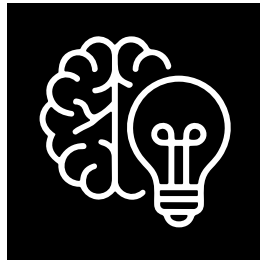
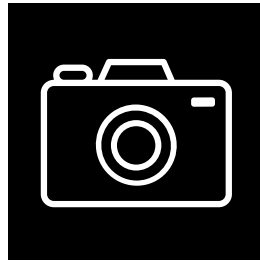
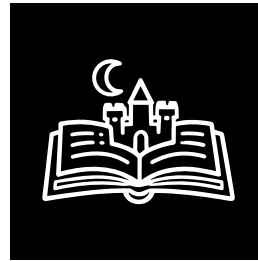
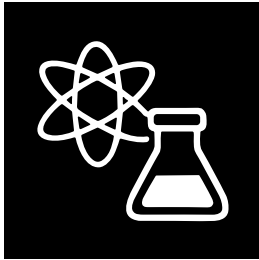
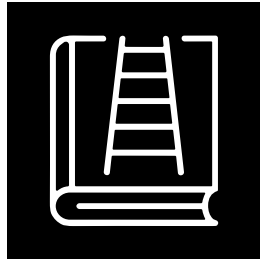
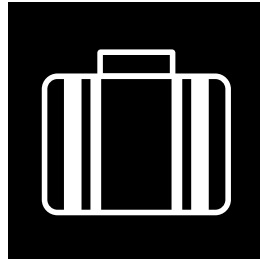
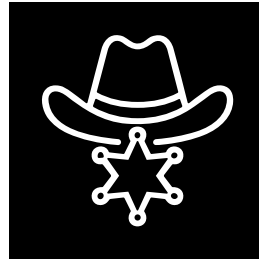
SELF HELP



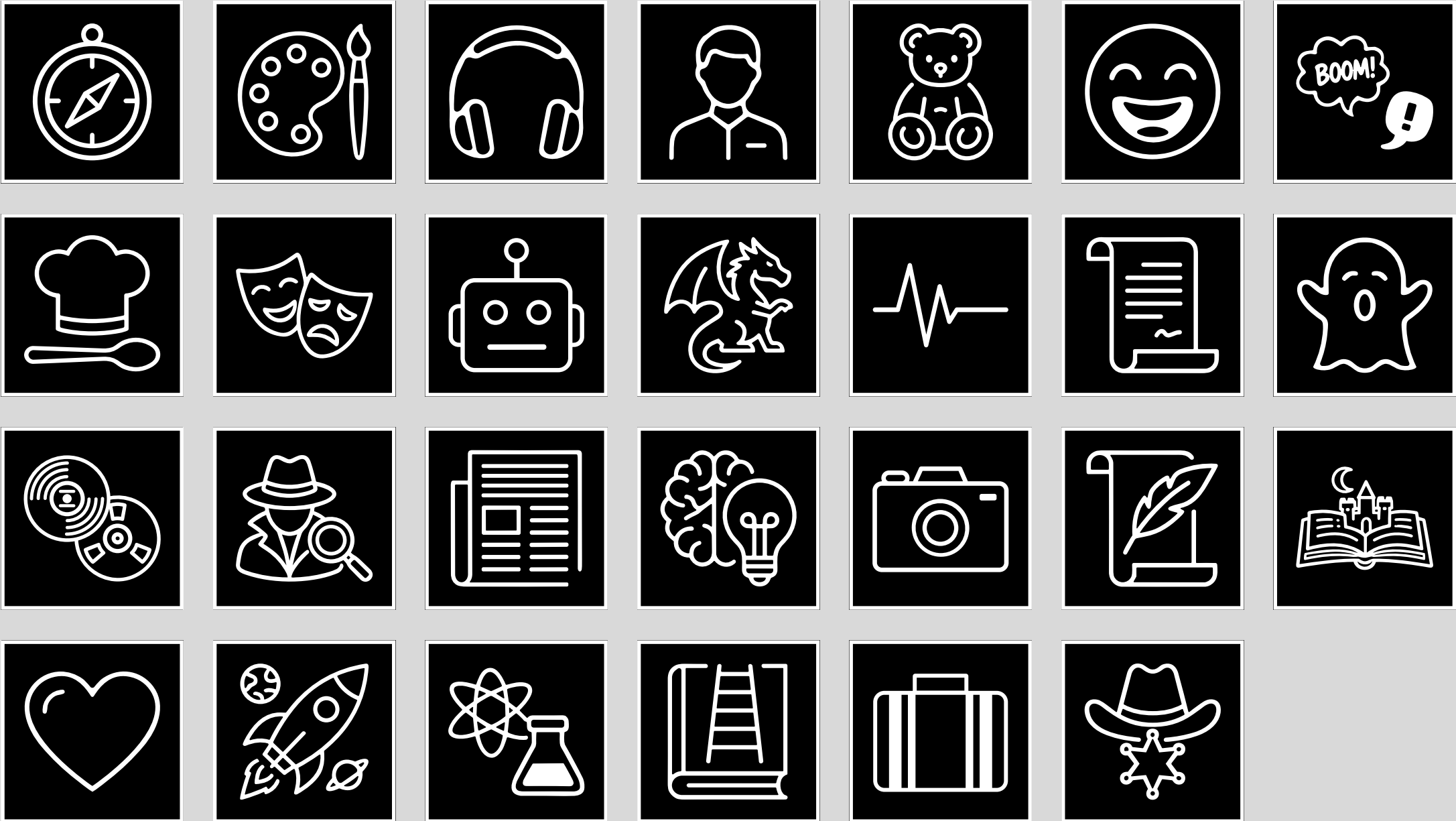
TRAVEL



WESTERN

 ADVENTURE	 ART	 AUDIO	 BIOGRAPHY	 CHILDRENS	 COMEDY	 COMIC/GRAPHIC NOVEL
 COOKING	 DRAMA	 ENGINEERING	 FANTASY	 HEALTH	 HISTORY	 HORROR/THRILLER
 MUSIC/FILM	 MYSTERY	 NEWS/PERIODICALS	 NON FICTION	 PHOTOGRAPHY	 POETRY	 POP UP
 ROMANCE	 SCIENCE	 SCI-FI	 SELF HELP	 TRAVEL	 WESTERN	





BACKGROUNDS

Black or white pictograms may appear on any primary or extended color from the WPL palette as shown here.



PICTOGRAM COLOR

Pictograms should be black or white in most instances. In specific cases where the use of color provides particular functional or aesthetic benefit, pictograms may be filled with a WPL or color when appearing on a white background only.

When placing pictograms on a photograph, ensure legibility is maintained.



IMAGERY

Photography plays an important role in our communications because it tells our story visually, draws the viewer in and hits on our senses.

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IMAGERY

PORTRAITS

MOMENTS

LOCATION

PORTRAITS

This is all about the staff and people who walk through our doors. Always use natural light, which may mean setting up shots near a window What’s in the background matters too, always check your surrounds, try to find a clean area with no distractions.

This style should encapsulate the joy and community we service.



MOMENTS

Candid and natural portraits should capture members of the community in their natural element.

This style should encapsulate moments of real emotion, spirit, and interaction. This can include smiles, laughter, and other positive expressions, as well as introspection and hopeful reflection.

As always, look for authentic examples of people and others who are truly enjoying their time in our space.



LOCATION

Photos in this category should express a sense of place that can only be found at The Weston Public Library. This is the chance to capture our beautiful building features as well as the wide range of environments, indoors and out, views, and the activities of our staff and members, in the region, and beyond.

When possible, capture people together to present a greater sense of community and enjoyment.



COMPOSITION

The composition system helps designers create elegant and sustainable design across all touchpoints. By using simple, structured grids and utilising design templates, the system stays flexible and easy to apply — and a bold use of space allows for inviting forms of expression, in line with the personality of the WPL brand.

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GRIDS & FORMATS

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LAYOUT EXAMPLES

GRIDS & FORMATS

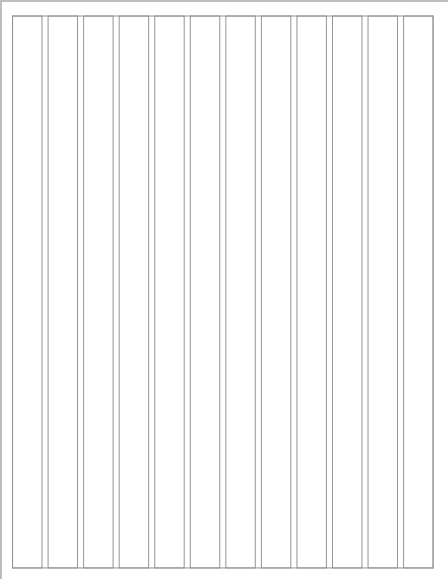
Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of WPL design. The following underlying grids should be used for all communications.

Margins
In most applications, the margin should be equal on all four sides. Printed double-page spreads are an exception where extra margin space is needed in the middle of the document to ensure good readability.

On digital interfaces(web), margins are equal on left and right sides with no margins at the top and bottom of the page.

Columns/Column gutter
For each page, create a set number of columns.

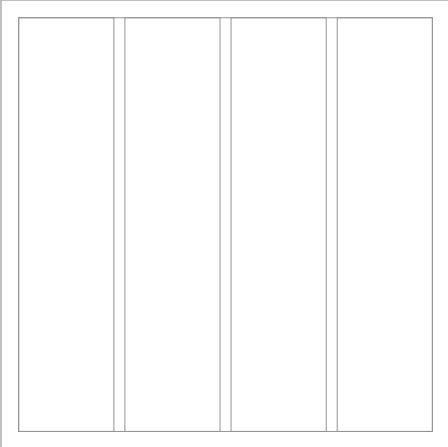
For complex layouts, 12 columns is a good starting point as it can be divided by 2, 3 and 4. Depending on the format, these numbers may need to be adjusted.



8.5" x 11" Portrait
12 Column Grid
.25" Margins



8.5" x 11" Landscape
12 Column Grid
.25" Margins



1080px x 1080px Instagram
4 Column Grid
40px Margins



1920px x 1080px Presentation
12 Column Grid
25px Margins

GRIDS & FORMATS

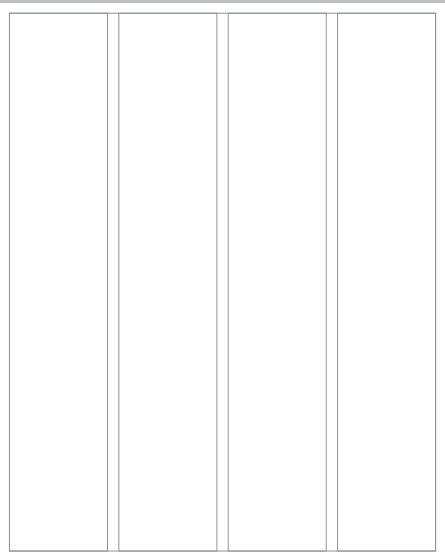
Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of WPL design. The following underlying grids should be used for all communications.

Margins
In most applications, the margin should be equal on all four sides. Printed double-page spreads are an exception where extra margin space is needed in the middle of the document to ensure good readability.

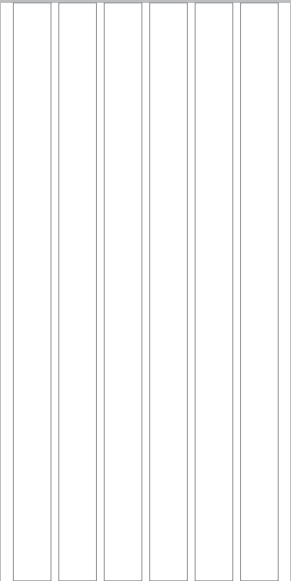
On digital interfaces(web), margins are equal on left and right sides with no margins at the top and bottom of the page.

Columns/Column gutter
For each page, create a set number of columns.

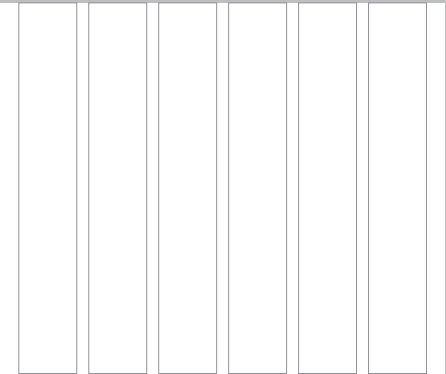
For complex layouts, 12 columns is a good starting point as it can be divided by 2, 3 and 4. Depending on the format, these numbers may need to be adjusted.



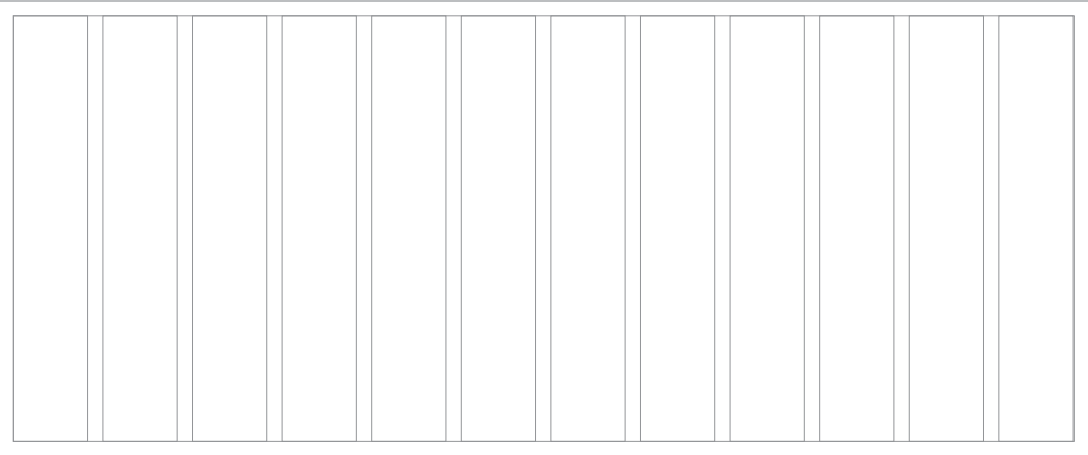
1080px x 1350px Facebook
4 Column Grid
25px Margins



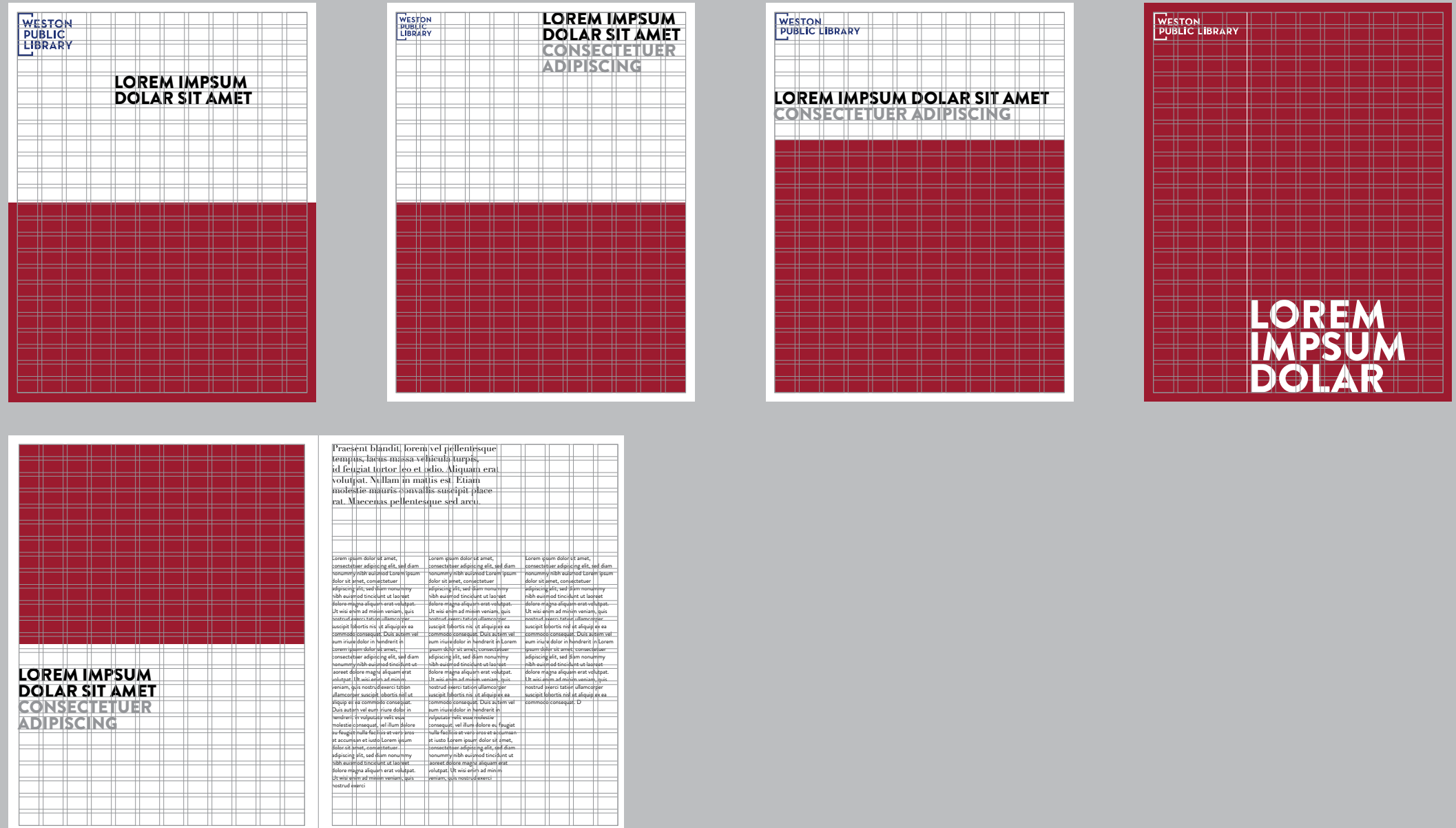
300px x 600px Digital
6 Column Grid
12.5px Margins

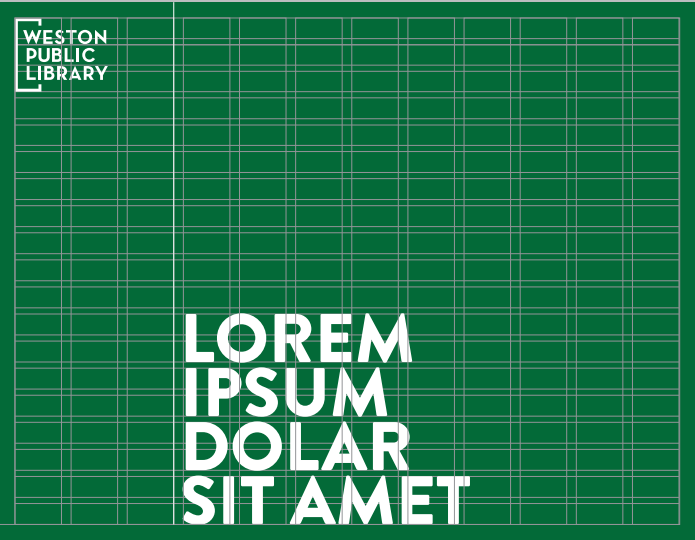
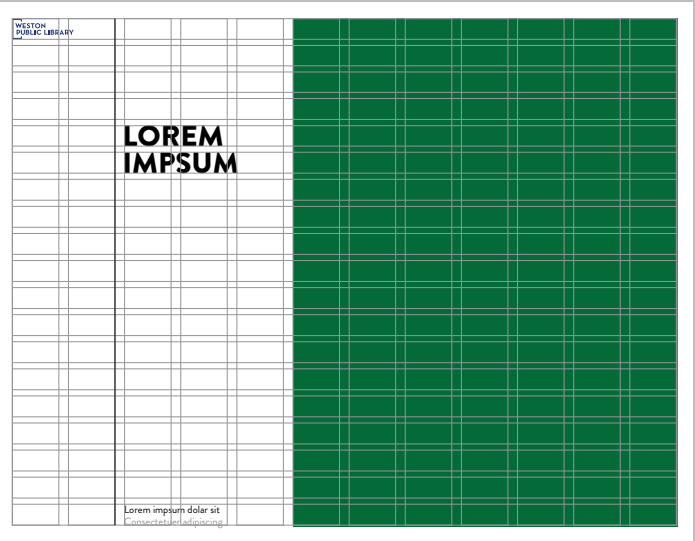
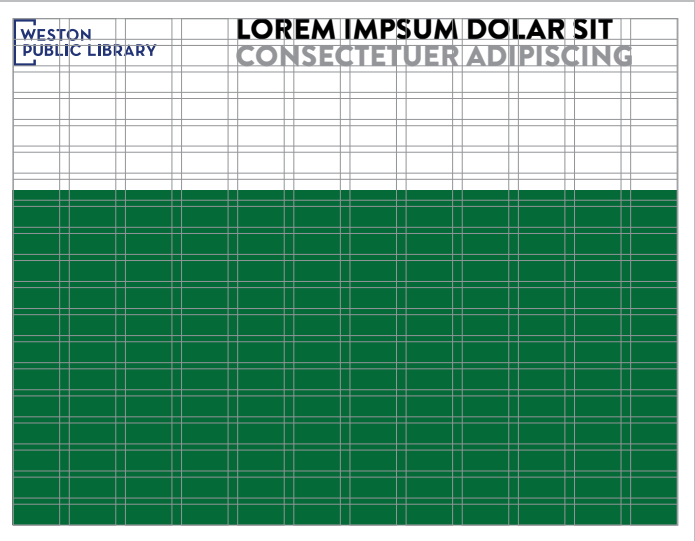
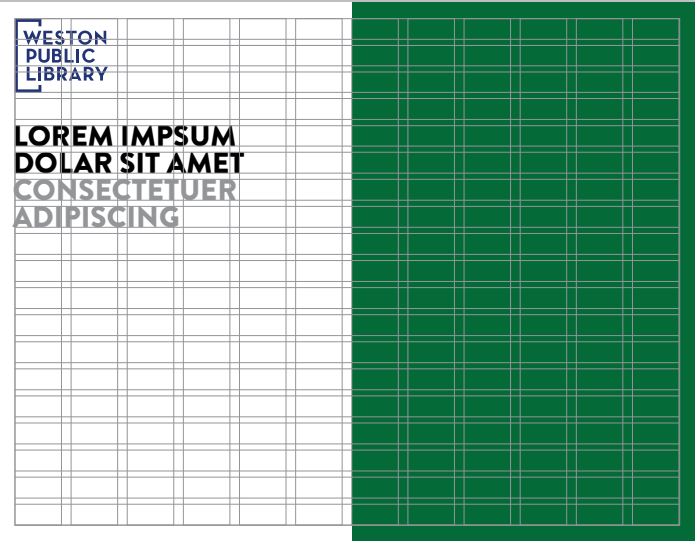


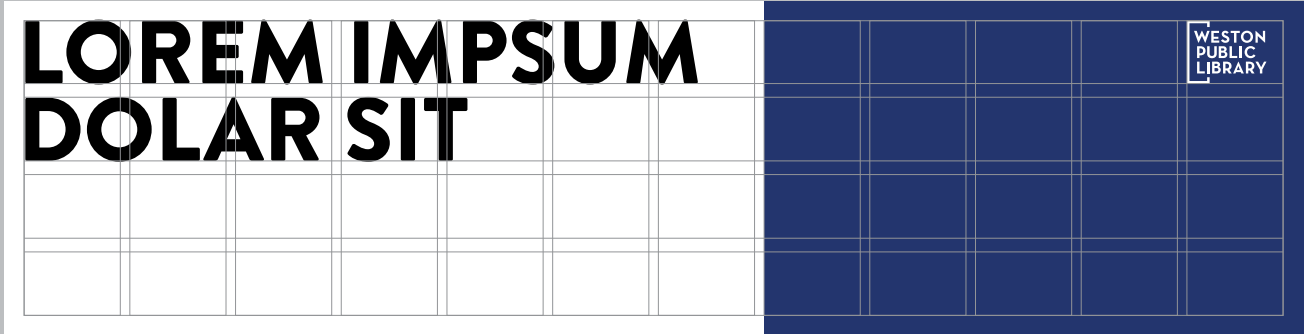
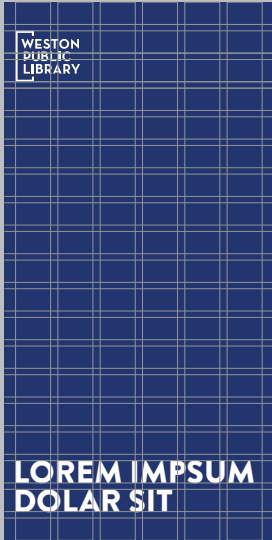
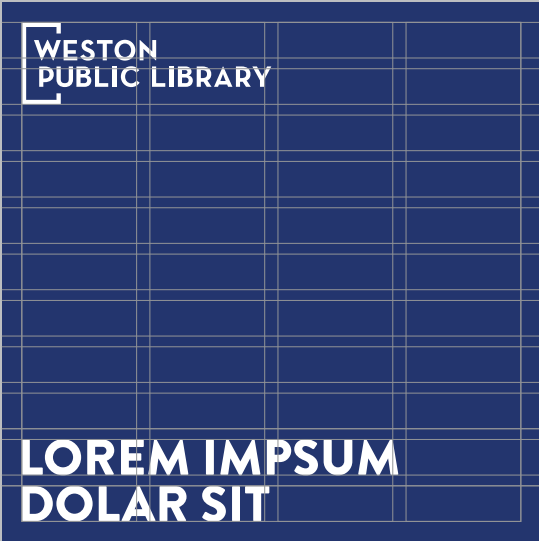
300px x 250px Digital
6 Column Grid
12.5px Margins

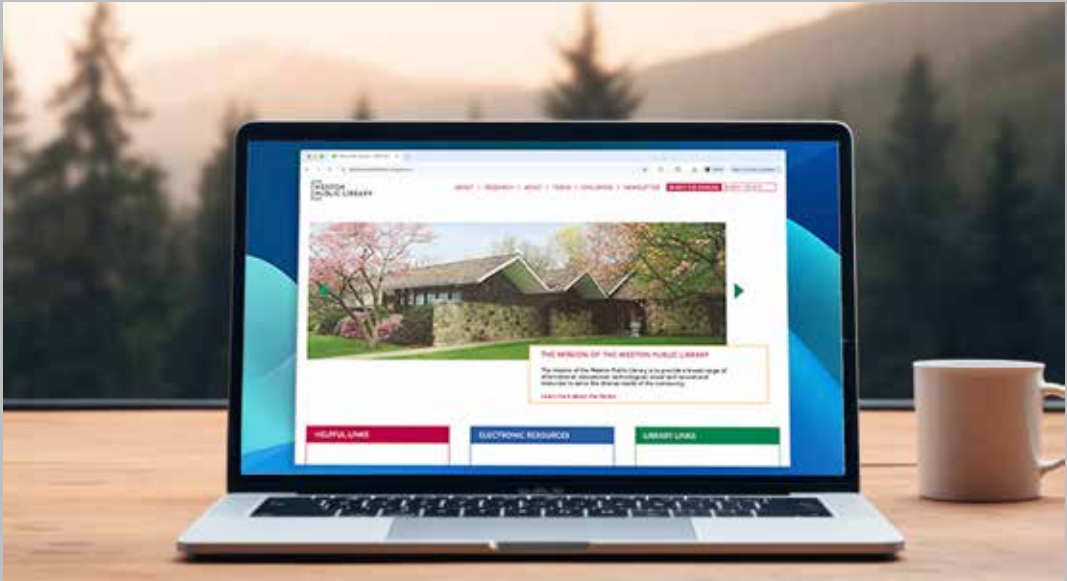


1920px x 800px Extra Large
12 Column Grid
25px Margins











CONTACT & ADDITIONAL
INFORMAT ION

For further information, please contact
your key contact person at the Weston
Public Library or Ian Parsells.