



School of Library  
and Information Science

[www.kent.edu/slis](http://www.kent.edu/slis)

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# Introduction

The School of Library and Information Science (SLIS) requested a custom template redesign of its website upon the required university-wide migration to the Drupal content management system. SLIS requested a website with enhanced visual appeal and organization that would better appeal to and assist its audience, and so to aid in this, a new brand identity was launched simultaneously.

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## Audience

### Primary Audience:

- Prospective students
- Current students (including transfer students from other programs)

### Secondary Audience

- Prospective faculty
- Adjuncts, current faculty advisors and staff
- Alumni
- Outside constituents, such as donors and visitors

## Keep in mind:

### #1

While 86% of respondents of the research survey utilize the original SLIS website for academic information, other reasons include (reasons are listed in order of importance):

- General school information 56%
- Contact information 41%
- Faculty pages 39%
- Online offerings 35%
- Applications 32%
- Document library 29%
- Calendar of events 26%
- Advising 25%
- School news or awards 20%

### #2

Respondents of the research survey believe the following aspects **make SLIS stand out from its competitors:**

- Online courses
- Offers different degrees and customization (diversity of specializations and flexibility) as well as having ALA accreditation
- Price (in-state tuition for out-of-state students)
- Workshop opportunities and professional staff
- Outstanding reputation

### #3

The SLIS homepage had more than double any other page views, 80,512. **All of the top 10 pages are about academics and admission, except for the faculty and staff page:**

1. SLIS homepage
2. MLIS degree
3. Courses and schedules
4. Admissions Information
5. Academic Programs
6. Admissions
7. eDegree
8. Faculty & Staff
9. Forms and Documents
10. IAKM

## SLIS Identity Mark

The new identity mark was designed to create a strong, modern identity for SLIS. The mark is simple and refined, using the abbreviation of the School of Library and Information Science (SLIS) paired with a chevron. SLIS is rendered in lowercase letterforms for their interesting shapes and readability. The chevron is an abstraction of a book, and when paired with the lowercase L and I, a form is created of a person (the I) using a computer (the L) while studying or working. The new mark acknowledges the past and future of the fields housed within the School of Library and Information Science.

The new mark may be used on its own as an iconic mark, or in a lockup with the school name or other limited information such as the SLIS website address. **The SLIS mark should never be used as a replacement for the Kent State University logo,** and therefore on all SLIS materials the Kent State University logo should also appear (in a way which is true to the Kent State University brand standards).



### SLIS Identity Mark Lockups

In a majority of all cases, especially in print, it is best to use the standard horizontal lockup of the SLIS mark with the school name and website. The consistent use of this lockup will help to create familiarity with the school name and its abbreviation simultaneously, and will also help to direct interested parties to the new SLIS website.

Limit the use of color to one color in the lockup (and in the mark when used alone). View the section about color to see Kent State University-approved color options for the SLIS brand.

#### Standard Horizontal Lockup:



#### Mark and school name only (limit use):



#### Mark only:



## SLIS Colors

Upon the redesign of the brand identity of the College of Communication and Information (CCI), SLIS's color was designated as green. In support of CCI's new brand, SLIS adopted the color green as their primary accent color.

The new Kent State University branding standards allow each college, school, or department to select an accent color to use either with certain neutral colors or with the standard Kent State blues and golds. From the permissible list of Kent State University colors, SLIS will use the colors Green and Dark Green for its main brand identity in tandem with the allotted primary neutral color palette.

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### SLIS Web Color Standards

Web pages should have white backgrounds to allow for best readability and contrast. The permissible Kent State neutral grays are technically classified as the primary color of the website. The greens are to be used in limited quantities—they may make up only 20% of the web page color—because they are technically classified as accent colors.

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### SLIS Print Color Standards

Print pieces for SLIS will likely use grays as the standard carry-through color. While pieces about SLIS in general should make use of the SLIS greens as accent colors—which may still only be used on up to 20% of the piece—there are cases where other colors may become involved.

For the brochures for each specialization, for example, each specialization will be allotted a color to represent it. The colors selected will need to be permissible accent colors as classified by Kent State University's visual branding standards. In the cases of these brochures, the greens should not be used in addition to the selected accent color; instead, as previously mentioned, the grays will remain consistent.



**GREEN**  
PMS 7495C  
R135 G150 B055  
#879637



**DARK GREEN**  
PMS 5753C  
R091 G099 B052  
#5b6334



**COOL GRAY**  
COOL NEUTRAL GRAY  
R115 G115 B115  
#737373



**WARM GRAY 5C**  
WARM GRAY 5C  
R174 G167 B159  
#afa79f



**WARM GRAY 3C**  
WARM GRAY 3C  
R199 G194 B186  
#c7c2bc



**WARM GRAY 1C**  
WARM GRAY 1C  
R224 G222 B217  
#e0ded9

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## Kent State University Permissible Accent Colors (as of 2014)



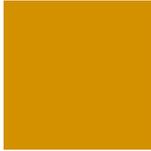
**DARK BLUE**  
PMS 282  
R000 G033 B071  
#002147



**ORANGE**  
PMS 1525C  
R197 G076 B000  
#c54c00



**GREEN**  
PMS 7495C  
R135 G150 B055  
#879637



**DARK GOLD**  
PMS 7550C  
R211 G145 B000  
#5b6334



**BROWN**  
PMS 1405C  
R106 G073 B028  
#5b6334



**DARK GREEN**  
PMS 5753C  
R091 G099 B052  
#5b6334



**CYAN**  
PMS CYAN  
R000 G157 B216  
#879637



**RED**  
PMS 1807C  
R158 G048 B057  
#9e3039



**TEAL**  
PMS 5483  
R088 G145 B153  
#589199



**BRIGHT GOLD**  
PMS 123  
R255 G200 B046  
#ffc82e



**MAROON**  
PMS 208C  
R136 G035 B069  
#9e2345



**PURPLE**  
PMS 255C  
R110 G044 B107  
#6e2c6b

## SLIS Typefaces

From the permissible list of typefaces which Kent State University's branding standards allow, SLIS will use Museo Slab and Tablet Gothic.

Museo Slab was chosen as the primary typeface because it appears strong and confident, yet classy and sophisticated. It has an academic sensibility, and remains simple and elegant.

Tablet Gothic was chosen as the secondary typeface to complement Museo Slab. It is a very modern-looking typeface, and is very readable at typical text sizes both in print and online.

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### Typeface Examples

Museo Slab 300

Museo Slab 500

Tablet Gothic Regular

*Tablet Gothic Oblique*

Tablet Gothic Semibold

**Tablet Gothic Bold**

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### Heading Examples

**Heading 1**

Heading 2

Heading 3

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### Typeface Examples

This is an example paragraph of text and it has a lot of really interesting information in in. It has a lot of words, and if you really really read the words in it, you will find something really interesting about SLIS inside of its content. Be sure to read carefully. (9/13)

# SLIS Photography

In both print and web materials, SLIS should strive to utilize imagery to help create visual interest.

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## Photography Guidelines

- Photography should be of good quality—watch out for pixellation due to low resolution and imagery that is too dark or has bad lighting.
- Make sure photography is relevant to the content it is paired with. Photography is not only for visual appeal, but also to aid in comprehension of material.
- All photography should be accompanied by a caption whether in print or on the web. On the web, be sure to utilize alt tags so that captions appear when somebody hovers over the image and so that content can be read to the blind who use content readers.
- Watch how images are cropped in print and online!

## Styling Photography

Photographs will usually be in a square or rectangular form. For a diversified composition, they can also be put in a flag shape which will refer to the chevron shape which is used in SLIS's new mark.

Images should not be put in random shapes. In cases where another shape is required for some unforeseen reason, limited use is stressed.

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## Good Examples



High quality, good lighting, good crop.



High quality, good lighting,  
good shape placement.

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## Bad Examples



Low quality, bad lighting, bad crop.



Low quality, bad lighting,  
bad shape choice.

# Web Text Guidelines

On the internet, as it is in print, it is important to keep consistent naming standards. A few of these such standards are identified below:

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## Guidelines for Consistency

### Ampersands (&)

Especially in the case of web menus and headings, take care to utilize ampersands (&). Therefore, in a menu or page heading, "Library and Information Science" will become "Library & Information Science."

### Abbreviations (Abbr.)

Use abbreviations with care. Students who are new to SLIS and its terminology will often not comprehend the standard abbreviations. As often as possible, spell out the full name unless the abbreviation is explained on a previous page.

For example, if a page is called Master of Library & Information Science/Master of Science, the following page may be called M.L.I.S./M.S. Admissions in the menu. It is suggested that abbreviations are used for interior pages and non-landing pages only.

### Dual Degrees (/)

When expressed in a menu item on the website, dual degrees should be conjoined by a slash and not by a hyphen. Therefore, M.L.I.S.-M.S. becomes M.L.I.S./M.S.

### Telephone Numbers

Telephone number segments are to be separated by a hyphen unless circumstances dictate otherwise.

### Styling Text

Try to be consistent when styling text and headings between web pages.

### Website Links

When styling a link, be sure to style action text as a link as opposed to the actual website address. This will keep the pages appearing neat and clean. Therefore:

DO:

To download a pdf, [visit our website!](#)

DO NOT DO:

To download a pdf, visit <http://www.kent.edu/thisisthePDF/4564181786161377534314513>.