



# **BRAND GUIDELINES**

V2.0 April 2023



# Table of Contents

This is a living document and may be adapted as language and social conventions evolve.

## 1 Introduction

Table of Contents	3
Mission Statement	5
Audience	7
Accessibility	9
Language & Tone	16
Quality Standards	18
Copyright & Attribution	20
Trademark Icon	23
Email Templates	24
Checklist for Blog Editors	29

## 2 Design

Typography	36
Color	39
Color Proportions	41
Logo	43
Logo Anatomy	47
Logo Usage	49
Accessibility Applied	53
Icon Set	56
Design Elements	59

## 3 Design Application

Social Media	67
Mockups	70
Credits & Thank You	73

1

---

# INTRODUCTION

---

# Mission Statement

---

The Diverse BookFinder is a multifaceted and crucial tool for not only teachers but everyone looking to encourage a healthy, diverse, and well rounded library for their child or young adult.

## Mission Statement

- To inform the diverse books movement by **providing data and translating research** so that it is accessible and useful.
- To move the diverse books discussion beyond a focus on increasing the number of books to a deeper consideration of **how Black and Indigenous people and People of Color (BIPOC) are represented within diverse books.**
- To **identify dominant trends in representations of BIPOC by exploring *who* (which racial/cultural groups) is represented in current diverse picture books and *how* (what messages are being sent).**

**We aspire to be a go-to resource for librarians, educators, parents, book creators, and publishers who seek to create collections in which all children can see themselves – and each other – reflected in the picture books they read.**

# Our Audience

---

The Diverse BookFinder is for everyone. We aspire to make this resource accessible to all people that use it.

### Our Audience

The Diverse BookFinder began as a resource for teachers who needed to ensure they were providing a diverse library of picture books for their students. It has since expanded to be a resource for **anyone who recognizes the unimaginable importance of representation in youth literature**. This includes parents and even students who seek to find themselves in a book.

## Librarians

Librarians looking to form a collection of books with more diversity.

## Educators

Educators looking to provide books with more diversity to their students.

## Publishers

Publishers looking to add more diverse books to their collections.

## Parents

Parents who seek to create collections in which all children can see themselves -- and each other.

## Students

Students seeking to find themselves represented in books and/or other cultures they wish to learn more about.



# Accessibility

---

Accessibility is essential to DBF's mission. We utilized a variety of colors that contrast against each other to improve legibility. Our logo is inclusive and we encourage utilizing sans-serif typefaces and contrasting colors against one another to develop accessible media.

### **Accessibility: DBF Media**

As the saying goes, a picture is worth a thousand words. Media helps draw attention to posts and illustrate important messages within them. Like words, media has power and so requires careful consideration and attention to detail when deciding when and how it is used on a DBF blog, website, or social media platform.

Media includes (but is not limited to) illustration, photographs, graphics, GIFs, audio, and video.

Media on DBF communication outlets (blog, website, social media platforms, etc.) should be accessible to our audience, culturally competent, and consistent with the DBF brand.

### **Creating Accessible Media**

- **Add alt-text.** Alt-text (alternative text) is a short description of the content of the image, added in a way that is typically invisible to people who can see the image. Alt-text helps people using assistive technologies, such as screen readers or Braille displays. Browsers also display alt-text visibly if an image fails to load. Be specific and succinct, including image text, without making assumptions or repeating yourself.
- **Provide captions for audio/video.** Captions allow hearing-impaired users to access audible information in audio or video files. They also benefit users who speak English as a second language or who may be unable to process sound alone in the moment. If captions are unavailable, you can provide a transcript instead.
- **Avoid flickering content.** When creating a video clip or choosing a GIF, be mindful of any flickering, flashing, or rapidly changing image sequencing. This can cause seizures, and is also likely to be annoying, uncomfortable, or distracting for users in general. Content should not flash more than 3 times per second per web accessibility standards. Anything more than this is considered unsafe.

## Accessibility Resources

### Learn How to Write Good

#### Alt Text:

[Supercool](#)

### Free Web-Based

#### Captioning Tools:

[Subtitle Horse](#)

[DotSub](#)

[Amara](#)

### Free Web-Based Color

#### Contrast Tools:

[Adobe Color Contrast](#)

[Color Contrast Analyser](#)

[WebAIM Contrast Checker](#)

[Coblis: Color Blind Simulator](#)

[Colors](#)

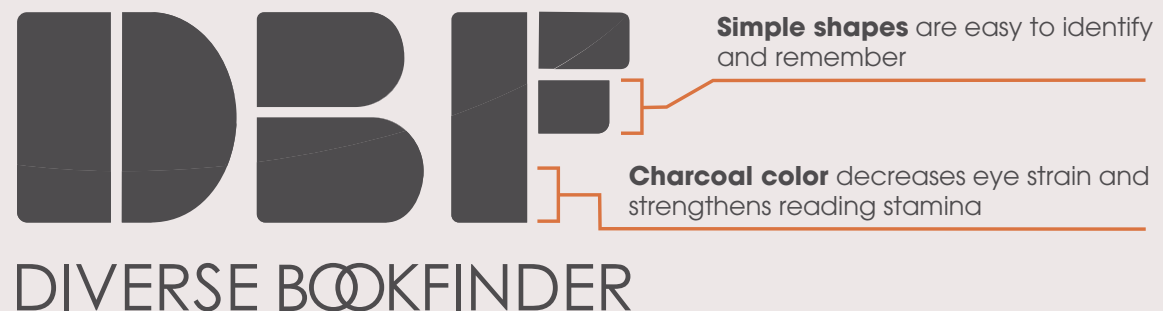
### Accessible Social Media

#### Practice Reference:

[Accessible Social](#)

## Use Sufficient Color Contrast

- **Color Contrast** is particularly important when an image includes text because it affects readability.
- When selecting or creating media, you can **test contrast ratios** to ensure it meets the standards.
- **Level AA:** text or images of text must have a contrast ratio of at least 4.5:1 (or 3:1 for large text)
- **Level AAA:** text or images of text must have a contrast ratio of at least 7:1 (or 4.5:1 for large text)



### General Language Practices

Language that someone uses to describe themselves and their identity always supersedes any of these guidelines, including how an author identifies a book character. **Respect others' identities.**

There is a lot of discourse around identity. Use the resources we provide to help you make a decision about what language to use when discussing identity.

When writing about a specific population, make sure to research how that group identifies themselves and note that in the piece, perhaps in a positionality statement. If you are using a different term, then explain why.

- **Avoid using umbrella terms that have a controversial history**, unless the individual, community, author, or book character identify themselves with this term. The DBF supports and encourages the use of personal and specific identifiers for individuals, communities, and organizations.
- **Remember the DBF audience includes people for whom English is a second/third/fourth language.** When referring to this group do not use English as a Second Language (ESL), use the appropriate term: Language Learners.
- **Be conscious of language and image use**, if you have questions please reach out to the Diverse BookFinder Project Manager (Current: Lisely) or the chair of the Marketing and Editorial Advisory Group (Current: Brittany).

## Recommendations for Creating Unique Graphic Design

If you are creating a unique design for DBF, using a tool like Canva, here are some tips to support accessibility.

- **Negative space is OK!** Don't overcrowd your design.
- **Avoid spatial references**, such as "click the circle on the right." This does not help someone using a screen reader.
- **Avoid relying on color solely** to communicate information. People do not perceive color in the same way (or even at all).
- **Do not rely on iconography or symbols** to solely communicate information. Icons and symbols are not universally understood by all.

### **Demonstrating Cultural Competence Through Media**

While you may have limited space when writing a social media caption, you still have the ability to share a powerful message. Read about social media caption tips at [Agorapulse](#).

- Create or choose images that demonstrate diversity while avoiding stereotypes
- Credit image creators (names, social media handles, links) when sharing the work of others
- Create engaging, relevant, and appropriate captions for media content.

## Questions to Ask Yourself When Using Media

[Digital blackface](#), coined by Joshua Lumpkin Green “refers to the way technology allows non-Black people to ‘try out’ Black identities online... (such as) non-Black people excessively using reaction GIFs featuring Black people.” Blackface harkens back to the era of minstrel performance when white performers would masquerade as Black characters, which helped to establish in public consciousness many of the anti-Black stereotypes that still exist today.

- Does this media object use digital Blackface?
- Does this media object perpetuate either implicitly or explicitly harmful gender, racial, or other stereotypes?
- Does the media object center or bring attention to the perspectives, experiences, or voices of BIPOC or other underrepresented or marginalized groups? Or does it re-center the perspectives, voices, experiences of those who already dominate media narratives?



# Language & Tone

The DBF attracts a variety of stakeholders: authors, illustrators, publishers, librarians, parents/guardians, educators, diverse book advocates, and readers of all ages. Our audience is as diverse as the characters represented in the books within the collection.



## Language & Tone

It is essential that the language and tone used in DBF marketing and communications outreach is used with purpose, intention, and careful consideration as further outlined throughout this document.

**DBF is...**

**Bold and energetic**

---

**Youth-oriented (Children and young adults)**

---

**Celebrative of diversity through representation and creativity**

---

**Welcoming and inclusive**



# Quality Standards

---

Guide to high-quality image databases and resources.

Interdisciplinary image content, search strategies, evaluating images, & image citation guide. Sourced from

<https://guides.lib.uw.edu/c.php?g=341352&p=2298336>

## Quality Standards

### Free Design & Formatting

#### Tools:

Instagram Photo Editor

[Canva](#)

[Pixlr](#)

#### Copyright Free images:

[Pixabay](#)

[Unsplash](#)

[nappy](#) (Stock photos of Black and brown people)

[Jopwell Collection](#) (BIPOC stock photos)

[Gender Spectrum](#)

[Collection](#) (Stock photo collection of trans and non-binary models)

[Burst](#)

[Wikimedia Commons](#)

[Flickr Creative Commons](#)

Media should be high quality and formatted to the DBF media outlet.

Instagram, Facebook, and WordPress each have different dimensions for media. This means that graphics or images used across all platforms will need to be formatted according to these dimensions.

Even on an individual platform, different types of posts may call for different dimensions. On Instagram, for example, there are different dimensions for regular photos and videos; Instagram stories, IGTV, stories, or reels; and profile pictures.

Resizing images and video to suit the dimensions of the platform will keep DBF content looking sharp and polished. We want to avoid posting content that appears stretched, warped, or pixelated.



# Copyright & Attribution

In this section we will define copyright and attribution methods when working for and with Diverse BookFinder materials.

## Copyright & Attribution

There are two sides of copyright and attribution:

- 1) determining whether it is permissible to use content created by someone else
- 2) determining whether other people are allowed to use DBF content.

### DBF-created Media

Any media created by the DBF cohort should utilize a Creative Commons license with attribution, which allows others to use and repost DBF content without permission.

### Outside Media

When using media created by other people, we need to be sure DBF is not violating copyright. If you're using a photo, video, text, or anything else protected by copyright, you need to ask whether fair use applies; otherwise, you will need to seek permission or pay a licensing fee. This even applies to book covers, which often feature copyrighted images, art, and illustrations. Learn more about copyright and fair use: <https://guides.uflib.ufl.edu/copyright/fairuse>

### Copyright & Attribution

(continued)

#### Attribution

When using content created by others, it is important to give credit where credit is due through proper attribution. There are two methods of attribution recommended by DBF:

- 1. Historic or Archival Images:** Institutions like the UF Smathers Libraries or the Library of Congress have their own standards for crediting materials in their collections. When using digital archival images, please refer to the copyright holder's institutional website for information on rights and permissions (don't assume it is public domain!) and how to credit the work.
- 2. Non-Archival Media:** Use the Creative Common's approach to the attribution: TASL - Title, Author, Source, Copyright License.



## Trademark

Information about the trademark icon within the logo.

### Trademark

The trademark icon (tm) is conventionally located in the top right corner of the wordmark, large enough to be legible. It is important that DBF is a registered, up-to-date, legal trademark prior to using the trademark icon within the logo. The trademark variations of the logo are in the branding files, labeled filename\_Trademark.



DIVERSE BOOKFINDER™



# Email Templates

These email templates are to be used when recruiting blog writers. This email includes all of the guidelines and formatting information for the blog post.



## Solicitation Email

Links to each email template can be accessed here.

[\*\*Guest Contributor - Solicitation Email .\*\*](#)

[\*\*Guest Contributor - Follow-up Email .\*\*](#)

[\*\*Guest Contributor - Thank You Email .\*\*](#)

[\*\*Author Interview - Solicitation Email .\*\*](#)

[\*\*Author Interview - Follow-up Email .\*\*](#)

[\*\*Author Interview - Thank You Email\*\*](#)

### **For Guest Contributors**

We do not offer much editorial guidance in shaping the actual content of guest posts. Check out some of our [past posts](#) to guide you. As you draft your post please consider the following, which focuses on how to write for our audience:

### **Workflow**

1. Topic approved
2. Submit draft in Word document
3. Receive feedback and Blog credentials
4. Copy content into Blog
5. Project Manager publishes

## Best Practices!

- Be yourself! · Write for your audience, not your colleagues. Write using plain language. This does not mean “dumbing it down,” but avoid over complicating your language with unnecessary jargon and embellishments.
- Posts should be broadly accessible for an 8th grade reading level.
- Our audience is largely composed of parents/guardians, librarians, and educators, as well as publishers, book creators, and diverse book advocates. If you are targeting a specific audience, it’s OK to make that clear in your post.
- Use the first person, the exception is when blog posts are from the DBF team POV, in which case we use “we.” We want to hear your expertise and voice come through in your piece.
- Adhere to the word count **(500-2,000 words)**. Brevity is key. Have you looked at a cooking blog? Did you scroll through dozens of paragraphs before you even got to the actual recipe? Cooking bloggers are a menace to society!
- Utilize headings and bullet lists to make your content easy to scan. Breaking up the text with visual cues and other pop-out text will make the post easier to read.
- Write as you speak. Avoid idioms, read your content out loud, and remove unnecessary or repeated words. Keep your writing concise and direct.
- Write a story, not an annotated bibliography. BuzzFeed listicles are great. I love finding out what kind of bagel I am. However, the story provides context to the content. It gives it meaning and depth to better connect with the reader.
- Please know that we do not post book reviews.

### **Best Practices** (Continued)

#### **Tips for Guest Contributors**

- Don't sacrifice the content or your point for the sake of a joke
- A good metaphor can be memorable; use sparingly
- Don't rely too heavily on hyperlinks; your post should be able to stand without them
- Hyperlinks should be descriptive and meaningful. Don't link text that simply says "learn more" or "click here"

#### **Web-based Writing Tools**

- [Grammarly](#)
- [Hemingway App](#) (assesses the reading level of your writing!)

#### **Editorial Style Guide**

The DBF Blog uses the Associated Press Stylebook to maintain a consistent editorial approach. If you have access through your library to the AP Stylebook, please consult the most recent version. Since the DBF Cohort is working across many different institutions, Princeton University provides a well-crafted, abridged editorial style guide on their communications website, which you may reference.

[View the Princeton Editorial Style Guide.](#)

## Content of Blogs

For Search Engine Optimization (SEO) and discoverability, blog posts must include the following information and formatting standards:

### Abstract / Description

Provide a brief synopsis of your blog post. Don't repeat the title in the description; use it as an opportunity to provide more context and to work in key words or phrases. The description is important for SEO. It will appear underneath the title of your post. It can also be used to support social media distribution. **Maximum characters: 150**

### Feature image

Include suggestions or an example image to feature at the top of the post. DBF can use images of book jackets, a stock photo, or custom-made graphics in Canva (1200 x 628 px image size). If you choose another image, please obtain permissions for DBF to use it (See page 32). Please include or create Alt-text (See page 32) for this image.

### Title & Subtitle

Headlines matter, both to the reader and when it comes to SEO. Be concise, yet descriptive, so that readers know what your blog is about. When it makes sense, add a subtitle.

### Biography

Please attach a brief 3rd person biography, including pronouns (**about 50 words, 150 words max**). If you would like you can also send a picture.

### **Content of Blogs** (Continued)

#### **Positionality Statement**

Given the themes with which the Diverse BookFinder works, we would like to ask all our blog authors to include a positionality statement with the biography that they offer for their blog posts. Positionality statements can provide important context to your work and allow our readers to understand the diversity and various points of views presented by our writers. Just an added sentence or two to the biography you already offered would be perfect.

Here are some links about positionality statements that may help you expand on your biography:

- From UCLA Library [“Positionality & Research: How our Identities Shape Inquiry”](#)
- From UCLA Library [“Positionality & Research: Awareness Strategies”](#)
- [From Journal of Social and Personal Relationships](#)

#### **Body of Text**

The body of the text is formatted single-space. Do not indent paragraphs, instead separate them by a line break. Utilize headings to distinguish between the different sections of the blog. If the blog includes images or embedded content, files should be submitted along with the appropriate credit information. It should be clearly indicated in the body of the text where the image or video is to be embedded in the blog post.

**Word count range: 500 - 2,000, ideally between 1,000 - 1,500 words.**

## Content of Blogs (Continued)

### Headings & Subheadings

Break up your blog into sections of approximately 300 words with relevant headings & subheadings. This makes the post easier to read.

### Bullet Points/Lists

Readers on the web need help understanding where to focus -- that is, providing visual guidance is encouraged. Consider using bullet points to highlight key points, or even images to highlight important content and break up text.

### Quotables

Highlight sentences from your post to feature. Quotables are great for breaking up walls of text and making posts more visually dynamic. It also helps to punctuate any important points or ideas you want your reader to remember.

### Hyperlinks

Include links to relevant sources – especially when citing sources.

### Tags

Tags help readers find similar posts on particular subjects, and they appear at the bottom of each blog post. By clicking on a tag, a user can view all posts with that same tag. Include as many tags as you like, separated by commas. [Please choose from this list of tags.](#) If you think an additional tag is needed, please contact Lisely Laboy at [llaboy@diversebookfinder.org](mailto:llaboy@diversebookfinder.org).

### Citations

Formatted citations for all references and works cited should be provided in [MLA 8th format.](#)

### Content of Blogs (Continued)

If you are including images, please be sure you have permission to use all of the images and please include or create Alt-text (alternative text) for each of the images.

### Images

#### Image Permissions

The resources below can be used to find images which are free to use. Be sure to check if attribution is needed for the images you select.

- [Canva](#) - Will need to set up a free account
- [Flickr](#) - Will need to set up a free account
- [Creative Commons Search Portal](#)
- [Pixabay](#)
- [Unsplash](#)
- [Nappy](#) (Stock photos of Black and brown people)
- [Jopwell Collection](#) (BIPOC stock photos)
- [Gender Spectrum Collection](#) (Stock photo collection of trans and non-binary models)
- [Burst](#)
- [Wikimedia Commons](#)
- [Flickr Creative Commons](#)

#### Alternative Text (*Alt-Text*)

Alt-text is a short description of the content of the image, added in a way that is typically invisible to people who can see the image. Alt-text helps people using assistive technologies, such as screen readers or Braille displays. Browsers also display alt-text visibly if an image fails to load.

- Be specific and succinct, including image text, without making assumptions or repeating yourself.
- [Learn how to write good alt-text.](#)



## Content of Blogs (Continued)

### Important Note

While we have every intention of publishing guest posts, in cases where we can't agree on content, we reserve the right not to publish the submitted draft. Publication of submitted drafts is also based on the signing of the  [Blogging Release Agreement](#).

Reminder, by submitting content for possible inclusion on [diversebookfinder.org](https://diversebookfinder.org) you:

- Attest that the work is your own and does not infringe on anyone's copyright.
- Give Diverse BookFinder an unlimited, permanent license to share, distribute and syndicate the content, including to third parties.
- Give Diverse Bookfinder the right to edit your submission for basic web best-practices and readability. Should substantive changes to the content be necessary, we will attempt to contact you. Should this not be possible, or should you be unreachable for example, years from now), you agree that Diverse BookFinder may remove your author's name in lieu of having to remove the piece entirely.

### Checklist for Blog Editors

Use this list to ensure blog post submission quality.

#### As Needed

- Additional image(s)
- Additional image(s) permissions
- Additional image(s) captions
- Additional image(s) Alt Text
- Signed [Blogging Release Agreement](#)
- Completed Blog Submission
- Title & Subtitle
- Example Feature Image
- Abstract / Description (max 150 words)
- Body of Text (500 - 2,000 words)
- Headings & Subheadings
- Bullet Points/Lists
- Quotables
- Hyperlinks
- Author Name & Pronouns
- Author Bio (max 150 words)
- Author headshot
- Tags
- Citations
- Final Feature image selection
- Final feature image permissions (if needed)
- Feature image attribution
- Feature image caption
- Feature image Alt-Text

**2**

**Design**





# Typography

Typography is an essential aspect of Diverse Bookfinder's identity as it helps convey the organization's values, personality, and tone, creating a consistent and recognizable visual identity that resonates with its target audience.

## Typefaces: Introduction

The simple and sleek ITC Avant Garde Gothic Pro reflects Diverse Bookfinder's commitment to accessibility and legibility.

Three weights offer a range of typographic opportunities.

If you are an Adobe Creative Cloud subscriber, you may activate the font set on <https://fonts.adobe.com/fonts>

# ITC Avant Garde

ITC Avant Garde Pro Book

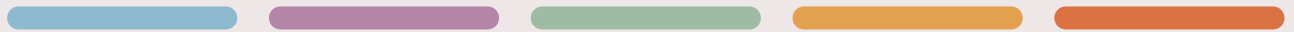
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Avant Garde Pro Medium

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITC Avant Garde Pro Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



# Main Title

## Typeface Application

ITC Avant Garde Pro Bold  
Size 67.34 / Leading 68 /  
Tracking 0

## Subtitles and Descriptors

ITC Avant Garde Pro Bold  
Size 28.43 / Leading 29 /  
Tracking 0

Body Text: laut ipid quaerundem re dis ipienihit aut voloria quos  
et parchillit hil in etum is earchit ut lissi blabor audae ea dolenist,  
si id et eos quatemp erumquam, sinciate laut endae nihiciatiae  
landi vollacest quidelit aut planducium re cor as repelluptat.  
Olorem. Ur am est et officie nditaque ipsam aperfero conesse.  
Pid ut aut ma voluptam quam fugit

ITC Avant Garde Pro Book  
Size 12 / Leading 20 /  
Tracking 0

Caption or Call to Action

ITC Avant Garde Pro Med.  
Size 12 / Leading 16 /  
Tracking 0



# Color

---

We chose a wide array of colors to represent core values of Diverse Book Finder: celebrating diversity, being welcoming and inclusive, and being accessible. These colors should be used exclusively to represent DBF in both print and web applications. While implementing these colors, please refer to the next subsection: color proportions.














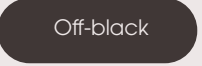
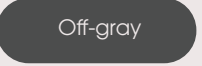
## Color

The 6 primary colors should be used for larger portions of print or digital media.

**Both the off-white and off-black accent colors are able to be used as a text color on top of these primary colors and still be accessible.**

The 6 secondary colors should be used sparingly to highlight essential visual information. They should only have the off-white accent color for text, if necessary.

Accent colors should be used for text or outlines. The off-white should be used for backgrounds.

Cool colors				Warm colors	
Primary					
					
Bookworm Blue Bookworm Blue	Paperback Purple Paperback Purple	Studio Seafoam Studio Seafoam	Tenacious Teal Tenacious Teal	Academic Amber Academic Amber	Reading Rust Reading Rust
HEX #8ebad1	HEX #b385a7	HEX #9bbca7	HEX #9dbbb3	HEX #e2a14f	HEX #da7241
RGB 142 186 209	RGB 179 133 167	RGB 155 188 167	RGB 157 187 179	RGB 226 161 79	RGB 218 114 65
CMYK 43.52 14.92 10.61	CMYK 30.86 52.34 14.84 0	CMYK 41.02 13.28 37.89 0	CMYK 40 15 30 0	CMYK 10.35 40.08 79.21 .05	CMYK 11 63 83 1
Secondary					
					
Bookworm Blue	Paperback Purple	Studio Seafoam	Tenacious Teal	Academic Amber	Reading Rust
HEX #1572a6	HEX #74355f	HEX #2d6e49	HEX #da7241	HEX #c07d2b	HEX #a84732
RGB 21 114 166	RGB 116 53 95	RGB 45 110 73	RGB 218 114 65	RGB 192 125 43	RGB 168 71 50
CMYK 88 51 14 1	CMYK 54 89 37 21	CMYK 82 34 82 23	CMYK 11 63 83 1	CMYK 22 54 110 5	CMYK 24 82 87 16
Accent					
					
Off-white	Off-black	Off-gray			
HEX #efe8e8	HEX #403736	HEX #4c4d4d			
RGB 239 232 232	RGB 64 55 54	RGB 76 77 77			
CMYK 5 7 5 0	CMYK 63 65 62 54	CMYK 66 58 57 37			





# Color Proportions

---

DBF has a wide array of colors, so it is critical that the color proportions are consistently used across media applications. Refer to these color proportions while utilizing the DBF colors.



## Color Proportions

The primary colors should be used more frequently than the secondary colors. The secondary colors should be used sparingly to highlight key information. Secondary colors are best used with their respective primary color.

The accent colors should be used for backgrounds, text, or other small embellishments.

Always opt for higher contrast when choosing color in order to maintain accessibility. Prioritize high contrast between text and background.



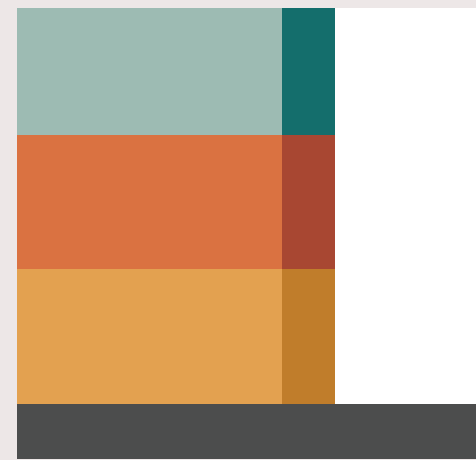
2 primaries with their respective secondaries.



1 primary and 2 secondaries, all warm colors.



1 primary and 3 secondaries, all cool colors.



3 varied primaries with their respective secondaries.

# Logo

---

The DBF logo is a simple yet powerful image that embodies the organization's mission of promoting diversity and inclusivity in literature. The logo is accessible and sets DBF apart from its competitors through its unique design.

## Logo



The DBF logo was redesigned to encompass a wider audience when DBF expanded their collection to include adolescent and YA literature. The new logo is not only accessible, but also reflects a variety of ages through its simple, friendly, and professional design.

## Logo Variations

There are various DBF logos to reflect a multitude of uses. See [Logo Usage](#) for how to implement each variation properly.

### DBF Combination Mark



DIVERSE BOOKFINDER

### DBF Lettermark



### DBF Wordmark

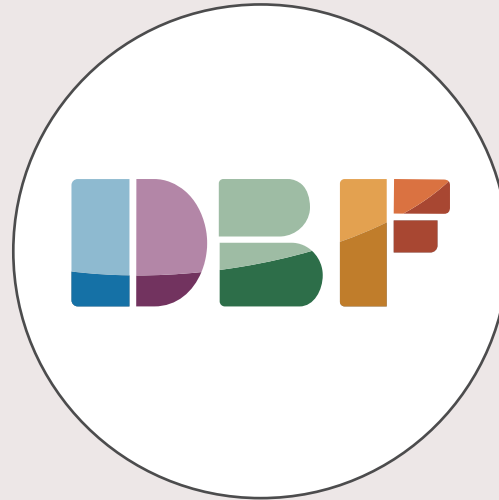
DIVERSE BOOKFINDER



## Logo Variations cont.

Note that the rectangle paired with the DBF White Logo is for visual reference only, and can be used against any dark background.

### DBF Avatar



### DBF Charcoal Logo



### DBF White Logo



# Logo Anatomy

---

By carefully considering each aspect of the DBF logo anatomy, we created a logo that effectively represents DBF and resonates with its intended audience.



## Logo Anatomy

### Lettermark

Recognizable Mark with DBF's color palette



DIVERSE BOOKFINDER

### Wordmark

Typeface: ITC Avant Garde Gothic

### Combination Mark

Primary Logo



HEX #8ebad1



HEX #b385a7



HEX #9bbca7



HEX #e2a14f



HEX #da7241



# Logo Usage

---

It is important to use the logo correctly and consistently in order to strengthen the effectiveness of the DBF brand.



## Logo Usage: Margins

Keep the logo clear of other elements. Apply clear space around the logo by measuring the height of the lower extension of the "F" in "DBF."

Minimum printed size for the logo should be 0.5 inches to ensure visibility.

Minimum digital size for the logo should be 35 pixels to ensure visibility.



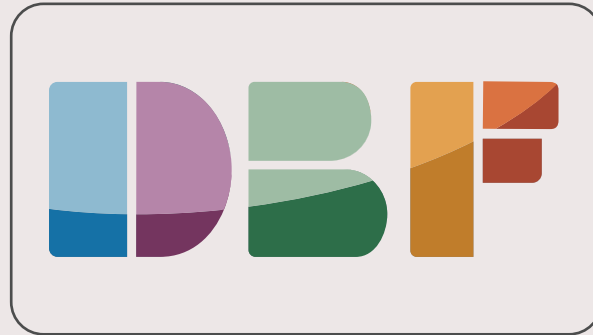
0.5 inches printed

35px digital

## Logo Usage: Backgrounds

Use the colorful logo on light or dark backgrounds.

Do not use the logo on colorful backgrounds.



Light background



Dark background



Do not put on colorful background



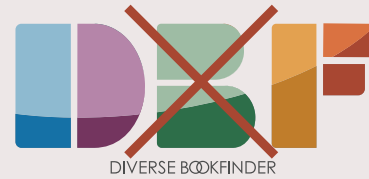
## Logo Usage: Do Nots

It is important that DBF maintains logo consistency to ensure a stronger and more consistent brand.

Thank you for maintaining logo guidelines for a better brand!



Do not  
Edit shapes in logo



Do not  
Alter text size



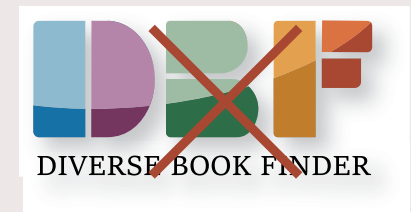
Do not  
Alter text typeface/font



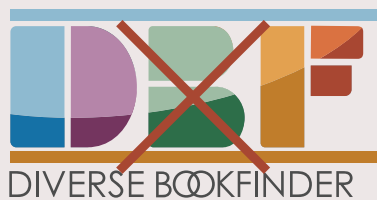
Do not  
Change logo colors



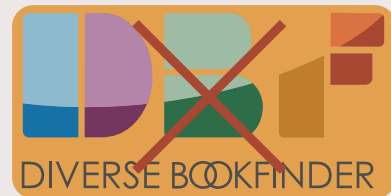
Do not  
Reconfigure logo



Do not  
Add effects



Do not  
Add additional shapes



Do not  
Use colorful backgrounds



Do not  
Shear or transform logo

# Accessibility Applied

Applying Diverse Bookfinder's accessibility guidelines to web, print, and social media content is essential to reach their target audience, and ensures that all individuals, regardless of ability, have equal access to DBF's resources and initiatives.



## Accessibility Applied

This is an example of DBF's accessibility guidelines implemented on a social media post. Notice the following themes:

### Color Contrast

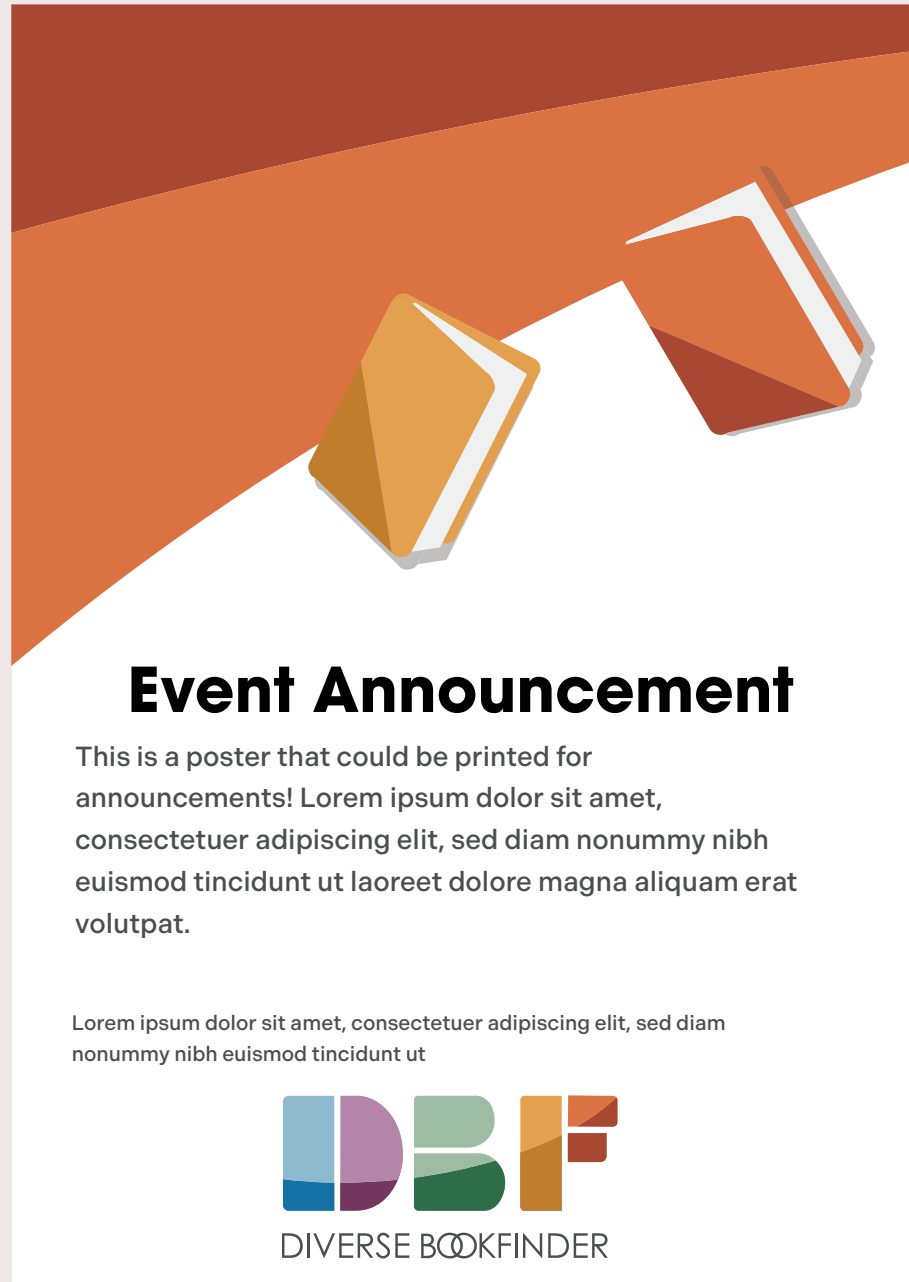
Use high contrast colors to ensure readability.

### Information

Use a mix of symbols, captions, and color to communicate information in a more accessible way.

### Alt Text and Captions

Be specific and succinct, including image text, without making assumptions.



## **Accessibility Applied: Alt-Text**

Alt-text, also known as alternative text, provides a brief yet descriptive summary of an image's content, hidden from view but crucial for people using assistive technologies. By helping screen readers and Braille displays understand the visual elements on a page, alt-text promotes accessibility and inclusivity online.

Listed on this page are suggestions for writing effective alt-text. For more information, visit:

<https://supercooldesign.co.uk/blog/how-to-write-good-alt-text>

### **Be Succinct and Specific**

Describe what you see without assumptions or editorializing. Use descriptive language for skin tone, hair color/style, etc. and think about how you would describe the image over the phone.

### **Use Infrequent Keywords.**

Incorporate top keywords into alt-text sensibly and sparingly to boost SEO, but avoid keyword stuffing as search engines can detect it. The primary focus should be on describing the image specifically and succinctly.

### **Include Text That is Part of the Image**

Make sure to include any text that appears within the image in your alt-text description. However, avoid repetition if the text is already included elsewhere on the page.

### **Do Not Add Alt Text to “Decorative” Images**

'Decorative' images visually enhance a page and include items such as page dividers and brand graphics. Adding alt-text to decorative images may create unnecessary clutter for those using assistive technologies, making it harder for them to navigate the page efficiently.



# Icon Set

These icons create a playful visual system which conveys the four main elements of the Diverse Bookfinder project.



## Icon Set

This icon set was created specifically to convey the four main functions of the Diverse Book Finder. These icons aim to exist within the DBF visual system as a cohesive additional element.

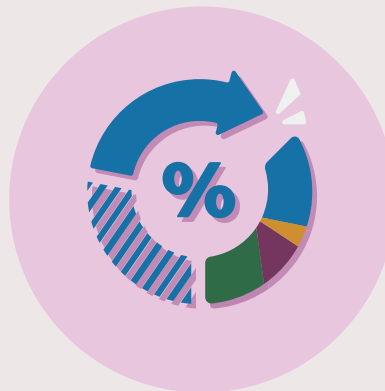
The icons can be accessed with or without their respective background depending on the necessary design need.



Content Analysis Tool (CAT)



Unique Circulating Collection



Source of Critical Data



Search Tool



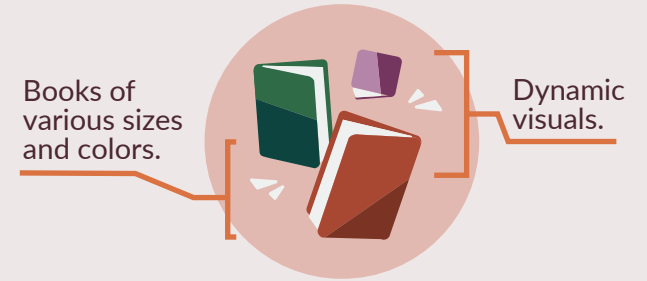
## Icon: Breakdown

Here is a short break down of the components of each icon.

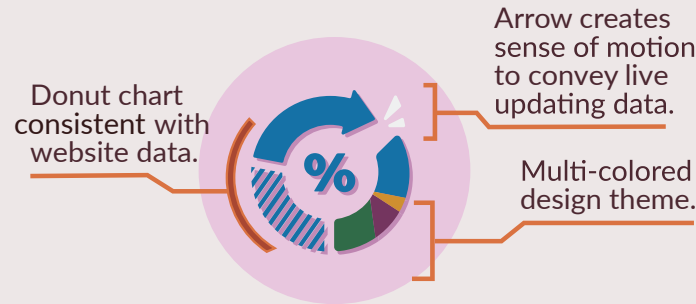
The icons were created to be both simple and contain just enough detail to convey their message attractively. These were the elements used to convey the nuanced aspects of DBF's tools.



Search Tool



Unique Circulating Collection



Source of Critical Data



Content Analysis Tool (CAT)



# Design Elements



These design elements are individual assets that exist within the Diverse BookFinder's visual identity that can be used in a variety of ways to create print and digital design materials as needed.



## Design Elements: Simple Graphics

### THE SQUARES

These design elements are simple rounded squares available in the 12 main color profiles that parallel the same curved shading dimensions as the main logo. This promotes a consistent design motif that is easily applied to the website in a multitude of ways.



## Design Elements: Simple Graphics

### MARKER DASH

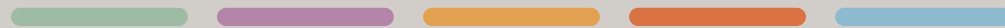
Great for underlines and borders, these multicolored dashes are versatile and can be stretched and shortened horizontally.

Notice these fun dashes being used on the guideline right now!

#### MARKER DASH: SHADES



#### MARKER DASH: TINTS





## Design Elements: Simple Graphics

### HIGHLIGHT SWIPE

A simple design graphic that is available in the six primary brand colors. They are versatile and can be used behind text as emphasis or anywhere they are needed.

Available in both 100% and 30% transparency.



## Design Elements: Simple Graphics

### BOOK MARK

A simple design graphic that is available in the six primary brand colors. They are versatile and can be used as large shapes as a background or a smaller embellishment.



striped highlight version



solid color version



## Design Elements: Illustrations

### BOOKS

These more illustrative design elements are better used as embellishments that can be added to social media posts, documents, or to the website to add a playful and colorful touch.

### FLOATING BOOKS



The floating books work excellently in any area of a composition, while the stacked books are more static and work better with a “surface” to sit on.

### STACKED & SHELVED BOOKS





## Design Elements: Illustrations

ASSORTED

These assorted illustrations fit within the style guide that feature more specific items such as a magnifying glass, box, and venn diagram!



open box with stars



magnifying glass



venn diagram

**3**

---

# **Design Applied**

---

# Social Media

---

Social media is a critical aspect of Diverse Bookfinder's goal of connecting with parents, educators, researchers, and students. Through social media, DBF can disseminate information about its resources and initiatives, engage with its audience, and promote their mission.



## Social Media

### Color and Typography

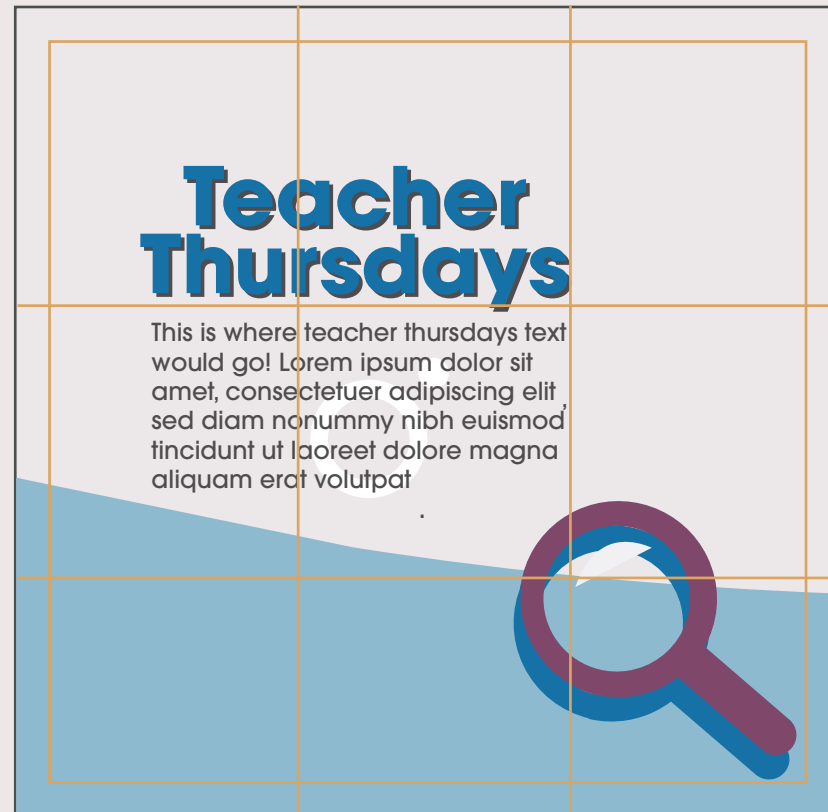
Refer to the “Color” and “Typography” sections of the DBF Brand Guideline for information on color proportions, acceptable typefaces, and font sizes.

### Sizing and Layout

Design Instagram posts using a 1080x1080 px. template. Maintain an 80px margin from the frame’s edge and align all elements with one or more columns of a three-column grid.

### Iconography

To add illustrative effects to graphics, pull from the DBF brand assets folder.



Before posting on social media, ask yourself three questions to ensure alignment with Diverse Book Finder’s brand identity:

- Is this post accessible?
- Is it friendly?
- Is it visually succinct?

## Social Media: Usage

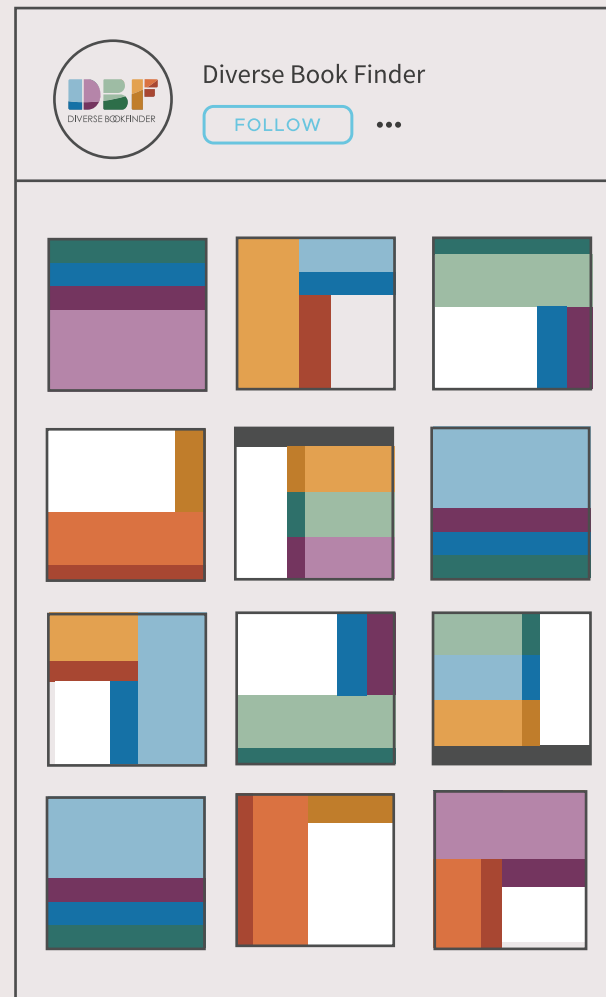
Notice how in the grid to the right, warm and cool tones are dispersed evenly.

When planning posts, aim to evenly distribute color shades and hues.

Incorporating varied compositions is essential to maintaining visual interest. For instance, if a previous post had a heading in the top left corner, consider adding variety by featuring the title in the center of the adjacent posts.

To plan Instagram posts ahead for free, visit:

<https://app.planable.io/register>



Example grid for Instagram

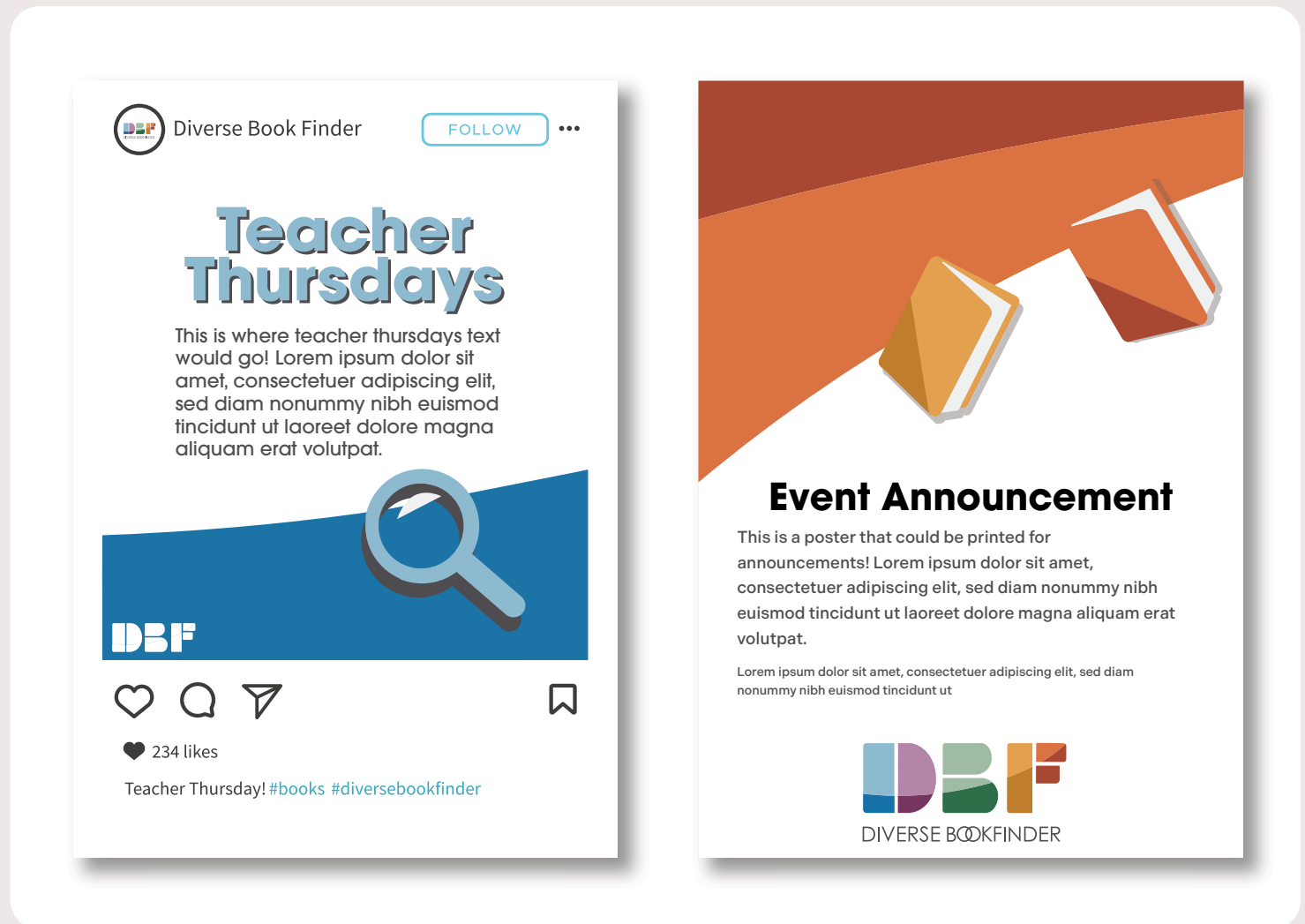


# Mockups

Here are some examples of how designs can be applied in the real world such as posters, print media, and social media posts.

## Mockups

These are potential applications of how our branding could be applied to digital and print media.





## Mockups

These are potential applications of how our branding could be applied to merchandise, such as stickers (top) and stencils (bottom).





---

# Credits

---

These Brand Guidelines were made possible by DBF team members Krista Aronson, Brittany Kester, Lisa Campbell, Lourdes Santamaría-Wheeler, and Lisely Laboy in addition to UF designers Ella Terran, Harrison Turner, Anna Sansbury, and Annie Vardanyan.

DEBF