Organization Identity Guide

This document provides general guidelines and instructions for use of artwork in establishing the visual identity of the Virtual Academic Library of New Jersey (VALE new jersey). It includes files for print and web use.

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Introduction to Art File Types

All artwork placed in this guide was prepared in Adobe Illustrator CS1 with all type converted to outlines and saved in two file formats — a PDF file and an EPS file.

Either of these file formats can be opened in Adobe Illustrator or Adobe Photoshop without any of the fonts used to create the artwork on your system and without any loss of detail or quality in the artwork.

Files for Print use

All PDF and EPS artwork included in this guide is vector based. That means that the artwork can be enlarged or reduced in scale, rotated or otherwise manipulated with no loss of quality. They can be used for any sort of printing or a source for new web files. Here is an example. Notice that the magnified view shows smooth edges. Note, the artwork may not be as clear when viewed electronically, print this guide for sharper graphics.

original size

400% original size

Files for Web use

Several files intended for web use have also been saved as GIF files and can be incorporated directly into web pages. These images are NOT resolution independent and should NOT be used for any sort of printing, either professional or desktop output. They can not be scaled or rotated without affecting the image quality. Here is an example. Notice that the magnified view reveals "pixillated" edges.

original size

400% original size

If you need to create web images at a new size, you should open one of the PDF or EPS files in illustrator, Photoshop, image ready, or a similar application an then scale the image and export a bit-mapped GIF or JPG at the desired size.

Logo and supporting Art Elements

The VALE logo and related element should be printed in a specific color on a 4 color printer. Each element has been provided as a separate art file, although typically the lock-ups provided will be used in all cases.

VALE map green should be printed C65 M25 Y75 K5 and appear on web pages as #669966

Background blue should be printed C100 M95 Y15 K20 and appear on web pages as #000080

URL grey should be printed 45% black

VALE_logo.pdf

Virtual Academic Library Environment   **VALE_name.pdf**

Dedicated to Innovation & Collaboration   **VALE_tagline.pdf**

www.valenj.org   **VALE_url.pdf**

Knock Out Logo and Art Elements

The VALE logo and related element may *knocked out* white against a dark color background. Here the *knock out* versions of the art are shown against "VALE blue".

All PDF and EPS files have a "transparent" background and can be placed against a colored background with no "fringe" effect. The blue in this sample is not in the actual art files, but placed behind them on this page.

VALE_logo.pdf

Virtual Academic Library Environment   VALE_name.pdf

Dedicated to Innovation & Collaboration   VALE_tagline.pdf

www.valenj.org   VALE_url.pdf

Logo lockups

The VALE logo can be shown alone or as a lock-up with the tag line and/or organization title written out.

VALE_lockupHorz.pdf
The horizontal lock up would typically be used as letterhead, a newsletter masthead or similar applications. The file is prepared in CMYK color space.

Virtual Academic Library Environment

www.valenj.org

VALE_lockupHome.pdf
The block lock up could be used on document covers, web site home pages, or similar applications. Note that due to considerable differences in the type sizes used in this lock-up, it is preferable to use the logo by itself if the other type becomes too small to read.

Dedicated to Innovation & Collaboration

Virtual Academic Library Environment

Logo lockups — KO

Knock Out versions of logo lockups are available for use against dark colored backgrounds.

VALE_lockupHorzKO.pdf

VALE_lockupHomeKO.pdf

Black and white artwork

Versions of the logo and 2 lock ups have been provided in black and white, with the green and blue elements of the art converted to 45% black.

VALE _logoBW.pdf

Virtual Academic Library Environment

www.valenj.org

VALE_lockupHorzBW.pdf

Dedicated to Innovation & Collaboration

Virtual Academic Library Environment

VALE_lockupHomeBW.pdf

Art for Web Use

Three GIF files can be used directly on web pages. These images can be placed as the exact size provided. They should not be re-sized in any graphics application. To create artwork at other sizes, create a GIF or JPG from one of the supplied AI or PDF files. They are located in the GIF files folder of the ID CD.