

**BEYOND**  
THE PAGE

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This brief guide will help in the general application of the Beyond The Page logo.

Consistency is key when looking to apply the Beyond The Page brand mark. Though this is not a complete identity guide, it will provide the basics to ensure consistency of brand application.

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# BRAND IDENTITY

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## **BACKGROUND**

The Beyond the Page Campaign started in 2012 with a \$350,000 challenge grant from the National Endowment for the Humanities. Supported by the Madison Community Foundation, the libraries fundraised the required match. The endowment, which funds a variety of programs, currently yields approximately \$65,000 per year.

## **ABOUT**

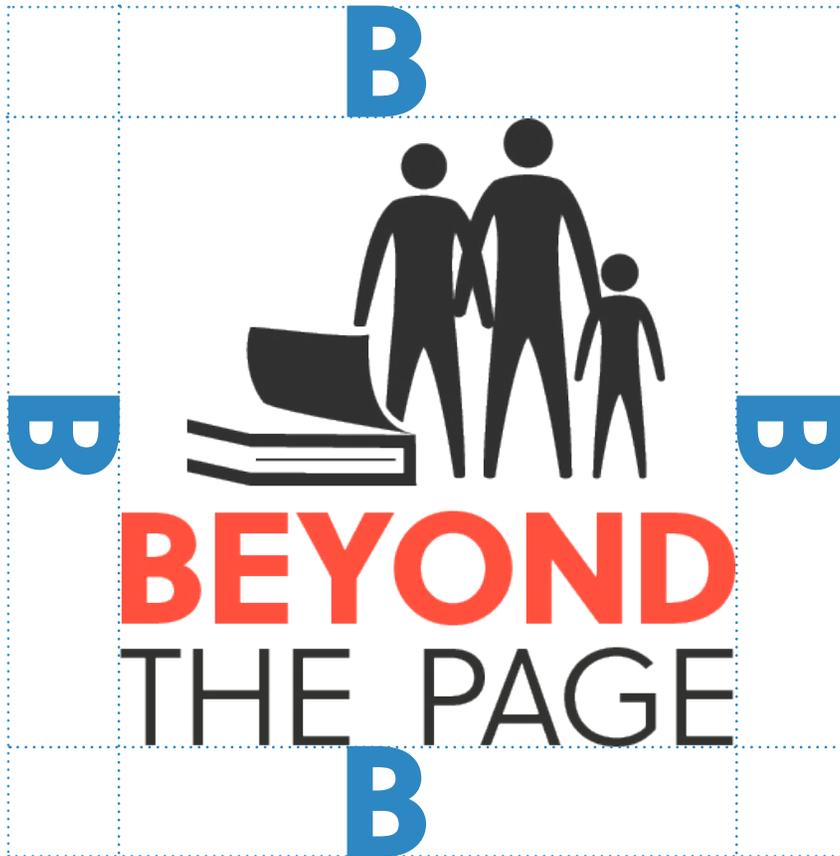
Beyond the Page is a permanent endowment held by the Madison Community Foundation, which funds humanities programs annually in Dane County libraries. All programs are free and open to the public.

## **MISSION**

Explore the humanities with Dane County libraries.

# PRIMARY LOGO

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## PRIMARY LOGO DESIGN

The primary logo is denoted by the logomark (people and open-paged book), vertically stacked on the logotype with the organization's name, Beyond the Page.

The people and open-paged book in this logo embodies Beyond the Page's mission to bring together families through humanities programming at the Dane County libraries.

The color, strength, and simplicity of the font exudes a message of warmth and reliability, key to Beyond The Page's brand and its role as an endowment fund.

## LOGO SPACING

The Blue lines around the logo indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'B' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height).



RGB: 49 48 48  
CMYK: 0 2 2 81  
Hex: #31 30 30



RGB: 255 80 61  
CMYK: 0 69 76 0  
Hex: #FF 50 3D

## SECONDARY LOGO

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SECONDARY LOGO

The logotype features the word "BEYOND" in a bold, red, sans-serif font, with "THE PAGE" in a black, sans-serif font positioned directly below it.

LOGOTYPE



LOGOMARK

The secondary logo is denoted by the logomark (people and open-paged book) to the left of the logotype with the organization's name, Beyond the Page.

The secondary logo of Beyond The Page can be used when a scenario requires less vertical height than the primary logo.

The logomark and logotype (right-bottom and above respectively) can be used separately to represent Beyond The Page.

The rules for spacing (see primary logo) also apply to the secondary logo, logomark, and logotype.

# MONOCHROME AND WHITE OUT

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## MONOCHROME

When monochrome is used, then all elements are to be 100% black.

This form of the logo must only be used against background colors light enough to create enough contrast for legibility. All rules of monochrome also apply when the logomark or logotype is used separately.

All rules of monochrome also apply when the secondary logo (monochrome) is used.



## WHITE OUT

When white out is used, then all elements are inverted to white with the exception of the text, "BEYOND", which must retain its red color.

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

All rules of white out also apply when the secondary logo (white out) is used and when the logomark or logotype is used separately.

# TYPEFACE AND USAGE

## PRIMARY TYPEFACE

**Soliel ExtraBold** is used for the BEYOND lettering. **Soliel Light** is used for the lettering in THE PAGE.

**Soliel:** by Wolfgang Homola

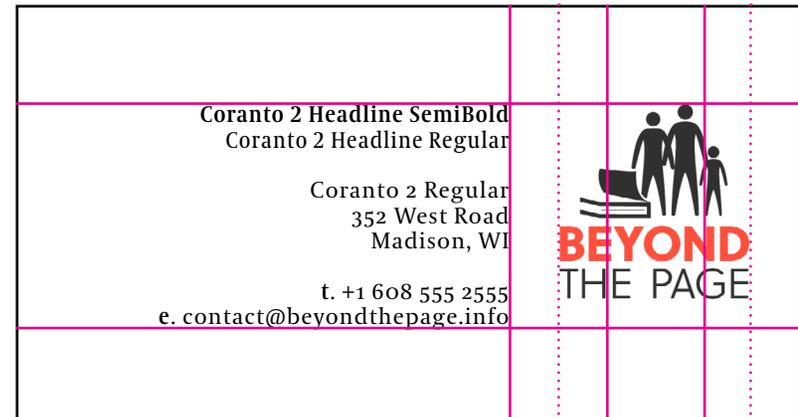


## SECONDARY TYPEFACE USAGE (suggested pairing)

This secondary typeface uses a variety of **Coranto 2** styles and weights. This is the suggested font for all internal stationary and correspondence.

**Coranto 2:** by Gerard Unger

The example business card uses Coranto 2 Headline SemiBold for the name, Coranto 2 Headline Regular as the title/position, and Coranto 2 Regular for the address and contact details.



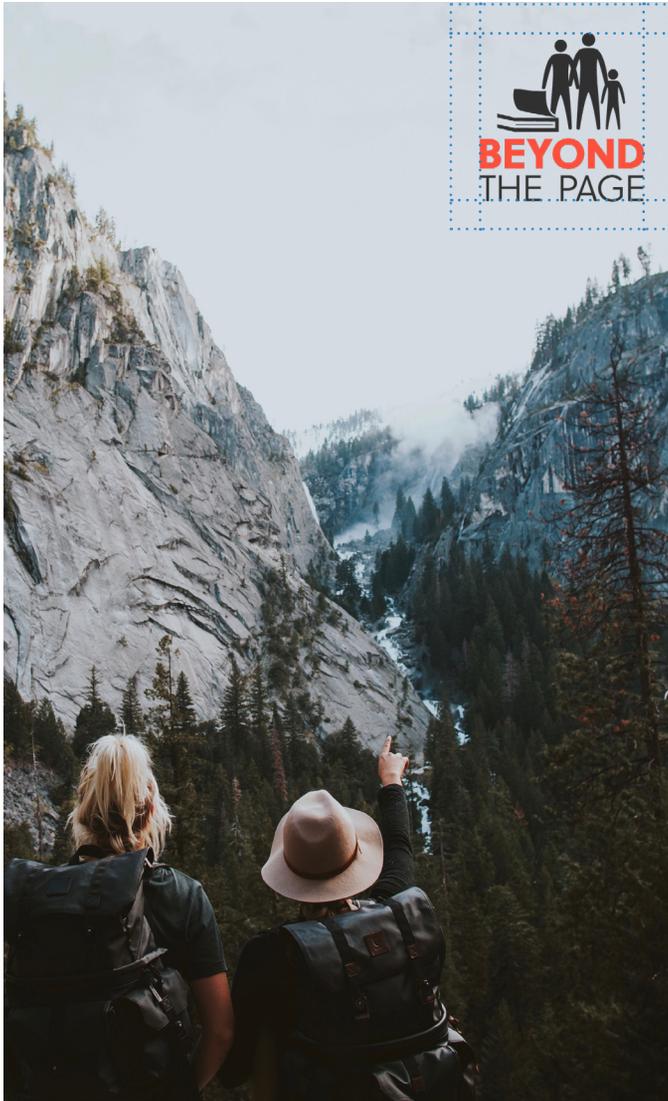
## Type Specifications For All Stationery Elements

Type size for all wording set at: 8.5pt

Leading set at: 9.5pt

Tracking set at: 50

# LOGO USAGE EXAMPLES



## POSITIONING IN PRACTICE

The Image (far left) shows an example of the ideal logotype placement.

Notice that the Blue area creates a padded Clear Space top and right of the logotype.

Other design elements can be added to the photograph as long as they do not cross over the Blue area; left and bottom of the logotype.

## COLOR USAGE EXAMPLES

On the left are examples of the logo on different colored backgrounds.

The chosen colors complement the logo design.

Ex1 (blue): #62BBFF

Ex2 (orange): #FFBE2C

Ex3 (green): #44E03F

# INCORRECT LOGO USE



DO NOT change the type spacing of the logo



DO NOT change the relative sizes of the logo elements



DO NOT place the logo on patterned backgrounds



DO NOT change the fonts of the logo



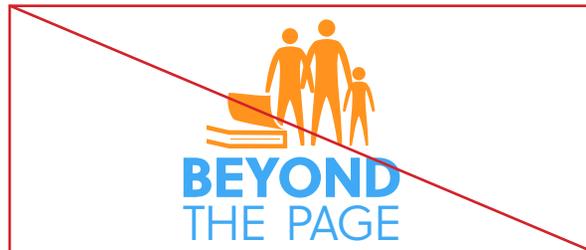
DO NOT invert the specified logo colors



DO NOT place the logo on an angle



DO NOT distort the logo elements



DO NOT change the logo colors



DO NOT place a white logo on a pale background

# STATIONARY EXAMPLES



# STATIONARY EXAMPLES

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## STATIONARY EXAMPLES

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