



# Brand Identity:

Standards and Best Practices

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**LIBRARY**

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# Introduction

## *Why?*

### ***Why do we need brand standards?***

“A cohesive style will make your library memorable and recognizable, enabling people to connect with it. It will show that you care about details, which will increase the amount of trust members have in your library. Librarians are information professionals and should treat their information design accordingly.”

- Useful, Usable, Desirable

“Branding is crucial to your marketing success; your marketing materials should be instantly recognizable the minute someone glances at them.”

- Bite-Sized Marketing : Realistic Solutions for the Overworked Librarian

“The absence of a consistent creative strategy can cause confusion and create the impression of disorganization and negligence...The dedicated use of identity standards ensures a cohesive visual approach at every point of engagement with customers and forms the perception of stability, professionalism and credibility.”

- The Importance of a Branding and Identity Style Guide

“Brand identity helps create relationships between the company and consumers, and can lead to perceptions of brand personality...In a world flooded with imagery, visual aspects of branding have become more central, even as branding itself has become ever more crucial to marketing success.”

- How Visual Brand Identity Shapes Consumer Response

### ***Why are we marketing the library?***

“Marketing for libraries is a powerful way for libraries to accomplish our goals and stay relevant. In her phenomenal book *Robin Hood Marketing: How to Steal Corporate Savvy to Sell Just Causes*, Katya Andersen says: ‘There is no nobility in preaching to an audience of one. Those of us working for the public good have an ethical responsibility to be effective and efficient in reaching as many people as possible.’”

- Bite-Sized Marketing : Realistic Solutions for the Overworked Librarian

“Library marketing is critical for any information professional in order to spread the word about their library. It doesn’t matter what library type, it doesn’t matter how large or small the library is - you need to draw attention to your library, your services, your worth to your community, your administration, your staff, and your users.”

- Marketing and Promotion of Library Services

### ***Why does good design matter so much?***

“If the packaging isn’t nice, no one will bother to see what is inside...There is nothing that screams amateur quite like clip art. Think about it. The public is bombarded with sophisticated graphics hundreds of times a day. If you create a disaster in Microsoft Publisher, chances are you are doing more harm than good.”

- Bite-Sized Marketing : Realistic Solutions for the Overworked Librarian

“People use look and feel as their first indicator of trust...When the participants in [a study on Web site trustworthiness] rejected a health Web site as not being trustworthy, 83 percent of their comments were related to design factors, such as an unfavorable first impression of the look and feel, poor navigation, color, text size, or the name of the Web site.”

- 100 Things Every Designer Needs to Know About People

### ***Why do we need voice and tone guidelines?***

“Communicating with too many voices and with too much variation can compromise brand equity and confuse audiences by expressing multiple personalities and leave messages open to interpretation. Communicating with a universal set of style and formatting conventions is necessary to articulate brand promises and strategic priorities, maintain a reputation of reliability, generate consumer confidence and build a personal relationship with customers.”

- The Importance of a Branding and Identity Style Guide

# ***Brooks Library Mission, Vision, Values, and Goals***

## ***Mission Statement:***

The Central Washington University libraries provide quality resources and innovative services to stimulate creativity, intellectual curiosity, and to facilitate lifelong learning and research within the communities we serve.

## ***Vision Statement:***

The Central Washington University libraries will be the hub and academic town square of the university by being an essential component of the academic and creative life of the institution. We will excel in: collecting, preserving, and providing access to the best scholarly and educational resources; providing high quality, innovative services; and creating a welcoming and comfortable physical environment. We will foster an atmosphere that encourages diversity, excellence, and continued growth in finding ways to surpass our own high standards.

## ***Values:***

We believe the library is central to the intellectual and creative lives of the people we serve.

We are committed to:

- Access
- Service
- Life-long learning
- Intellectual and academic freedom
- Collaboration
- Mutual respect and civility
- Responsible stewardship

## ***Goals:***

- Provide library services and resources in multiple formats that meet our users' needs.
- Reimagine the physical space of the library to better meet the demands of our students and faculty in the future.
- Educate users about the library's services and resources.
- Increase collaboration with students, faculty, staff, and the community.

# Brand Standards

All print and electronic materials, including promotional and marketing materials, signage, web content, and library publications must adhere to the Brooks Library Brand Standards in order to maintain a consistent look and feel that is easily identifiable as being of or associated with the library.

## ***CWU Identity Standards Quick Guide***

<http://www.cwu.edu/public-affairs/sites/cts.cwu.edu/public-affairs/files/documents/CWU%20Identity%20Standards%20Quick%20Guide2%20oct2013.pdf>

### ***Fonts***

Frutiger Family is the preferred font for university materials. However, it is not available to the community at large. Arial is an acceptable alternative. The university Font/Typography guide states that “Arial is an acceptable alternate and is readily available on most computers. You can use other fonts in your print materials. Just remember that the goal is to select fonts that are easy-to-read and appropriate for your communications.”

### ***Colors***

#### University Colors

**CWU Crimson:**

For print: **Pantone 7427C** or **CMYK: C0 M100 Y65 K30**

For Web or other screen media: **RGB: R171 G0 B50** or **Hex#: ab0032**

**CWU Black:**

For print: **Pantone Process Black** or **CMYK: C0 M0 Y0 K100**

or use a rich black, we recommend the following rich black: **CMYK: C60 M40 Y30 K100**

For Web or other screen media: **RGB: R40 G42 B41** or **Hex# 2C2A29**

When printing materials for distribution off-campus, the library will adhere to Public Affairs standards. A Central Washington University Logo and Affirmative Action statement must be included.

#### **Affirmative Action Statement:**

CWU is an AA/EEO/Title IX Institution. For accommodation e-mail: [DS@cwu.edu](mailto:DS@cwu.edu)

# ***Brooks Library Brand Standards***

## ***Fonts***

The following fonts have been selected as a core set of standard fonts for library branding: Arial Bold, League Gothic, GeosansLight, Lobster Two, Josefin Slab, Roboto.

**Arial Bold**

**League Gothic**

GeosansLight

Lobster Two

Josefin Slab

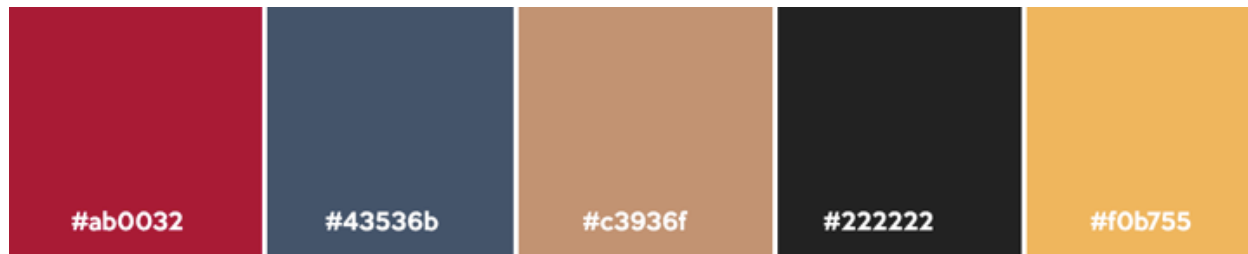
Roboto

While promotional materials are not limited to just these fonts, they should be considered the default fonts to use for library publications. Font selection is based on the Brooks Library logo. All fonts can be downloaded for free from either [www.dafont.com](http://www.dafont.com) or [www.fontsquirrel.com](http://www.fontsquirrel.com).

All fonts used for library publications should be easy to read and free of copyright restrictions. Serif and sans-serif fonts are equally readable, however overly decorative fonts should be avoided. Text blocks longer than a few lines should be left-justified to improve readability.

## ***Color Palette***

All Brooks Library publications should consider the library's color palette, approved by the Library Council on July 2, 2015. Colors from the palette should be incorporated into branding and promotional materials. Additional colors may be used as necessary.



## ***Logo***

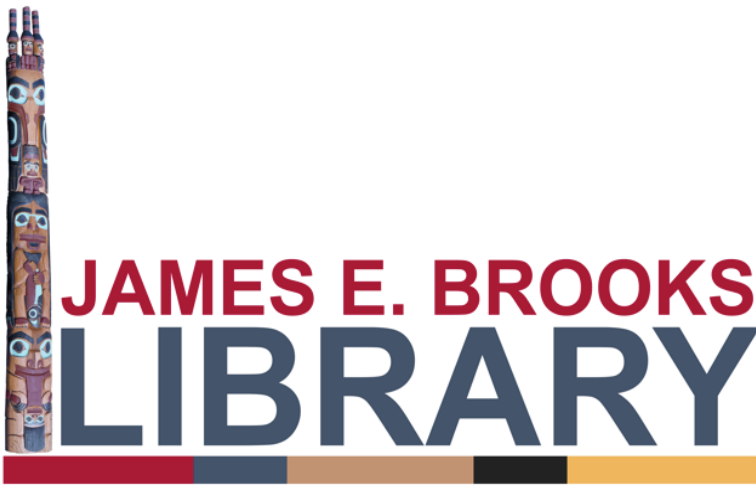
All Brooks Library promotional and marketing materials will include the James E. Brooks Library logo or an approved variation thereof. The library logo consists of an image of the totem pole, the complete name of the library in capital letters using Arial Bold, and a color bar with the library's color palette. It should be placed in the lower left corner of print materials. Do not stretch or transform the logo.

The logo and its components can be found on the G Drive: Library > >Promotional Toolbox > Logo Images.

## ***The Tsungani Totem Pole***

The Tsungani totem pole, donated in 1999 by Chief Tsungani, or Fearon Smith, Jr., celebrates the myths and legends of the Pacific Northwest's Native American coastal tribes and is an appropriate metaphor for a library. Portrayed on the pole are the grizzly bear who gave song, dance, and freedom to his family; the Salmon Woman who supplied life-giving fish to the region's rivers; and the Raven, who discovered mankind. These symbols represent the gifts--freedom, sustenance, and humaneness-- that the university library, through books and other materials, grants to students, faculty, and the general public.

The totem pole is a culturally significant original work of art, requiring respect in the use of its image. Images of the totem pole should not be altered (cropped, filtered, etc.) in any way. The totem pole should only be used as a stand-alone image or as part of the library's official logo.



Any partnered events with other departments or community spaces, in which the Brooks Library has provided research or event planning assistance, will incorporate partners in all promotions. If the event partner is creating the promotional materials, the Brooks Library logo shall be incorporated.



## ***Images***

Images used in promotional materials should be free of copyright.

### **Image Recommendations:**

It is recommended that all photos should be of high quality, taking resolution, lighting, composition, and content into consideration. Try to avoid blurry or grainy photos and clipart.

Photos of and at the Brooks Library can be found on the G Drive: Library > Photos.

CWU Public Affairs maintains a photo gallery of university photos for promotional use at [www.cwu.edu/photo-gallery/node/2501](http://www.cwu.edu/photo-gallery/node/2501)

Free, high-quality stock photos are widely available online. Suggested sites include: [unsplash.com](http://unsplash.com), [commons.wikimedia.org](http://commons.wikimedia.org), [stocksnap.io](http://stocksnap.io), and [gratisography.com](http://gratisography.com).

## ***Conventions: Grammar, Spelling, and Names***

Check your writing for spelling, grammar, and factual errors. You don't need to be overly formal in every publication. Consider having a colleague look over your text.

Make sure to use correct capitalization. Anything over one sentence should use sentence case capitalization. Headlines and signage should use either title case or all capitals. All capitals should be used sparingly. The terms "library" and "librarian" should be capitalized only when they are part of a proper noun or title.

Use the first person plural ("we" and "us") when referring to the library. The library should be referred to as the Brooks Library, James E. Brooks Library, or CWU Brooks Library. Avoid using just CWU Library.

# Promotion and Publications Procedures

## Library Content Workflow

| Type of Content: | Signage<br>(e.g. semi-permanent library signage)<br>(Page 16)  | Event Promotion<br>(e.g. flyers, table tents)<br>(Page 12)   | Library Publications<br>(e.g. brochures, newsletters)<br>(Page 13)  | Social Media<br>(Page 18)   | Website  | Other<br>(i.e. course handouts)   |
|------------------|--|--|---|---|--|---|
| Overseen by:     | User Experience Librarian and Signage Sub-Committee            | Student Engagement and Community Outreach Librarian  | Secretary Lead  | User Experience Librarian   | Web Content Manager  | N/A<br>Use best judgment  |
| Process:         | Do it yourself, comply with Brand Standards                    | SECO Librarian will assign tasks including flyers, banners, press releases, etc.   | Consult with Secretary Lead and relevant individuals or departments. Secretary Lead will work with Public Affairs and Print Shop                  | User Experience Librarian will determine whether content is appropriate for social media and if so, which network | Web team will consult with relevant individuals and make recommendations       | Do it yourself, comply with Brand Standards   |
| Approval:        | Signs not meeting approved guidelines will be addressed.       | Once reviewed by SECO Librarian and relevant department, Secretary Lead will take print materials to Dean for final approval                       | Once reviewed by User Experience Librarian, Secretary Lead will take to Dean for final approval   | User Experience Librarian will post   | Library Council will consider recommendations for approval and implementation. | Do it yourself, comply with Brand Standards   |
| Must adhere to:  | Conventions + Brooks Library Brand Standards (font and colors) | Conventions+ Brooks Library Brand Standards (font, colors, and logo) + CWU Identity Standards and Affirmative Action Statement if going off-campus | Conventions Brooks Library Brand Standards (font, colors, and logo) + CWU Identity Standards and Affirmative Action Statement if going off-campus | Conventions   | Conventions + CWU Identity Standards   | Conventions, Brooks Library Brand Standards (font, colors, and logo) + CWU Identity Standards, and Affirmative Action Statement if going off campus |
| Should consider: | Voice and Tone and Accessibility and Universal Design          | Voice and Tone and Accessibility and Universal Design  | Voice and Tone and Accessibility and Universal Design   | Voice and Tone and Accessibility and Universal Design   | Voice and Tone and Accessibility and Universal Design                          | Voice and Tone and Accessibility and Universal Design   |

## ***Event Promotion***

Event promotion includes flyers, posters, press releases, handouts, announcements, and other content for library events or short-term programs.

The first step for any sort of event planning begins with an Outreach Proposal form, available from the Library Wiki (under online forms). This form should be completed and submitted for any type of Brooks Library Outreach proposal including (but not limited to):

- Film screening
- Residence life programs held at or in conjunction with the library
- Community events
- Special topic displays
- Literary events
- A table at an information fair
- Partnering with another department on campus for an event
- Any event to be held in the Brooks Library

The lead organizer or collaborator of a Brooks Library outreach initiative is responsible for completing and submitting this form. Once the form is submitted, the Student Engagement and Community Outreach Librarian will determine and assign tasks among the promotion team, making sure the program is properly marketed. Event promotion should include: who, what, where, when, and why for a basis of information. Print materials should be submitted to the Program Support Supervisor for review and then to the Dean for final approval before printing, which may be done either in-house or through the print shop. A copy of any event promotion should be sent to the University Archivist for potential collection.

## ***Library Publications***

Library publications include brochures, rack cards, bookmarks, door hangers, and other items used to promote ongoing library services, departments within the Brooks Library, and the LIS minor.

The first step to creating or revising library publications is to meet with the Program Support Supervisor and any other key players for the publication. The Program Support Supervisor will provide suggestions for wording and layout and then work with Public Affairs to produce the final product. Once a finalized version is agreed upon and has been approved by the Dean, the Program Support Supervisor will work with the Print Shop to produce the items.

# Best Practices

## *Voice and Tone*

The library's voice is like our personality and should be reflected in all of our written content.

Our voice is...

- Engaging
- Exciting
- Inclusive
- Informative
- Knowledgeable
- Welcoming

The library's tone changes to fit the situation. Our tone should be empathetic and consider a reader's emotional state. After successfully completing a task a user might be feeling pride, joy, or anticipation, and our tone should be excited and congratulatory to reflect that. If we're asking a user not to do something, they might feel anger, stress, or frustration as to why they cannot complete that action. Our tone may be sympathetic and explanatory in this case.

Examples:

- When a student tweets about their acceptance to CWU, the Brooks Library social media team responds with an excited and congratulatory message.
- Instead of a sign stating "NO CELL PHONES ALLOWED!" try using "Polite cell phone use is encouraged."

All content produced by the library should be:

- Clear - Present information in as few words as possible and avoid jargon.
- Concise - Don't get to the point; start with the point.
- Compelling – The information should be engaging
- Useful - Everything we publish should serve a purpose.
- Friendly - Avoid negative language, especially on signage.

Avoid the passive voice. Eliminate passive aggressive language and micro-aggressions, including sarcasm.

Be consistent with names and labels:

For example, Research Guides, LibGuides, and Subject Guides all refer to the same thing, but the multiple names are confusing to users.

Avoid abbreviations, acronyms, and library jargon.

Content should be easy to scan and skim. Users should be able to quickly find the answers to their questions and move on. Keep it simple.

Before writing anything ask yourself: Is it true? Is it useful? Is it nice? Is it appropriate to our audience?

Remember that all content you create is a reflection of the Brooks Library.

## ***Accessibility and Universal Design***

All publications, whether print or digital, should follow the principles of universal design. Concise language, consistent styling, and clear layout and design make our publications not only more usable, but more accessible as well.

Though not inclusive, the following efforts will make our publications more universally accessible:

- Make sure visually impaired users can understand publication without relying on images.
- Do not use images containing text. Screen readers cannot read them.
- Use alt-text for images on websites.
- Ensure document is readable in plain text format.
- Consider adding captions when creating video tutorials.
- Use plain language that is clear to readers who may not be native English speakers.
- Use short sentences and active voice.
- If you must use library jargon or acronyms, explain what they mean.
- Use consistent, clear, and descriptive headers and sub-headers.
- Use left-justified text with consistent spacing.
- When creating visual design, keep contrast, proximity, consistency, and composition in mind.
- Consider what will make publications more useable for the end user.
- When designing, think about how users will interact with our publications and make intentional decisions based on what is more usable and accessible.

## ***Signage***

Our signs are a form of customer service and an expression of our attitude toward our users. Signs should be friendly and helpful, they should answer questions, and they should contribute to a pleasant library experience.

All signs should conform to the Brooks Library's Brand Standards, including our fonts and color palette, as well Conventions. Signs should consider voice and tone guidelines. Signs for internal purposes are not required to use the logo. All signs should use the same visual language.

Signs fall into the following five categories:

- Directional: Point to certain areas of the library
- Identification: Labeling areas of the library
- Instructional: Help people use library services
- Regulatory: Express rules or influence behavior
- Informational: Describe the library, services, or events

Each category of sign should be visually distinct, with templates for each type of sign.

There should be as few signs in the library as possible. Too many signs can be symptomatic of larger usability problems within our library. They are also distracting and create an unrestful atmosphere. Each additional sign we put up makes the rest less effective.

The number of signs taped to walls, doors, and other surfaces should be kept to a minimum and taped-up paper signs should be used only for temporary signs, like library events. If a sign is important enough to be up long-term it's important enough to be of higher quality.

Regulatory signs should be written in a plain, polite, and friendly manner and there should be as few as possible. Mean or impolite signs contribute to a negative experience for our users. They are generally ineffective and don't apply to the majority of users. Passive aggressive or rude signs will be removed.



## **QR Codes**

QR codes present a number of user experience concerns and continue to see relatively low adoption rates. Use of QR codes on Brooks Library content should be kept to an absolute minimum, if not eliminated entirely.

### **Barriers to Entry**

There are a number of barriers to entry when using QR codes. They require users to have a smartphone and an app to decode it, which generally requires an additional download. Because there is no standard pre-installed QR code reader the user experience of scanning the code is highly variable. Scanning the code can be time-consuming and requires a strong network connection. Additionally, many QR codes lead to websites or content that are not optimized for the mobile experience.

If you do use a QR code, follow these best practices:

- Put the code in a place where it is easy to scan.
- Label the code and make it clear what happens when the code is scanned.
- Make sure what the code leads to is worth the trouble.
- Make sure the content it links to is mobile friendly - the CWU websites are not.
- Provide an alternative link for those who don't want to scan the code.
- Track the usage of the code to measure its effectiveness.

## ***Social Media***

The Brooks Library social media team consists of the User Experience Librarian, the Student Engagement and Community Outreach Librarian, and the Program Support Supervisor. Login access to all future and current social media accounts will be granted to the aforementioned team members. Login access may be granted to other individuals at the discretion of the User Experience Librarian.

The CWU University Archives and Special Collections maintains their own social media presence, which shall adhere to the Brooks Library Brand Standards and Conventions, and should consider Voice and Tone Guidelines and social media best practices.

The User Experience Librarian will be responsible for overseeing all of the Brooks Library's social media outlets. Creation of new accounts must be approved by the User Experience Librarian.

### ***Privacy***

- Postings and comments should adhere to the Brooks Library's Privacy and Confidentiality Policy.
- Do not disclose personal or confidential information on social media.
- Do not use social media to make unreasonable intrusions into the privacy of our users.
- Be respectful of people's privacy when considering posting photos and videos.

### ***Improper Use***

Posts and comments that include the following will be removed:

- Commercial promotions or spam
- Political campaign information
- Personal attacks, insults, or discriminatory language
- Promotion of non-library related events and services

For the Brooks Library, use #brookslibrary, not #cwubrookslibrary or #cwulibrary

## ***Other Best Practices for Social Media***

Content should be appropriately matched to the social network:

- Facebook is good for most purposes, including events, news, photos, etc.
- Twitter is good for real-time news, announcements, and personal connections and conversations.
- Instagram is good for photos, but quality really matters.

Be familiar with the following guidelines:

Posting frequency: <https://blog.bufferapp.com/how-often-post-social-media>

Posting times: <http://coschedule.com/blog/best-times-to-post-on-social-media/>

Post length: <https://blog.bufferapp.com/optimal-length-social-media>

Social media image sizes: <http://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

Instagram Best Practices: <http://www.socialmediatoday.com/social-business/7-instagram-best-practices-build-your-audience-infographic>

Maintain consistency with posting frequency and times, especially with recurring post types, such as Throwback Thursday.

Spread posts out by at least a few hours.

Don't "like" your own posts.

Do not automate posting from one social network to another.

Listen to your users and have conversations with them, don't just broadcast at them.

Posts should conform to the library's voice and tone guidelines.

Profile and cover photos should be high-quality images.

When promoting events involving outside groups be sure to tag them.

Social media activities should focus on library services, programs, and resources. Posts should strive for diversity in content featuring a variety groups, individuals, and activities.

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