COLOR PALETTE
CARLI purple is the overarching and primary color to be used in CARLI materials. A system of secondary colors has been established to represent each of the main sub-units: I-Share, eResources, Digital Collections, and Collections Management, and an additional color for the other secondary services. If a piece is created for one of these specific audiences, that secondary color will take precedent to the purple.
Building a brand is in the details. Consistent typographic treatment allows our audience to get familiar with us and brings a sense of recognition. Times is a classic font—originally introduced in 1931—it quickly rose in popularity and continues to be a staple font in corporate communications because of its legibility, versatility, and attention to detail.

**TIMES**

Times Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

Times Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

Times Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

Times Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

Times Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

Times Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
VISUAL IDENTITY

The Mark

The main CARLI logo includes the gradient hashtag and the CARLI mark. It can be used either with or without “Consortium of Academic and Research Libraries in Illinois” spelled out. Each color in the hashtag is significant to the visual identity of CARLI and cannot be swapped out for any other color.
The height of the hashtag should remain 2x the height of the CARLI wordmark.

Clear space should always be maintained around the CARLI logo to protect it from distracting graphics. Typography should never be placed within the clear space. The clear space around the CARLI wordmark should remain equivalent to the height of the I.
VISUAL IDENTITY
The Hashtag

Original gradient  Solid color  Grayscale options

When the hashtag appears as a solid color, it can only appear in CARLI purple, black or white.

Reverse

This version is only to be used over CARLI purple  This version is only to be used over CARLI purple
VISUAL IDENTITY

Sub-units

Each of the main sub-units has a system of color and style that should be adhered to.
VISUAL IDENTITY
Sub-units – eResources

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.
VISUAL IDENTITY
Sub-units – I-Share

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.
VISUAL IDENTITY
Sub-units – Digital Collections

Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.
Each sub-unit can appear three different ways—as an addition to the original CARLI mark, stacked with the CARLI mark, and alone with the hashtag.