SPOKANE PUBLIC LIBRARY
BRAND GUIDELINES

THE BRAND

Brand Ambassadors
For questions regarding correct use of the Spokane Public Library logo and brand imagery, please contact:

Amanda Donovan
Director, Marketing & Communication
adonovan@spokanelibrary.org

Alina Murcar
Manager, Marketing & Communication
amurcar@spokanelibrary.org

Skyler Noble
Manager, Marketing & Communication
snoble@spokanelibrary.org

SPOKANE
PUBLIC LIBRARY

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The Strength Behind the Logo Design and Tagline

The brand image (logo) for Spokane Public Library presents the organization as contemporary, fun, intelligent, inviting, progressive, reliable, responsive, technological, and trustworthy.

Concept Description

The main visual consists of a burst radiating around a central form. The burst is made up of eight rectangular shapes representing book covers, periodicals, printed sheets, or digital screens. The main visual impression is of an energetic burst from a central point. The burst is representative of the knowledge, education, information, entertainment, and cultural connections that are available at Spokane Public Library.

The complete shape holds together as one element, representing unity. The Spokane Public Library name is displayed in all capital letters, conveying reliability and trustworthiness. The capital letter type treatment balances the energetic symbol with professionalism and seriousness.

Brand Communication Summary

The logo communicates the essence of Spokane Public Library as a vital community resource to access educational and entertainment services, programs and materials.

The top impressions communicated by the Spokane Public Library logo are:

1. Inviting for all people, responsive and fun, approachable
2. Innovative, progressive, intelligent, contemporary, technological
3. Reliable and trustworthy

This logo design creatively conveys the above impressions for Spokane Public Library and serves as an effective visual brand for the organization and its mission.

The Purpose of this Document

This document describes the communication philosophy inherent in the Spokane Public Library brand and provides guidance on how to accurately, effectively and consistently use it in communication and marketing materials.

Spokane Public Library uses the tagline,
A COMMUNITY OF LEARNING.

This tagline was developed to reinforce
the idea that Spokane Public Library
is a focal-point of the community,
where everyone can access materials,
technology, programs, and events to aid
learning.

As the Spokane Public Library name
is already long (at three words and 20
letters), it is not recommended to use
the tagline as part of the logo or in close
proximity to the logo.

A COMMUNITY OF LEARNING

A COMMUNITY OF LEARNING

A COMMUNITY OF LEARNING

2

THE BRAND | Color Palette

CMYK, RGB, & HEX COLORS

DEEP PLUM

C. 63 R. 72
M. 93 G. 13
Y. 17 B. 60
K. 48

Hex #480d3c

Fuchsia

C. 14 R. 187
M. 100 G. 27
Y. 38 B. 81
K. 2

Hex #bb1b51

HIVE

C. 0 R. 255
M. 16 G. 200
Y. 93 B. 1
K. 0

Hex #ffc801

PARCHMENT

C. 3 R. 245
M. 3 G. 242
Y. 5 B. 236
K. 0

Hex #f5f2ec

PUMPKIN

C. 0 R. 228
M. 61 G. 120
Y. 99 B. 31
K. 3

Hex. E4781F

GRASS

C. 59 R. 125
M. 2 G. 182
Y. 78 B. 82
K. 5

Hex. 7DB652

RIVER

C. 61 R. 99
M. 30 G. 150
Y. 0 B. 207
K. 0

Hex. 6396CF

NIGHT

C. 100 R. 0
M. 52 G. 65
Y. 0 B. 134
K. 0

Hex. 004186

GRAPE

C. 44 R. 161
M. 75 G. 86
Y. 0 B. 151
K. 0

Hex. A15697

GRAYSCALE VALUES

Black
100%

Black
75%

Avoid
Using the pumpkin, hive, and parchment next to each other

Do
Use the Deep Plum, Fuchsia, Hive, and Parchment as the core or dominant colors and the other colors as accents.

Semi-Horizontal

Vertical

SPOKANE
PUBLIC LIBRARY

SPOKANE
PUBLIC LIBRARY

SPOKANE
PUBLIC LIBRARY

SPOKANE
PUBLIC LIBRARY

SPOKANE
PUBLIC LIBRARY

SPOKANE
PUBLIC LIBRARY

Note: We have discontinued use of the full horizontal logo.

The Spokane Public Library, Spokane Public Library Foundation, and Friends of the Spokane Public Library logos are to be used within specific clear space requirements.

To properly use each logo in print and online applications, ensure that no other element is located closer than the cap height to any aspect of the logo.

Attention to this clear space requirement will maintain the graphic integrity of each logo and will reduce visual competition or clutter with other graphic elements.

Cap Height of "S"

SEMI-HORIZONTAL

VERTICAL

LOGO | Minimum Size

When using the horizontal Spokane Public Library, Spokane Public Library Foundation and Friends of the Spokane Public Library logos for high-resolution offset printing or on-screen (website, TV monitor, digital display), the minimum width of the logo is 1.50".

When using the semi-horizontal logo for high-resolution offset printing or on-screen (website, TV monitor, digital display), the minimum width of the logo is 1.00".

When using the vertical logo for high-resolution offset printing or on-screen (website, TV monitor, digital display), the minimum width of the logo is .75".

SEMI-HORIZONTAL

SPOKANE
PUBLIC LIBRARY

1 in

VERTICAL

SPOKANE
PUBLIC LIBRARY

.75 in

Icon-Only

Primary logo

Secondary

A brand family was developed for Spokane Public Library that includes the Organization Brand and Entity Brands for:

- Spokane Public Library
- Spokane Public Library Foundation
- Friends of the Spokane Public Library

The **Spokane Public Library** brand image uses the complete logo symbol in eight colors and a sans serif font in all upper case letters.

The **Spokane Public Library Foundation** brand image uses the same symbol in shades of green, with a serif font in a mix of upper and lower case, and upper case letters.

The **Friends of the Spokane Public Library** brand image uses the same symbol in shades of plum, with an italic serif font in upper and lower case, and a sans serif font in upper case letters.

Refer to the following pages for color specifications for each of these logos.

The primary font for use with **Spokane Public Library** branding and visual communication materials is Gotham.

When Gotham is not available (as in email applications), the Arial font family may be substituted.

The font used for the **Spokane Public Library Foundation** branding and visual communication materials is Georgia.

The fonts used for the **Friends of the Spokane Public Library** branding and visual communications materials are Gotham and Georgia.

Typefaces

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

LOGO | Evolution

In 2017, the agency KlundtHosmer designed a new modern logotype for the Library. In 2021, that logo was refreshed to incorporate fresh colors and nod to The Hive and the new website palette.

There may be some places where it makes sense to continue to use the legacy 2017 logo version due to cost efficiency - like on the vans or 24/7 Library signage. Otherwise the new color palette should be used.

2021

2017

2000s

1990s
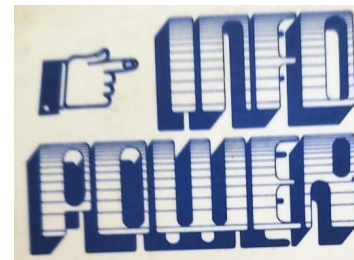
1980s

Never modify, append or use the Spokane Public Library logos outside of their original designed format. The examples on these pages show improper uses of the logo.

Do not add drop shadow

Do not outline logo

Do not distort the logo artwork by stretching it to fit an area

Do not place logo on patterned, dark colored blocks or distracting backgrounds
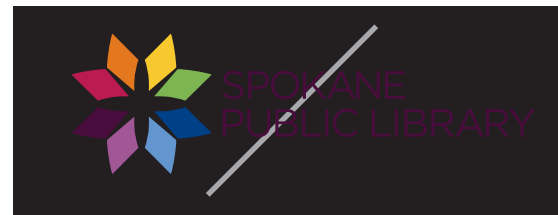
Do not change the logo color(s)

Do not change the font typeface or color

Do not place the logo on photographs or other textured or distracting backgrounds

Do not use low-resolution (.jpg or .tif) logo artwork in printed application.

Do not break the logotype a part

10

The Spokane Public Library logo can be used on specialty promotional items such as pens, coffee mugs, flashlights, keychains, and other items.

For apparel or fabric items such as shirts, hats, jackets, and backpacks, the logo can be applied by screen printing, embroidery or as an embroidered patch. In many cases, the best option for printing is a single color logotype (white or black) on a color background.

All promotional items or branded clothing must be designed and approved by the Spokane Public Library Marketing team.

The **Friends of the Spokane Public Library** logo maintains a "sibling look" to the Spokane Public Library logo. The same symbol is used, but the Friends of the Spokane Public Library logo is used in only two colors, plum and night blue. In single-color applications, the logo can be used in black, or reversed white from a solid color background.

The Pantone PMS ink colors for coated and uncoated paper are listed tn the right, as are the CMYK mixes for full-color printing, RGB combinations for digital applications, and HEX code for use in HTML, SCC, SVG, and other computer programming applications.

The organization's logo symbol is displayed in tints of plum. In the organization's name, Spokane is highlighted in plum, while the remainder of the name in displayed in night blue.

COLOR

GRAYSCALE

REVERSED

PLUM

C. 44	R. 161
M. 75	G. 86
Y. 0	B. 151
K. 0	Hex. A15697
PMS	248 U 512 C

NIGHT BLUE

C. 100	R. 0
M. 52	G. 65
Y. 0	B. 134
K. 0	Hex. 004186
PMS	2945 U 7686 C

The **Spokane Public Library Foundation** logo maintains a "sibling look" to the Spokane Public Library logo. The same symbol is used, but the Spokane Public Library Foundation logo is used in only two colors — grass green and night blue. In single-color applications, the logo can be used in black, or reversed white from a solid color background.

The Pantone PMS ink colors for coated and uncoated paper are listed to the right, as are the CMYK mixes for full-color printing, RGB combinations for digital applications, and HEX code for use in HTML, SCC, SVG, and other computer programming applications.

The organization's logo symbol is displayed in tints of grass green. In the organization's name, the word FOUNDATION is highlighted in grass green, while the remainder of the name is displayed in night blue.

COLOR

GRAYSCALE

REVERSED

GRASS GREEN

C. 59	R. 125
M. 2	G. 182
Y. 78	B. 82
K. 5	Hex. 7DB652
PMS	368 U 362 C

NIGHT BLUE

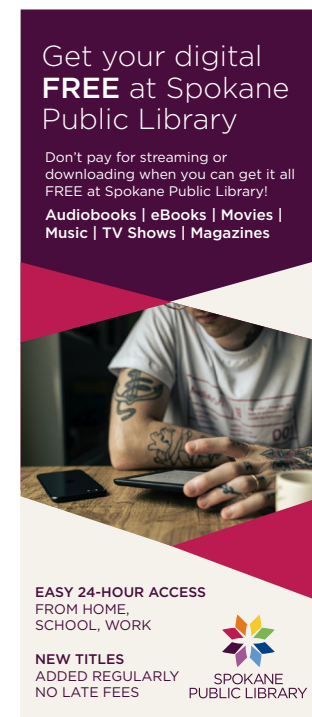|	
C. 100	R. 0
M. 52	G. 65
Y. 0	B. 134
K. 0	Hex. 004186
PMS	2945 U 7686 C

RACK CARDS

Collateral pieces, and anything passed out to customers, should be created and reviewed by Marketing & Communications. Each piece highlights what customers can expect from a location or offering. The main message from each piece is that customers belong at the Library and our offerings add value to their lives.

Dominant colors on most pieces should be Deep Plum, Fuchsia, and Hive.

SPOKANE PUBLIC LIBRARY
THE HIVE™

- Free Event & Maker Spaces
- Artist Residency Program
- Spokane Virtual Learning Offices
- Free WiFi

2904 E Sprague | 509-444-5300

LEARN MORE AT SPOKANELIBRARY.ORG

SPOKANE PUBLIC LIBRARY

SPOKANE PUBLIC LIBRARY
LIBERTY PARK

- Free meeting rooms
- Curated collection
- Free WiFi & computer access
- Sasquatch Shack Children's Playspace
- Adjacent to Liberty Aquatic Center

402 S. Pittsburg | 509.444.5300

LEARN MORE AT SPOKANELIBRARY.ORG

SPOKANE PUBLIC LIBRARY

SPOKANE PUBLIC LIBRARY
SHADLE PARK

- Free meeting rooms
- Curated collection
- Free WiFi and computer access
- Moose's Market Children's Playspace
- Discovery Garden
- Demonstration Kitchen

2111 W Wellesley | spokanelibrary.org

LEARN MORE AT SPOKANELIBRARY.ORG

SPOKANE PUBLIC LIBRARY

Get your digital FREE at Spokane Public Library

Don't pay for streaming or downloading when you can get it all FREE at Spokane Public Library!

Audiobooks | eBooks | Movies | Music | TV Shows | Magazines

EASY 24-HOUR ACCESS
FROM HOME, SCHOOL, WORK

NEW TITLES ADDED REGULARLY NO LATE FEES

SPOKANE PUBLIC LIBRARY

BUSINESS CARD

FRONT
OPTIONS
with and
without
branch
identifier.

SPOKANE
PUBLIC LIBRARY

402 S. Pittsburg
Spokane, WA 99202

Thomas Herrlinger
CUSTOMER EXPERIENCE MANAGER
LIBERTY PARK

509.444.5376
therrlinger@spokanelibrary.org
spokanelibrary.org

Business card and letterhead examples using the logo and tagline are shown on this page. Do not modify the business card layout, element placement, or size of names and contact information. Follow the styles provided in the business card digital file. When using the website URL, do not use the "www" prefix.

BACK

A COMMUNITY OF LEARNING

A COMMUNITY OF LEARNING
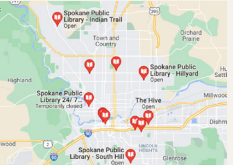
15

THREE-PANEL WELCOME BROCHURE

OUTSIDE

INSIDE

Spokane Public Library sits on the traditional homelands of the four bands of the Spokane Tribe of Indians: Sntútʔulixʷi, Snxʷmeneʔi, Sčqesciłni, and Sčewile? (Upper Band, Middle Band, Lower Band, Chewelah Band). Since time immemorial, the Spokane Tribe of Indians has lived and cared for these grounds. Identifying themselves as "sqélix̌ʷ," or "Flesh of the Earth."

We pay our respects to their Elders—past, present, and emerging. We show gratitude to the land, river, and peoples who have been fishing, hunting, harvesting, and gathering here for generations. May we learn from one another's stories, so that we may nurture the relationship of the People of the Spokane Tribe and to all those who share this land.

HOURS
Most locations are open 7 days a week
9-7 Monday–Thursday
10-5 Friday–Saturday
12-4 Sunday

LOCATIONS
LIBERTY PARK 402 S. Pittsburg St
SHADLE PARK 2111 W. Wellesley Ave
HILLYARD 4110 N. Cook St
THE HIVE™ 2904 E. Sprague Ave*
*No books or computers here! Meeting room access by appointment only.
STA PLAZA 701 W. Riverside Ave**
**Hours are 10-6 Tuesday-Saturday
24/7 LIBRARY KIOSK 1603 N. Belt St
Closed until 2022
CENTRAL 906 W. Main Ave
INDIAN TRAIL 4909 W. Barnes Rd
SOUTH HILL 3324 S. Perry St

509-444-5300
spokanelibrary.org

Scan to learn more about us!

WELCOME TO THE LIBRARY

GET **CURIOUS** AND START **EXPLORING**

SPOKANE PUBLIC LIBRARY

SPOKANE PUBLIC LIBRARY SPANS SIX BUSTLING BRANCHES AND HOUSES NEARLY HALF-A-MILLION ITEMS. EACH YEAR, WE CIRCULATE MORE THAN 2 MILLION ITEMS AND A MILLION PEOPLE WALK THROUGH OUR DOORS.

Spokane Public Library opened in 1891 with just 300 volumes. Today, Spokane Public library spans six bustling branches and houses nearly half-a-million items. We circulate more than 2 million items and welcome a million visitors each year.

We host events and programs for children and adults, lend out more than just books (like ukuleles and GPS units), and offer access to digital media, like eBooks and digital magazines, so you can access the library from anywhere. You can soak up the local art scene at each branch through monthly exhibits or stop by the Northwest Room downtown to take a peek at one-of-a-kind historical artifacts and documents.

EDUCATION FOR ALL

The list of education and fun to be had at Spokane Public library goes on and on and we guarantee we have something for everyone.

- Physical Collection (books, DVDs, Magazines, etc)
- Library of Things
- Digital Media (eBooks, magazines, audiobooks, streaming media
- Events and Programs
- Northwest Room
- Genealogy Research
- Free meeting room space
- Parenting resources
- Art exhibits

BORROWING MATERIALS

Checkout Periods
All items except DVDs – **3 Weeks**
DVDs – **1 week**

Placing holds
You may reserve most library items, including eBooks, to be delivered to your preferred branch or digitally downloaded when they become available. You can do this online with your library card and PIN number.

Renewing items
As long as no one else has reserved the item, you may renew an item up to three times. You can do this online with your library card and PIN number.

Downloading Digital Media
You can download and stream items from Spokane Public Library from your computer or digital device.
Visit www.spokanelibrary.org/download for a quick start to downloading eBooks, audiobooks, digital magazines, streaming media and more.

Checkout Limits
There is a combined checkout limit of 60 items.
• 40 items for most types of materials
• 10 items for DVDs
•15 total downloads of audiobooks

Fees and Fines
The Library does not charge fines for overdue items. Items more than two weeks overdue will be considered lost. Fees will be assessed if materials are lost or damaged.

WEBSITE | Overview

WEBSITE
The website style follows a format of three types of pages: Info, Info Deluxe, and Resource. These styles are displayed to the right. New pages will not be added unless they serve a long-term purpose.

BLOG
Blog content is short-term or temporarily relevant content. This may include book lists, new offerings, news stories, artist spotlights, or information regarding hours changes and closures.. Staff wanting to contribute to the blog may join the blog team and/or contact Marketing & Communications to learn more.

Home Page
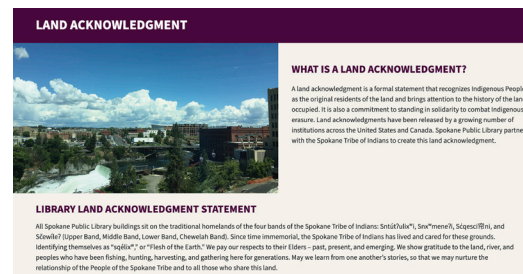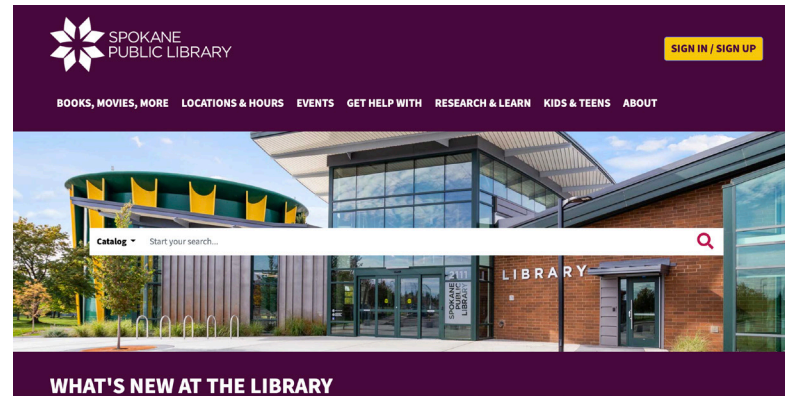
INFO
Basic information outlining a single service or function.
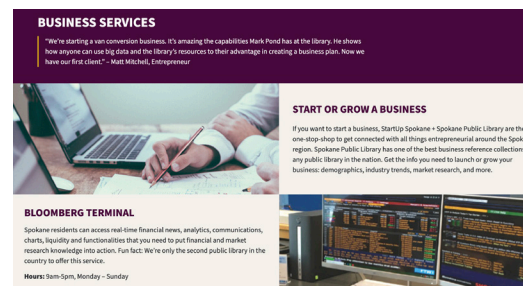
INFO DELUXE
A more complex template option allowing for multiple details, resource, blog posts, and upcoming events.
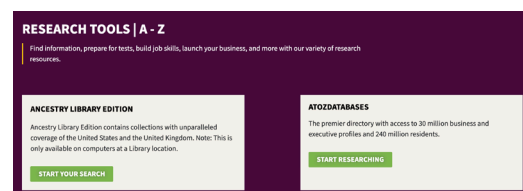
RESOURCE
Links to databases and other resources the Library subscribes to.

WEBSITE | An evolution

2012

2017
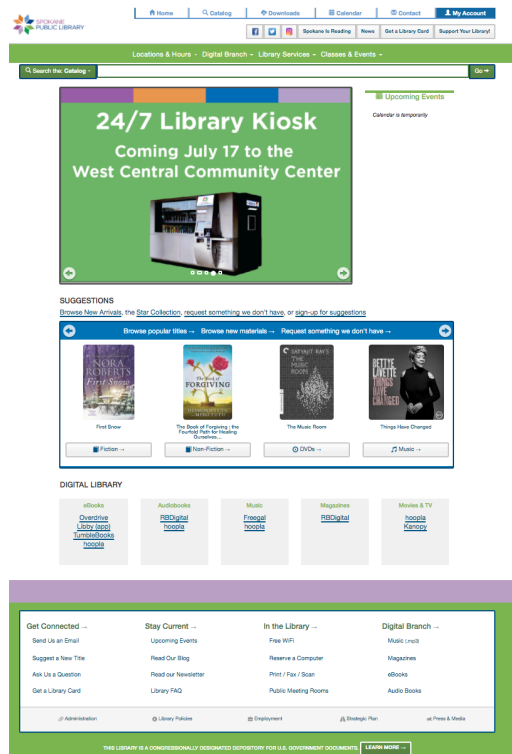
2021
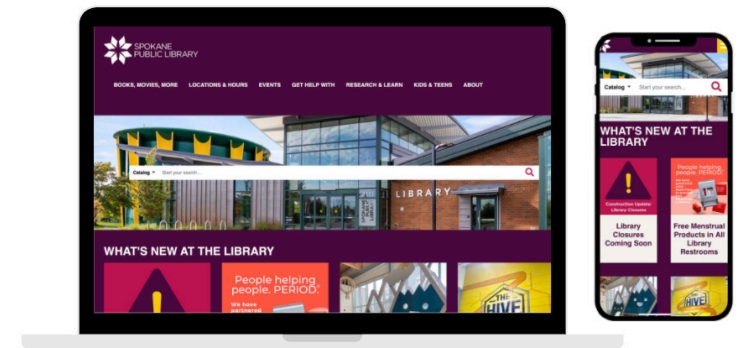
The Library uses photos to highlight the features of the buildings, services, and to share benefits of the Library.

Taking Photos for the Library
Photos can be taken by library staff. Use a high quality camera and save the files as a high quality file size. Photos should be well let, well cropped, good composition, and not blurry. Customers can be photographed without signing a release, but as a courtesy we usually ask permission to share.

Royalty Free Photography
The Library uses Unsplash - a royalty-free, free photography website for the majority of website and collateral images. Images selected should be diverse, contemporary, and regionally and seasonally appropriate.

Facility Photography
The Library has an extensive collection of photos of the buildings created to highlighting the features of our facilities. The collection includes interior, exterior, drone images, and video tours. Inside Spokane created these images. They can only be used for Library promotion.

DIGITAL | Social Media & E Mail Communication

SOCIAL MEDIA

Social media posts communicate library services, changes, and related interesting content using branded templates, brief copy, and engaging questions. Posts reflect SPL mission and values, in particular Showcase Spokane and diversity and inclusion.

Social media is managed by Marketing & Communications. The Library maintains Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest profiles. To increase brand awareness and limit external post requests, social media posts relate to library offerings only.

Spokane Public Library
November 4, 2021 11:04 AM(UTC-07:00)

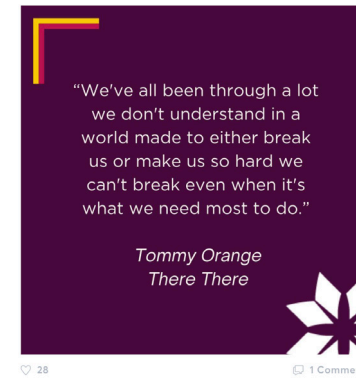In 1913, the Electric Interurban Terminal Station sat where the Central Library resides today! Check out our postcard collection online at https://go.spokanelibrary.org/2ZKEdF8. #ThrowbackThursday

3 · Like

"We've all been through a lot we don't understand in a world made to either break us or make us so hard we can't break even when it's what we need most to do."

Tommy Orange
There There

28   1 Comments

Spokane Public Library
October 16, 2021 11:00 AM(UTC-07:00)

Freely accessible tampons and pads are now offered in restrooms at our new and renovated libraries! We partnered with Aunt Flow to provide 100% organic cotton products available to any individual who needs them.

People helping people. PERIOD.®

We have partnered with Aunt Flow to provide free menstrual products

27 · Like   4 · Retweet

EMAIL COMMUNICATION

The marketing team uses Patron Point to send out all customer communication including but not limited to The Library Link newsletter, alerts, and account related notices.

All email communication features the core color palette, clear and concise language, and an obvious call to action.

The Library Link
NOVEMBER 2021 NEWSLETTER

NATIVE AMERICAN HERITAGE MONTH
SHADLE PARK & LIBERTY PARK OPENING
CREATE WITH CRAFTSY

SPOKANE PUBLIC LIBRARY

NATIVE AMERICAN HERITAGE MONTH
NOVEMBER 2021

Celebrate Native American Heritage

Native American Heritage Month is a time to acknowledge and celebrate Indigenous communities, and to reflect on our nation's history to respect the heritage of the groups whose land we live upon.

SPOKANE PUBLIC LIBRARY

SHADLE PARK LIBRARY NOW OPEN!

Come visit your brand new Shadle Park Library!

2111 W. Wellesley Ave.

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SIGNAGE
All signage must be created by Marketing & Communications to communicate clear messages to customers. Examples of signage include end-cap signage, event signage, extended and self-service hours signage, new library offerings, directional signage, and promotional signage.

For any signage requests, please submit a ticket to Marketing & Communications. This is to keep branding and style consistent among all public facing signage across the system.

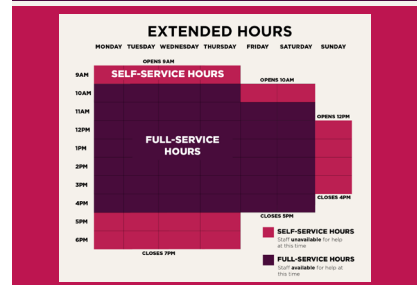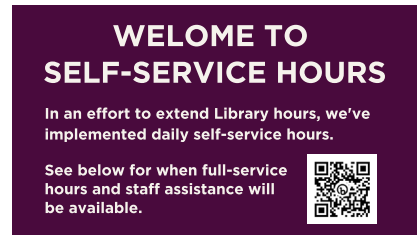Displays will be coordinated by the Marketplace Merchandising Team.

<primary>
<secondary>

<Collection_L>   <Collection_R>

<Last_Name_L>   <Last_Name_R>

<Dewey_Range_L>   <Dewey_Range_R>

WELOME TO
SELF-SERVICE HOURS

In an effort to extend Library hours, we've implemented daily self-service hours.

See below for when full-service hours and staff assistance will be available.

EXTENDED HOURS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	OPENS 9AM						
9AM	SELF-SERVICE HOURS				OPENS 10AM		
10AM							
11AM						OPENS 12PM	
12PM	FULL-SERVICE HOURS						
1PM							
2PM							
3PM						CLOSES 4PM	
4PM				CLOSES 5PM			
5PM							
6PM							
	CLOSES 7PM						

■ SELF-SERVICE HOURS Staff unavailable for help at this time

■ FULL-SERVICE HOURS Staff available for help at this time

<Unit#_L_R>

WE WILL BE CLOSED

JANUARY 1, 2022
FOR NEW YEAR'S DAY

On December 31, we are closing at 5pm for the holiday.

SPOKANE PUBLIC LIBRARY

These are the core accent colors for the interiors. These colors should not be used for marketing collateral and are included here for reference only.

Interiors Palette

The Hive	Hillyard	Liberty Park	Shadle Park	Central	South Hill	Indian Trail

Playspace Palette

The playspace palette should only be used for playspace materials at the approval of the Marketing Team. Playspace character artwork can be used for collateral or promotional materials at the discretion of the Marketing Team.

Playspace Characters

SHADLE PARK
Moose's Market

INDIAN TRAIL
Basalt Burrow

LIBERTY PARK
Sasquatch Shack

CENTRAL
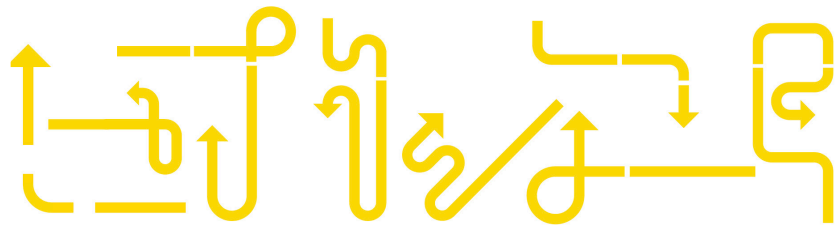**River Rumpus**

SOUTH HILL
Turkey Treetops

HILLYARD
Mt. Shaw

As Spokane Public Library's first non-traditional Library, The Hive requires a new sub-brand for its unique services. The dominant color in all materials for The Hive should be the hive gold. The Hive emblem can be used in collateral, but should not replace the SPL logo.

Because The Hive doesn't have high brand recognition yet, all marketing materials intended for the public also require a Spokane Public Library logo or logomark to develop association. When referred to just in text, phrase it as The Hive: A Spokane Public Library.

C. 0   R. 255
M. 16   G. 200
Y. 93   B. 1
K. 0

Hex #ffc801

Elements of the building design like these arrows are available to use for any marketing/communications materials.

FIRST FRIDAY OPEN HOUSE
NOV 5TH
5:00 - 8:00PM

Tour The Hive™ and check out what the Artists-In-Residence have been creating!

SPOKANE PUBLIC LIBRARY

The Hive™
A Spokane Public Library

FIND YOUR CREATIVE SPACE

EVENT SPACES A, B, & C
SPOKANE VIRTUAL LEARNING
STUDIOS A, B, C, D, & E
ARTISTS-IN-RESIDENCE

NOT SURE WHERE TO GO?
WE'RE HERE TO HELP! CALL US AT 509-444-5300

SPOKANE PUBLIC LIBRARY

When to Use the Registered Trademark Symbol

Use the Registered Trademark symbol at the end of the first reference of The Hive in any marketing collateral including website pages, rack cards, reader boards, print pieces, and more. It should look like this:

The Hive®

Artists-In-Residence

Hyphenate and capitalize Artists-In-Residence (can be all caps too) whenever referring to the residency program. Artists may decorate their studio however they are inspired and do not need to keep to The Hive brand guidelines. Controversial messages facing public windows should be run past Spokane Public Library staff.

Artists must not use The Hive brand for any individual marketing pieces like business cards and/or making signs for their studios or programs.

The Hive and Social Media

For all posts about The Hive, tag Spokane Public Library and hashtag

#TheHiveSPL

Spokane Virtual Learning

Unless otherwise advised by SVL senior leadership, all signs and public-facing materials must be approved by Spokane Public Library marketing team and Community Engagement Manager.

Here are some frequently used terms.

Allowlist/Blocklist Use instead of whitelist/blacklist

Branch Avoid using the word branch to describe locations, instead use Library, e.g., South Hill Library

Canceled / Canceling Spell with one L

Cancellation Spell with 2 Ls

Cardholder One word

Customer How we refer to our users. Never patron or guest.

eBooks or EBOOKS e should be lowercase with an uppercase B or when in all caps all should be uppercase, no dashes

Email do not hyphenate

hoopla is always lowercase

Latinx is preferred for our general heritage month, but if working with someone of Latinx heritage, ask their preferred term (e.g., Hispanic, Chicana, Latinx)

Library Always capitalized, refer to locations as Library not branch

Serial Comma We use them all the time, everywhere, and always.

The Hive: A Spokane Public Library

Website All one word

WiFi All one word, capital W, capital F

Playspace All one word

SPL Only abbreviate SPL internally. Externally refer to us as Spokane Public Library

Words matter. It's important to use respectful and inclusive language in our interactions and materials. This is not an all-inclusive list so make sure to , but here are some tips.

- Avoid whitelist/blacklist, grandfathered, slave, master, deaf, blind and any other racist or abelist terms

- Avoid ninja, rockstar, wizard, unicorn (unless referring to a literal ninja, rockstar, wizard, or unicorn)

- Avoid young, old, elderly, or any other word describing a person's age crushing it, killing it

- Avoid crazy, insane, or similar words to describe people

- Avoid underrepresented, disadvantaged - use historically underserved

- Avoid homeless - use people experiencing homelessness

- Avoid mom/dad - try parent or better yet caregiver

- Avoid handicap - The use of the word "handicap" is considered offensive, and the preferred term is "person with a disability."

- Avoid using gendered language - For example, "the best man for the job" can be replaced by a variety of terms and phrases such as "the best person" or "candidate for the job"

The Brand Message Guide can help ANY EMPLOYEE clearly communicate, spread the word, and market Spokane Public Library in a way that resonates and forges a personal connection with our Spokane community. While rooted in marketing, it is a tool to align our organization as a team to help build a culture around what it is like to work at the Spokane Public Library and to care for and serve our customers.

Find the Brand Message Guide on The Lens on the Knowledge Base under Communications.

We make Spokane citizens more interesting, confident, and connected to their community.

No matter your position at Spokane Public Library, each of us has one role in serving the Spokane Public Library community, and that role is serving together as **Info Guides**. Our one guiding principle is to connect our community with information and resources.