Overview

The FOLIO project is a community collaboration of libraries, developers and vendors working together to develop an open source Library Services Platform (LSP) designed for innovation.
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The Brand

The writing style for FOLIO collateral should be conversational in tone and less formal. It should be representative of an open source project: clear and inviting.

The brand should always be in all caps when writing it out – FOLIO – since it is an acronym (the Future of Libraries is Open).
The logo is meant to present FOLIO as an open source project. The logo and branding in general is intended to come across as more playful and less corporate. The bee makes use of existing branding, especially the honeycomb pattern.
Logo: Community Partner

Stacked

FOLIO Full Color

Dark Gray

Black Version (B&W)

White Version (B&W)

Horizontal

FOLIO Full Color

Dark Gray

Black Version (B&W)

White Version (B&W)
Color Scheme

- **FOLIO Orange**
  - R255 G103 B76
  - C0 M74 Y71 K0
  - #FF674C

- **FOLIO Lavender**
  - R93 G104 B131
  - C69 M56 Y32 K9
  - #5D6883

- **FOLIO Blue**
  - R76 G126 B165
  - C74 M44 Y20 K1
  - #4C7EA5

- **FOLIO Lilac**
  - R147 G131 B160
  - C46 M49 Y22 K1
  - #9383A0

- **Light Gray**
  - R239 G239 B239
  - C64 M57 Y56 K0
  - #EFEFEF

- **Dark Gray**
  - R59 G59 B59
  - C64 M57 Y56 K33
  - #3B3B3B

- **FOLIO Plum**
  - R43 G48 B60
  - C79 M70 Y53 K53
  - #2B303C
Gibson LIGHT is the primary font for FOLIO and all of its products. Light is used for the largest header, body copy and subheads.

Gibson LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&?”

Gibson Regular is used in body copy when the font is reversed (white) on a dark background. Also used when font is smaller than 9 pt for readability.

Gibson REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&?”

Gibson Semibold is used occasionally in call-outs or for emphasis.

Gibson SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%&?”
Bee Icon

Above are the only acceptable color choices for the bee icon.

**BEE Color**

- FOLIO Orange
- FOLIO Lavender
- Dark Gray
- Black Version (B&W)
- White Version (B&W)
Honeycomb

FOLIO honeycomb patterns

Single-lined honeycomb

Double-lined honeycomb

Filled honeycomb

Imagery
Honeycomb: Hexagons

They can appear filled.

Hexagons can be used as a border around a photo or as a mask for full color or duo-toned imagery.

They can appear with an outline.

FOLIO Orange: Tint 75%

Opacities are permitted: Above the outline is at 60% opacity

Colors permitted for the hexagons are below. Tints are also allowed.

- FOLIO Orange
- FOLIO Lavender
- FOLIO Blue
- FOLIO Lilac
- Light Gray
- Dark Gray
Photography

All photography should appear candid and natural. The people in the photo should not make eye contact with the audience. People should appear to be happy and engaged. Photos of groups should demonstrate collaboration. The tone of the photos should be warm and if possible color one element in the photo with FOLIO Orange.
Photography

Only **FOLIO Lavender** & **FOLIO Blue** should be used for duo-tone images.

Copy should only be **white** on the duo-tone images.

Icons should only be **white** on the duo-tone images.
An icon should be one color only, using the options below. Groups of icons must all be the same color. When possible, use curved edges over sharp edges.
Icons will only be one solid color. They can be White, Dark Gray, or FOLIO Lavender. A set of icons can only be one color. Icons can appear within a circle with a solid stroke and matching color fill with 15% opacity.

**COLOR PALETTE**

- **FOLIO Orange**: #FF674C (R 255 G 103 B 76)
- **FOLIO Lavender**: #6D6883 (R 109 G 104 B 131)
- **FOLIO Blue**: #4C7EA5 (R 76 G 126 B 165)
- **FOLIO Lilac**: #9383A0 (R 147 G 131 B 195)
- **FOLIO Plum**: #2B303C (R 43 G 48 B 76)

**Light Gray**: #EFEFEF (R 239 G 239 B 239)

**Medium Gray**: #C3C3C3 (R 195 G 195 B 195)

**Dark Gray**: #3B3B3B (R 59 G 59 B 59)

**Typography Only**: #525252 (R 82 G 82 B 82)

**FOLIO Lilac**: #9383A0 (R 147 G 131 B 195)

**FOLIO Plum**: #2B303C (R 43 G 48 B 76)

**FOLIO Orange**: #FF674C (R 255 G 103 B 76)

**FOLIO Blue**: #4C7EA5 (R 76 G 126 B 165)

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**Light Gray**: #EFEFEF (R 239 G 239 B 239)

**Medium Gray**: #C3C3C3 (R 195 G 195 B 195)

**Dark Gray**: #3B3B3B (R 59 G 59 B 59)

**Typography Only**: #525252 (R 82 G 82 B 82)

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**Light Gray**: #EFEFEF (R 239 G 239 B 239)

**Medium Gray**: #C3C3C3 (R 195 G 195 B 195)

**Dark Gray**: #3B3B3B (R 59 G 59 B 59)

**Typography Only**: #525252 (R 82 G 82 B 82)

**HONEYCOMB BACKGROUND PATTERN OPTIONS**

**SOLID**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH STROKE & FILL**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH STROKE**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH FILL**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**HONEYCOMB BACKGROUND PATTERN OPTIONS**

**SOLID**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH STROKE & FILL**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH STROKE**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH FILL**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**WORKSPACE BACKGROUND PATTERN OPTIONS**

**SOLID**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH STROKE & FILL**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH STROKE**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)

**SOLID WITH FILL**:
- **Light Gray**: #EFEFEF (R 239 G 239 B 239)
- **Medium Gray**: #C3C3C3 (R 195 G 195 B 195)
- **Dark Gray**: #3B3B3B (R 59 G 59 B 59)
- **Typography Only**: #525252 (R 82 G 82 B 82)
Icons will only be one solid color. They can be White, Dark Gray, or FOLIO Lavendar. A set of icons can only be one color. Icons can appear within a circle with a solid stroke and matching color fill with 15% opacity.

Solid buttons are White or FOLIO Orange depending on what they're placed on.

Reversed buttons have a matching stroke and text color of either White or FOLIO Orange.

Fill opacity of 15% is optional (left below).