



south carolina **STATE LIBRARY**

Media Communications Guidelines

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statelibrary.sc.gov

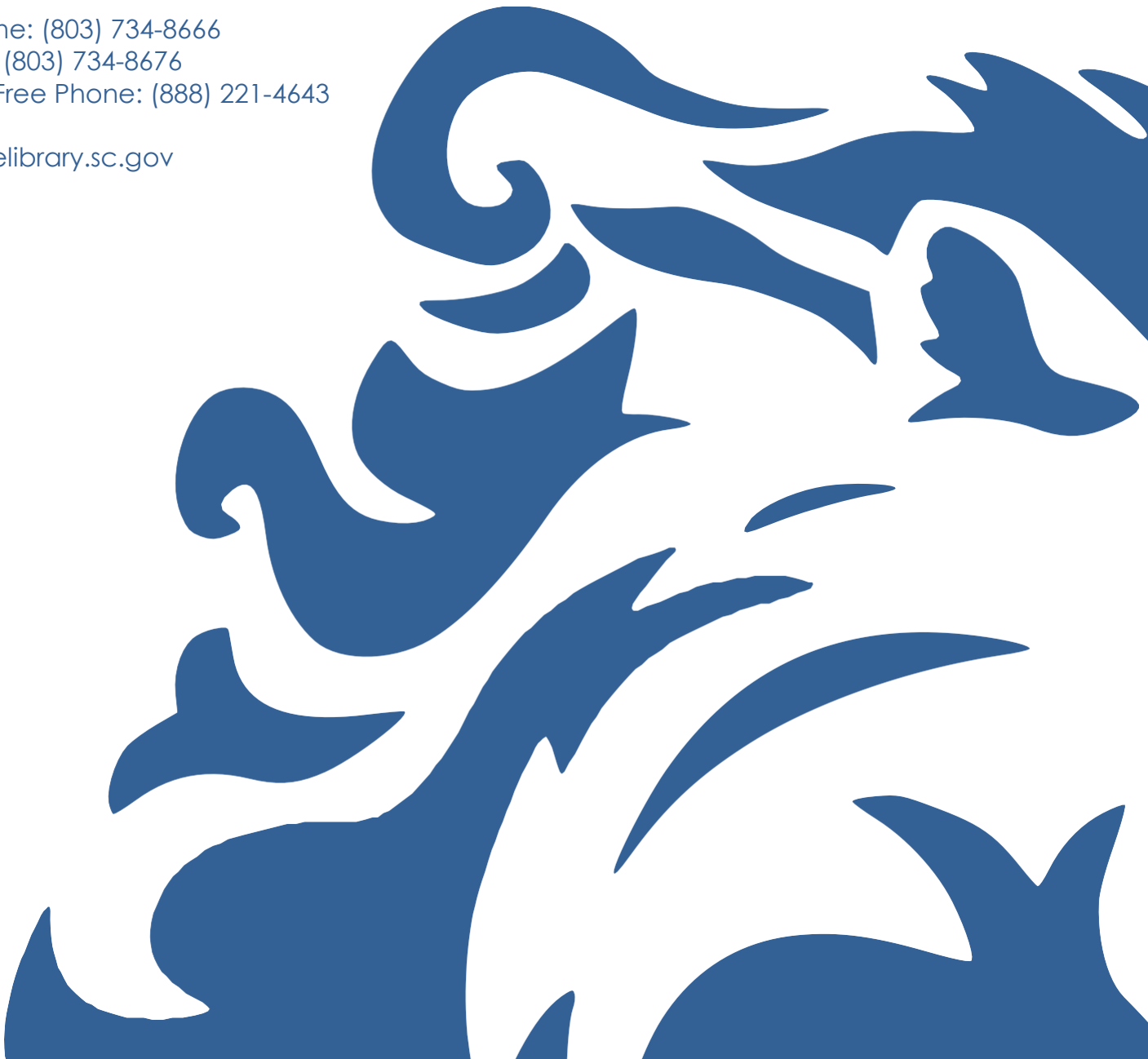


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LOGO AND TYPOGRAPHY

Logo Specifics



The South Carolina State Library logo represents the entire agency and should be the first choice when using a logo for print or electronic media. Logo is to be rarely stacked, and should be avoided as much as possible. Logo is meant to be treated exactly as seen here. LION MARK may be used alone when accompanying the logo elsewhere. WORD MARK must never be used alone. Both standard and stacked versions are available as electronic files in Adobe Illustrator as well.



A specified clear space ensures the integrity and impact of the South Carolina State Library logo. Approximately ½ inch should remain clear surrounding the logo at all times. There may be cases where it is difficult to allow the full recommended amount, and in those instances, contact the Communications Department for guidance if needed.

Color Logo, to always be used against a solid color, preferable white. However, when used against a color field, the field should be primary corporate color 653 (blue).



Greyscale Logo, to always be used against a solid color, preferable white. However, when used against a color, the color should be black.



White Logo, to always be used against a dark solid color, preferably primary corporate color 653 (blue) or black.



Corporate Fonts & Colors

ITC Avant Garde
with **BOLD** and *ITALIC* options

Franklin Gothic Book
with **BOLD** and *ITALIC* options

PSC 653
RGB 0/82/149
Hex #005395

PSC 4515
RGB 203/182/119
Hex #cbb778

Possible Substitutions

ITC Avant Garde is not always available on work computers. In this case, a substitution may be made. Possible font substitutions include Century Gothic and Avenir for ITC Avant Garde. Franklin Gothic Book is always available and should never be substituted.

Headings and Body Copy

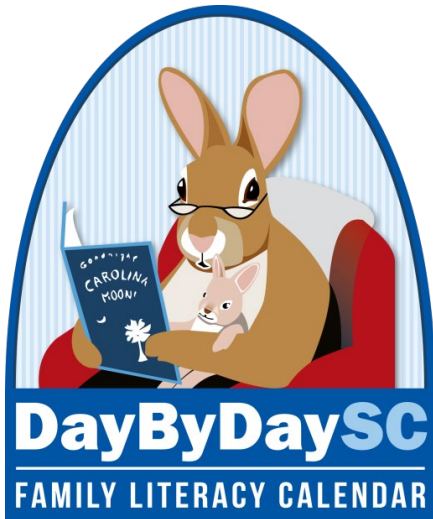
Both headings and body copy should generally be in Franklin Gothic Book. (See the [Internal/External Documents Template](#) on the Den.) Headings may also be placed in ITC Avant Garde (or an appropriate substituted font) with body copy in Franklin Gothic Book. Contact the Communications Department for guidance, if needed.

Point Size Range

Headings should fall within the range of 16-18 point font, and body copy should fall between 11-13 point font.

Secondary Marks

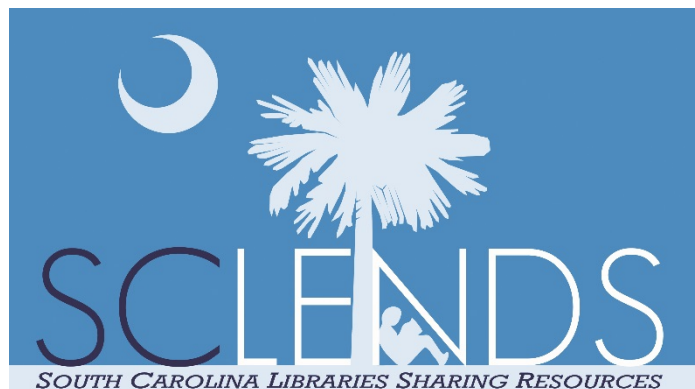
Logos are available on our [online media kit](#) on the State Library's website. For more information or media inquiries, contact Dr. Curtis Rogers, Communications Director, at (803) 734-8928 or crogers@statelibrary.sc.gov. If you have questions about logo usage, colors, or general branding, please contact Katie Simmons, User Experience Designer, at (803) 210-9925 or ksimmons@statelibrary.sc.gov.



ReadSC
SOUTH CAROLINA CENTER FOR THE BOOK



Discus





south carolina
STATE LIBRARY

Collections & Digitization



south carolina
STATE LIBRARY

Communications



south carolina
STATE LIBRARY

Electronic Resources



south carolina
STATE LIBRARY

Finance & Administration



south carolina
STATE LIBRARY

Human Resources



south carolina
STATE LIBRARY

Information Technology



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Library Development



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Statewide Services

SCSL STYLE GUIDE

It is recommended that all staff publications follow *The Associated Press Stylebook and Briefing on Media Law*. The Associated Press, NY, 2012.

Additional Resources

U.S. Government Printing Office Style Manual, U.S. Government Printing Office, 2016.
<https://www.govinfo.gov/content/pkg/GPO-STYLEMANUAL-2016/pdf/GPO-STYLEMANUAL-2016.pdf>

Purdue University Online Writing Lab (OWL)
owl.english.purdue.edu

Grammar Girl: Quick and Dirty Tips
grammar.quickanddirtytips.com

References for Clear Writing

DNARA Style Guide. National Archives and Records Administration, College Park, MD, 2012.
archives.gov/open/plain-writing/style-guide.pdf

Writing for Easy Reading. Oregon Department of Administrative Services. Salem, OR, n.d.
oregon.gov/DAS/pages/writing-for-reading.aspx

Program Names

DayByDaySC, Discus, Grandfamily Resource Centers, SCLENDS, South Carolina Center for the Book, South Carolina Library Network, South Carolina State Documents Depository, ReadSC, StudySC, Read-In, E-Rate, Literacy 2030, SC Plants the Seed

Department Names

Talking Book Services, Library Development, Statewide Development, Statewide Services, Information and Technology, Library Resources and Services, Electronic Resources, Finance and Administration, Human Resources, Communications, Collection Development and Digitization

Abbreviations/Acronyms

Use the full, proper name of an organization, company, agency, etc. Any subsequent references made must then use the acronym or abbreviation, and that alone. For instance, if you mention the American Library Association, spell the name out completely. No mention of the acronym is necessary. However, if you reference the organization again, you must use its acronym ALA. Do not switch back and forth between initials and the full name in subsequent references.

am, pm vs. a.m., p.m.

Use a.m. and p.m.

Bulleted Lists

Use bulleted lists for three or more items. Introduce each list with a sentence or phrase, using proper parallelism. If the item is a simple word or phrase (not a complete sentence), do not punctuate and do not capitalize the first word. If the item is a complete sentence, punctuate the sentence and capitalize the first word. If any item on a list is punctuated, then punctuate every item. Consistency is key with items. Do not use numbers unless the sequence of the items is important, such as directions that must be followed in a specific order. Bullets imply random order.

Dates

Do not use 1st, 2nd, 3rd, 4th, but just the date.

On January 14, we had 32 people attend the meeting.

For a month and year, do not add a comma.

In July 2012, we had 15 people visit the library.

ebook, ereader vs. e-book, e-reader | email vs. e-mail | eresources vs. e-resources

Use ebook, ereader, email, and e-resources.

Hyperlinks

Do not add http://. When determining if www. is needed in listing a website, check it to see if the site is accessible without this designation. Avoid including it if possible, as it is cumbersome. Lowercase web addresses unless it is a State Library program or project, such as StoryfestSC.org. Use periods at the end of sentences that end with a web address or an email address, just as you would punctuate any other sentence. Concluding slashes on web addresses should be omitted. If online, such as in a LibGuide or document that will go on The Den, ensure all web addresses are properly hyperlinked. This automatically makes them stand out—in most cases, in a different color and underlined. If in printed documentation, web addresses do not need to be italicized. They can, however, be bolded or placed in color to attract attention or to clarify. Web addresses that take someone to another page on the same website can open in the same window. All external links must open in a new tab.

Numbers

In general, spell out the numbers 0-9, and use figures for 10 and above. There are a number of exceptions to this rule; use the AP Stylebook as a guide if unsure.

Oxford Comma

When a list contains three or more items, always place a comma after the second-to-last item. For example: *I love my parents, Sting, and Hermione Granger.*

Print Size and Font Type

When your target audience includes individuals with visual impairments, large print should be used with a minimum of 16 point, but preferably 18 point. Use fonts that contain recognizable characters and that are easy to read. Sans serif fonts, such as Arial and Tahoma, are the best in this case.

Quotation Marks

Do not use quotation marks for emphasis. Set quotations outside periods and commas.

“We have increasing membership numbers,” said the president of the South Carolina Library Association.

South Carolina State Library vs. SC State Library vs. SCSL vs. State Library

In text, use the full name of the organization. Once the name is spelled out in first reference, all subsequent references must use the acronym or shortened version of the organization’s name. Do not switch back and forth between initials and the full name in subsequent references. For example: The South Carolina State Library purchases books on computer technology, library topics, and South Carolina culture and history. Taking this into consideration, the SCSL also makes sure it is not duplicating the efforts of libraries out in the field.

Telephone Numbers

Telephone numbers should be written in the format of (803) 555-0000.

They, he, she, he/she

Although the generic he is perfectly grammatical, many today view it as being gender-biased. Be aware of the sensitivities of your audience in choosing generic, third-person pronouns. Avoid them as much as possible, and choose the least controversial option.

For example: *The patron might not be aware that he can request this service.*

If you believe this sentence could cause offense, you first should consider recasting the sentence in the plural. *Patrons might not be aware that they can request this service.*

Avoid using clumsy he or she and his or her constructions. When they must be used, use them sparingly. Never use awkward expressions such as he/she, his/her, s/he, he (she), or his (her).

Don’t alternate between generic ‘he’ sentences and generic ‘she’ sentences as a way of achieving balance.

Another alternative to the generic ‘he’ and the cumbersome ‘he or she’ is to switch to the second-person pronoun. *You might not be aware that you can request this service.*

Time

Times of the day should be expressed in numerical terms of hours and minutes, with a colon separating the hours from the minutes and a designation of whether the time is in the morning or the evening, using a.m. and p.m., in lowercased letters or small caps. Leave a space between the time and the a.m. or p.m., and make sure to use periods in the a.m. and p.m.

8:00 a.m., not 8 a.m. or 8 am

Exception: *Neither of the 12 o'clock times during the day can accurately be expressed as being "a.m." or "p.m." The terms refer to either before midday (*ante meridiem*) or after midday (*post meridiem*). At midday, 12 o'clock should be written as noon, not 12:00 p.m. At night, it should be written as midnight, not 12:00 a.m.

When referring to a time span between two points on the clock, it is not necessary to repeat a.m. or p.m. for both times, if they both occur together in the a.m. or p.m. hours. If the time span crosses from a.m. into p.m. or vice versa, however, designate each time with the appropriate mark.

9:30-11:00 a.m., not 9:30 a.m.-11:00 a.m.

10:30 a.m.-3:00 p.m., not 10:30-3:00 p.m.

Social Media Style Guide

Social media outlets allow the South Carolina State Library to promote library services and to communicate with the public. They are valuable tools that provide information to the public quickly and efficiently, enhance SCSL's marketing strategy, and add to the overall user experience.

Basic Format with Examples

A good social media post contains the following:

- A sentence describing the content being shared. Keep it short!
- A link – which can be shortened, either using a website like bit.ly or a link shortener on the social media outlet itself
- An image, if applicable – which can come from the link preview, an image found from a royalty free image database, or artwork that the UX Designer has created



Discus - South Carolina's Virtual Library

June 16 at 10:41 AM · 🌐

Summer Discus Webinars - check out 4 new webinars this week, June 18 - 22nd. Britannica Library, NoveList for Summer Reading, Explora for Public Libraries and New to Discus! <http://scdiscus.org/discus-training-sessions>



Like



Comment

Katie Simmons, Jill Slapnik and Curtis Rogers like this.

A bad social media post may contain any of the following:

- Long and/or multiple sentences that suggests it could be broken up into multiple posts rather than just the one
- Too many hyperlinks
- Extremely long hyperlink
- Too many hashtags
- Blurry image
- Parts of the image are cut off because it does not fit within the recommended social media post dimensions



Discus - South Carolina's Virtual Library

June 16 at 10:41 AM · 🌐

Summer Discus Webinars - check out 4 new webinars this week, June 18 - 22nd. Britannica Library, NoveList for Summer Reading, Explora for Public Libraries and New to Discus! This is when you go into detail about each item on the list or give an explanation of the sentence at the beginning of this post. Please refrain from doing this. Keep it simple. If you need to break up your posts, please do so, or link to a news article that gives greater detail regarding the items listed in the post. For more information on these webinars, please visit our website at <http://scdiscus.org/discus-training-sessions> #SCDiscus #Library #Webinars #Britannica #NoveList #Explora #hashtag



👍 Like

💬 Comment

Katie Simmons, Jill Slapnik and Curtis Rogers like this.

Additional Resources

- orbitmedia.com/blog/social-media-post-examples-checklist
- thrivehive.com/examples-engaging-social-media-posts

LibGuides Style Guide

Basic Content Strategy

We have identified these best practices to help you create meaningful and relevant content. Each piece of content should:

- **Reflect your organization's goals and user's needs.** You can discover your user's needs through conducting market research, user research, and analyzing web metrics.
- **Understand how user's think and speak about a subject.** Content should then be created and structured based on that. Doing this will also help you with search engine optimization (SEO).
- **Communicate to people in a way that they understand.** Embracing plain writing principles helps with this.
- **Be useful.** By being purposeful in the content that you include, omit the needless.
- **Stay up-to-date and remain factual.** When new information becomes available, update your content or archive it.
- **Be accessible to all people.** You have a responsibility to make sure that all people can access and benefit from your information.
- **Be consistent.** Following style guides, both for language and design, helps people understand and learn what you are trying to communicate.
- **Be able to be found.** Make sure that users can find your content both through internally through navigation and also externally through search engines.
- **Help define the requirements for the overall site.** Content should drive design, structure, etc

Source: [Usability.gov](https://www.usability.gov)

The Web is People

Make sure you are considering your audience when creating content.

- Web Content is a form of communication.
- Who are you talking to? The State Library has four targeted demographics, and your LibGuide should be created with one of these in mind:
 - SC Residents
 - SC Libraries
 - SC State Government
 - SC Residents with Disabilities (Talking Book Services)
- Defining your audience will help answer many subsequent strategic questions.

General Guide Standards

Layout & Organization

- Limit the number of tabs, and keep them organized by subject.
- Columns are appropriate width for content within them. No empty columns. Same with boxes.
- Keep page names short and helpful. Avoid drop-downs if at all possible.
- Aim for no more than 3-7 images per page. If you are creating a list with book covers, for example, you may use more than that. However, no more than 10.

Appearance & Quality

- Reuse pages and boxes when reasonable
- Add only good-quality images, not pixilated or grainy
- Want a screenshot? Consider whether it's really necessary since interfaces change (often silently) and things get outdated.

Accessibility

- Complete the Alt Text field for all images.
 - Briefly answer the question: "What information does this image convey?"
 - If the image contains text, include that.
- Give a little background info on videos such as "best viewed full-screen" or "no audio."
- Tutorials on Accessibility
 - [Web Content Accessibility Guidelines](#)
 - [People with Disabilities on the Web](#)

Links & Media/Widget Content

- Links to internal websites: open in the same tab.
Links to external websites: open in a new tab.
- For external links, insert the URL as you normally would, but do one additional step. Click on the tab labeled Target and select "New Window (_blank)" from the drop-down menu.
- Give links descriptive names.
 - No: "Go [here](#) for more information about StoryfestSC."
 - Yes: "[More about StoryfestSC](#)"
- Keep link descriptions short.
 - No: "This link allows you to search and browse."
 - Yes: "Search and browse."
- Avoid using the scrolling widgets/gallery boxes. They aren't truly accessible or mobile-friendly.

Text Standards

Web-Friendly Writing

- Keep sentences and paragraphs short.
- Keep resource lists short (3-7). If they must be long, break them up into subgroups with a heading.
- Use the [Grab Guide](#) to map IMLS information onto your LibGuide.
- Remember that content position shifts for your mobile users. Reference box/link/page titles and not locations.
- All email addresses and websites must be hyperlinked. The system doesn't do this automatically, so you have to.
- More resources:
 - [How Users Read on the Web](#)
 - [F-Shaped Pattern for Reading Web Content](#)

Format & Details

- You do not need to change the font, (font) size, or style of your text. Those are already loaded into the LibGuides system.
- Use the heading styles provided when creating sections. Go to Format at the top of the Rich Text/HTML editor, and choose the appropriate style from the drop-down menu labeled "Styles."
- Pasting text directly from outside sources can cause very weird things to happen with the formatting. Instead, try one of the following:
 - Right-click your destination within the text box and choose "Paste as plain text"
 - Paste the text into Notepad, press Ctrl+A, and copy it to the clipboard
- Is it this year? Omit the year. Your guide should receive enough care that visitors can assume you mean this year.
- Links within text should not be bold

Tone & Content

- Use "we" language and avoid passive voice when possible
 - No: "Helpful resources are provided by the South Carolina State Library."
 - **Yes:** "We provide helpful resources."
- Remember users are online when viewing your guide. List online resources before print items.
- Avoid library jargon.
 - No: stacks, query
 - **Yes:** shelves, search

Link Text

- Bad: Visit us at <http://www.statelibrary.sc.gov>.
- Better: [Visit SC State Library's website](#).

Colors

Guidelines

The State Library colors that pass the contrast test with white for normal-sized text:



- SCSL Blue
- DayByDay Blue
- Discus Black
- ReadSC Black
- StudySC Purple
- TBS Green
- WorkSC Orange

This means you can use the color as a background with white text or for text on a white background.

Notes

- No red text. Do not use light colored text on a white background.
- Do not use black text on a dark background (or vice versa).
- Do not use black text on a yellow background (or vice versa).
- With color, it's better to err on the "too little" than the "too much" side.

Web Values

	SCSL Blue	005395		ReadSC Red	E31B23
	SCSL Beige	cbb778		ReadSC Black	231F20
	DayByDay Blue	0054A4		SCLENDS Blue	0194D3
	Discus Green	4CA847		StudySC Purple	362C66
	Discus Orange	F79122		TBS Green	006C64
	Discus Black	414042		WorkSC Orange	D9531E

SCSL Signage Policy

Signage provides information that is not only directional but also promotional, educational, and policy driven. It complements the content on the library website and promotional materials, in addition to the look and feel. A signage policy dictates consistency in language, branding, design, and overall message, thereby promoting user awareness and a visual identity throughout the library. This document defines the types of signs (permanent and temporary), the overall elements of effective design, and sign installation procedures. It provides policies and procedures that relate to the seamless development of effective signage at the South Carolina State Library.

The SCSL Editorial Committee will evaluate the signage policy bi-annually unless changes are made before then.

I. Categories of Library Signage

- Directional
- Policy
- Informational – educational or promotional
- Labels

II. Design Elements

All categories of signage shall possess a common look and feel. Their message, language, font type, branding, and overall design will be consistent. Elements described in detail:

- **Font Type:** Franklin Gothic family
- **Color Choices:**
 - Top/Bottom Color Block, *if applicable*: Blue with white text
 - Font Color: Blue or Black; Red text, which is otherwise prohibited, may only be used in headings when all of the following criteria have been met:
 - Only the heading is in red.
 - The sign holds a critical message, and is considered otherwise unnoticeable to passersby.
 - Permission from the Communications Department has been granted.
- **Shape:** General signage will be limited to letter (8.5x11) in portrait or landscape or 11x17 in portrait, and must be printed on white paper. Permanent signage can be in different sizes and colors, given that consistency is taken into consideration and approval is obtained from the Communications Director or User Experience Designer first.

- **Branding:** Branding will follow the SCSL branding guidelines. The use of the SCSL logo will be employed.
- **Language:** Library jargon and technical language is not permitted. Use plain and simple language, and language must not conflict with library policies. Handwritten signs or labels are not permitted.
- **Message and Tone:** Use positive language where possible. The use of “no” in signage text shall be avoided.
- **Visuals:** Avoid using clipart on signage, and be sure to follow copyright laws. Readily common and recognizable icons, logos, or photographs may be used. Please check with the Communications Director or User Experience Designer prior to use.
- **Placement:** Signage should be placed strategically. Signage posted in spaces not approved by a member of the leadership team will be removed. Showing tape on the outside of signage is not permitted. Signage can be mounted using double sided tape or rubber adhesive; however preferred mounting is the use of plastic/acrylic or glass sign frames or holders. These are available from the Communications Department. Double sided tape or rubber adhesive may only be used if there are no glass sign frames or holders available.
- **ADA Compliance:** For detailed information about signage and ADA compliance, visit <https://www.access-board.gov/guidelines-and-standards/buildings-and-sites/about-the-ada-standards/background/adaag#4.30>

III. Requesting Library Signage

Signage templates are located on the library’s intranet. When creating signage, staff members shall adhere to the signage policy and guidelines. For permanent and special event signs, staff members shall make requests by contacting the Communications Director or User Experience Designer.

Email Signatures Policy

Please be sure to create your new email signature within a week of your start date. If you need help setting up yours, please contact Curtis Rogers or Katie Simmons.

It is important that all staff members put a consistent, branded point at the end of all email communications, especially those to patrons and libraries. Our email signature is aligned with the South Carolina State Library look and feel, and should be viewable in all email accounts.

Email signatures should be brief and include your direct contact information and the SCSL logo linked to our main website's homepage.

Font and Color:

In keeping with Editorial Committee guidelines, please use Franklin Gothic Book. 10pt for main part and 9pt italics for branding info "Innovation | Collaboration | Participation." Color of font should be in our branded blue; see [our online media kit](#) for more information.

Basic Format with Example

Name, and any titles like your degree or CPM, etc.
SCSL job title
street address, city, state zip
phone | email address
SCSL logo
Innovation | Collaboration | Participation

Curtis R. Rogers, Ed.D.
Communications Director
1500 Senate Street, Columbia, SC 29201
(803) 734-8928 | crogers@statelibrary.sc.gov



Innovation | Collaboration | Participation

Media Communications & FOIA Requests

This policy applies to all South Carolina State Library employees, trustees, and other representatives on interacting with news media representatives and/or the receipt of FOIA (Freedom of Information Act) requests. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television, and radio. Additionally, the business of the South Carolina State Library is open to public review, as is required by the South Carolina [Freedom of Information Act](#).

Policy

Employees, trustees, or other representatives of the South Carolina State Library who seek to generate external media coverage about a program, event or achievement must first contact the agency's Communications Director. The agency's Communications Department has access to numerous news media contacts and will work with staff to coordinate publicity or visibility for programs, events or newsworthy issues.

It is the responsibility of the Communications Department to initiate and/or respond to news media requests and to manage those interactions. When an employee, trustee or other representative of the agency is contacted directly by the news media, he/she is to notify the Communications Director or other Communications Department staff member immediately.

Dr. Curtis R. Rogers, Communications Director
Office – (803) 734-8928
Cell – (803) 465-2153
crogers@statelibrary.sc.gov

Katie Simmons, UX Designer
Office – (803) 734-5831
Cell – (803) 465-1368
ksimmons@statelibrary.sc.gov

Ellen Dunn, Public Information Coordinator
Office – (803) 734-0462
Cell – (803) 429-7965
edunn@statelibrary.sc.gov

While on the library's property, news media representatives should be accompanied by a Communications Department staff member.

If an event attracts news media interest, all press releases and statements to the news media will be routed through, approved, and disseminated by the Communications Department. It is the responsibility of each department head to implement procedures to comply with this policy.

The South Carolina State Library reserves the right to photograph members of the Library's community including, but not limited to, staff, trustees, and event/program attendees in situations appropriate to the image of a library, and to publish likenesses in the agency's publications, videos, websites, the news media, social media or other promotional materials.

Freedom of Information Act Requests

Under the Freedom of Information Act (FOIA), the agency has 15 business days within which to inform the requestor of the availability of the non-exempt "public records" that have been requested and to provide a time and cost estimate to provide those public records.

The Library does not make public, and will not produce in response to a request, those records that may be exempted under state law, including, but not limited to, trade secrets, personal information of library staff members, confidential proprietary information, privileged communications, or protected information. The Library does not provide personally identifiable information. For a partial list of exemptions under the law, please see S.C. Code Ann. § 30-4-40. Under South Carolina law. Please note that it is against South Carolina law to obtain or use public records for commercial solicitation. S.C. Code Ann. § 30-2-50. There are penalties involved for noncompliance with the state's prohibitions against using information secured through a FOIA records request for commercial solicitation. The Library does not guarantee that a records search will result in any responsive records being located.

Requests may be submitted to:

Paula James, Director of Finance and Administration
pjames@statelibrary.sc.gov
Office: (803) 734-8917
1500 Senate Street
Columbia, SC 29201

Last Updated: June 29, 2018