



This is a guide to the basic elements that make up our brand. Have a read, it will help you to get to know us better.

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## 1.0 WHAT WE DO

### **IF YOU HAVE TO EXPLAIN WHAT WE DO IN 10 SECONDS SAY:**

EIFL (Electronic Information for Libraries) works with libraries to enable access to knowledge in developing and transition economy countries in Africa, Asia Pacific, Europe and Latin America.

### **TO SIMPLIFY THINGS EVEN FURTHER, WE HAVE OUR STRAPLINE:**

Knowledge without boundaries.

# 1.0 WHO WE ARE

## OUR VISION

Our vision is a world in which all people have the knowledge they need to achieve their full potential.

## OUR MISSION

EIFL enables access to knowledge through libraries in developing and transition countries to support sustainable development.

## 1.0 OUR NAME

The first time you use the name EIFL, use the abbreviation and then give the full name in brackets, like this:

**EIFL (Electronic Information for Libraries) ...**  
After the first time, just say EIFL.

*Note: EIFL is always written in capital letters in all text.*

## 1.0 OUR WORK

- We build capacity by organizing training events, developing tools and resources, and providing up-to-date information on issues that affect access to knowledge.
- We advocate for access to knowledge nationally and internationally.
- We encourage knowledge sharing through peer-to-peer learning, best practice case studies, our annual conference and cooperation between library consortia.
- We initiate pilot projects for innovative library services.

## 1.0 OUR PROGRAMMES

When referring to any of our programmes, use the long version the first time in a story or article, and then short version after that.

### LONG NAME

EIFL Licensing Programme

EIFL Copyright and Libraries Programme

EIFL Public Library Innovation Programme

EIFL Open Access Programme

### SHORT NAME

EIFL-Licensing

EIFL-IP

EIFL-PLIP

EIFL-OA

## 2.0 OUR VALUES

### A QUICK LOOK AT OUR VALUES.

We're driven by –

- Practical, sustainable, local solutions
- Strong partnership approach
- Collaboration and knowledge sharing
- Transparency and integrity
- Creative and innovative thinking

Our values are part of everything we say or do. They affect our behaviour, how we work with people and how we communicate.



## 2.0 OUR VALUES

### US IN EIGHT WORDS

These words sum up our brand's personality:

Innovative  
Openness  
Equality  
Freedom  
Teamwork  
Efficiency  
Integrity  
Community orientated

## 3.0 SPELLING AND PUNCTUATION

### **WRITING CONSISTENTLY IS ALSO AN IMPORTANT PART OF OUR BRAND.**

In general, we use UK spelling and punctuation, and we use Oxford spelling.

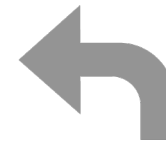
“Oxford spelling can be recognized by its use of the suffix -ize instead of -ise: organization, privatize and recognizable instead of organisation, privatise and recognisable.”

## 4.0 OUR VISUAL IDENTITY

### A QUICK GUIDE TO OUR LOGO.

The EIFL logo is available in three forms: with box, with the tagline on the side, and without box.

The logo is available in two formats: JPEG and PNG. The JPEG logo should be used for all print work. The PNG is for web use only.



NOTE: THERE SHOULD ALWAYS BE 5 MM BETWEEN THE LOGO AND SURROUNDING TYPE. THE LOGO SHOULD NOT BE USED SMALLER THAN 25 MM WIDE.

## 4.0 OUR VISUAL IDENTITY

### THE LOGO IS AVAILABLE IN THREE COLOURS, BLUE, WHITE AND GREY.

- The blue logo should be used primarily, but only when printing on a white background.
- The white logo should be used when printing over any other color or over a photograph.
- The grey logo should be used only when printing in black and white.

### LOGO POSITION

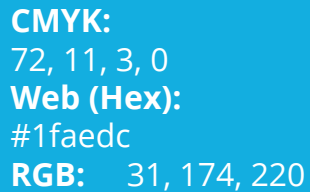
The preferred position of our logo is top left. If this is not possible, it is acceptable to position the logo bottom left.

## 4.0 OUR VISUAL IDENTITY

### THE PRIMARY COLOUR FOR THE EIFL IDENTITY IS BLUE.

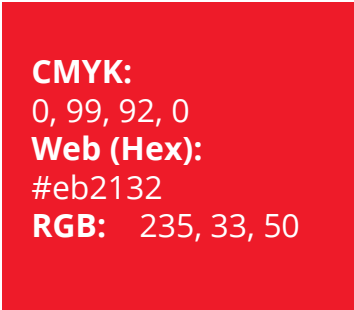
The secondary colours, to be used as textual accents for websites, promotional materials, PowerPoint presentations and so on, are red, orange, yellow and green.

#### MAIN COLOUR



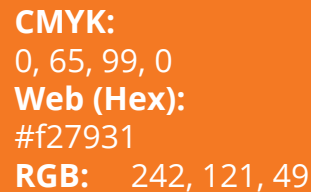
**CMYK:**  
72, 11, 3, 0  
**Web (Hex):**  
#1faedc  
**RGB:** 31, 174, 220

#### SECONDARY COLOUR



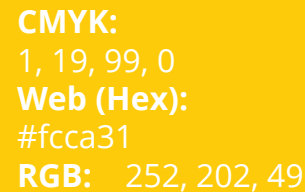
**CMYK:**  
0, 99, 92, 0  
**Web (Hex):**  
#eb2132  
**RGB:** 235, 33, 50

#### SECONDARY COLOUR



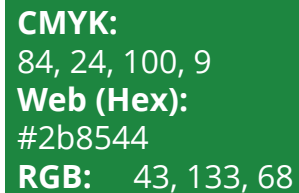
**CMYK:**  
0, 65, 99, 0  
**Web (Hex):**  
#f27931  
**RGB:** 242, 121, 49

#### SECONDARY COLOUR



**CMYK:**  
1, 19, 99, 0  
**Web (Hex):**  
#fccca31  
**RGB:** 252, 202, 49

#### SECONDARY COLOUR



**CMYK:**  
84, 24, 100, 9  
**Web (Hex):**  
#2b8544  
**RGB:** 43, 133, 68

## 4.0 OUR VISUAL IDENTITY

# Open Sans

For body copy, and almost all other copy, we use the Open Sans font. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

### **OUR HEADLINE FONT IS MONTSERRAT BOLD.**

We use it sparingly in body copy and put whole words and sentences in upper case.

*Exception: On long-copy items (eg. books, long reports and articles), where a serif font makes it easier to read in print form, we use Calluna for headlines and Calluna Sans for the body font.*

## 4.0 OUR PHOTOGRAPHY

### A PICTURE IS WORTH A THOUSAND WORDS.

Using a consistent style of photography helps to communicate our brand and give context to our work.

We prefer not to use clip art or stock imagery when showcasing our work. If you're getting new shots taken, have a look at the examples on the following pages to see the kind of images you should be aiming for.



**CAPTIONS:** We always try to credit the photographer and/or the source of the photograph. EIFL owned photos should be credited as: "Credit: photographer's name/EIFL".

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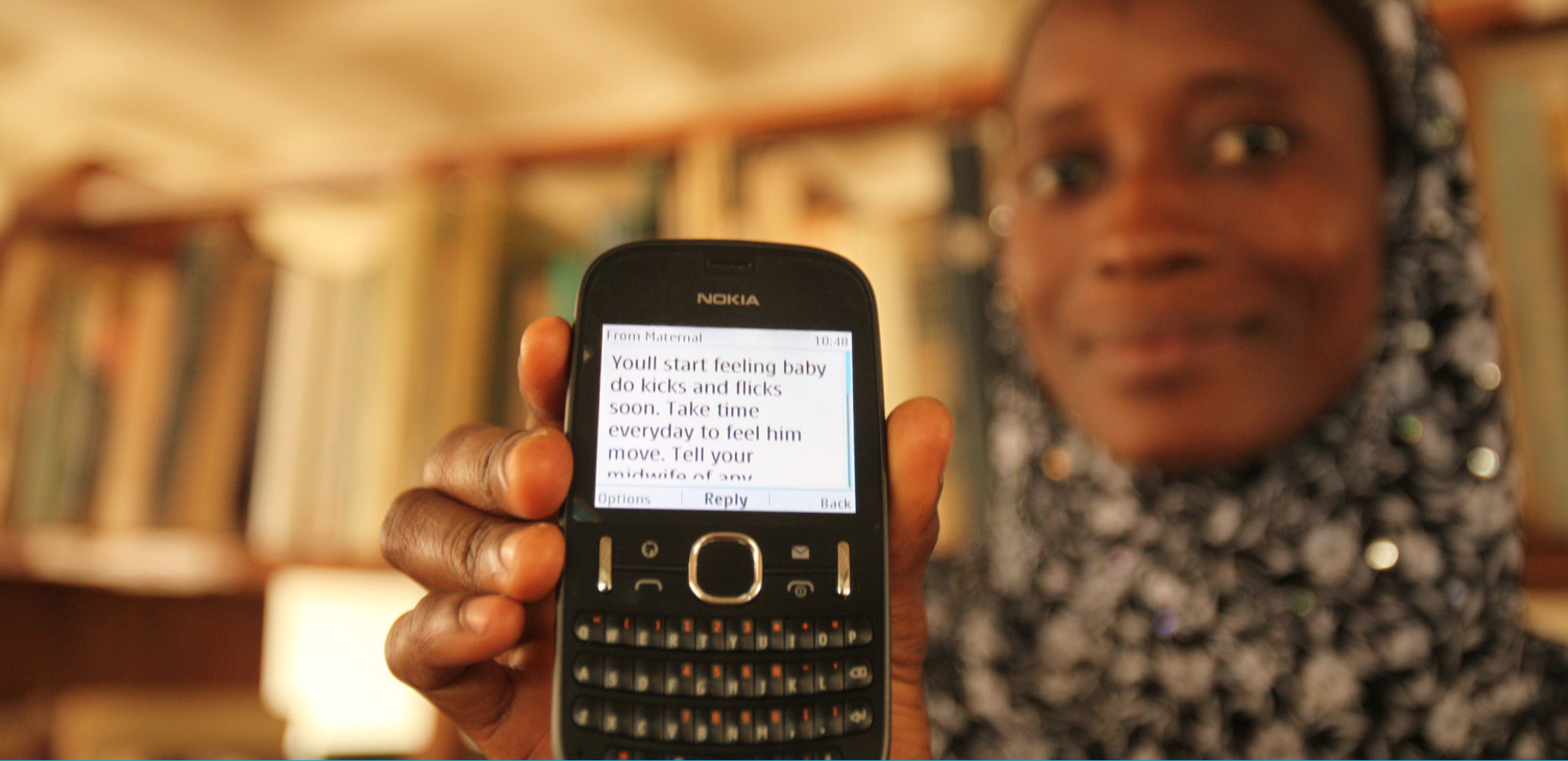


Bright





Engaging



Innovative



Diverse



Inspiring

## 5.0 WEBSITE

### WE HAVE LAUNCHED OUR NEW WEBSITE.

You can find our website at [www.eifl.net](http://www.eifl.net) (not [www.eifl.org](http://www.eifl.org)). Lots of people make the mistake – so please note carefully, we are at [www.eifl.net](http://www.eifl.net).

## 6.0 ACCESSIBILITY

### **MAKING OUR CONTENT READABLE TO ALL**

We follow the Web Content Accessibility Guidelines (WCAG) 2.0, which cover a wide range of recommendations for making Web content more accessible. In addition we strive to make all of our online documents accessible by using large font sizing and adding header styles to PDFs.

For more information, please contact our communications team.

## 7.0 RESOURCES

### WE HAVE A VARIETY OF RESOURCES TO HELP YOU ON YOUR WAY.

The [Media Centre](#) section on the News/Events page of [www.eifl.net](http://www.eifl.net) has all sorts of useful resources for you to use including templates, PowerPoint templates, our logo and our typeface.

## THANK YOU

Thanks for taking time to get to know our brand a little better.

If you need to ask us anything else, don't hesitate to get in touch at [info@eifl.net](mailto:info@eifl.net).



EIF

KNOWLEDGE  
WITHOUT  
BOUNDARIES