Design Guidelines

April 29, 2024
This document outlines how CALA should be represented visually across all communication materials. It serves as a reference for maintaining consistency in visual elements, such as logos, colors, typography, and imagery.
Primary Logo

This is the main version of the logo and should be used whenever possible.

CALA

Chinese American Librarians Association
Secondary Logo

The secondary logo can be used when space is limited, such as in a social media profile photo.
Color Variations

Two-color

CALA
Chinese American Librarians Association

Black

CALA
Chinese American Librarians Association

White

CALA
Chinese American Librarians Association
Minimum Size

To maintain legibility, the minimum height of the logos should be 0.5 inch.
Clear Space

Clear space around the logo is necessary to prevent crowding and maintain logo’s integrity.

Clear space around the logo should equal the width of the seal. This applies to the primary and secondary logo.
Chapter logos can be used to bring geographic distinctions.

CALA
Chinese American Librarians Association
Greater Mid-Atlantic

CALA
Chinese American Librarians Association
Midwest

CALA
Chinese American Librarians Association
Northeast

CALA
Chinese American Librarians Association
Northern California

CALA
Chinese American Librarians Association
Southern California

CALA
Chinese American Librarians Association
Southeast

CALA
Chinese American Librarians Association
Southwest

CALA
Chinese American Librarians Association
Canada

CALA
Chinese American Librarians Association
Asia-Pacific
Color Palette

Use the following colors for all communication assets to represent CALA.

Primary Color

Golden Yellow
- Pantone 115 C
- RGB: 253-218-36
- HEX: FDDA24
- CMYK: 0-6-87-0

As a key color to represent CALA, use Golden Yellow for the background.

Secondary Colors

Black
- RGB: 0-0-0
- HEX: 000000
- CMYK: 0-0-100

Use Black for text.

Dark Red
- Pantone 1810
- RGB: 145-26-29
- HEX: 941A1D
- CMYK: 21-93-88-50

Use Dark Red for large headlines, subheads, and callouts.

Red
- Pantone 1788
- RGB: 242-32-38
- HEX: F22026
- CMYK: 0-88-82-0

Use Red for accent color.
Primary and Secondary Typefaces

Consistent usage of typography is vital to maintain a consistent visual identity for CALA.

The primary typeface is Georgia and can be used for headlines and body copy.

The secondary typeface is Verdana and can be used for subheads and short captions.

Primary Typeface
Available as a system font.

Georgia

Secondary Typeface
Available as a system font.

Verdana
Chinese Typefaces

Chinese typefaces equivalent to Georgia and Verdana are available as free downloads from Google Fonts.

Primary Chinese Typeface: Noto Serif Simplified Chinese
Free download from Google Fonts.

The primary Chinese typeface is Noto Serif Simplified Chinese and can be used for headlines and body copy.

Secondary Chinese Typeface: Noto Sans Simplified Chinese
Free download from Google Fonts.

The secondary Chinese typeface is Noto Sans Simplified Chinese and can be used for subheads and short captions.
Two photography styles are acceptable to use for CALA communications.

Graphic softwares are necessary to convert full color photography to dark red monotone.

Full Color

Dark Red Monotone
Illustration

Convert full-color illustrations to Dark Red monotone. This will ensure consistency across different illustration styles when necessary.

Freepik is a good resource to download free illustrations. Attribution is required (as shown on the bottom of this page).

Illustrations: Freepik.
Graphic Element: Rounded Corners (Optional)

A graphic element that can bring visual interest is rounded corners. Use is optional.

Rounded corners also bring a visual connection to the oval-shaped seal in the logo.
Example Applications

The following communication assets show how the logo, color palette, typography, and imagery can be applied to create visual consistency.

Join today!

Membership brochures

加入CALA吧!

Newsletter

Presentation template

Website banners

Newsletter

Membership brochures

Presentation template

Website banners
Contact

Contact the CALA Executive Committee for inquiries or clarification regarding design usage:

exc@cala-web.org