

Sixth edition – November 2022

LIBRARIES TASMANIA

STYLE GUIDE

Libraries are doorways to discovery



**Libraries
create
connections
and insight**





91  STORIES

DIG DEEPER INTO TASMANIA'S FAVOURITE STORIES



THE TOREADOR

LET'S LOOK CLOSER...

Find out more about Australia's first female conductor Lucy Benson, by visiting libraries.tas.gov.au

Created by the Tasmanian Archives & Library Council
Library of Tasmania
The Robert Hood Building



Libraries are full of stories and wonder

PREFACE

Welcome to our style guide. Our brand captures the spirit of who we are and is used to tell our story. We are all part of this story, and this guide will help us pull together in the same direction.

The guide

The purpose of this style guide is to make sure there's consistency in the application of the Libraries Tasmania brand across a range of materials, from high profile productions to internally printed documents. It covers our branding tone, look and feel and how we communicate it visually on all printed material, signage, advertising, social media, online applications and multimedia production. It provides guidance on the logo, design elements, colour palette, online referencing and photography for all main service areas.

Supporting documents

This style guide directs the look and feel of our brand as it appears in all publications, both printed and digital.

We recommend you read this style guide in conjunction with other government documents, such as the Tasmanian Government Style Guide and Logo Policy and the Tasmanian Government Communications Policy. For others, refer to our Reference page at the end of this style guide.

Advice, requests and approvals

We love seeing our brand used in interesting and exciting ways, but we need to make sure the material produced reflects the organisation and its values, and has been produced to a professional standard. Contact us and let's chat.

We can provide assistance to all staff in developing and producing all Libraries Tasmania materials, as well as guiding approvals and any exemptions.

Our aim is to encourage the practice of good professional design principles, resulting in works that are engaging, stylish and savvy.

In the first instance, it's best to have all your marketing and communications materials reviewed and approved by our team.

Contact us:

**Communications and Marketing
at Libraries Tasmania on 03 6165 5552
communications.libraries@libraries.tas.gov.au**

Chapter 1

DEFINING LIBRARIES TASMANIA



Libraries have come a long way from simply books on shelves.

We're moving away from past conventions and building a strong future vision. Rather than being stereotyped as an old fashioned library, we are constantly evolving for the changing times as an engaging social, lifestyle, educational and cultural destination.

OUR STORY

Tasmania opened its first public library in 1849 and was one of the first states in Australia to deliver an integrated library and archive service in 2005.

Today, our services are accessible and inclusive across 50 sites, as well as online, offering contemporary library and archive services, and preserving Tasmania's documentary heritage for present and future generations.

As we continue to redefine our organisation, we also contribute to greater social equality, improved economic prosperity and a more sustainable environment.

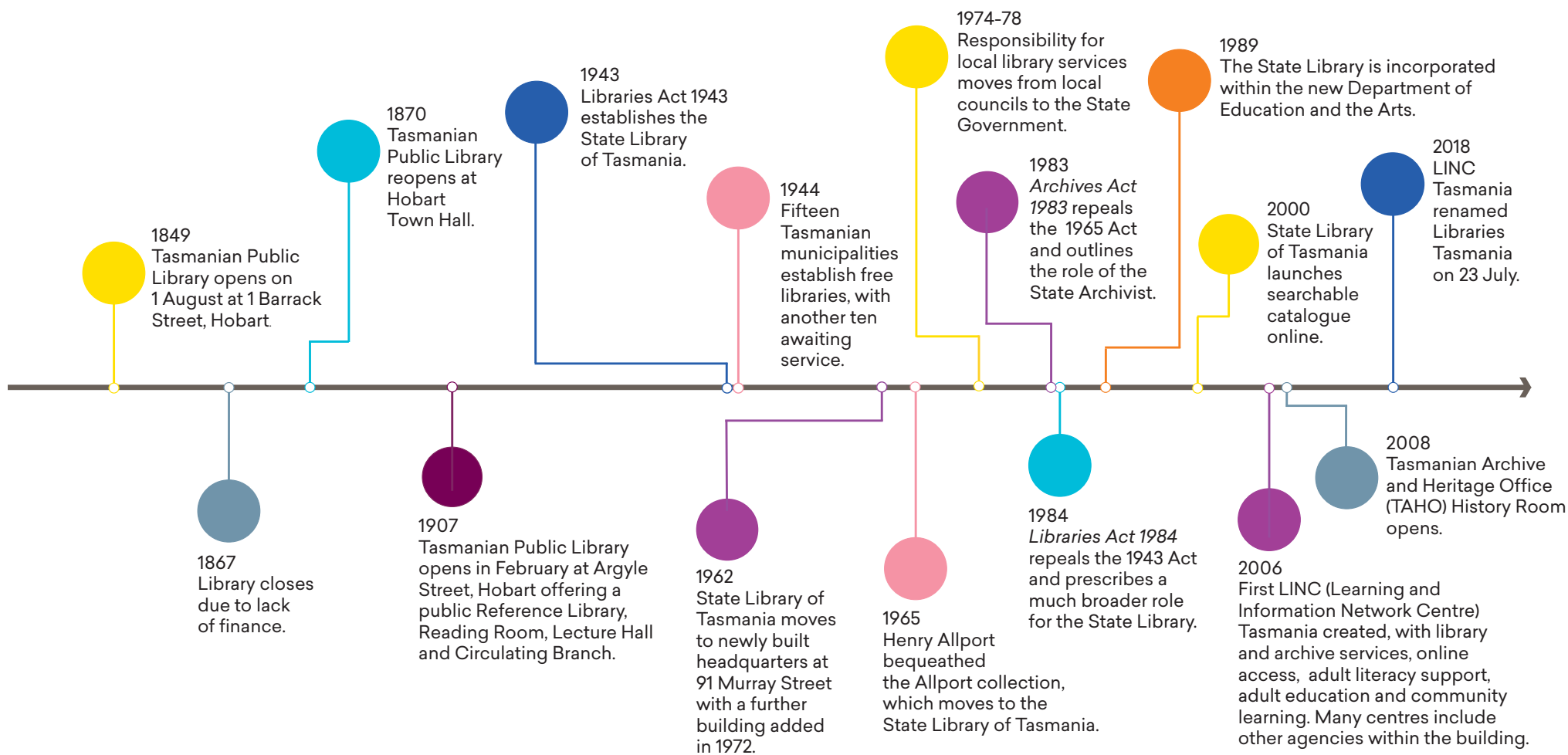
We are creating a 'knowledge society', as defined by the United Nations' 2030 Agenda for Sustainable Development, by continuing to provide all Tasmanians with free access to inclusive spaces, learning, information and the internet, and helping more people get online and become digitally literate. The opportunities we provide for lifelong learning, social interactions and cultural inspiration cannot be underestimated, and our services and programs directly contribute to our state's growth.

Our new name, Libraries Tasmania, was launched with a new logo in July 2018.

Our brand captures the spirit of the passionate staff and volunteers at our heart, and represents them in the public space. But our new brand isn't just a logo. It's the essence of the people within our organisation and the service they provide to support the Tasmanian community.

Our staff and volunteers are creating this positive and contemporary direction with presence, purpose and meaning.

OUR TIMELINE



OUR FAMILY

Libraries Tasmania

Public Library Network

A network of 44 libraries across Tasmania.

George Town Community Hub and West Coast Community Services Hub

Each Community Hub houses a library, a Child and Family Centre and Service Tasmania. While each of these separate businesses is connected to their own style guide, the group sits under the Community Hub Style Guide.

State Library of Tasmania

Tasmanian heritage and general reference collections.

Allport Library and Museum of Fine Arts

Part of the heritage collection of the State Library of Tasmania.

These are all referred to by name in text only and do not use graphic devices.

Tasmanian Archives

State and community archives of Tasmania's documentary memory.

Office of the State Archivist (OSA)

OSA delivers services and information to government.

OSA is associated with the Tasmanian Government style guide only.

26TEN

The 26TEN team sits within our organisation as a business unit and whole-of-government strategy hosted by Libraries Tasmania with its own style guide and logo. We are a member of 26TEN and promote the strategy in our marketing material. We refer to it as though it were a government partner organisation.

TASMANIAN ARCHIVES

Four business units deliver archives services to the public and government clients. Here's a quick guide to who does what.

Office of the State Archivist

- We work with government clients to help them meet their requirements under the Archives Act 1983 (Tas)
- We provide a whole-of-government framework of policy and advice to guide the creation, retention, management and access of government records in Tasmania
- We help identify records that should be kept permanently as State archives in our Tasmanian Archives collection
- We provide training

6165 5581
osa@education.tas.gov.au

Government Archives & Preservation

- We work with government clients to manage the transfer of state archives into our Tasmanian archives collection
- We digitise and provide conservation services so they remain accessible in a sustainable way
- We manage the physical and digital collection including metadata management, digital preservation, and storage management of State Archives
- We engage with our external and internal stakeholders and provide, training and advice related to the transfer, care and handling of State Archives

6165 5443
berriedale.archives
@education.tas.gov.au

Collection Development (Community Archives)

- We accept donations and buy items for the archives from the public and non-government organisations
- We manage the transfer of these records to the Community Archives, part of our Tasmanian Archives collection

6165 6225, 6165 5443
collectiondevelopment
@education.tas.gov.au

State Library and Archive Service

- We work with government clients and the public to provide access to the Tasmanian Archives and the State Library Collections
- We provide on-site and remote reference and information services

6165 5541
archivescollections.libraries@
education.tas.gov.au

OUR AUDIENCES

Because we engage both on a corporate level and on a public and cultural level, our audiences are quite broad and different.

Therefore, we require slightly different treatments when it comes to the application of graphics, information and messaging.

For us to build our identity and communicate clearly with our various target audiences, we need the flexibility to produce material that is not always competing with other department or government brand elements.

We will use the Tasmanian Government basewave on internal government documents or when working with other government units. We have some exceptions to standard requirements.

Promotional material (public facing) will include:

- Tasmanian Government logo
- Libraries Tasmania logo.

Area	Audience	Style guide elements
Public Library Network	Existing library members and guests (adults and young people)	Libraries Tasmania and Tasmanian Government logos Tone is vibrant.
	Families and children	Libraries Tasmania and Tasmanian Government logos Tone is friendly.
	Learners (adults, young people, school children)	Libraries Tasmania and Tasmanian Government logos Tone is innovative.
State Library of Tasmania	Information seekers (academic and family history)	Libraries Tasmania and Tasmanian Government logos Tone is structured.
Allport Library and Museum of Fine Arts	Cultural communities (libraries, museums and galleries)	Libraries Tasmania and Tasmanian Government logos Tone is contemporary and stylish.
Tasmanian Archives	Information seekers (academic and family history)	Libraries Tasmania and Tasmanian Government logos Tone is structured.
Office of the State Archivist (OSA)	Other government departments	Tasmanian Government style guide only, no Libraries Tasmania brand elements. Sailec font for name only.
Corporate	Staff and volunteers Minister and Government departments and external stakeholders	Use of all government mandatory style guide elements. Tone is neutral and corporate.

MANDATORY INCLUSIONS

Area	Audience	Libraries Tasmania Logo		Libraries Tasmania logomark patterns	Tasmanian Government Mono Logo	Libraries Tasmania Colour Palette
		Colour	Mono			
Public Library Network	Existing library members and guests (adults and young people)	●		●	●	●
	Families and children	●		●	●	●
	Learners (adults)	●		●	●	●
State Library of Tasmania	Researchers (academic and family history)		●		●	●
Allport Library & Museum of Fine Arts	The public and other organisations (including libraries, museums and galleries)		●		●	●
Tasmanian Archives	Researchers (academic and family history)		●		●	●
Office of the State Archivist	Other government departments				●	●
Corporate	Staff and volunteers also includes Minister for Education, Department of Education, Department of Premier and Cabinet and other government departments		●	●	●	●

OUR PURPOSE

But it's not enough to just tell people our values and our goals.

We show them by what we do.

Our purpose is to connect Tasmanians to knowledge, ideas and community through our libraries and archives.

We proudly connect Tasmanians to learning, each other and our rich history. We see our role as being key contributors to our community.

Rather than being stereotyped as an old-fashioned library, we want to create a positive and contemporary environment that is moving away from past conventions.

Our four aims are listed here.

1 Engaging communities

Priority actions:

- Raising awareness of the richness of our library and archive collections, their value to all Tasmanians, and Libraries Tasmania's contribution to Tasmania's cultural landscape.
- Bringing people back into our public spaces post lockdown.
- Leveraging existing relationships and establishing new ones with government, business, and the not-for-profit sector to expand our reach and strengthen our delivery.
- Investing in our physical and virtual spaces to bring them in line with contemporary standards.

2 Enabling universal access to our collections

Priority actions:

- Revitalising and giving prominence to the State Library, Tasmanian Archives and Allport Library and Museum of Fine Arts.
- Driving the digitisation of our heritage collections.
- Ensuring authentic engagement with First Nations peoples to shape collections and services for all Tasmanians.
- Renewing our focus on the relevance of our collections to diverse audiences, sourcing books, materials, and electronic resources to fit Tasmanians' current needs and interests.

3 Connecting people to information

Priority actions:

- Increasing the engagement of young people with libraries and archives, and ensuring their voice is heard.
- Clearly articulating and strengthening our contribution to state priorities: education, health, economic development, environmental sustainability, and tourism.
- Using the United Nations Sustainable Development Goals to define our agenda around access to information for all.
- Connecting learners with the information they need through a new Lifelong Learning Information Service.

4 Championing lifelong learning

Priority actions:

- Inspiring a love of reading for pleasure across the Tasmanian population to keep people learning for life.
- Retaining our leadership position in Australian media literacy, combating the spread of fake news, mis-, mal-, and disinformation.
- Being a centre for all forms of literacy and numeracy development at every life stage.
- Prioritising the library learning programs and activities which provide the greatest benefit to Tasmanians.

5 Strengthening organisational effectiveness

Priority actions:

- Developing a vision and strategy for a workforce to deliver high quality contemporary library and archives services.
- Investing in our people; encouraging and enabling ongoing professional learning.
- Providing a strong supporting infrastructure and operational framework.
- Further developing good governance and a culture of collaboration.

OUR VALUES

Who we are at Libraries Tasmania is guided by our core values.



A culture of high expectations.



Seeking opportunities and embracing challenges.



Always learning and improving.



Respecting ourselves, others, our past and our environment.

OUR PERSONALITY

Our brand captures the spirit and personality of Libraries Tasmania and represents the passionate people at our heart.

Our staff and volunteers are accessible, informed, innovative, authentic and relatable.

They are focused on building a strong reputation as contemporary and knowledgeable, while remaining welcoming to the members we serve - of all ages and from all walks of life.

Our personality traits are based on our values and make up our behaviour. This impacts how our people feel.

At Libraries Tasmania we want our personality to shine through what we do, and in everything our brand touches. Even in our tone of voice.

Our values



We are

Aspiring
Innovative
Knowledgeable

Respectful
Positive
Friendly
Considerate

Courageous
Authentic
Confident
Curious
Creative

Learning
Adaptable
Proactive
Inspiring

Our audience feels

They can make a positive difference.
They are part of something bigger.
They are part of the future.

They are welcomed and not judged.
They are part of a community.

They have a place to explore and discover.
It's a safe place to be honest and creative.

They have a place to grow and learn and find a sense of wonder.
They have access to something useful and valuable.

OUR VOICE

Who we are and how we behave, along with the way we want people to feel about us, defines the tone of our voice in written and visual communication material.

This tone of voice is the basis for all our messaging. It should express our values and personality and be friendly, conversational and authentic.

All our communication should be tailored to each audience and be in plain English.

Our audience also defines our variations in tone.

Our values



Characteristics

Aspiring
Innovative
Knowledgeable

Respectful
Positive
Friendly
Considerate

Courageous
Authentic
Confident
Curious
Creative

Learning
Adaptable
Proactive
Inspiring

What it is...

Energetic
Formal or structured
Listening to and engaging with clients

Polite and patient
Positive and relatable

Straightforward and direct
Natural and personal
Owning it

Open and flexible
Willingness to help without having all the answers
Turning problems into opportunities

What it isn't...

Pushy or arrogant

Impersonal or robotic
Exclusive, cold or narrow-minded

Abrupt or blunt
Long, complex words
Aggressive

Dismissive, passive, evasive
Authoritarian, 'we know best' attitude
Fatalistic thinking, blaming

Chapter 2

OUR LOGO

A logo begins

Our logo is our fresh new face. It embodies our values and vision and moves away from tradition to explore the concepts of knowledge, discovery and connection.

Its clean, geometric qualities are memorable and timeless. The result is a mark that feels genuine, respected and reliable.



A LOGO BEGINS



LIBRARIES
TASMANIA

THE LOGOMARK

The feature of our logo is the logomark. At first glance it may seem like a random shape, but look a bit closer. You'll see it's a union of the initials "L" and "T" that make up the word **Libraries Tasmania**.

The resulting icon symbolises an access point. A "doorway to discovery", "portal of possibilities" or "window to the world".

It reflects our many strong relationships by the synergy and symmetry of the two joining shapes representing sharing, assistance, support and guidance.

Its modern edge and refined, subtle angles hint at movement and the dynamic energy and nature of our organisation.

At the heart of our logo and brand is what we are – open, optimistic, symbolising endless possibilities. A place of discovery and wonder, full of curious minds.

LIBRARIES
TASMANIA



LOGO DESIGN

Logo

Our logo is made up of a logomark and logotype.

Our logotype is Sailec font.

They work well together, as shown here.

Logomark

In some instances, however, you may want to use the logomark on its own. These exceptions could be social media icons, staff name tags, third party signage, or even promotional items like apparel or button badges.

On these rare occasions you can use the logomark as long as the name Libraries Tasmania is still used in close proximity, or the logo is used in a way that it's still connected to Libraries Tasmania.

If you're unsure, simply contact us for further advice.



CLEAR SPACE

Personal space is important; not just for you and me, but also for our logo.

To make sure it looks its best and stands out from the crowd, it's important that our logo has a large amount of clear space around it.

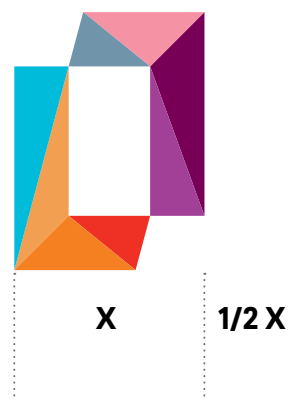
No other logos, text or graphic elements should come into this exclusion zone. This ensures the integrity, legibility and visual impact of our logo.

As a minimum, the exclusion zone should be a quarter the width of the logo, shown here as "X".

A simple example would be if the logo had a width of 4 cm, the clear space around it would be a minimum of 1 cm on all sides.

When using the logo mark on its own, X is exactly 1/2.

In both case, if it looks as though more space is needed, then increase this exclusion zone.



MINIMUM SIZE

Our logo can look great on anything from a newspaper ad to a billboard, so scale it up proportionately to its application.

The minimum size of our logo is 35 mm wide. This is to make sure it stays legible and retains its clarity and visual strength.

Recommended sizes are given below. Minimum sizes apply when the logo is displayed on its own.

If layout prevents the logo to be used at minimum size (ie on a pen), use the libraries.tas.gov.au URL instead.

These examples are all one to one when printed at A4 or viewed at 100 percent on screen.

Application	Logo Width
Pull-up banner	350 mm
A2 poster	80 mm
A3 poster	60 mm
A4	40 mm
DL flyer	25 mm
Newspaper ad	20 mm

60 mm / 260 px



40 mm / 170 px



30 mm / 130 px



20 mm / 90 px



LOGO VERSIONS

We love colour and use it boldly in our logo to express our dynamic and vibrant nature. It's important to know how and when to use the right versions.

The main version of our logo is the colour version. This should be used wherever possible, and on white or light colours, with enough clearance around the logo to let it shine.

The reverse white logo is preferred for coloured backgrounds and images, as long as there is high contrast and clarity.

The reverse colour logo can be used on special occasions.

When colour production is limited (eg newspaper ads), use the black version.

Our logo may also be used as a single colour treatment such as two-colour print jobs to give some flair and personality. See next page for examples.

If you're unsure, just contact us.

Primary logo



Secondary logos





INCORRECT USE

Our logo has been designed to be dynamic and engaging, but it shouldn't be modified in any way that would compromise its style or integrity.

Here are a few examples of what not to do:

- Don't change the individual colours in the logomark.
- Don't make the colour logo greyscale.
- Don't stretch, squash or skew the logo.
- Don't rearrange the logo elements or change their size relative to each other.
- Don't rotate the logo or any of its parts.
- Don't place the colour logo on a clashing coloured background or photo.
- Don't add effects like drop shadows, embossing or gradients.
- Don't change the logotype font, or from being uppercase.

Before finalising your work, you will need to have it approved by our team.



1 ✘



2 ✘



3 ✘



4 ✘



5 ✘



6 ✘



7 ✘

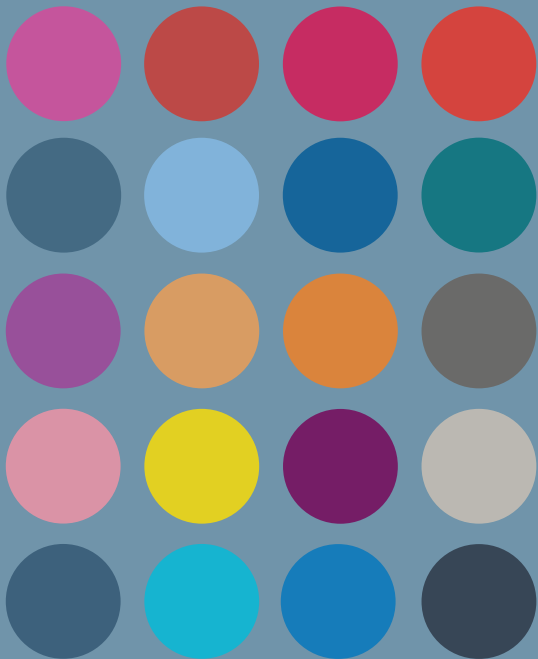


8 ✘

Chapter 3

DESIGN ELEMENTS

More than the sum
of our parts



Our core design elements – typography, colour, messages and key messaging provide consistency but also flexibility to the treatment of our material. We are more than the sum of our parts.

Our brand caters for a number of different audiences and applications.

BRAND TYPOGRAPHY

Our voice is conveyed through the words we use and typeface that embodies them. For brand messaging we use the Sailec font.

Sailec font (also in our logotype) is our font for headings and key messages on all our presentation and marketing material.

Sailec is a friendly, sans serif font that is both serious and fun. Modern and approachable, it matches the brand tone and vision of Libraries Tasmania.

We also use Sailec when referring to the various members of our Libraries Tasmania family in place of any other logo or graphic devices.

Sailec is available in many weights, but the two preferred are Sailec Bold and Sailec Black.

Standard typeface

Our standard typeface or font for the body of all our documents is the Gill Sans family. This includes Gill Sans MT but not Gill Sans MT Std Light as it is not accessible. If Gill Sans is not available, Arial is acceptable. The standard font for online text, both for emails or websites, is Arial. For more information on email and web text, see our chapter 'Online presence'

Sailec Bold —
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sailec Black —
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GILL SANS MT —
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SAILEC TITLES

We use Sailec font in place of any logo or graphic device for areas within Libraries Tasmania.

When using Sailec to refer to members of our Libraries Tasmania family in place of any other logo or graphic devices, we can provide an image of the title or name.

For example, 'Allport Library and Museum of Fine Arts' would be written in Sailec font in place of any logo or device for Allport material.

The preference is that names are left aligned when presented, however, where needed, names may be wrapped to fit available space.

Using our font for titles assists in the creation of a unique and recognisable visual style over all material that helps create a consistent look and feel that is clear and simple.

**Allport Library and
Museum of Fine Arts**

Allport Library and Museum of Fine Arts

**Tasmanian
Archives**

Tasmanian Archives

**State Library
of Tasmania**

State Library of Tasmania

**Office of the
State Archivist**

Office of the State Archivist

COLOUR PALETTE

Our colour palette is a mix of traditional soft, warm, neutral tones and contemporary bold, vibrant colours. They appear honest, respected and welcoming, as well as engaging, friendly and fun.

This colour-set spans the red, orange, yellow and magenta spectrum and moves into purples, blues and neutrals.

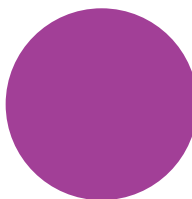
The colour palette has been selected to work with the existing red, black and grey colour scheme that Libraries Tasmania has inherited, without focusing on those colours. These colours are like notes in a song, each working and harmonising with each other.

While our brand is built on a bold and vivid colour-set, our single colour is PMS Purple. Purple is a colour that is associated with knowledge, wisdom and creativity. As a combination of red and blue, it is a good middle ground for other colours to be associated with it.

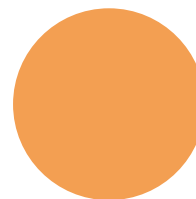
While tints are allowed, we'd prefer colours at 100 per cent, where possible.

Key

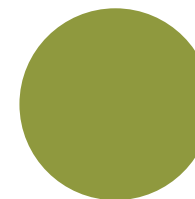
Pantone Colour Standard	PMS
Cyan, Magenta, Yellow, Black	CMYK
Red, Green Blue	RGB
Web hexadecimal	#



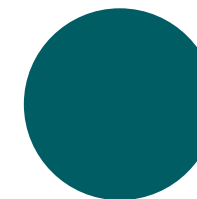
Purple
40/90/0/0
162/63/151
#A23F97



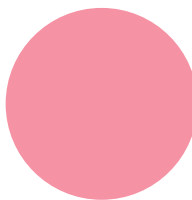
7411
2/43/76/0
243/159/82
#F29F52



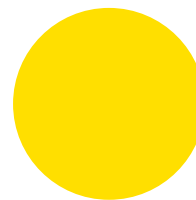
7495
47/27/96/5
143/153/62
#8f993e



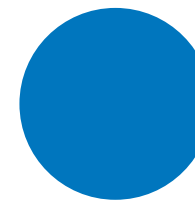
323
100/43/55/24
0/93/99
#7094AA



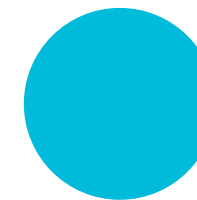
708
0/53/17/0
245/147/165
#F593A5



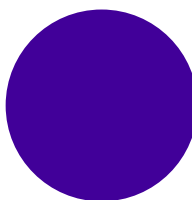
109
0/9/100/0
255/223/0
#FFDF00



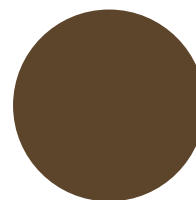
285
90/48/0/0
0/118/190
#0076BD



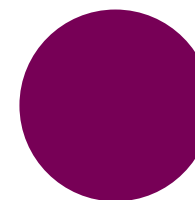
631
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0/188/218
#29B5CF



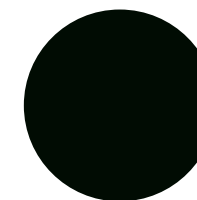
Violet
45/16/9/24
112/148/170
#7094AA



462
5/10/17/16
206/194/180
#CEC2B4



242
32/100/11/41
119/0/86
#770056



Black 3
67/44/67/95
0/7/0
#0A0F0B

SECONDARY COLOUR PALETTE

These secondary colours offer a versatile colour scheme for the range of services we provide, in a variety of applications – from heritage and archives, to community, technology and online resources.

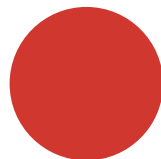
Try to avoid using more than two or three colours at once in the same application to avoid the rainbow effect.

It's important to choose imagery that works well with the colour palette.

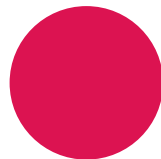
If you're unsure, use only one colour that complements the main photo. This could be a colour that adds some pop or simply highlights a feature colour, depending on the application, audience and tone.



Rhodamine Red
9/87/0/0
219/70/153
#DA4598



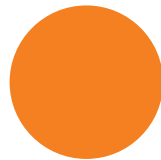
180
3/91/86/12
208/55/47
#CE362F



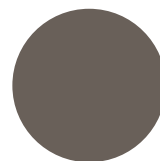
1935
1/100/55/6
220/19/81
#DC1350



485
0/95/100/0
238/49/36
#EE3123



716
C:0 M:61 Y:99 K:0
R:245 G:128 B:33
#F58021



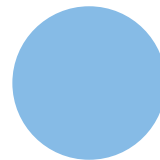
404
20/25/30/59
105/96/89
#696059



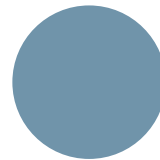
7528
5/10 /17/16
206/194/180
#CEC2B4



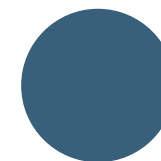
Warm Gray 3
9/11/13/20
190/183/179
#BDB7B2



278
45/14/0/0/
134/187/230
#85BBE5



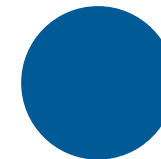
5425
45/16/9/24
112/148/170
#7094AA



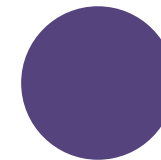
5405
68/35/17/40
57/96/122
#39607A



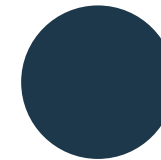
2728
90/68/0/0
38/94/172
#265EAC



653
94/57/4/18
0/90/150
#005A96



668
70/77/7/23
85/67/126
#54437E



7546
73/45/24/66
30/56/75
#1E374B

COLOUR COMBINATIONS

Although our brand palette provides for a wide range of colour combinations, colours should generally be used on their own or in limited combinations to maintain a strong, clean and modern look.

Combinations can be a single colour block, a neutral and bold colour, or an unusual, exciting, energetic mix.

When used with photography, they should add vibrancy and personality, and complement or contrast with the colours in the photo.

It's important to select colours based on the relationship they have to the audience and the content of the material being promoted.

For example, while the single colour PMS Purple could be used for the majority of applications, two alternative colours can be used to distinguish a particular audience, as shown here.

For more colour combination examples, please see our chapter on Applications.

	Primary	Secondary			
Public Libraries Learning, vibrant, engaging, surprising, playful and creativity	Purple	180	7495	708	109
		716	653	285	631
State Library of Tasmania Inspiration, innovation and intellect	Black	5405	242	WG 3	
Tasmanian Archives Knowledge, wisdom and heritage	462	7411	5425	CG 3	
Allport Library and Museum of Fine Arts Culture, sophistication and renewal	323	7546	Violet	5435	Rhod.Red
Office of the State Archivist Stylish and structured	668	7528	404		
Corporate Neutral and formal	5405	7528	404	653	278

'LT' FRAMING DEVICE

The logo can be broken apart into its individual 'L' and 'T' components and used as a framing device for other messaging.

Depending on the message, the frame acts as quote marks or bookends, and reinforce the brand in a simple and elegant manner. They can also be used to highlight text or images.

Sizing

When used with text, the sizing of the 'L' or 'T' should not exceed twice (2x) the size of the text font. For example, the sentence shown is 40 pt font and the 'L' is approximately 80 pt.

Clear Space

The exclusion zone for frame is set by the edge of the nearest text and should be the same height and width of the 'L' and 'T', shown here as "a".

The clear space is generally between 1 and 2 x a, and may be visually balanced as shown in the third example, where the 'T' is less than 1 x a.

This same spacing rule applies for any size of the 'LT'.

Colour

The device can be used in any colour from our colour palette. When used with text, it must be the same colour as text. It can be also used with black or reversed (white) text..

Sizing

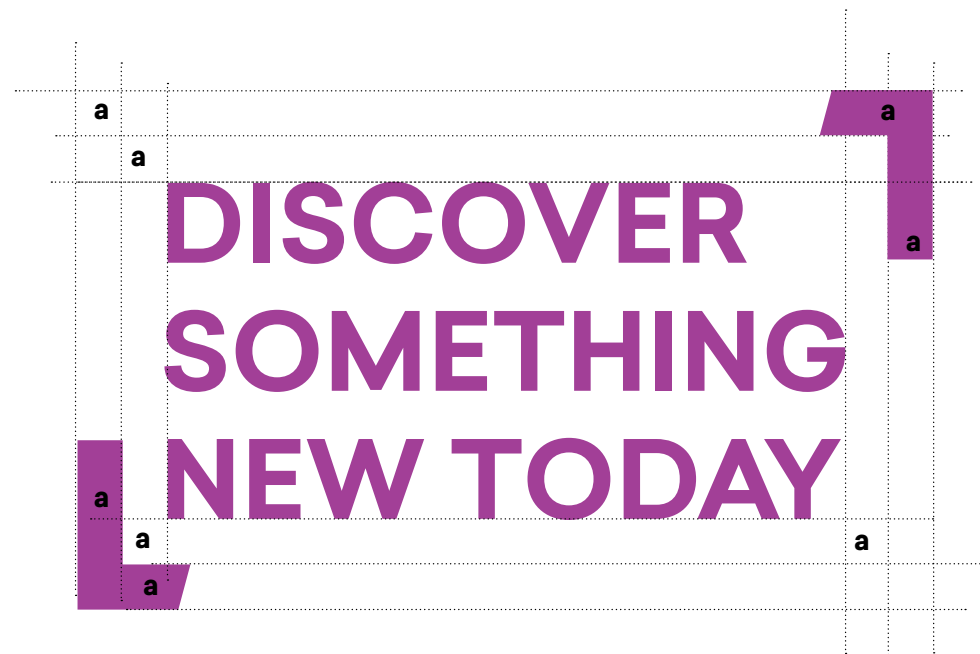


Font is 20 pt, framing device is 40 pt.

Clear Space -
example of exactly
1 x a, based on the
nearest letter



Clear Space -
example of visually
balanced with 2 x
a for 'L' and 1 x a
for 'T'



BRAND MESSAGES

The strength of the brand is its ability to support a number of positive campaign messages that promote the ideas of lifelong learning, knowledge, research, discovery, curiosity and self-enrichment.

As a starting point, these key themes can tie into the logo as a doorway or opening and be used to develop a range of message bites or teasers, like:

- Doorway to Discovery
- Window to the World
- Portal of Knowledge.

Short teaser messages can prompt and entice people to think differently about libraries and encourage engagement and interaction.

These types of statements can appear on posters, banners, flyers, billboards and social media as a teaser to further information. They are delivered in a professional, friendly tone that can also be a little quirky and fun, giving personality and life to the material.

Also see Framing Device in this style guide.

Not what you expected?

DISCOVER SOMETHING NEW TODAY

GET CURIOUS

More than you think!

WE'RE A SUB-BRAND

Libraries Tasmania operates as a sub-brand of the Tasmanian Government brand.

As a sub-brand, all Libraries Tasmania promotional (public facing) material will include the following:

- Libraries Tasmania logo
- Learners First device
- Tasmanian Government logo

We recommend you refer to the Tasmanian Government Style Guide, or ask us for advice.

Tasmanian Government logo

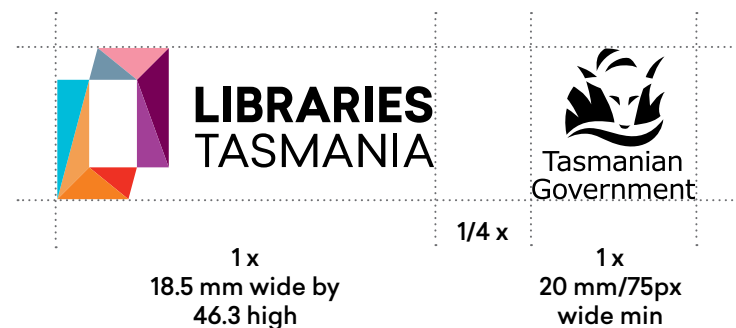
Our logo always appears to the left of the Tasmanian Government logo when they are side by side. When the logos are side by side, keep them evenly spaced and the same height.

If not side by side, the Tasmanian Government logo appears at the bottom right hand corner of all promotional material. Make sure you only show the Tasmanian Government logo once.

Tasmanian Government basewave

We use the Tasmanian Government basewave on internal government documents or when working with other government units. When using the basewave, our logo must be presented with the Tasmanian Government logo.

The Libraries Tasmania logo may appear either above or below the basewave, but not in both positions in the one application. Refer to the Tasmanian Government Style Guide, or ask us for advice.



WORKING WITH OTHERS

At times our logo will need to appear with other logos or on third party material.

In these cases, it must be used alongside the Tasmanian Government logo.

 <p>National and State Libraries Australia</p>	 <p>LIBRARIES TASMANIA</p>	 <p>Tasmanian Government</p>
1/4 X	X	1/4 X 20 mm min

THIRD-PARTY MATERIAL

In some situations, Libraries Tasmania needs to be acknowledged for its involvement with other organisations.

These occasions can be divided into three broad groups:

- Partnerships - Libraries Tasmania is working with another organisation in delivering a project, program or service and both parties have equal ownership or are making equal contribution to the project.
- Sponsorships - Libraries Tasmania has a formal sponsorship agreement to provide monetary or in-kind support.
- Support - Libraries Tasmania has a formal agreement to endorse, fund or provide in-kind or monetary support, such as through a formal grant deed.

SPONSORED BY



SUPPORTED BY



In demonstrating partnership, sponsorship or support on third-party material:

- the other organisation logo must appear with our logo and the Tasmanian Government logo.
- place our logo together with the Tasmanian Government logo, side by side
- place the Libraries Tasmania logo to the left of the Tasmanian Government logo
- keep both logos the same proportion and equal height, taking into consideration the minimum height requirements for both logos.

If third-party material can only accommodate one logo, the Tasmanian Government logo must be used.

Logo placement will depend on who owns the project, and in some cases this style guide may not apply.

Refer to the chapters on 'Applications' and 'Sub-brand use' in this style guide. Also refer to the Tasmanian Government Style Guide for more details. Please ask us for advice about third-party branding.

Chapter 4

DESIGN APPLICATIONS

How do we look?



Our brand can be applied in many creative ways by using this style guide to bring the elements together.

From promotional booklets, flyers, posters and banners to merchandise, social media and advertising campaigns, a strong visual style should flow through everything our brand touches, and demonstrate our personality.

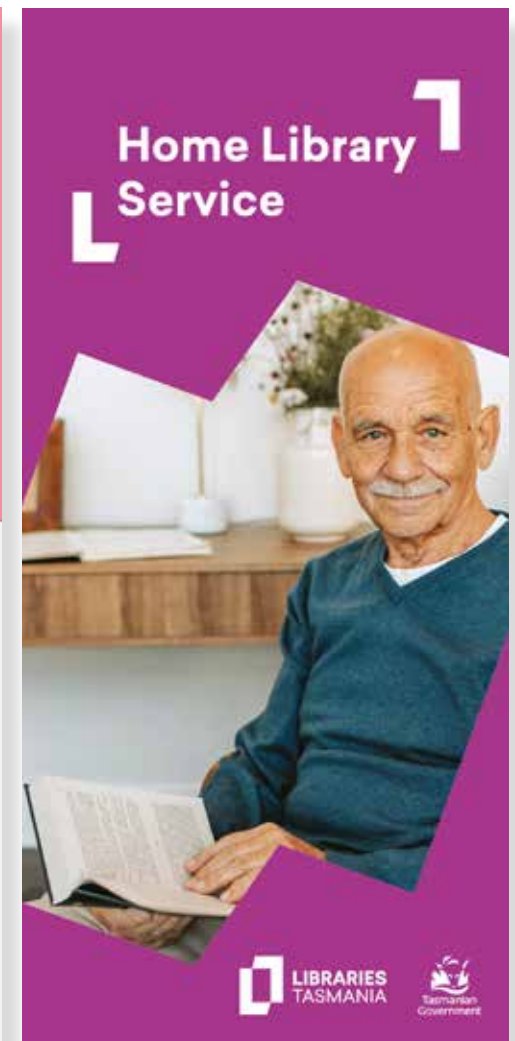
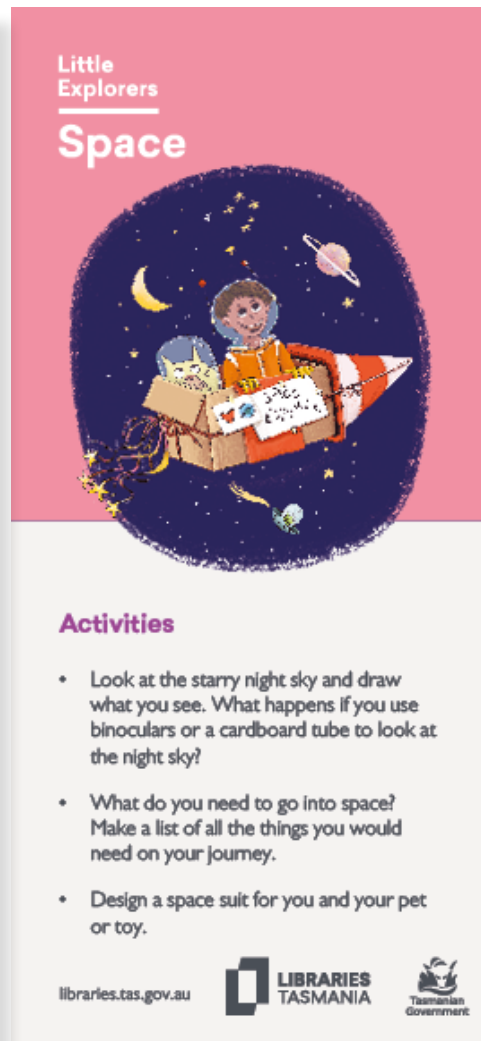
PROMOTIONAL ITEMS

Promotional items include material displayed or provided publicly for promotion or information, other than signage. This includes collateral such as brochures, flyers, posters, newsletters and banners.



PROMOTIONAL ITEMS


Library Network



PROMOTIONAL ITEMS

Library Network

Use your digital skills!



Explore the library online for FREE, become a member!

Scan QR code to join.

With your membership you can enjoy:


- eBooks and eAudiobooks
- online magazines and newspapers
- TV, film and music streaming, and much more!

...it's all yours, for free, when you're a Libraries Tasmania member.

LIBRARIES TASMANIA
Tasmanian Government

libraries.tas.gov.au/membership

Do you want to practice reading in your own time?



Borrow for FREE, become a member!

Scan QR code to join.

With your membership you can enjoy:

- new release books
- magazines
- newspapers
- movies and much more!

...it's all yours, for free, when you're a Libraries Tasmania member.

LIBRARIES TASMANIA
Tasmanian Government

libraries.tas.gov.au/membership

Have you been inspired by your family history?



Borrow for FREE, become a member!

Scan QR code to join.

With your membership you can enjoy:

- eBooks and eAudiobooks
- online magazines and newspapers
- TV, film and music streaming, and much more!

...it's all yours, for free, when you're a Libraries Tasmania member.

LIBRARIES TASMANIA
Tasmanian Government

libraries.tas.gov.au/membership



Use your digital skills!

Explore the library online for FREE, become a member!

Scan QR code to join.
libraries.tas.gov.au/membership

With your membership you can enjoy:

- eBooks and eAudiobooks
- online magazines and newspapers
- TV, film and music streaming, and much more!

...it's all yours, for free, when you're a Libraries Tasmania member.

LIBRARIES TASMANIA
Tasmanian Government



Do you want to practice reading in your own time?

Borrow for FREE, become a member!

Scan QR code to join.
libraries.tas.gov.au/membership

With your membership you can enjoy:

- new release books
- magazines
- newspapers
- movies and much more!

...it's all yours, for free, when you're a Libraries Tasmania member.

LIBRARIES TASMANIA
Tasmanian Government



Have you been inspired by your family history?

Borrow for FREE, become a member!

Scan QR code to join.
libraries.tas.gov.au/membership

With your membership you can enjoy:

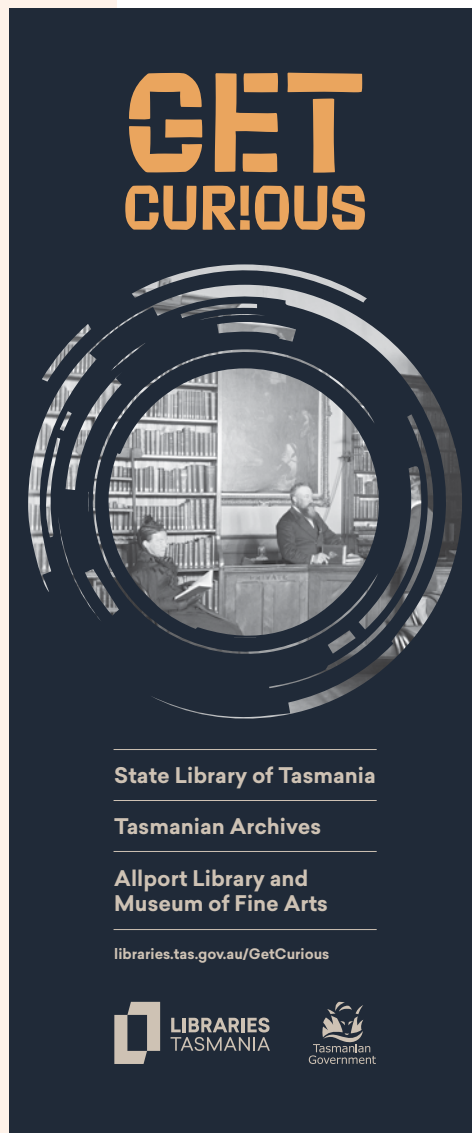
- books, magazines and newspapers
- bilingual books and newspapers
- online encyclopedias
- TV, film and music streaming, and much more!

...it's all yours, for free, when you're a Libraries Tasmania member.

LIBRARIES TASMANIA
Tasmanian Government

PROMOTIONAL ITEMS


Cultural Campaign



**GET
CURIOUS**

State Library of Tasmania
Tasmanian Archives
Allport Library and
Museum of Fine Arts

libraries.tas.gov.au/GetCurious

**LIBRARIES
TASMANIA** 



**GET
CURIOUS**

**STORIES
AFTER
DARK**

**SATURDAY 18 JUNE
6:30 PM – 9:30 PM**

**LIBRARIES TASMANIA
91 MURRAY STREET
HOBART**

Join us for a night of storytelling,
as a mesmerising digital canvas
lights up the inside and outside
of this iconic building.

[LIBRARIES.TAS.GOV.AU
/STORIESAFTERDARK](http://LIBRARIES.TAS.GOV.AU/STORIESAFTERDARK)



91 STORIES

The State Library of Tasmania
The Tasmanian Archives
The Allport Library and
Museum of Fine Arts

libraries.tas.gov.au/91stories

**LIBRARIES
TASMANIA** 

PROMOTIONAL ITEMS

State Library of Tasmania

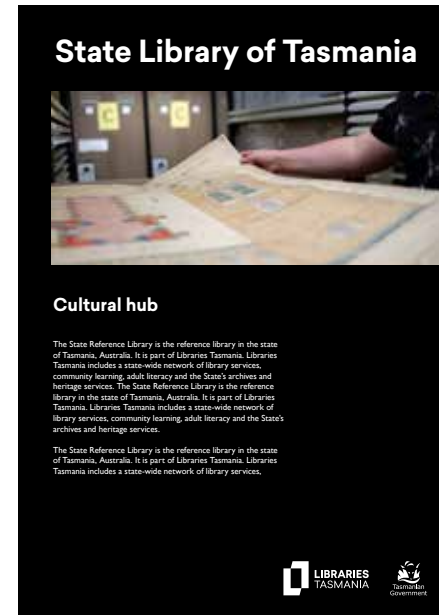
It is essential to give a different look and feel to establish public awareness of the separate identities of the State Library of Tasmania, the Tasmanian Archives and the Allport Library and Museum of Fine Arts.

Primary Audiences

- Information seekers
- cultural community
- researchers/writers/artist

Identity

- Discovery
- new ideas
- conversation
- intellectual freedom
- cultural hub



PROMOTIONAL ITEMS

Tasmanian Archives

It is essential to give a different look and feel to establish public awareness of the separate identities of the State Library of Tasmania, the Tasmanian Archives and the Allport Library and Museum of Fine Arts.

Primary Audiences

- Tasmanian public
- Government
- cultural community

Identity

- Heritage
- your collections
- your history
- our history



PROMOTIONAL ITEMS

Allport Library and Museum of Fine Arts

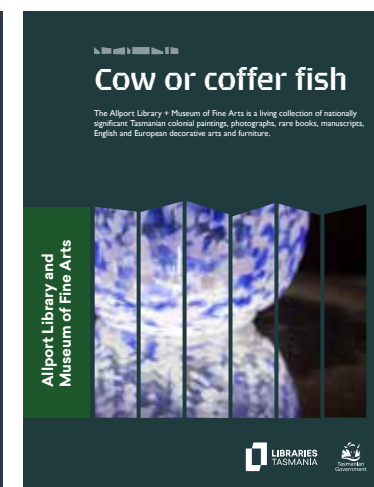
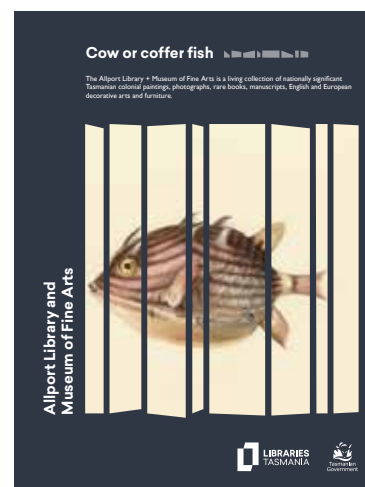
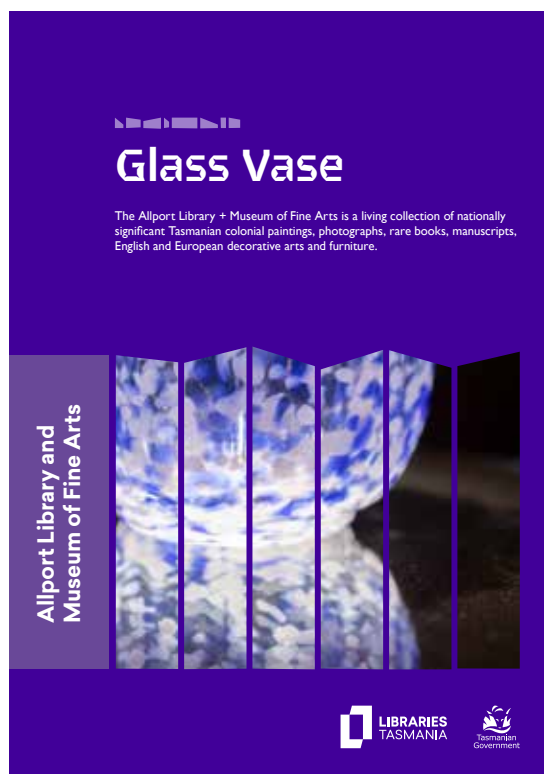
It is essential to give a different look and feel to establish public awareness of the separate identities of the State Library of Tasmania, the Tasmanian Archives and the Allport Library and Museum of Fine Arts.

Primary Audiences

- Hobart cultural community
- cultural tourists
- broader Tasmanian community

Identity

- Creativity and contemporary art
- reimagining Tasmania's past
- compelling talks
- a visual experience



PROMOTIONAL ITEMS

Library membership cards



MERCHANDISE

Merchandise includes all items given or sold to our staff or the general public. This includes postcards, pens, stickers, note pads and other products produced for retail sale.

Merchandise may use either our Libraries Tasmania logo, our logo mark or our logo type.

If the surface of the area of the object is smaller than the minimum size requirement, a libraries.tas.gov.au URL could be used instead of the logo.

We'd prefer you also use the Tasmanian Government logo, but merchandise is eligible for an exemption from mandatory elements. Please ask us for advice.



MERCHANDISE

Stickers

This collection, in our primary colour palette, shows possible colour matching options.



STAKEHOLDER ENGAGEMENT



Chapter 5

SIGNAGE

How to find us

Our signage is clean, organised and highly functional in its look, and follows the cues that underpin a light and elegant modernist style.



OUR SIGNAGE

Fixed signage includes exterior or building signage and interior or way-finding signage.

While the broad range of signage across all Libraries Tasmania sites requires specific, professional assessment and installation, there are a few fundamentals to keep in mind.

The text on all signs should be surrounded by clear space.

Signs may use PMS Purple trim around edges, or as part of their design as shown.

When both sides of a sign are visible, the same placement and images should be used on the reverse of the sign, or left white.

Long horizontal signs may use a variant on the logo as shown, due to the nature of the space. This is the only instance that this version of the logo should be used. Contact us if you have any questions.

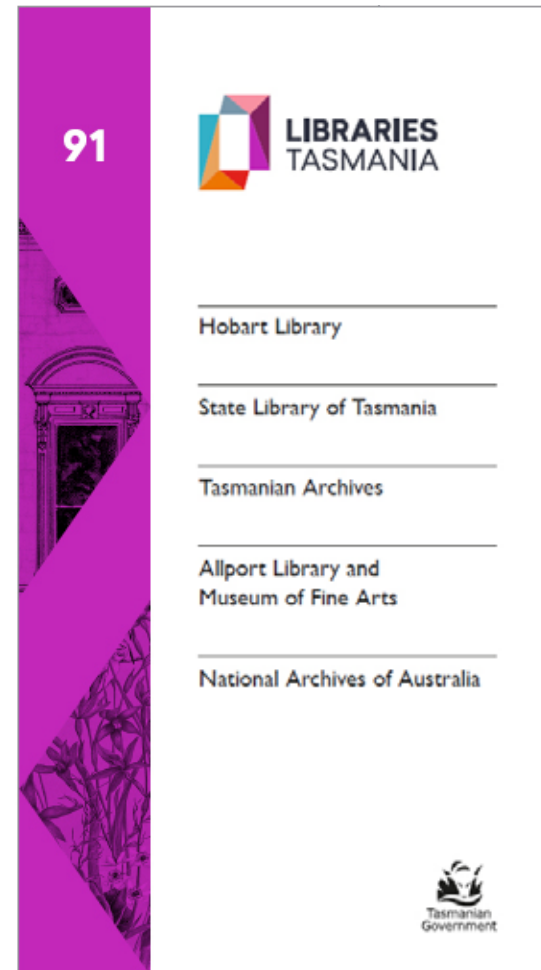


LIBRARIES TASMANIA



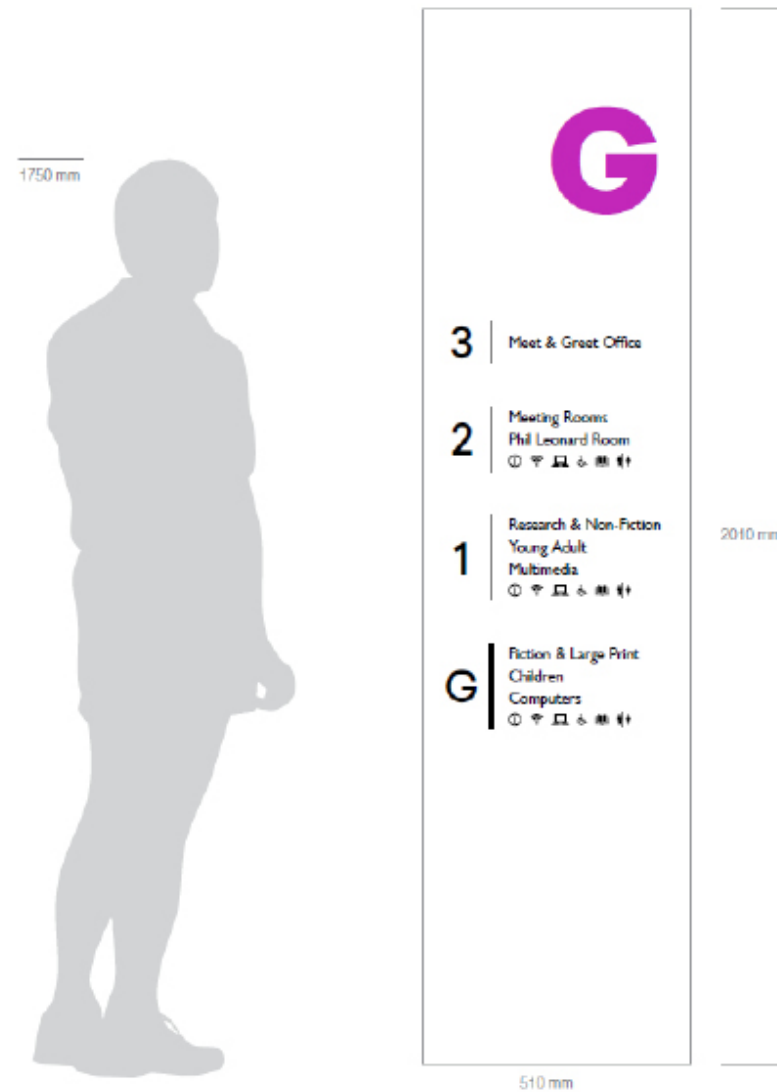
HOBART ENTRY SIGN

The main entry sign for our Hobart location is a good example showing the use of images on fixed signage.



INDOOR STANDING DIRECTORY SIGNS

Multiple styles. Only one example shown.



WINDOW AND WALL SIGNS

Multiple styles. Only one example shown.

 **LIBRARIES
TASMANIA**

Hours

Monday	9:30 – 5:30
Tuesday	9:30 – 3:30
Wednesday	9:30 – 6:00
Thursday	9:30 – 6:00
Friday	9:30 – 7:00
Saturday	9:30 – 12:30

libraries.tas.gov.au 

210 mm (A4 paper) 300 mm

SIGNPOST AND BUILDING SIGNS

Multiple styles. Only one example shown.



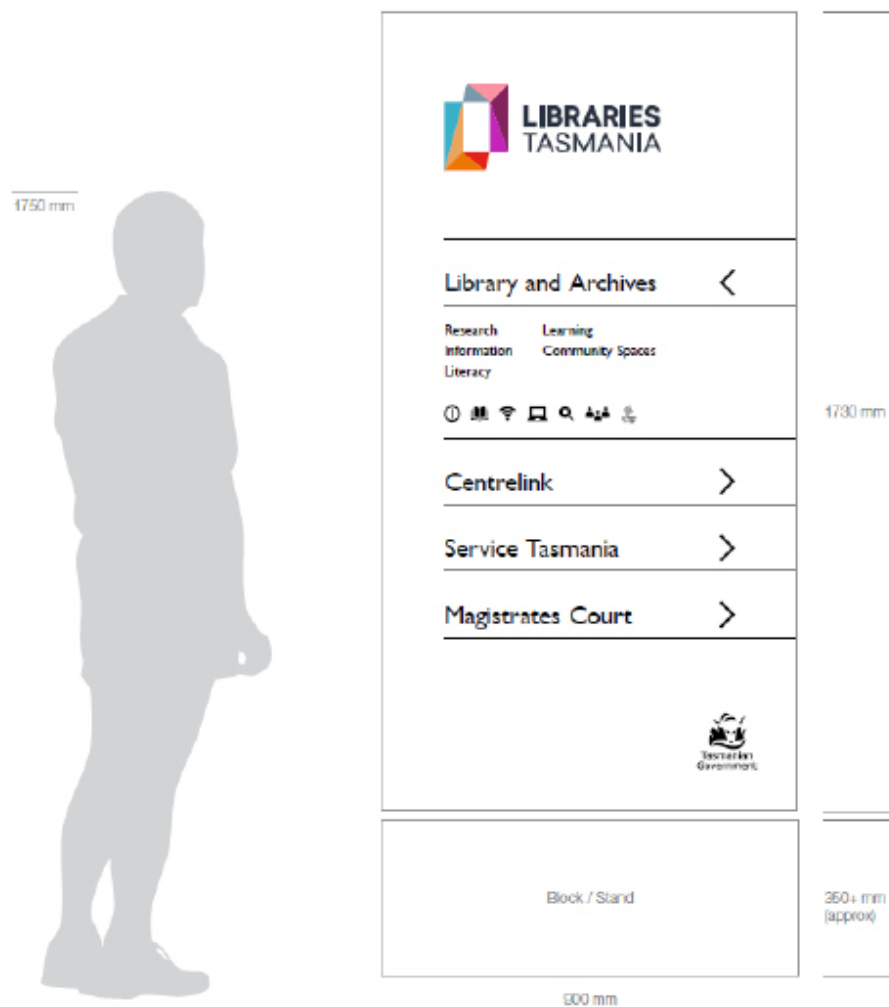
WALL, WINDOW AND SIGNPOST SIGNS

Multiple styles. Only one example shown.



FREESTANDING SIGN

The example shows how other agencies are represented on a Libraries Tasmania sign when located in the same building together.



WALL MOUNTED SIGNPOST SIGNS

The example shows how other agencies are represented on a Libraries Tasmania sign when located in the same building together.



OUTDOOR BUILDING 3D LETTERING

Outdoor 3D lettering.

Not at all locations.



SIGNAGE AND SPACES

Signage is only one part of the environmental design of a space. The whole experience of entering a location and how it is visually treated should be considered, including the layering of brand elements to create enriching environments.

These elements can be anything from flags, banners, wall hangings, window graphics and posters. These treatments are perfect for creating more invigorating environments.



Chapter 6

ADVERTISING

Extra! Extra!

Advertising is an important opportunity to make sure we get the brand and brand elements right, as we show our face publicly in the media arena.

ADVERTISING

When advertising, there are a few things to keep in mind.

All our advertising should use Gill Sans font. Sailec font may be used for headlines and key messages.

Our colour palette and colour combinations guide must be used.

The Tasmanian Government logo must meet the minimum requirement of 20 mm for the vertical version and 30 mm for the horizontal version.

We refer to the Tasmanian Government style guide for most of our advertising.

We will work with you, in conjunction with relevant managers, to help you produce the material and provide an approval.

Before finalising your advertising you will need to have it approved by our team.

Classified and Public Notice advertising

Classified advertising involves print advertisements displayed in the employment, public notice and tenders sections of the newspaper. This advertising provides information in a direct and unembellished manner.

Libraries Tasmania advertisements in this section are placed under a whole-of-government banner, which already provides the Tasmanian Government logo.

When advertising in the classifieds you must include the Libraries Tasmania logo or clearly identify Libraries Tasmania by statement.

You do not need to add the Tasmanian Government logo and basewave, since they are already included.

You must use Gill Sans font.

Refer to the Tasmanian Government Classified Advertising Guidelines for details.

Early General News (EGN) print advertising

EGN is where the main news stories are located at the front section of the newspaper. You might want to advertise here to make a big splash. When advertising in the EGN you must:

- include the Libraries Tasmania logo or clearly identify Libraries Tasmania by statement
- use Gill Sans font as a general rule, but Sailec can be used for headlines and key messages
- use Arial font when not creating completed files, but adding text directly online
- use a URL reference
- include the Tasmanian Government logo.

Use of the basewave

If using the basewave in EGN, you must make the basewave meet the sides of the advertisement, with no space on either side, unless the width of the advertisement is more than twice the height of the advertisement or two columns or less.

Online advertising

Online advertising includes all forms of advertising online, such as using website banner ads or Facebook ads.

When advertising online you must:

- include the Libraries Tasmania logo or clearly identify Libraries Tasmania by statement as the publisher or owner of the page or content
- include the Tasmanian Government logo, preferably in the bottom right hand corner, or clearly identify Libraries Tasmania as part of the Tasmanian Government
- use Arial font, or if Arial is not an option, use a generic sans serif font
- link to a tas.gov.au URL, or a site or page that is owned by, and clearly identifies, Libraries Tasmania and/or the Tasmanian Government.

Our brand font can only be used as part of an uploaded image.

Also refer to the chapter 'Online presence' in this style guide or ask us.

Chapter 7

ONLINE PRESENCE

Staying
connected

Our voice, logo, font, colour and imagery requirements also apply to our online presence.

ONLINE PRESENCE

Our online presence includes our website, online advertising, software apps and social media sites and posts.

All of our online sites, pages, ads and apps must:

- include the Libraries Tasmania logo or clearly identify Libraries Tasmania by statement as the publisher or owner of the page or content
- include the Tasmanian Government logo, preferably in the bottom right hand corner, or clearly identify Libraries Tasmania as part of the Tasmanian Government
- include the Learners First logo
- link to a tas.gov.au URL, or a site or page that is owned by, and clearly identifies, Libraries Tasmania and/or the Tasmanian Government.
- provide contact details.

For information about online advertising, refer to the chapter 'Online presence' in this style guide or ask us.

Websites

There are a few important things to remember when it comes to our website presence.

Our Libraries Tasmania website address is written without the www. For example, libraries.tas.gov.au

Note that sentences ending with a URL do not end with a full-stop.

Hyperlink meaningful and specific text rather than using "click here" or similar terms.

This applies to all website addresses.

You must:

- clearly identify Libraries Tasmania as the publisher or owner of the page or content by logo or statement
- clearly identify Libraries Tasmania as part of the Tasmanian Government by logo or statement.

Websites should apply the web version of the Learners First tab in the top right hand corner of the menu bar. If this creates clutter, or compromises the design of the website, then the vertical or horizontal tab can instead be applied to banner images on the homepage.

Social media sites

Social media and social networking sites (like Facebook, Twitter, YouTube and other blogs, wikis, media sharing sites and forums) are not owned by the Tasmanian Government or Libraries Tasmania but host our content.

All social media and social networking sites must follow this branding style guide and clearly identify us by logo or statement, as outlined under 'Websites'.

To correctly identify us you could use a Libraries Tasmania logo with a statement of ownership by the Tasmanian Government in the 'about' section of the social media site. Always include an obvious link back to the Libraries Tasmania website and provide contact details. Please ask us first if you're thinking of setting up a site for a project, initiative or business unit.

Refer to the 'Resources' chapter in this style guide to find the Libraries Tasmania Facebook Manual and the Libraries Tasmania Social Media Guide on our intranet or ask us for a copy.

Software Apps (applications)

Applications or apps are software for mobile phones or tablets.

All apps must clearly identify the Tasmanian Government by logo or statement, as outlined for 'Websites' on this page.

The Libraries Tasmania logo must be included where possible, or otherwise provide a written statement and website link.

When using logos in apps, the size of the logo is to be decided on a case-by-case basis but must be in proportion with the rest of the content.

If in doubt, ask us or refer to the Tasmanian Government Style Guide.

Online fonts

Our standard font for online text, both for email and web text, is Arial. If Arial is not available, a generic sans serif font is acceptable. Sailec font may only be used as part of an uploaded image.

**ARIAL — ABCDEFGHIJKLMNO
PQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 0123456789**

Multimedia productions are clips, videos or DVDs produced by us for broadcast or viewing.

MULTIMEDIA

Multimedia includes clips for broadcast online or on television, DVDs that the public can request, hire or purchase, or general information for public events, staff information or training.

What to include

All multimedia productions must:

- include a separate logo end frame or screen
- include a separate production information end frame or screen
- include a separate authorisation end frame or screen (TV advertising only)
- include captioning (closed captions), either along the bottom of the screen or with an option to turn on.

For more details ask us or refer to the Tasmanian Government Style Guide.

Logo end frame

The Libraries Tasmania logo and the Tasmanian Government logo should appear on the end frame of all multimedia productions.

Logos must be:

- a minimum size of one-third of the screen height
- placed side-by-side, with the Tasmanian Government logo to the right of our Libraries Tasmania logo
- full colour on a white screen or in white reversed out of a black screen
- evenly spaced at the bottom of the logo end frame or screen, if including a creative commons logo or other sponsor logos.

If the production is sponsored or supported by Libraries Tasmania, the 'supported by' or 'sponsored by' logo must be used.

For more information see the section, 'We're a sub-brand' in Chapter 3.

Production information

- Production information includes a title, date of publication and source department or agency. This may be done by providing an URL.
- Production information and/or URL should not appear on the logo screen.



Chapter 9

PHOTOGRAPHY

A picture paints
a thousand words

Our story is told through the images we use. Our images capture and display our dynamic environment and how it impacts the lives of those who connect with us.



USING IMAGES

How we look is just as important as what we say. The imagery we use forms an emotional connection to our brand.

To build a cohesive brand message over all our material, the tone, style and aesthetic quality of photography needs to match our values.

Our images are inviting, taken recently and ideally specific to Tasmania. They should be people-centred, natural and warm, building on our brand personality.

They represent the diversity and inclusion that makes Libraries Tasmania special. Where possible they should include:

- gender diversity
- age diversity
- racial diversity
- client need diversity.

We can provide all images for use from a large library of pre-approved images, which also have the subject's written permission. We do not use clip art.

Please ask us for help with images.



Chapter 10

TEMPLATES & TERMS

(Don't) break
the mould

We're all for new forms of personal expression and discovery; however, when it comes to internal material we all access, it's best to use our pre-made templates and agreed terms.

USING TEMPLATES

All our templates can be found on our intranet and will ensure consistency of our brand, but only if they are not altered in any way.

These templates have been designed to assist you in tailoring documents for your specific purpose.

We have a number of accompanying guides for using our templates that we recommend you read first.

Also refer to the Resources chapter of this style guide.

Please ask us first if you need help or advice with a template or template location.

Key templates include:

A3 Landscape

A3 Portrait

A4 Landscape

A4 Portrait - with small header

A4 Portrait - with cover

A4 Portrait - without cover

A4 Portrait (Publisher)

A5 Landscape - double-sided

DL Landscape

DL Portrait

Adult Education DL

Bookmark

Briefing Note to SEG

Business Case (for presenting to SEG or Committees)

Executive Director Letter

Letterhead

Minute to SEG

Policy

PowerPoint Presentation - standard

PowerPoint Presentation - widescreen

Public Notice

TLAB Letterhead

With Compliments DL

TERMINOLOGY

This list covers common words and phrases to ensure we have a consistent approach to our terminology. Also see the Department of Education's [Good Writing Guide for more general terms](#).

Term	Rule
acquisition	Recognised term; try to use acquire or collect
Allport Library and Museum of Fine Arts	Capitalise A L M F A
Baby Book Packs	Three words, capitals for each word
Baby Play	Two words, capitals for each word
Book Groups	Use Libraries Tasmania Book Groups, but book groups if in general
catalogue	Recognised term; can be used. Not catalog. Also catalogued, cataloguing
CDs	Capitalise CD, no apostrophe
collection / collection development	Recognised terms; can be used.
Community Use Library	Use Joint Use Library
Convict era terms	Recognised terms; can be used. See chapter called, in this style guide 'Resources'
database	One word
digitisation	Not digitization
DVDs	Capitalise DVD, no apostrophe
eAudio	Note lower case followed by upper case
eBook	Note lower case followed by upper case
enquiry	Use question or ask
ephemera	Recognised term; can be used.
eresource	Lowercase, one word (NSLA standard). Preferred use is online information resource
Facebook	Capital F only

Term	Rule
Flickr	Capital F for proper noun (specific site)
generally	Avoid unspecific adverbs, especially when writing for the web
homepage	One word, lowercase
index	Recognised term; can be used
internet	One word, lowercase
is available [or similar]	Avoid passive verbs by changing the sentence to have a client focus
Joint Use Library	A library that is shared between a school and a community eg Sheffield Joint Use Library.
keyword	One word
learner licence	Use singular (not learners, learner's or learners)
Libraries or library	Capital when in a name eg Libraries Tasmania, Hobart Library. Lowercase for general use eg at our libraries, at your local library. Branch library is a recognised library term and can be used generally (not Bridport Branch Library). A library shared between a school and a community is a Joint Use Library.
Libraries Tasmania Book Groups	Capitals for each word, but book groups if in general
manuscript	Recognised term; can be used
member, members and visitors	Members include anyone with a library membership card. Visitors attend our libraries and/or use our services but do not own a library membership card
My Account	Two words, capital M and A
New Release Express Service	Capitalise each word
one-to-one	Not one-on-one or 1:1
online access centres	Lowercase

TERMINOLOGY

Term	Rule
record	Recognised term; can be used
Rock & Rhyme	Use ampersand and capitalise both words
Selection and selection principles	Recognised terms; can be used
some	Not a selection of
sorry	Not we apologise for any inconvenience or similar phrases
State Library of Tasmania	Capitalise S L and T
Storytime or story time	One word, capital S for proper noun, but story time if in general
subscribe	Recognised term; can be used
subscription databases	Use online information resources
Tasmanian Archives	Capitalise each word. Not the Archives nor TAHO
very	Avoid unspecific adverbs, especially when writing for the web
Wi-Fi	Two words, capitalise each word and use a hyphen
wishlist	One word, all lowercase
wonderful	Avoid unspecific adverbs, especially when writing for the web
world wide web	Three words, all lowercase
young adult	Lowercase, except at beginning of a sentence. Young adult or young people, but not teens
YouTube	Capitalise Y and T

RESOURCES

Our Libraries Tasmania guides can be found on our intranet under 'Communications and Marketing'.

Below is a list of our resources for further information and reference:

- Libraries Tasmania Media Guidelines
- Libraries Tasmania Plain English Guidelines
- Libraries Tasmania Facebook Manual
- Libraries Tasmania Social Media Guide
- Libraries Tasmania signage style guide
- Libraries Tasmania Convict abbreviations at [libraries.tas.gov.au/family-history/Pages/Convict-abbreviations.aspx#Abbreviations_\(frequently_used_in_most_records\)](http://libraries.tas.gov.au/family-history/Pages/Convict-abbreviations.aspx#Abbreviations_(frequently_used_in_most_records))
- Tasmanian Government Communications Policy at communications.tas.gov.au/policy
- Department of Education Style Guide and associated templates at tasedu.sharepoint.com/sites/intranet/Document%20Centre/020_DoE_Styleguide.pdf
- Department of Education Good Writing Guide at tasedu.sharepoint.com/sites/intranet/Document%20Centre/Good-Writing-Guide-Department-and-Ministerial-Writing-Handbook.pdf
- Tasmanian Government Style Guide and Logo Policy at communications.tas.gov.au/styleguide
- 26TEN tools and resources, including Communicate clearly - A guide to plain English at 26ten.tas.gov.au/resources/Pages/Tools.aspx
- Department of Education Social Media and Web Services at tasedu.sharepoint.com/sites/intranet/SitePages/Strategic-Marketing-Communication-and-Media.aspx

Sixth Edition

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