



NEW YORK LIBRARY ASSOCIATION  
*The Voice of the Library Community*

# Branding Sheet

## Logo Variations

### Logo Options Key

- **Colors:** Reflex Blue, Black, and White
- **Image Types:** JPG / PNG / TIFF / PSD

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## Color Palette

### Color Palette Key

- **Top Row: Core Color Scheme**
  - **HEX Codes:** #1B365D, #81D1E4, #E2D8AA
  - **RGB Codes:** rgb(27,54,93), rgb(129,209,228), rgb(226,216,170)
- **Bottom Row: Highlight Color Scheme**
  - **HEX Codes:** #193671 and #414042
  - **RGB Codes:** rgb(25,54,113) and rgb(65,64,66)

#1B365D

#81D1E4

#E2D8AA

#193671

#414042

## Font Palette

**Header: Perpetua**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 TUVWXYZ123456789

**Sub-Header: Perpetua Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 STUVWXYZ123456789

**Body: Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 STUVWXYZ123456789

If you would like any of these assets, please email C Romeo at [marketing@nyla.org](mailto:marketing@nyla.org).