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.
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
- Pantone 1810
- RGB 0-0-0
- HEX 000000
- CMYK 0-0-100

Use Black for text.

Dark Red
- Pantone 1810
- RGB 148-26-29
- 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.

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

The secondary Chinese typeface is Noto Sans Simplified Chinese and can be used for subheads and short captions.

图书管理员

图书管理员
Photography

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).
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.

Chinese American Librarians Association
Example Applications

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

**Join today!**

Our vision is to support the professional development and research endeavors of CALA members, advocate Chinese American librarians in professional organizations, and enhance the leadership development of Chinese American librarians through training, mentoring, networking, and collaboration with libraries and other organizations. CALA’s work inspires Chinese American librarians to meet their professional goals and to make valuable contributions to the global library community.

**加入CALA吧!**

 CALA的愿景是支持CALA成员的professional development and research endeavors,以及倡导Chinese American librarians in professional organizations, and enhance the leadership development of Chinese American librarians through training, mentoring, networking, and collaboration with libraries and other organizations. CALA's work inspires Chinese American librarians to meet their professional goals and to make valuable contributions to the global library community.

Membership brochures

**CALA Newsletter**

No. 126, Spring 2022

**Newsletter**

**CALA Leaders Orientation 2022–2024**

July 22, 2022

**Presentation template**

Welcome! Virtual meeting guidelines

- Keep microphone off when not speaking
- Use your own whiteboard 
- Use your own presentation
- Sample questions to engage participants: Focus on thinking of your own questions
- Don’t make it boring or non-essential

**CALA Annual Committee Report 2023–2024**

**Annual report**

**CALA Newsletter: No. 126, Spring 2022**

CONTENTS

President’s Message
Announcements
Grants, Conferences, and Programming
Feature Article
Profile: Dr. Yiyun Li, Librarian
Central Valley Archive Project
NEH Grant Awarded to Haipeng Li at UC Merced for Sierra Nevada
To make the best of your participation
Make the best of your participation
Prominent achievement
In Loving Memory of Director Zhuang Shoujing: a Tribute to a Great Library Leader

**Membership brochures Website banners**

**CALA Design Guidelines**
Contact

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

exc@cala-web.org