

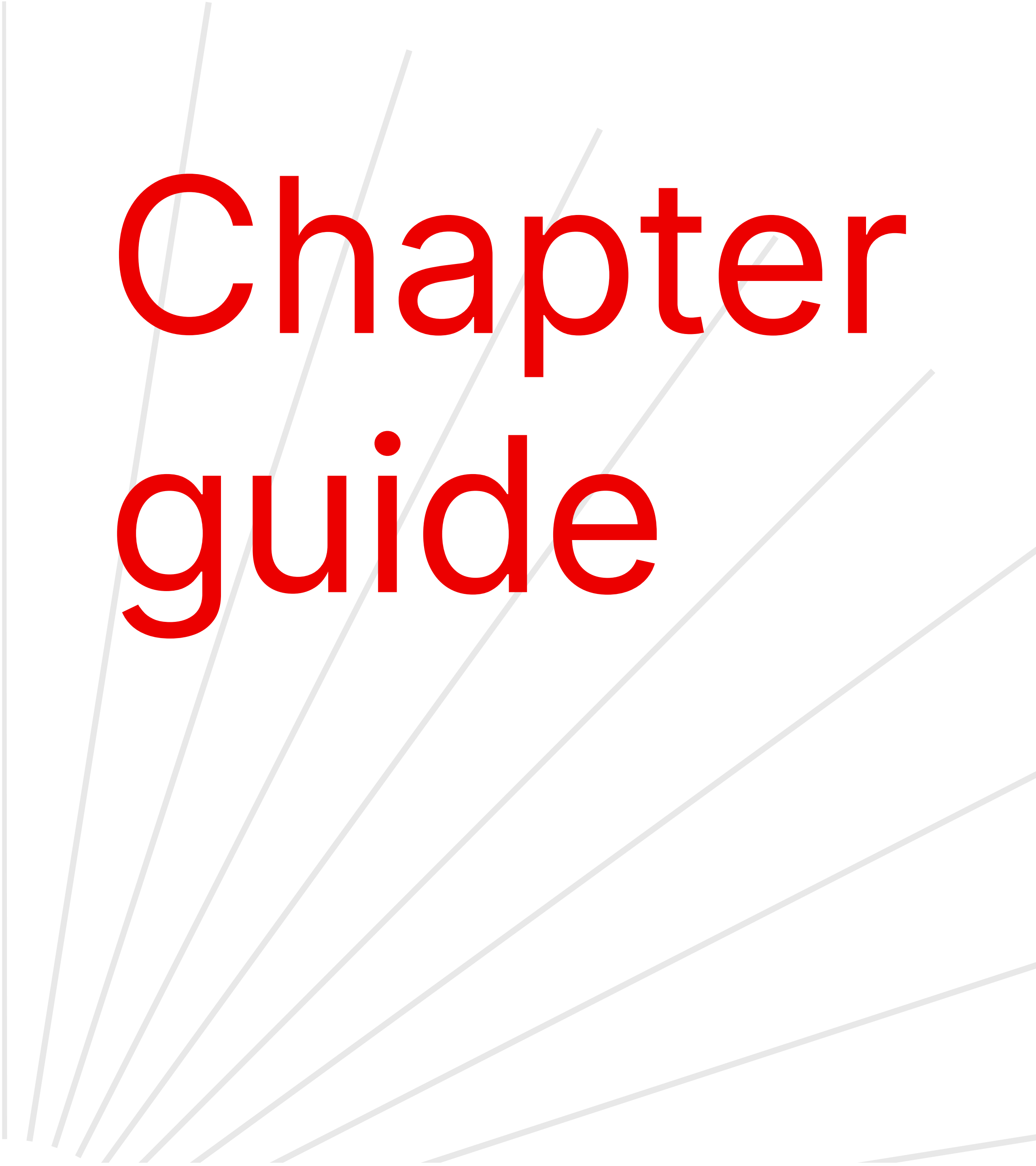
Brand guide

May 2026

bibliotheca[®]



This document will allow us to tell a unique, cohesive and effective story around our solutions, through exclusive design elements and messaging composition.



Chapter guide

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Introduction



Our story

At Bibliotheca, we believe libraries are essential to vibrant, connected communities. They are where curiosity is sparked, access is equal, and everyone can learn, grow and connect.

That's why everything we do is built around one purpose: helping libraries thrive in a changing world. Through cutting-edge technology and thoughtful design, we create solutions that make life easier for librarians and more enriching for patrons.

Whether it's self-service checkout, extended access or real-time returns, our solutions are designed to empower staff, streamline operations, and give patrons more freedom to explore on their terms. From ADA-compliant and multilingual interfaces to adjustable hardware features, accessibility is built into every product.

With Bibliotheca, libraries are not just keeping up; they're leading the way, evolving into spaces that are both digitally and physically connected to the future.





Mission

We empower libraries and their communities through innovative technologies that extend access, enhance experiences and support lifelong learning.



Vision

We envision a world where libraries are more accessible, dynamic and connected, serving as inclusive hubs for discovery, equity and inspiration.



Values

We create smart, intuitive solutions that help libraries run efficiently, engage the unique needs of their communities and meet the evolving needs of their patrons.



Our actions

Start with empathy

Understand the real-world challenges of librarians and patrons. Ask questions. Listen carefully. Design and recommend solutions that meet everyday needs.

Make it simple

Break down complex ideas and systems into clear, understandable solutions. If it's not easy to explain or intuitive to use, it's not accessible to all.

Think sustainably

Design products for longevity and adaptability. By extending the life and usefulness of our products, we help libraries reduce waste and extend resources.

Share knowledge openly

Promote a culture of learning and collaboration. Whether it's with teammates or clients, offer insights that empower others to succeed.

Be locally aware, globally inspired

Stay curious about community needs and global trends. Use your global perspective to bring new ideas, while staying grounded in local context.



Our promise

Innovation for all

It's our promise to libraries and their communities.

We believe innovation should be inclusive, accessible and easy to use. Our solutions are designed to support everyone, whether it's the librarians helping patrons every day or someone visiting the library for the first time.

We're committed to community and sustainability. We create high quality solutions that not only help libraries grow but also support a healthier planet. Every product is developed with the goal of making a positive impact, both socially and environmentally.

We combine local service with global insights. Our experience helps libraries deliver an outstanding experience tailored to their unique communities.

Innovation for all is about removing barriers, advancing equity and building a better future for libraries everywhere.

NOTE: Please do not combine or lock up "Innovation for all" with the logo.



Messaging



Our tone

Human and inclusive

Speak in a way that's clear, welcoming and accessible to everyone. Reflect the diversity of library users and staff around the world.

Confident but humble

Be proud of your expertise and global reach, but always grounded in service. Let your confidence come through results, not ego.

Optimistic and purposeful

Focus on the positive change your solutions make. Show that innovation isn't just about tech — it's about people, progress and possibilities.

Global and local

Balance international knowledge with sensitivity to regional needs. Speak with cultural awareness and appreciation for community-specific challenges.



MESSAGING

Examples of how to

Say this

Instead of

Emphasize people over products

flexAMH speeds up returns so staff can spend less time handling materials and more time helping patrons.

flexAMH automates the returns process with scalable, modular components and customizable configurations.

Focus on benefits, not just features

selfCheck 2500 makes borrowing simple and convenient for everyone, in any language and with flexible ways to pay.

The selfCheck 2500 offers RFID and barcode support, optional payment modules, and multilingual capability.

Be clear and accessible

With open+, libraries can stay open longer and give patrons more freedom to visit when it works best for them.

The open+ solution enables extended access hours and autonomous library operation.

Show impact, not just technology

We help libraries understand what their communities love most, so they can offer more of the right materials.

Bibliotheca offers data-driven solutions that enhance collection performance.

Sound like a partner, not a vendor

We work alongside libraries to create solutions that save time, improve access and serve everyone in your community.

We provide hardware and software solutions tailored to library operations.

Highlight inclusivity and sustainability

Our self-service kiosks help libraries save space, while making borrowing easier for everyone.

Our modular kiosks are made with recyclable materials and designed for compact spaces.



Visual identity



Brandmarks

Our flexible suite of brandmarks serves as a beacon for our brand. We're elevating the mark to iconic status with our wordmark playing a supporting role.



Books

The books are our primary mark. Whenever possible, they are placed separately from the wordmark.



bibliotheca®

Wordmark

Our wordmark and should be placed within the same layout or visual space.

 bibliotheca®

Brand lock-ups

Separate placement of the mark and wordmark is always preferred. When it isn't possible to liberate the mark from the wordmark, the brand lock-up may be used.

Do not use the lock-ups in conjunction with the liberated mark.



Brandmark colors

Our brandmarks are available in full-color or one color. Only the white logo can be used on the brand red, pink, orange and yellow.

Watchouts



DO NOT use the full-color logo on secondary brand colors. It stands out best on white or primary backgrounds.



DO NOT add drop shadows to brandmarks. A clean presentation keeps our identity sharp.



DO NOT use colors or tints other than red, white or black. Our core palette ensures a bold and consistent brand presence.



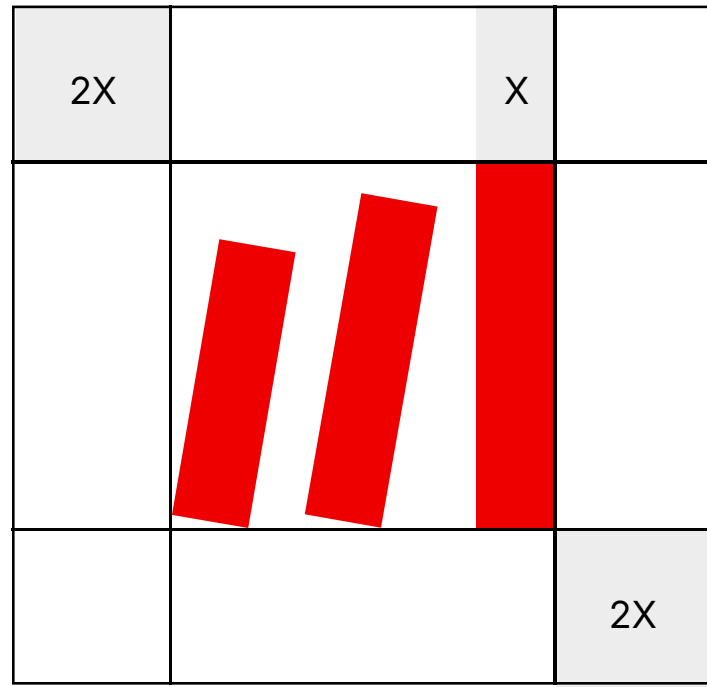
DO NOT rotate or distort brand elements.



DO NOT combine the logo with text or taglines.

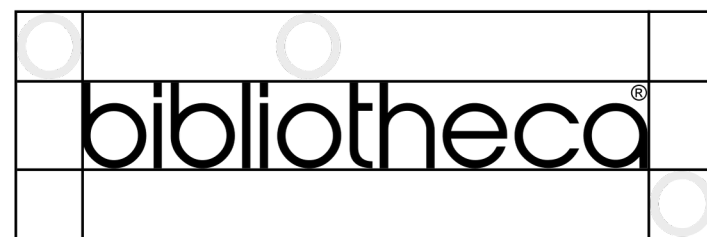


Brand marks clear space



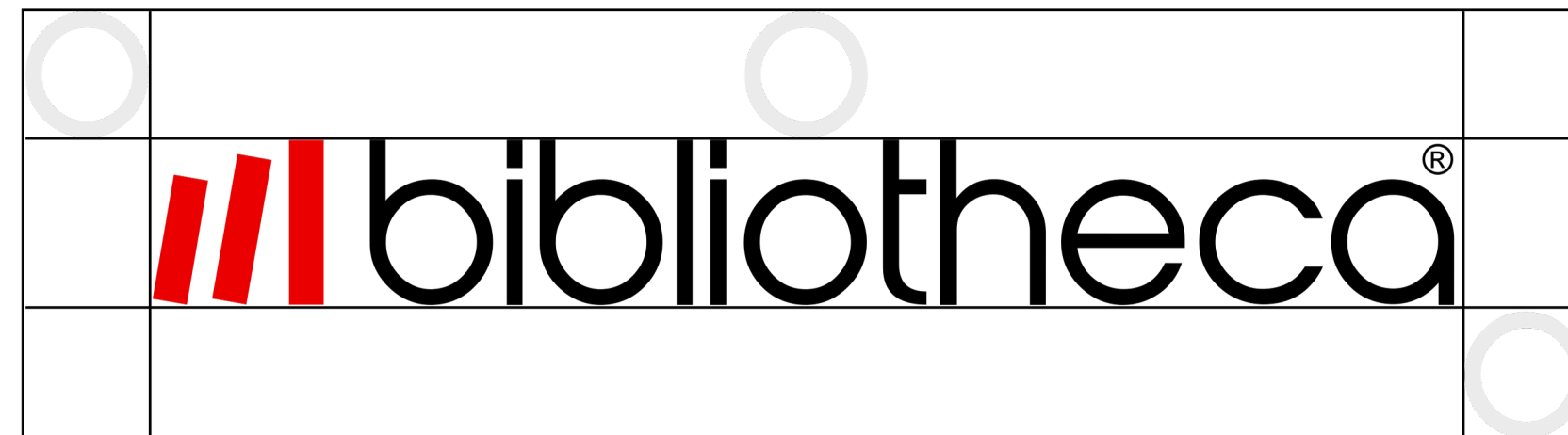
Mark

Clear space is equal to 2 widths of one book shape.



Wordmark

Clear space is equal to the o.



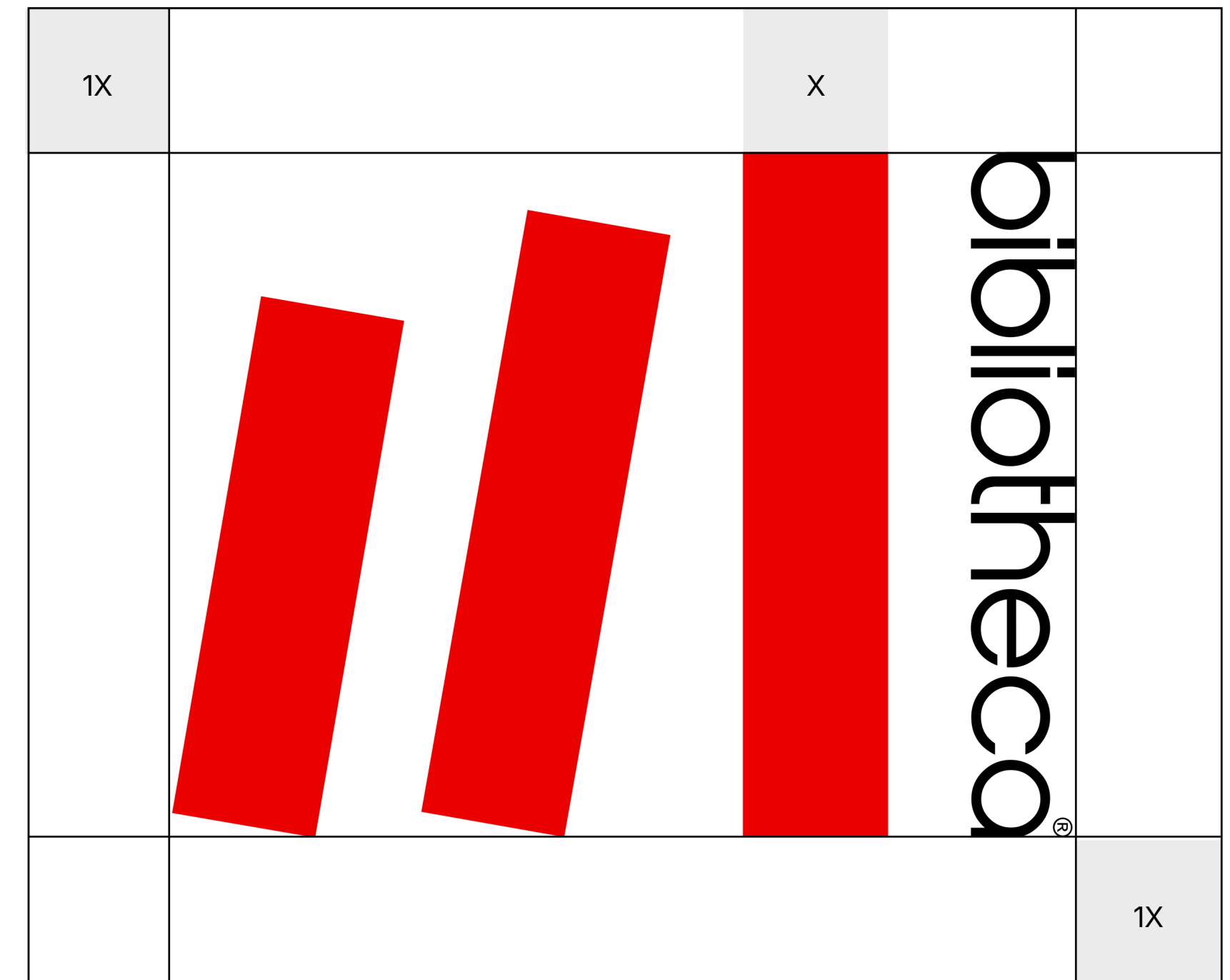
Brand lock-up

Clear space is equal to the o.



Co-branding

Co-logos should be sized visually equal and aligned to the Bibliotheca wordmark. The divider line is black, 1pt wide, height is equal to the mark and should have a clear space is equal to the o.



Brand lock-up alt

Clear space is equal to one width of a book shape.



Typography

Our font is Inter. It is an open-source font and is available online at fonts.google.com/specimen/inter.

Headlines are set in Inter Regular No punctuation and 2x the body copy size is preferred

Body copy is set in Inter Regular. For accessibility, use a 12pt minimum for print and 14pt minimum for digital.

Use **Inter Bold**, **Inter Regular in red** or INTER REGULAR ALL CAPS to create emphasis.

Italics are used only when referencing books, movies, albums or publication titles.

Use Inter Medium or Bold to ensure legibility in digital spaces when type is over photography or reversed out.

Legal and disclaimer copy is set in Inter Regular. 10pt font size is preferred.

Arial is our web-safe font for use in digital formats like email and presentation decks, as it is widely available on various operating systems and browsers, ensuring consistent rendering across different devices.

Approved color combinations

Black on white	Red on white	Black on gray	White on black	White on red
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Color combinations approved for large format use only

Inter Bold may be used in these combinations with extra consideration for size due to accessibility issues.

Pink on white	Orange on white	White on pink	White on orange
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\$100

100M

100%

100+

Numbers and symbols

Symbols should be half the height of the numbers and superscripted or subscripted. Pink, orange and gold can only be used on numbers and symbols in headlines.

Watchouts

Lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur

Do not use white on gold or gold on white.

Lorem ipsum dolor sit amet, consectetur

Do not use color combinations that aren't on the approved list. Approved combinations create harmony and visual clarity.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Do not place large amounts of text on black, red, pink, orange or gold backgrounds. Black text on white is more accessible.

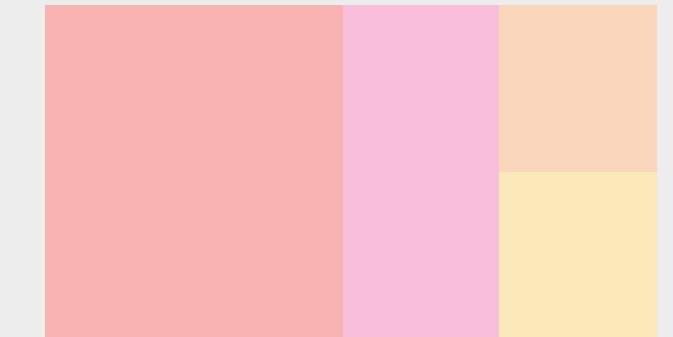


Color palette

Our primary brand colors are white and red with accents of pink, orange and gold. Our secondary colors add warmth, balance and freshness. When using our secondary colors, please ensure the visual priority is given to our primary colors, achieving a similar balance to below.

WHITE CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF	RED CMYK: 0/100/100/0 RGB: 238/0/0 HEX: #EE0000	PINK CMYK: 2/95/9/0 RGB: 233/39/134 HEX: #E92786	ORANGE CMYK: 3/64/100/0 RGB: 237/122/32 HEX: #ED7A20
			GOLD CMYK: 2/31/100/0 RGB: 247/181/25 HEX: #F7B519
			GRAY CMYK: 5/4/4/0 RGB: 238/238/238 HEX: #EEEEEE
			BLACK CMYK: 100/100/100/100 RGB: 0/0/0 HEX: #000000

Watchouts



Do not use tints of brand colors. Solid colors are more impactful and true to our brand spirit.



Do not use secondary colors without including primary colors. Primary colors provide balance and anchor any design.



Do not give secondary colors more visual prominence than primary colors. Let the primaries lead for a cohesive look.



Patterns

Our patterns add depth and visually connect to headlines for emphasis. Patterns are black with 10% opacity and can be placed on any of our brand colors.



Open book pattern



Page forward pattern



Page flip pattern



Page corner pattern



Book spine pattern



Bookmark pattern

Watchouts



Do not mix unapproved color combinations. Thoughtful combinations keep our brand instantly recognizable.



Do not change the weight or thickness of patterns. Consistent lines help maintain brand structure.



Do not create new patterns beyond the approved set. Stick to established designs for cohesion.



Lifestyle photography

Our photography style catches candid moments within a diverse community. Photos should be well lit with a warm tones.



Lifestyle photography watchouts



Avoid using photos that feel overly staged or forced. Our photography should always show authentic moments of the every day experience in libraries.



Avoid using negative photos or exaggerated expressions. Our photography should always show how our solutions positively improve the library experience.



Avoid using photos with dark, dramatic or moody lighting. Our photography should always feel light, friendly and joyful.



Avoid using photos that have blown out lighting or are overly saturated. Our photography should always feel natural and warm.



Avoid using photos that focus on materials. Our photography should always show how our solutions promote human connection and productivity.



Avoid using symbolic photography. Our photography should always imply real solutions for the real needs of libraries.



Avoid using photos with dated processes or technologies. Our photography should always show modern solutions for evolving libraries.



Product lifestyle photography

Our product photography helps tell our story by showing how they are used every day. When possible shots should utilize natural light, a shallow focus/short depth of field, modern environments and diverse models. Use cropping and focus to highlight the product features with software added in post to ensure high contrast. When using materials, generic book covers in our color palette are preferred.



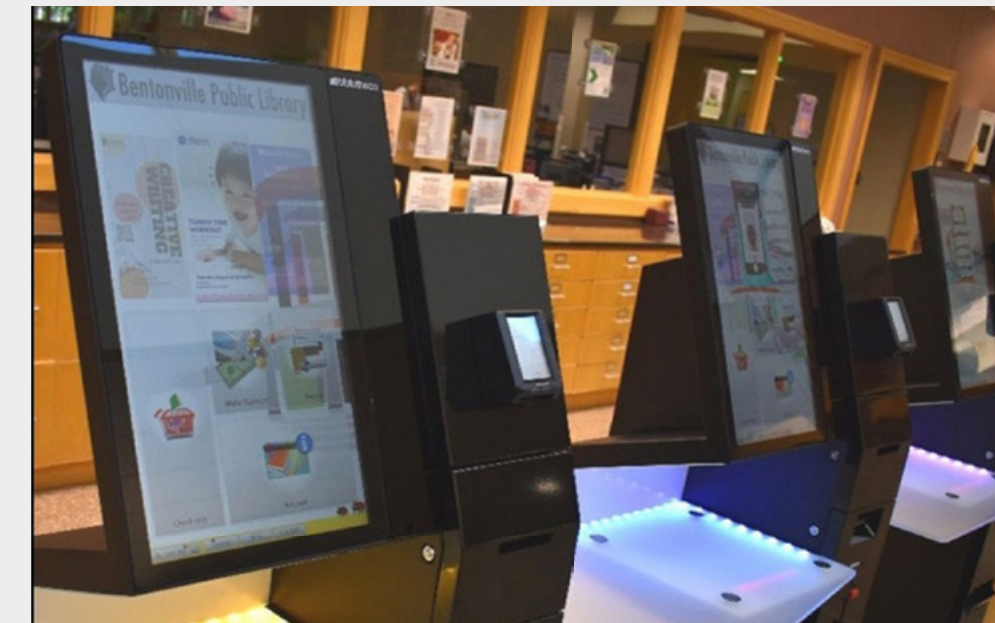
Product lifestyle photography watchouts



Avoid using photography with products in cluttered or busy environments. Our photography should always keep the focus on our solutions.



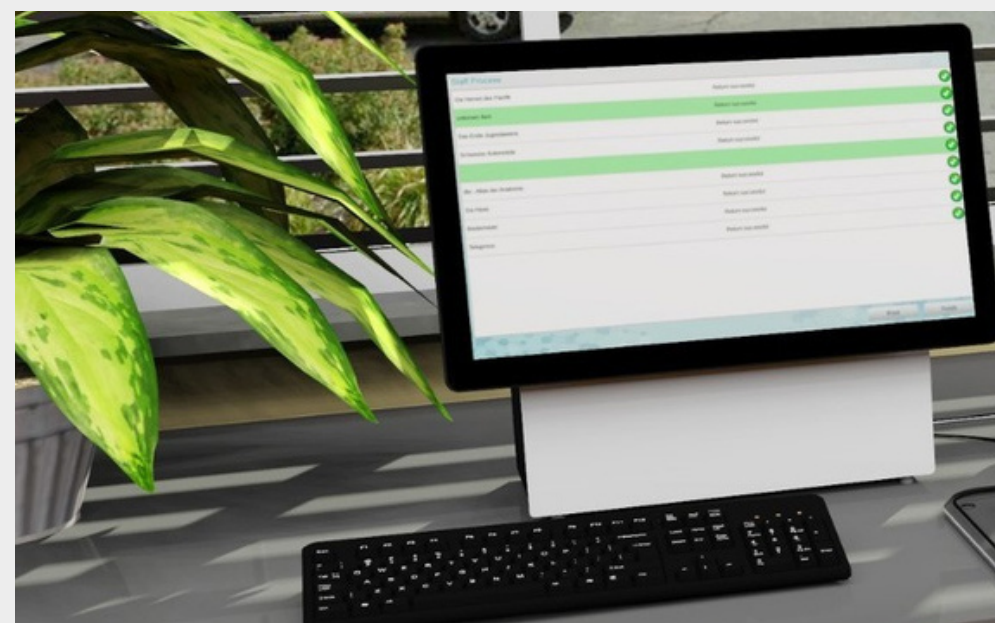
Avoid using photography without an interface, the current interface or an interface that is washed out or hard to see. All photography should always have the interface superimposed to show the optimal experience.



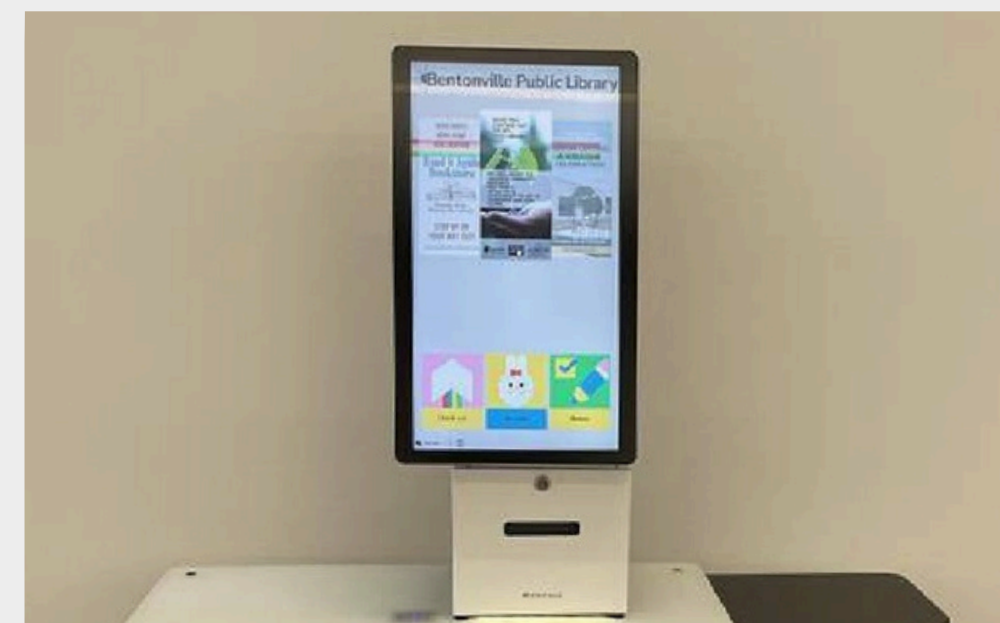
Avoid using photos with dark, dramatic or moody lighting. Our photography should always be edited to adjust the brightness, contrast, color balance and include the optimal interface experience.



Avoid removing backgrounds from photos with people. Our photography should always show people engaging with our solutions in the real world.



Avoid using 3D rendering software to create product environments. Our photography should always be shown in real environments or without backgrounds following the product rendering guidelines.



Avoid using backgrounds that lack depth, warmth and contrast. Our photography should always be shot in modern, warm environments at a variety of angles to feature different product attributes.



Avoid using photos that contradict our message of simplicity. Our solutions should never be shown in a way that implies they are complicated or need extra instruction to use.

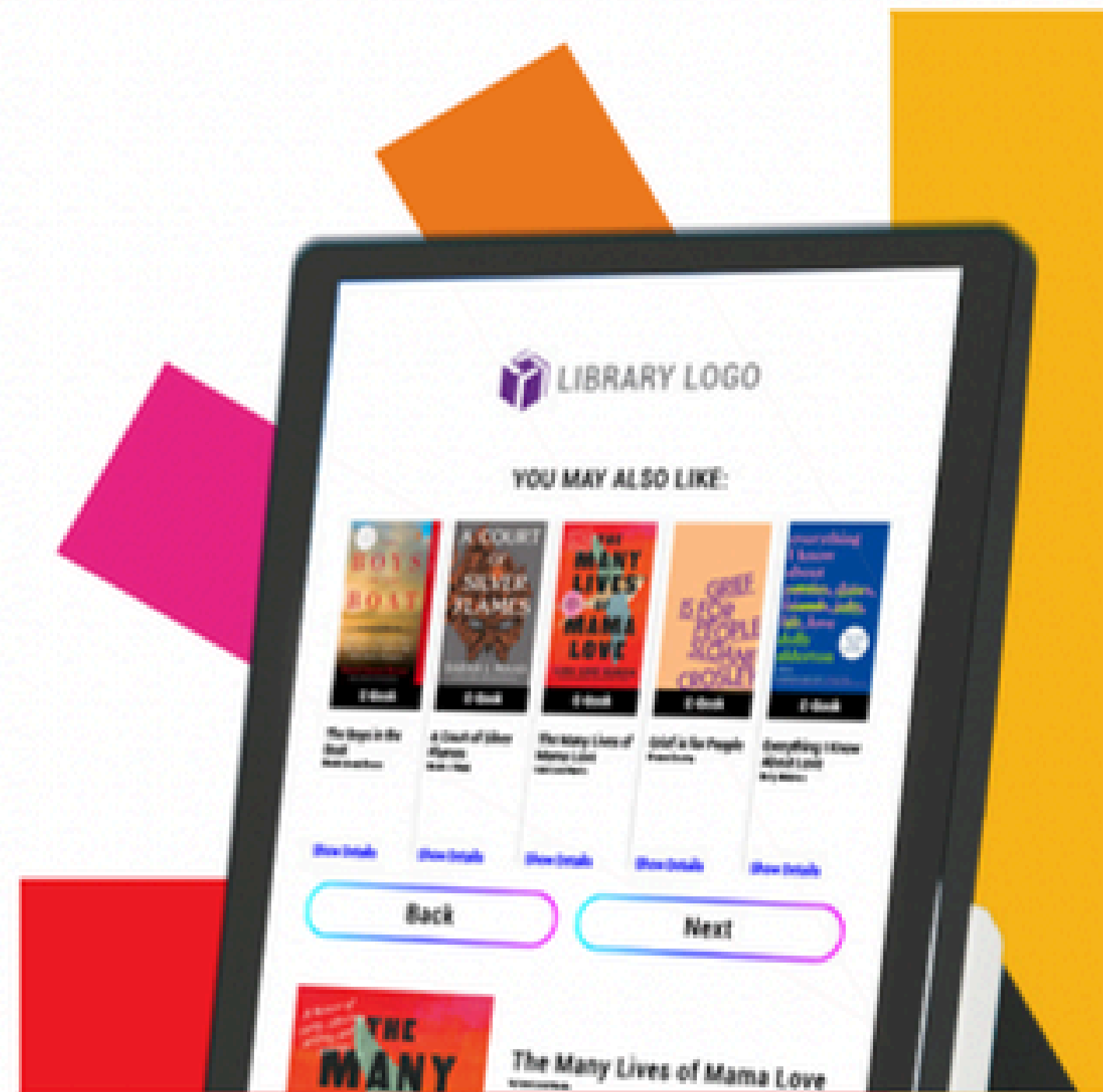


Avoid using dated photography in overly staged environments. If there are no current photos, please use product renderings that follow guidelines.



Product renderings

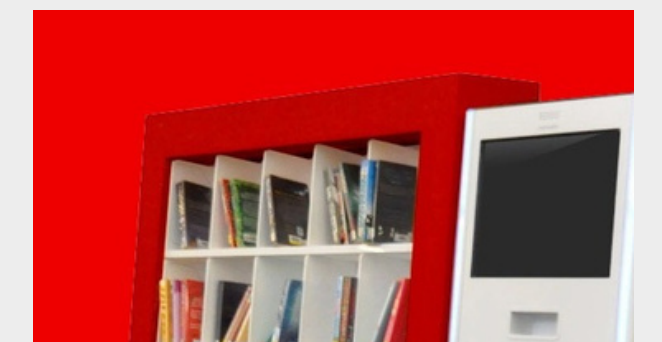
Product renderings are a great way to highlight new solutions or specific features. Our pattern library, figurative icons or the “b” in our wordmark can be used to highlight specific product features.



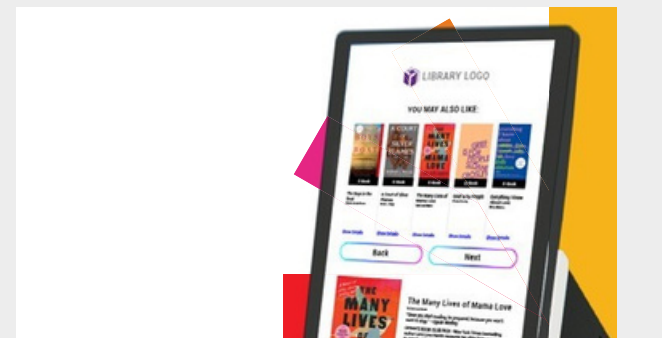
Watchouts



Do not use patterns where they are not clearly visible.



Do not place product renders on background colors that blend in.



Do not obscure patterns or icons so much that they have no meaning.



Iconography

Our icons are inspired by the visual language of our logo. The figurative icons should be used to convey meaning, imply motion, add visual interest or explain complex ideas. The product icons should be used to represent specific product features and functionality.

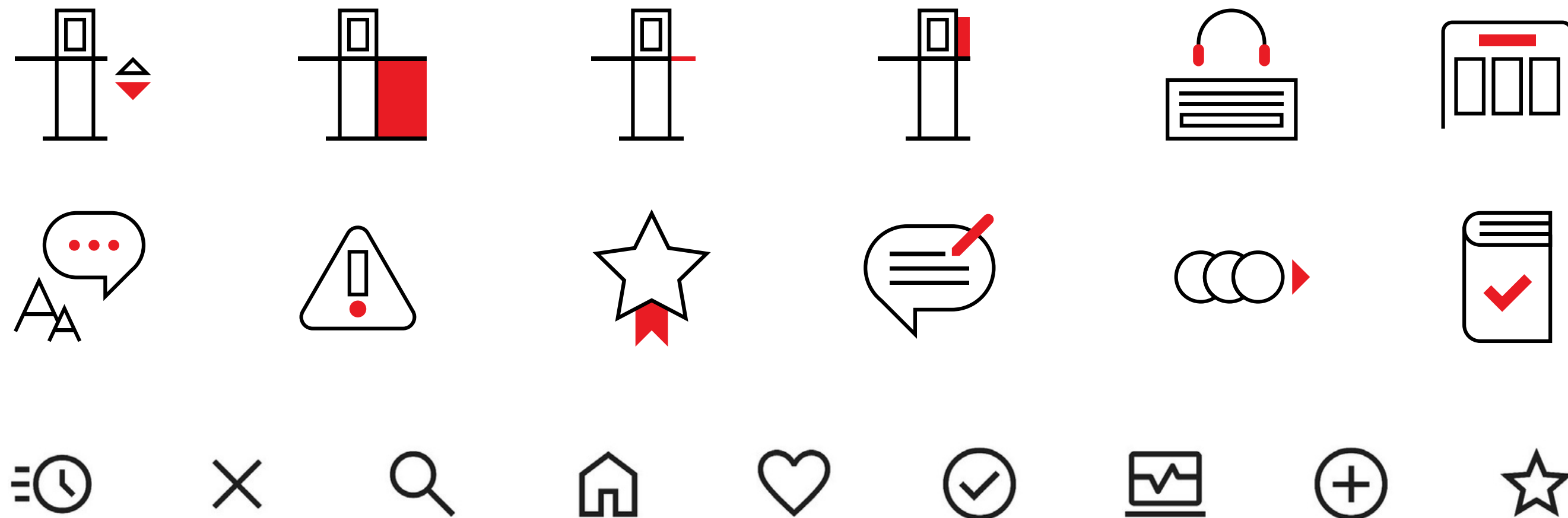


Figurative icons

Our figurative icons are more abstract and mimic our mark.

They must use all 4 colors in equal balance and in order of red, pink, orange and gold.

They are purposefully simple and should be able to convey multiple meanings.



Product icons

Our product icons are more literal and mimic our wordmark.

They must use black with a thoughtful accent of red.

They should mimic product shapes while remaining as simple as possible.

General icons

Please use fonts.google.com/icons.

Watchouts



Do not make figurative icons overly literal or complex. Simplicity helps them communicate clearly and quickly.



Do not use figurative icon colors outside red, pink, orange or gold. These tones align best with our visual identity.



Do not use secondary colors on the product icon. Primary colors ensure clear product recognition.



Examples



Presentation template

The presentation template consists of 10 slides arranged in a 2x5 grid:

- Slide 1 (Top Left):** "Engineering real library solutions" with the BiblioTech logo and two red vertical bars.
- Slide 2 (Top Middle-Left):** "Let's elevate the library experience to meet evolving needs" on a pink background.
- Slide 3 (Top Middle-Right):** "Free up staff with streamlined sorting, storing and transporting" featuring an image of automated shelving units.
- Slide 4 (Top Right):** "Smart tools for more control" featuring an image of a staff member using a tablet on a cart.
- Slide 5 (Bottom Left):** "Thoughtfully designed and built for impact" with three icons: expert design, light/air/sound, and 50 years of feedback.
- Slide 6 (Bottom Middle-Left):** "Self-service is the new standard" with statistics: 84% of Americans use self-service tools, 79% expect organizations to offer them, and 66% prefer self-service to a human check-out.
- Slide 7 (Bottom Middle-Right):** "Self-service that's effortless for everyone" featuring an image of a self-service kiosk.
- Slide 8 (Bottom Right):** "Get in touch" with contact information: help@bibliotech.com, 1-800-224-2667, and www.bibliotech.com.



Ads and Banners

bibliotheca

Do even more

- personalizing
- connecting
- promoting
- inspiring

with Bibliotheca

See the new selfCheck™ 2500 at ALA
Come by booth 1705 to get your hands on the newest selfCheck — now more compact, modern, and intuitive than ever.
bibliotheca.com

Support the right to read — and wear it proudly!
Scan the QR code for a chance to win our exclusive "Right to Read" shirt from Bibliotheca.

bibliotheca

- personalizing
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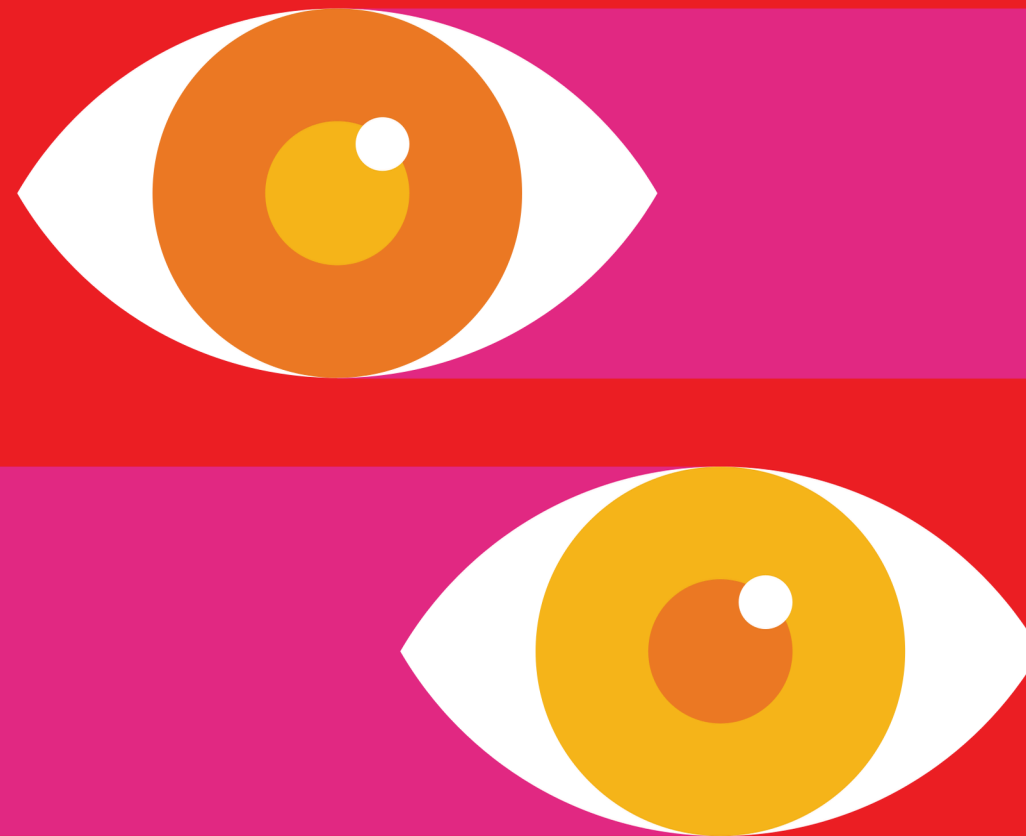
with Bibliotheca

See the new selfCheck 2500™ in booth 1705



Brochures


A Tale of Two



Visions

Designed to shape the future of our communities

Authored by libraries



CHAPTER ONE An epic adventure

Every great story begins with a shared vision. Ours started over 50 years ago, uniting with libraries to navigate an ever-evolving world. Together, we've championed equal access and upheld an unwavering commitment to service. This dedication has given rise to an ecosystem of groundbreaking solutions designed to empower patrons, liberate staff and transform the library experience in ways never before imagined.

- CHAPTER TWO Vice-Self
- CHAPTER THREE Outreach & Access
- CHAPTER FOUR Return & Sorting
- CHAPTER FIVE Tools & Supplies
- CHAPTER SIX Security & Detection


We love libraries

Our passion drives us to design high-quality products that enhance the library experience through innovative technology and user-friendly solutions.

Coupled with a commitment to reliable local service, our dedicated support empowers libraries to thrive.

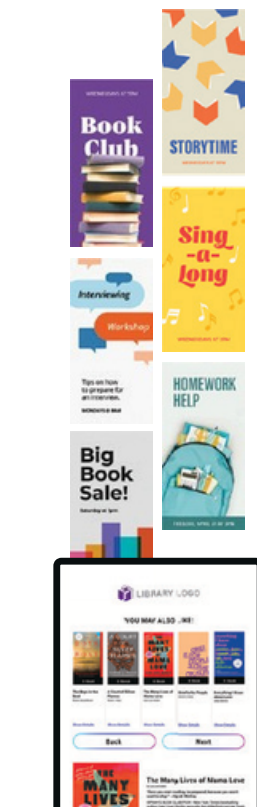
Our knowledgeable team is always ready to help, ensuring your library can fully leverage your solutions to meet the diverse needs of your community.

30K+ 21
countries with local support



CHAPTER TWO A new era of self-service

In this new era, patrons become the heroes of their own journey. We've uncovered the enchantment of intuitive self-service — creating a space where users can seamlessly borrow, return and discover on their own terms. By putting the power in their hands, the library transforms into a dynamic hub of learning, inviting everyone to explore freely and confidently.



Self-service powered by simplicity

Our intuitive self-service software enables patrons to borrow, return, and engage with your library through customized:

- Workflows and branding
- Service and event promotions
- Recommended reads
- Accessibility and language options
- Real-time reporting
- Payment options

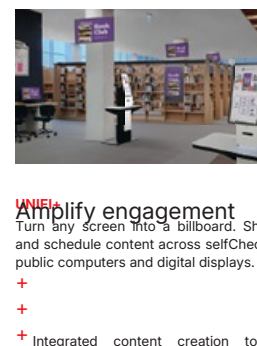

From the first touch point to last, quickConnect sparks curiosity and creates an engaging experience that keeps patrons coming back for more.

Amplify engagement

Turn any screen into a billboard. Share and schedule content across selfChecks, public computers and digital displays.

- Integrated content creation tools
- Promote events, updates and videos
- Interactive calendars and wayfinding

With Spanish Fork Public Library now boasts an increased usage rate of 76%





CHAPTER FIVE Designed to delight

Empower patrons to independently borrow, return and discover.


- Powered by quickConnect
- Accessibility compliant
- Secure payment options
- Real-time analytics
- RFID or Tattle-Tape™ compatible

Payment, shelf and bin options:



CHAPTER FIVE Borrow

Return, sort, and recirculate in one step. By pairing intelligent shelving with selfCheck technology, smartShelf puts recently returned items back into circulation instantly. Allowing patrons to get their next read at the smartShelf.

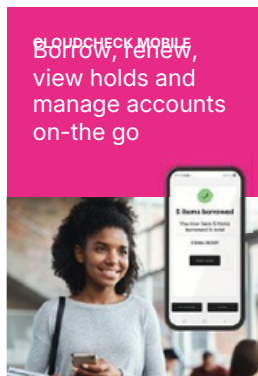


CHAPTER FIVE Real-time returns

Return, sort, and recirculate in one step. By pairing intelligent shelving with selfCheck technology, smartShelf puts recently returned items back into circulation instantly. Allowing patrons to get their next read at the smartShelf.



CHAPTER FIVE Borrow, return, view holds and manage accounts on-the go




CHAPTER THREE The boundless possibilities of extended access

A truly great story shouldn't be paused just because the clock strikes five. By breaking down the barriers of traditional hours, we help your doors remain open long after the sun sets. This evolution transforms the library into an ever-present sanctuary of knowledge, welcoming patrons to connect, learn and explore on their own unique schedules.


CHAPTER THREE Anytime access

Provide full or limited access to your library's self-service resources and holds pick-up areas beyond regular library hours.



CHAPTER THREE Understand your library's rhythm

Anonymously monitor entries and exits across locations. From broadcasting current occupancy to delivering actionable space-usage insights, get the comprehensive data you need to make smarter operational decisions.



CHAPTER THREE Your library everywhere

Expand your library's reach with 24/7 access to holds, browsing and returns from anywhere in your community. Configure remoteLockers for your space, including outdoor areas and community locations. Enhance the experience with your library promotions, curated collection recommendations, unifi+ integration and branded wraps.

Carmel Clay Public Library's parking garage remoteLocker increased holds by 30%

