Executive Director's Report August 2025

Summer is coming to an end. Deputy Director Susan Conner kept all of our big projects moving while I was out on vacation.

Style Guide: The communications department has expanded and updated our internal style guide. This past month, they presented it to the management team, and will be at this board meeting to share it with the board.

Elevator: Work is wrapping up on the elevator. Both lobbies got new carpet. We have a Scout coming in to paint the vestibules as their Eagle project. The main delay on the elevators is waiting for a final inspection.

Parking Garage: The parking garage was closed for a week while we repaired the ramp drain, which had developed cracks in the concrete. The repair was successful, and the parking garage has reopened.

RFID: In our RFID project, we are still working with the architect to design the sorter that will go into the member services workroom. As we do that, our staff has developed a plan that will convert our collection from barcodes to RFID tags. This process will take over three months, and we will be utilizing staff from all departments as well as volunteers. These changes will modernize and automate our check-in and out processes.

IPLAR: The IPLAR has been completed in your packets. There are some new questions in the IPLAR this year concerning facilities and construction needs. In the past, they would gather similar data differently. Some statistical definitions have changed. This will affect some of our stats moving forward. Part of the Strategic Plan is a stats team. They will be reviewing the IPLAR requirements and will make suggestions on how we can better track and report statistics.

1st Floor Renovation: Our internal team, along with the Friends of the Library, has met with the architect several times to refine the design concepts. The updated design will be submitted for another round of cost estimates, which the Facilities Committee and the board will review next month. We are excited that the plans are coming together and that the architect is finding ways to deliver on all of our requests. I am looking forward to sharing it with all of you.

Staff You Should Know

Hanna is a Branch Associate who uses her language skills in Ukrainian and Russian to make new immigrants feel more at home at the Rand Road Branch. She promotes the library and draws in many first-time library users. But you don't have to take my word; see what the members and her colleagues have to say about her.

"Thank you so much for letting me know of local Ukrainian community groups! That definitely helped share the word about our future RRB Ukrainian storytime!"

"I would also like to give a big thanks to Hanna for always helping out our community with translating and help; the new families in this country with resources the library offers. What an amazing team!"

"Hanna helped me learn about new programs. Open and polite since my English is weak, she explained everything in Russian. I am grateful to her."

New Employees

- Acacia is a new Youth and Teen Services Sub.
- Dana is a boomerang hire; she is coming back to the library as a Library Associate III in Youth and Teen Services.
- Lindsey and Star have been hired as Workshop Subs.

Calendar

- IMRF Webinar 7/9
- Cyber Incident report 7/9
- Paylocity 7/10
- Engberg Anderson (Reno) 7/10, 8/7, 8/8
- POC Marketing 7/11
- Directors Chat 7/11
- Rotary 8/5, 8/12
- Local Cohort Directors 8/5
- National Night Out 8/6
- Bibliotheca (RFID) 8/6, 8/12

Palatine Library District Style Guide

2025

INSIDE

Palatine
LIBRARY
District

Defining Our Brand

A brand is the identity and story of a company that makes it stand out from competitors that sell similar products or services. In other words, a brand sets us apart from others and is what makes them memorable to consumers.

In our case, we don't have to worry about hitting sales goals, but we each have different roles in selling our programs and collections to our members. Good branding that follows their distinct standards shows that we're a professional organization that people can rely on and trust.

The Objective:

The Communications Department created this style guide to teach you about our brand and provide you with standards that:

- Outline the proper structure to convey concise and welcoming messages to the community
- Ensure that our brand is well-defined to distinguish the Library in our consumers' minds
- Obtain increased benefits of Library usage through our marketing efforts by capitalizing on our brand consistency

What You'll Learn

- Standards for email and phone etiquette
- Using our fonts, logos, and brand colors
- Image use and best practices
- Writing rules

And so much more! To help communicate our brand successfully, use this style guide when you are writing programs, book lists, and other documents that are geared towards the public.

How to Work with Us

We're here to help you! We all are working towards the same goal, providing programs and resources to the community.

To ensure our brand is consistent and present in our marketing materials, you can submit a Communications ticket via HelpDesk. Follow these guidelines:

- **All public-facing signage, flyers, brochures, and other materials should be created by the Communications department.**
    - If you create something on your own, you must submit the file in a Communications ticket for edits and approval.
    - If any member of the Communications department is alerted to or finds a public-facing promotional item that was not submitted for approval and does not adhere to our guidelines, we will remove it and work with the staff member who created it for a new one.
- All promotional swag items containing Palatine Library District's logo or name must be communicated to the Communications department to ensure our logo complies with size specifications provided by the company from which you order.
- Be sure to include as many details as possible in your ticket. If you want a sign or brochure, make sure to include draft copy.
    - While your copy will be edited to adhere to the brand guidelines, it's important for you to provide the Communications department with the copy that you want to make sure is communicated with members.
- We need at least **two weeks** to process your request. Please be mindful of this when you submit tickets.
    - We can only make exceptions for emergency situations like early closures due to the weather.

**Palatine Library District follows the Chicago Manual of Style. If we have written something here that differs from Chicago, follow our guidelines instead.
The PLD Style Guide is updated annually as style and usage evolve.**

Our Voice and Tone: How Do We Sound?

Palatine Library District's voice is upbeat, professional, and inviting with a focus on providing direction and being service-oriented. Our brand tone uses clarity, concision, and enthusiasm to convey our passion for providing resources to the community.

Mission and Vision

Our vision is:

Inspiring connection, curiosity, and joy.

Our mission is to welcome everyone to access diverse materials, collaborative spaces, technology, programs, and services.

Library Name

On first use, refer to the organization as **Palatine Library District**.

- Any references to our name thereafter should be Palatine Library or the Library.
- **Do not use the word "the" in front of the organization's name.**
- If you're abbreviating our name, use **PLD**.
- After initial reference, the word "library" should be capitalized in Library publications.

The name of the Branches and the word 'branch' should be capitalized.

- North Hoffman Branch
- Rand Road Branch
- Abbreviated versions include North Hoffman, NHB, Rand Road, Rand, and RRB
- Plural: Branches

The legal name of the Library is Palatine Public Library District and should only be used internally by the executive director, deputy director, Board of Trustees, and our human resources and finance managers in matters of policy, onboarding, or financial transactions.

Inspiring Curiosity, Connection, and Joy

We welcome everyone to access diverse materials, collaborative spaces, technology, programs, and services.

Phone Number

The phone number for the Main Library is 847-907-3600. Make sure you are using this version when you're creating programs for the website or giving members information about our Library.

Email Signature

All employees are required to have an email signature that follows the format below:

Your Name, Your Job Title (your pronouns, if desired)
Palatine Library District
700 N. North Ct. • Palatine, IL 60067 • 847-907-3600
xYour Extension
Facebook • **Instagram** • **TikTok** • **Flickr** • **YouTube**

Out of Office Reply

If you are going to be out of the office for planned extended periods, you should set up an automatic out of office reply. Follow the format below:

Hello,
Thank you for reaching out. I am out of the office until {DAY, MONTH, DATE}. I will respond to your email upon my return.

If this is an urgent matter, please contact {YOUR SUPERVISOR} at {THEIR EMAIL}.

Thank you,

Your Name, Your Job Title (your pronouns, if desired)
Palatine Library District
700 N. North Ct. • Palatine, IL 60067 • 847-907-3600
xYour Extension
Facebook • **Instagram** • **TikTok** • **Flickr** • **YouTube**

Phone Greeting

- "Thank you for calling Palatine Library District. How can I help you?"
- "Palatine Library, how can I direct your call?"

Voicemail Template

Standard:
"Hello, you've reached {YOUR NAME AND YOUR TITLE} at Palatine Library District. I'm either on another call or away from my desk right now. Please leave your name, number, and a brief reason for your call, and I will get back to you as soon as I can.

You can also email me your inquiries to {YOUR EMAIL ADDRESS}.

Thank you. Have a great day."

Extended Leave:
If you're going to be out for an extended period that you're anticipating such as parental leave, you should update your voicemail greeting to reflect your absence.

"Hello, you've reached {YOUR NAME AND YOUR TITLE} at Palatine Library District. I'm currently out on leave until {DATE}. In the meantime, please direct all phone calls to {ALTERNATE CONTACT NAME} at {PHONE NUMBER} and emails to {EMAIL ADDRESS}.

Thanks, and I'll talk to you in {MONTH YOU'RE RETURNING}.

Fonts

It's not just what we say or how we say it; it's also about how it looks when we convey our messages. Our fonts are clean and modern. They were chosen for accessibility accommodations. As we have consistently used these fonts in our promotional materials since our rebranding in 2020, they have proven to reflect our voice and resonate with our community.

Headline and Title Font

Avant Garde Gothic
Avant Garde Gothic is the primary and official font used in our logo and our print and digital signage. In our signage and flyers, we use Avant Garde Gothic for headlines and titles.

Avant Garde Gothic Demi (headlines and titles)
Avant Garde Gothic Book (subtitles)

Body Text Font

Roboto
Roboto is the official font used in the print newsletter and body copy in all other promotional materials and documents such as the policy handbook, job postings, and Board documents. This is the font that you would use most often. Roboto should be set as your default font for emails, Word documents, etc.

Roboto Bold (time and date)
Roboto Medium (disclaimers)
Roboto Regular (body copy)
Roboto Italic (book titles)

Hierarchy of Text

Follow these guidelines for readability and best practice design aesthetics:

- Titling is in Avant Garde Demi and should be the largest text on the document
- Subtitle is in Avant Garde Demi or Avant Garde Book and is lesser point size than titling text but larger than body text
- Body text is in Roboto and is the smallest font size of all text

Headline/Title
Subtitle/Subtitle

Roboto Bold (time and date, usually 14 pt)
Roboto Regular (body copy, usually 10/11 pt)
Roboto Italic (book titles, usually 10/11 pt)
Roboto Medium (disclaimers, usually 10/11 pt)

Book Discussion
at **North Hoffman Branch**

Tuesday, July 29
2:00 – 3:00 p.m

Go as a River, by Shelley Read, is about a 1940s teenager running her family's peach farm in Colorado. She meets a young man with a mysterious past and feels an instant connection but must flee to a small shack in the wilderness after tragedy strikes. **Available now.**
**Sign up begins 7/23.**

Primary Colors

There are five colors in our logo that maintain the Library's identity. These colors can be used to coordinate with the Library logo when creating signs, newsletters, posters, flyers, brochures, and other promotional materials.

Note: It is not necessary to use every color in every Library publication. However, this color palette must be considered when making design choices to maintain brand integrity. Please consult with Communications if you have any questions on color usage and pairing.

PLD Red
Pantone 7619 C
RGB 192 76 54
HEX/HTML #C04C36
CMYK 1807912
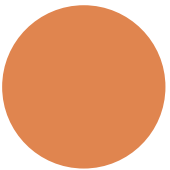
PLD Orange
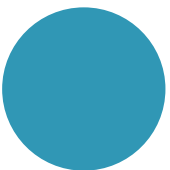Pantone 7576 C
RGB 219 134 78
HEX/HTML #DB864E
CMYK 152404

PLD Yellow
Pantone 7751 C
RGB 202 182 75
HEX/HTML #CAB64B
CMYK 1315767

PLD Green
Pantone 576 C
RGB 120 157 74
HEX/HTML #789D4A
CMYK 4867917

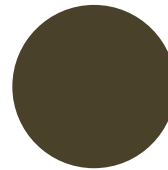**PLD Blue**
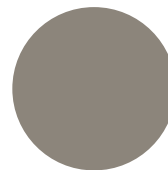Pantone 7702 C
RGB 72 169 197
HEX/HTML #48A9C5
CMYK 66871

Text Colors

There are two shades of gray that must be used for body copy in emails, documents, and other items.

PLD Gray
Pantone 448 C
RGB 74 65 42
HEX/HTML #4A412A
CMYK 39478167

PLD Light Gray
Pantone 403 C
RGB 140 133 123
HEX/HTML #8C857B
CMYK 39364014

Palatine
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Logo Usage

The logo should appear in all print and digital publications. Depending on the document, it can appear in the upper left corner or as a footer. Attaching our logo to Library materials, publications, and media is an essential component of branding; therefore, it's necessary to include a version of **our current logo i**n all public-facing Library materials. All public-facing materials must be approved by the Communications department.

(Horizontal Logo)

(Horizontal Stacked Logo)   (Vertical Logo)

Follow these guidelines when using our logo:

- It is not necessary to include the version with our address in every publication, but the phone number and web address should appear on documents and publications.

- The logo should be represented with all the elements intact. The elements of the logo should not be separated or broken apart. Do not squish the logo to fit into a space.

- When using the logo on a full color background, use the white version of the logo. Use the black version in cases where you cannot print in color.

(White Logo on colored background)   (Black and White Logo on white background)

The Swirl

The swirl was designed to represent our Library and the access to diverse materials and resources that we offer to the community. This simple image is used for brand recognition, watermark, and consistency and should only be used alone as a secondary image.

You should avoid using the swirl alone in a publication without the presence of a version that includes our name, phone number, and web address.

Listed below are various promotional materials and instructions on choosing the right logo for your materials.

- **Posters:** A logo with the phone number and web address should appear at the bottom of every poster.

- **Brochures:** A logo with the phone number and web address should appear on the back panel of a brochure. The swirl can stand alone on the front panel if the web address and phone number version is on the back.

- **Handouts:** The logo with the phone number and web address is best for flyers, half-sheets, and bookmarks. Use this version at the bottom or the back of these handouts.

1) Brochure
2) Poster
3) Handout

Writing Guidelines
Inclusive Language, Grammar Definitions, and Writing Rules

Inclusive language

Our messaging reaches over 90,000 people. Our audience comprises of various races, genders, socioeconomic statuses, and abilities. Our differences unite us, and we want to make sure that our language embraces a range of experiences.

- **Remain gender neutral as much as possible.** Avoid using gendered terms or assuming roles when you're talking to others.

- **Focus on the person, not the ability.** Avoid using words that define a person based on their disability.

- **Race and ethnicity:** Context is key. Ask yourself whether you need to include a particular characteristic when talking to or about someone.

- **Mental health:** Use precise language when discussing diseases and use person-first language. Don't compare minor inconveniences to mental illnesses.

For more on this, read the **Inclusive Language Guide** created by the EDI Committee. This can also be found on their Intranet page.

Grammar Definitions

- **Nouns:** Person, place, or thing

- **Verbs:** Words to describe action

- **Adjectives:** Words to describe a noun

- **Adverbs:** Words to describe a verb

- **Coordinating Conjunctions:** Words that link other words, phrases, and clauses together.
  - **FANBOYS:** For, And, Nor, But, Or, Yet, So

- **Prepositions:** Words that tell us where or when something is happening in relation to something else

- **Clauses:** A group of words in a sentence that contains a subject and a verb that have a relationship

  - In a sentence, an independent clause can stand on its own.

  - In a sentence, a dependent clause cannot be its own sentence.

- **Active Voice:** When the subject performs the action of the verb.

- **Passive Voice:** When the subject receives the action of the verb.

Resource: grammarly.com

Writing Rules

This section references the definitions above. Please use those definitions as a guide to help you understand the rules below.

Active vs. Passive Voice Examples:

✓**Active:** We write program descriptions in active voice.
✗**Passive:** Program descriptions are written in active voice.

✓**Active:** Fred Ettinger presents tips to improve your resume.
✗**Passive:** Resume improvement tips are presented by Fred Ettinger.

Commas

- **Commas and independent clauses:** Use a comma in sentences where two independent clauses are joined by a coordinating conjunction.

  Example: We held our very first Storytime, and 100 members attended this program.

  In this example, "we held our very first Storytime," and "100 members attended this program" are independent clauses. They are joined by the coordinating conjunction "and." The comma is placed at the end of the first independent clause.

- **Commas and dependent clauses:** Use a comma to separate a dependent clause from an independent clause in a sentence.

  Example: Because she was scared of snakes, the toddler did not want to pet the yellow rat snake at Reptile Adventures.

  In this example, our dependent clause is separated from the independent clause by a comma.

- **The Oxford comma** is the final comma in a list of things in a sentence. This is the comma you'll see in lists right before words like and/or.

  Example: The Workshop Lab has a Cricut, 3D printer, laser cutter, and button maker.

  In this example, the Oxford comma is right after laser cutter. Use the Oxford comma when you're writing lists.

Exclamation points

Use these sparingly; exclamation points lose their meaning when used too often. Exclamation points are often used by writers to convey enthusiasm; however, we can sound positive when we can modify the speech and language used in sentences. Exclamation points are more meaningful when they are used deliberately.

Writing Guidelines
Writing Rules (continued), Members vs. Visitors, Numbers, Time, and Calendar Designations

8

Quotation marks
Periods, commas, question marks, and exclamation points should be placed inside closed quotation marks.

Members vs. Visitors

Prioritize referring to those who come to the Library as members. If you're writing a report or article and would like to refer to a subset of people who come to the Library and don't have Palatine Library cards, you can call them visitors.

Numbers

- **Numbers** zero to nine should be spelled out.
  - Please note that PLD follows the AP Style rule here. Numbers 10 and up should use numerals.
- **Dates**
  - Spell out the day and month.
  - For programs and events, do not add ordinals (st, nd, and th) to the dates in any context.
    Examples:
    ✓ We are hosting Resume Clinic on Tuesday, January 14 at 7:00 p.m.
    ✗ We are hosting Resume Clinic on Tuesday, January 14th at 7:00 p.m.
    ✓ Resume Clinic
    Tuesday, January 14, 7:00 – 8:00 p.m.
    ✗ Resume Clinic
    Tuesday, January 14th, 7:00 – 8:00 p.m.
  - In longform articles, emails, and press releases, you can use a modifying word such as 'to' or 'through' to express a date range.
    Example:
    Our Winter Reading Challenge takes place from Sunday, December 15 through Friday, January 31
- **Age:** Use numbers.
- **Grades**
  - When distinguishing grades for children and teen programs, you should capitalize the 'g' in grade and use numbers for the grade level.
    Example: Grades 2 – 5.
  - Kindergarten is abbreviated to capital K.
    Example: Grades KInt – 12.

Time

- Use numbers and a suffix (a.m. or p.m.) when expressing time. Follow this format for all time distinctions: 00:00 a.m./p.m.
- Use lowercase letters with periods between each letter for a.m. and p.m.
- **Time ranges:**
  - To state a range of time for programs and events, you should follow the 00:00 a.m./p.m. format with an en dash between the times.
    Example: 6:00 – 8:00 p.m.
  - In long form articles, emails, and press releases, you can use a modifying word such as 'to' or 'through' to express a time range.
    Example: Help us celebrate the end of summer reading with a concert performance by Little Miss Ann on Monday, August 7 from 11:00 to 11:45 a.m.
  - It is only necessary to distinguish between a.m. and p.m. once unless an event begins in the morning and ends in the afternoon.
    Examples:
    1:00 – 3:00 p.m.
    10:00 a.m. – 12:30 p.m.

Calendar Designations

- **Days of the week and months** are always capitalized and spelled out completely in all print publications and in most digital publications. They are only abbreviated in emails to our members.
- **Seasons** are lowercase unless they are used as part of a program title, header, or a headline for an article or press release.
  Examples:
  ✓ Come decorate a pumpkin for fall!
  ✗ Come decorate a pumpkin for Fall!
  ✓ Teen Summer Service Project

Titles

- Titles of books, periodicals, and magazines are always italicized.
  - Words like magazine, journal, or review should only be italicized if they are part of the official title of that piece of work.

    Example:
    That article can be found in *Time* magazine and in *The Wall Street Journal*.

- Titles of movies, movie and TV series, video games, and radio or podcast programs are always italicized.
  - If referring to specific episode titles of TV, radio, and podcast programs, use quotations around that title.

    Example: "The Rains of Castamere" included the saddest and most gruesome deaths in *Game of Thrones*.

- Titles of albums are always italicized. Specific songs from albums should be placed in quotation marks.

    Example: "Texas Hold 'Em" was the lead single of Beyonce's album *Cowboy Carter*.

Job Titles

- When the job title comes **before** the staff member's name, capitalize their job title.

    Example:
    Digital Communications Coordinator Maria Galuppo

- When the job title comes **after** the staff member's name, add a comma after the last name and lowercase their job title.

    Example:
    Maridsa Choute, communications strategist

- When listing the job title and department, they must go after the staff member's name. In this instance, you would lowercase the job title but capitalize the department.

    Example:
    Rosalie Scarpelli, Member Services manager

    Example:
    Natalie LaRocque,
    librarian in Youth and Teen Services

- **The only exception:** Job titles may be capitalized after the staff member's name for business cards, door plaques, desk nameplates, and email signatures.

    Example:

- When referring to a position at the Library without identifying a name, the position should be lowercased, no matter the job.

    Example: "Stop by the Library to get technology assistance from one of our librarians."

    Example: "LEGOs with Leadership is your chance to meet with the executive director to provide feedback and suggestions."

    Example: "Visit the Administrative Office on the second floor, and the administrative associate can help you get in contact with the executive director."

Program Descriptions

- Program titles, dates, and times should be bolded.
- Keep titles and descriptions short (20 – 30 words).
- Write in an upbeat and conversational voice.
- Use only one space between sentences.
- Write in the active voice and present tense to remain clear and direct.

Disclaimers: These are phrases bolded at the end of program descriptions that are important notes for members to know for the program. They go in a specific order:

- **Age group (if needed).**
- **Held offsite (name of organization), (address), (city).**
- **Samples/materials provided.**
- **Snacks provided. Allergens may be present.**
- **Sign up begins MM/DD (or two weeks prior to each date for multiple dates).**
- **For Palatine cardholders only.**
- **Presented: Zoom.**

- **Rule of thumb:** After you've written your program description, read it aloud. This can help you figure out if your writing sounds conversational. If it feels awkward to read aloud, you can modify the language to adhere to our tone.

Library Departments

Department names should be capitalized. It's not necessary to capitalize the word "department" unless it is used in a title or headline. Departments can also be referred to by their name without the word department next to it and can be referred to by their abbreviated versions internally.

- Administration department
- Adult Services department
- Collection Services department
- Communications department
- Facilities department
- Member Services department
- Technology department
- Workshop department
- Youth and Teen Services department

Abbreviated versions: Admin, Comms, Tech, YTS

Library Building Spaces

Just like department names, all Library spaces must be capitalized.

- Administrative Office or Admin Office
- Arc Wall
- Board Room
- Café
- Computer Lab
- Early Literacy Area
- Elementary Space
- Information Desk
- Lower Level Parking Garage
- Media Studio
- Meeting Room
- North Entrance
- Quiet Reading Room
- South Entrance

- Storyrooms
- Study Room
- Teen Space
- Upper Level Parking Garage
- The Workshop
- The Workshop Lab

Collections

Collection names should not be capitalized when referred to in sentence. They should be capitalized if they are used as a header. The only exception is Hot Picks.

Support Organizations

The Board of Trustees
- **First use:** The Board of Trustees
- **Abbreviated version:** The Board
- **Possessive:** The Board's monthly meeting

The Friends of Palatine Library
- **First use:** The Friends of Palatine Library
- **Abbreviated version:** The Friends
- **Possessive:** The Friends' upcoming sale
- May also be referred to as the Friends of the Library

Palatine Library District Foundation
- **First use:** Palatine Library District Foundation
- **Abbreviated version:** The Foundation
- **Possessive:** The Foundation's fundraiser

Support Organization Titles

Follow the conventions of job titles when referring to any member of our support organizations. The conventions follow our job title guidelines; however, you should take note that the word 'board' is always capitalized.

- Board President Debby Brauer
- Debby Brauer, Board president

Library phrases, programs, and services

The following are capitalized in publications even after the first use.

- 1000 Books Before Kindergarten
- Crafty Kids
- Custom Picks
- Illinois Libraries Present
- Library of Things
- Show Your Card
- STEM/STEAM
- Storytimes
- Summer Reading Program or Summer Reading
- Winter Reading Challenge or Winter Reading

Resources

Follow the correct stylization of our resources.

- Access Newspaper Archive
- Ancestry Library Edition
- Ancestry.com
- ArticleFirst
- Asian Life in America
- AtoZdatabases
- Auto Repair Source
- Biography in Context
- Black Life in America
- BrainFuse HelpNow
- BrainFuse JobNow
- Business Insights: Global
- Chicago Community Collection
- Chicago Sun-Times Collection
- Chicago Tribune
- Chicago Tribune Historical
- Consumer Health Complete
- Consumer Reports
- Craft and Hobby
- Creativebug
- Daily Herald Archive

- Daily Herald Collection
- Driving-Tests.org
- ECO
- ERIC
- Fold3.com
- Gale Business
- Gale Courses
- HeritageHub
- HeritageQuest
- Hispanic Life in America
- Home Improvement Reference Center
- hoopla – officially lowercased in all uses
- Illinois Library Catalog
- Kanopy
- Libby
- LinkedIn Learning
- Mango Languages
- MasterFILE Premier
- Medline
- Miss Humblebee's Academy
- Morningstar Investment Research Center
- NetAdvantage from Standard and Poors
- New York Times
- New York Times Historical
- New York Times Magazine
- NewspaperDirect Press Display
- Newspapers.com
- NoveList
- Overdrive
- Plunkett Research Ltd.
- ProQuest Newsstand
- Public Records
- ReadIt!
- Tumblebooks
- ValueLine
- Wall Street Journal
- Weiss Financial Ratings

Spanish Translation Guidelines

To best serve our community, we translate various promotional materials in Spanish. Lou Ocampo is our writing translator. The communications strategist works with Lou to ensure materials are translated in a timely manner and translated to best serve the variety of dialects in the Latino community that uses the Library.

In Spanish, there are two tones that we need to distinguish for our guidelines. Formal speaking and writing are used for strangers, elders, or authority figures to show respect. Informal speaking and writing are used with friends, family, people close to us, and children.

Follow these guidelines:
- **Programs:**
  - **Children's:** we write in the informal.
  - **Adults:** we write in the formal.
- For handouts, brochures, and other promotional material, we write in the formal.
- Sometimes there is not an easy translation for specific words that we use in English so the communications strategist and programmer will highlight words that might not be easy to translate and make changes accordingly.

All materials that need to be translated should be shared with the Communications Department so they can be edited then the material will be shared with Lou for translation.

Programs can also be translated to another language if the program is bilingual and includes that language. For example, we offer various Storytimes in languages other than Spanish, including Japanese, Mandarin, and Korean. The communications manager sends those descriptions to 1st Metropolitan Translation Services Inc. to be translated.

Marketing Timeline

Almost everything we do to promote our programs is dependent on the print newsletter schedule. We consistently plan out the three months covered in the newsletter.

Newsletter Schedule

The print newsletter serves as the primary source of Library information for our members. This quarterly newsletter is sent to 39,000 homes in the District. These seasonal newsletters promote upcoming programs, various resources, holiday closures, and information related to the Friends of Palatine Library and the Palatine Library District Foundation.

Copy is edited by the communications strategist to adhere to brand standards and to ensure copy fits the space allotted to each page. Below is a rough timeline of the print newsletter:

- **Spring (March – May)**
  - **Layout and pages determined:** first week of December
  - **Copy due to communications strategist:** third week of December
  - **Design begins:** second week of January
  - **Proof to staff:** third week of January
  - **Sent to printer:** last week of January/beginning of February
  - **Mailed to homes:** second week of February

- **Summer (June – August)**
  - **Layout and pages determined:** first week of March
  - **Copy due to communications strategist:** last week of March
  - **Design begins:** second week of April
  - **Proof to staff:** last week of April
  - **Sent to printer:** last week of April/beginning of May
  - **Mailed to homes:** second week of May

- **Fall (September – November)**
  - **Layout and pages determined:** first week of June
  - **Copy due to communications strategist:** last week of June
  - **Design begins:** second week of July
  - **Proof to staff:** fourth week of July
  - **Sent to printer:** last week of July/beginning of August
  - **Mailed to homes:** second week of August

- **Winter (December – February)**
  - **Layout and pages determined:** first week of September
  - **Copy due to communications strategist:** last week of September
  - **Design begins:** second week of October
  - **Proof to staff:** third week of October
  - **Sent to printer:** last week of October/beginning of November
  - **Mailed to homes:** second week of November

13 Digital Communications and Marketing

Digital Communications and Marketing

The digital communications coordinator manages various software and platforms to ensure that our programs and services are promoted and act as a supplemental marketing resource to the print newsletter.

Members' News

Email communications are sent to approximately 34,000 people, with an average open rate of 49%, making it our second most effective communication channel after the print newsletter.

Schedule and Content Planning

- Four distinct email newsletters are sent according to the following schedule:
  - **What's Happening at the Library:** first and third Sunday of the month
  - **Adult Programs and Collections:** every Monday
  - **Kids/Teens Programs and Collections:** every Thursday
  - **Branch Programs and Collections:** second Sunday of the month
- Content is planned on a quarterly basis, aligning with the print newsletter cycle.
- Emails are scheduled one week in advance to allow for content editing and removal of programs as needed.

Content Guidelines

- Programs are included based on target age group demographics
- Programs are only removed from emails if they have reached capacity
- All programs reach a larger audience through emails compared to social media posts
- The time and date formats differ from our print guidelines due to space constraints
  - **Single time slot:** "Tues, Oct 17, 1:00 - 2:00pm"
  - **Multiple time slots:** "Mon, Oct 23, 11:00am - 1:00pm, 2:00 - 4:00pm, and 6:00 - 8:00pm"

Digital Accessibility Requirements

- Never use the ampersand (&) symbol; screen readers cannot properly interpret it.
- Links must encompass complete sentences for better screen reader accessibility.

Website

The Library website is our destination for all marketing materials' calls to action such as signing up for an event, using a database, or placing a hold in the collection. It is our priority channel for up-to-date information.

- **Website Elements**
  - Announcements: Alerts and colors
  - Blogs (In the Library): Featured spots
  - Landing pages: Library-wide events
  - Slide banners: Promotion and seasonal updates
- **Website Updates**
  - Any updates needed to Library webpages such as copy, links, or images please submit a ticket for Comms to address.
- **Digital Accessibility Requirements**
  - Avoid using the '&' symbol (not readable by screen readers)
  - **Link formatting:** Include full sentences in hyperlinks for better screen reader accessibility

Social Media

We maintain an active presence across multiple social media platforms to engage with our community and promote our resources, programs, and services.

Active Platforms

- Facebook (3 pages for all library locations)
- Instagram
- TikTok
- LinkedIn
- YouTube
- Google (3 pages)
- X (formerly Twitter)
- Flickr

Engagement Strategy

- **Platform Priority**
  - Facebook and Instagram generate the highest engagement levels and serve as our primary social media channels. These platforms are particularly effective for promoting library resources rather than programs.

- **Visual Standards**
  - Use positive, high-quality photos of members and staff. Our community interacts and engages more with posts that use high-quality images and compelling copy.

- **Event Promotion Strategy**
  - Our primary focus is post-event content rather than pre-event promotion because these posts receive higher engagement.
  - We avoid creating individual Facebook posts for most upcoming events due to low engagement. However, we can make exceptions to this rule for:
    - Library-wide events
    - Community events
      (e.g., Park Storytime, High School Teen Night)
    - These may be shared in Palatine Community Group Pages for broader reach.

- **How You Can Help**
  - Prioritize taking photos during programs and events and share these photos with the Communications department with a brief overview of how the program was received by members. Your post-event content should highlight:
    - Attendee experiences
    - Event outcomes
    - Community impact

- **User Generated Content Policy**
  - The Library maintains Policy 10-10 regarding user-generated content, which governs our approach to managing public interaction on our social media platforms. Key points include:
    - Content moderation standards
    - Removal criteria for inappropriate content
    - Copyright and intellectual property guidelines
    - User communication expectations

Digital Monitors

The digital signage system (Navori) manages content display across multiple monitors throughout our library system. We use these to promote programs and services, and we use these to showcase program photos.

Monitor Locations

- Landscape Orientation Displays
  - Café
  - Meeting Room Hallway
  - Member Services Desk
  - North Entrance
  - North Hoffman Branch
  - Rand Road Branch
  - Second Floor
- Portrait Orientation Displays
  - Backside of Kiosk
  - YTS Area
  - Interactive Portrait Kiosk

Image Use Best Practices

In general, images (photos or graphics) should not conflict with the readability of text and should be of the best quality available.

Using images found online for your promotional materials can be a lot more complicated than you'd expect because of copyright laws and permissions.

Common Permissions Misconceptions

I can automatically use the image because:

- There is no copyright symbol.
- I am using it for a non-profit.
- It is for educational purposes.
- I found it on a Google Image search.
- I found it on social media.
- I photographed the image myself. (Taking a photo of a copyrighted image and using it is not legal.)
- It has a Creative Commons (CC) license. Make sure the CC poster has authority to offer the image as their own to disseminate. There are different CC licenses. Follow the guidelines for that specific license.
- It is on a government website or document. While it can be true in many cases, always double-check for confirmation of permissions.
- I never heard back from the copyright holder.
- It is only going onto the Intranet at work. The same rules apply to internal usage as public-facing usage.
- It is not recorded with the U.S. Copyright office.
- I already have permission and just want to use the image in a separate way now.

Acquiring Images

Best sources for acquiring images include:

- Photos taken in-house by us (preferred)
- Photos supplied through presenters' press kits (preferred for program promotion if available)
- Subscription-based Stock photo/graphics websites like Freepik and AdobeStock (a license must be purchased to use the image and a record of the licensing agreement kept for files)
- Public Domain images (US Copyright expires 70 years after the death of the author)

- Government websites (ex: NASA) Images taken by government employees during their duties usually fall into the category of Public Domain (Exceptions do apply, see below)
- If it cannot be traced to the owner to ask permission, do not use it
- Fair Use is an intentionally gray area of law and should be carefully considered before employing

   Example of Fair Use for a Library: a library reproducing thumbnails (small images) of book covers as part of advertisements for programs in their newsletters or other advertising materials is acceptable fair use

A few more image use best practice points

- Assume no image is safe to use until you have permission.
- When purchasing a licensed image, remember that you do not own it. You are paying for use. Make note of allowed uses under the licensing agreement you purchased.
- When securing permissions from an individual, an agreement in writing is best. (Consider requesting performers and presenters to provide you with photos and permissions directly on business contracts with them).
- Know what the 6 different Creative Commons Licenses are and how to attribute to the owner properly when using them. (Sites like Creative Commons, WikiMedia and Flickr will help you determine which license and generate a proper attribution for you to copy and paste with the image).
- When creating materials for in-house programs, such as decorations or coloring sheets, copyright laws still apply. Find resources that give specific permissions for reproduction.

   Example: Staff needs materials for a program about a popular story character like Elsa from the movie, *Frozen*. Copies made from a purchased coloring book would be a violation of Disney's copyright claim on both the character and the publication. Going to Crayola's website and printing downloadable coloring pages of Disney's characters from their partnership with Crayola would be a better practice. The Crayola website gives express permission to make copies of these pages through their licensing agreement with Disney if no profit is made from their reproduction.

Helpful definitions about copyright law.

Licenses/Permissions: Authorization by either an individual or by an agency to use an image. Permission can be given orally, by email, or in writing for certain outlined uses. The gold standard is permission in the form of a written agreement officially called a LICENSE. Terms of use may include how long the image may be used, if it can be altered, whether it can be used for print or online (like for use on a blog post or social media post).

Assignments: Ownership of the copyright is sold to another party. The seller/creator waives their rights. By law, this transaction must take place in writing.

Public Domain: An image that is free to use by the public without permission. This can occur when the copyright expires. A U.S. Copyright expires seventy years after the author's death. In other countries like Canada, copyright expires fifty years after the author's death. In both cases, expiration occurs on December 31st of the 70th or 50th year, respectively. Images created by government employees for the government also fall into the realm of Public Domain.

Orphan Work: An image that cannot be traced back to its original creator or assignment holder even after a thorough search. In the U.S., there are no provisions for using an orphan work. Other countries like Canada make provisions for using orphan works. In the U.S., you still may be able to use the image if it falls under "Fair Use" guidelines.

Fair Use: This is a purposely gray area in copyright law. It gives flexibility for some extremely specific purposes. You may be free to use images without permission if you are making a criticism, using it for research, for reporting news, if you are making commentary, or using it for teaching. Practicing Fair Use is a judgement call in which you must weigh the validity of using the image for the purpose intended. Best practice with Fair Use is, "If in doubt, ask permission." Please see the links below for more thorough information on determining Fair Use of an image. (Ex: In the case of a library wanting to reproduce thumbnails of book covers as advertisements for programs in their newsletters or other advertising materials, consider applying fair use.)

Royalty-Free Stock Image: These are copyrighted images. When purchasing a royalty-free stock image, it means it can be used in many instances and ways for a single licensing fee, unlike images that charge royalties (per-use fees).

RESOURCES

Grammarly: grammarly.com

Copyright Clearance Center
"Top 10 Misconceptions About Copyright" downloadable PDF http://www.copyright.com/wpcontent/0uploads/2015/03/White_Paper_Top_10_Misconceptions_about_Copyright.pdf

LIBLICENSE
www.liblicense.crl.edu Information on licensing digital materials for libraries and institutions.

LICENSED IMAGE SOURCE EXAMPLES (FREE):
Pixabay, Morguefile, RGB Stock,
New York Public Library Public Domain Collections, stockphotos4free.com, clker.com, unresdtrictedstock.com, freeimages.com, freedigitalphotos.net

LICENSED IMAGE SOURCE EXAMPLES (PAID):
Fotolia, Adobe Stock, Getty Images, Shutterstock, DepositPhotos

Copyright Laws.com
www.copyrightlaws.com/us/copyright-laws-in-u-s-government-works Aids in determining whether a government work is in the Public Domain.

Cornell University's Copyright Information Center
www.copyright.cornell.edu/faq Aids in determining if something is Public Domain.

The U.S. Copyright Office (USCO)
"Reproduction of Copyright Works by Educators and Librarians" (find circular 21), at www.copyright.gov/circs

The USCO Fair Use Index
www.copyright.gov/fair-use Indexes judicial decisions regarding fair use.

Creative Commons
www.creativecommons.org Defines the 6 different licenses available and how to use them.
For help defining 'Noncommercial" visit
www.wiki.creativecommons.org/wiki/NonCommercial_interpretation

UPCOMING EVENTS

EMAIL EVENT DETAILS TO LIFESTYLES1@JOURNAL-TOPICS.INFO
OR USE THE "SUBMIT YOUR NEWS" FORM AT JOURNAL-TOPICS.COM

The following family-friendly events are hosted by park districts, libraries, and history centers in the Journal & Topics coverage area. Register when requested. Email event details to lifestyles1@journal-topics.info.

Des Plaines

Des Plaines Park District
Live at the Lake – Johnny Rusler & the Beach Bum Band
Memorial Pavilion
2200 Lee St.
6 to 8:30 p.m. Thursday, Aug. 14
Young crafters can enjoy a project in the Art in the Park tent.

Rosemont

Parkway Bank Park
Rockin' in the Park – Brooklyn Charmers
5501 Park Place
7 to 10 p.m. Thursday, Aug. 21
Admission is free. Outside food and coolers are not allowed. Parking is available in the parking garage and is free with validation from any of the park's venues. Fireworks after the show.

Niles

Niles-Maine District Library
Story Time From Space - ages 3-7 with caregiver
6960 W. Oakton St.
10 to 10:30 a.m. Monday, Aug. 18
Listen to a story from a real astronaut in outer space.

Mount Prospect

Mount Prospect Public Library
Kindergarten Kickoff
10 S. Emerson St., Youth Program Room
10 to 11 a.m. Saturday, Aug. 16
Children entering kindergarten in the fall are invited to a party that recognizes their big step forward. Register.

Park Ridge

Park Ridge Public Library
In-person and virtual: Making the Most of your Social Security
20 S. Prospect Ave., First Floor Meeting Room
7 to 8 p.m. Thursday, Aug. 21
Discover strategies to boost your monthly lifetime benefits beyond standard filing options.

Glenview

Glenview Public Library
Back to School Family Magic Show with Scott Green - all ages
1930 Glenview Rd., Community Room
1 to 1:45 p.m. Friday, Aug. 15
Enjoy magic and humor at this program. Free tickets will be handed out 20 minutes before the show. Tickets are required for entry. Preference given to GPL cardholders.

Arlington Heights

Arlington Heights Park District
Virtual - Flentie Park Community Input Meeting
5:30 - 7 p.m. Wednesday, Aug. 27
Arlington Heights Park District is developing a master plan for Flentie Park. A link to the virtual meeting will be provided closer to the meeting date. An in-person meeting will be held at Flentie Park, 2040 E. Mulberry Ln., from 5:30 to 7 p.m. Sept. 11.

Elk Grove Village

Elk Grove Historical Museum
Pioneer Day
399 Biesterfield Rd.
Noon to 3 p.m. Saturday, Sept. 13
Travel back in time to Elk Grove's early days. Enjoy the music, reenactors, crafts, and games.

Palatine

Palatine Public Library District
Level Up - Reading Reboot - ages 4-6
700 N. North Ct., Story Room AB
2 to 4 p.m. Monday, Aug. 11
Drop in to learn new skills and review old skills before the new school year begins. Enjoy games, puzzles, and activities.

Wheeling

Wheeling Park District
Kids Night Out - Camp Out
Community Recreation Center
100 Community Blvd.
6:30 to 8:30 p.m. Friday, Sept. 12
Enjoy camping-themed games, nature-inspired crafts, and s'mores. Pizza will also be provided, and kids get a goody bag.

Prospect Heights

Prospect Heights Public Library District
Parks in Montana and the Dakotas: Where the Buffalo Roam
12 Elm St., Meeting Room A&B
1 to 2:15 p.m. Tuesday, Aug. 12
Nancy McCully will discuss the Dakotas and Montana. Register for the program.

Rolling Meadows

Rolling Meadows Library
Writing Workshop: Writing Our Own Stories - Teens 13+ and Adults
3110 Martin Lane
10 to 11:30 a.m. Saturday, Aug. 16
Learn tips, resources, and helpful prompts to begin your personal writing experience.

Buffalo Grove

Buffalo Grove Park District
Huck Finn Fishing Derby - 2-14 years old
Reiner Park
1101 N. Green Knolls Dr.
5 to 7 p.m. Friday, Sept. 19

An Old Guy's Guide For Incoming College Freshmen

Anything & Everything
By Jon Cohn

It is nearing that time of year (summer please slow down!) for many of our Journal & Topics area kids to be headed off to college. For some, it will be their first venture officially away from home, while for others, a return trip for a new year.

Clearly, things over the past five decades have changed dramatically, thus stating the ridiculously obvious, so far be it for a crusted old veteran writer like myself to even dare to make any suggestions to today's incoming college kids regarding modern day collegiate life.

But I will.

Listed below is my official "old guy's guide to incoming college freshman." Note, much of the items below can apply to all college kids, but the emphasis here is on those just starting their new journey.

1) Warning: The first two weeks can be tough! I don't care how confident, how popular you were in high school, how solid your family life has been -- when you get dropped off that first time? When your parents get you situated, and then exit stage left, and you are left on your own in a strange place, possibly with no one that you know? It takes some getting used to.

Homesickness can definitely hit in the early going. The adjustment is often a bit harder than you think. But have faith -- it will get better! Every freshman, to some degree, goes through this and you will come out fine on the other end, so hang in there in the beginning!

2) Choose your friends wisely. At first, it will most likely be the ones in your dormitory. This is natural, and it is good to get to know as many in your dorm as possible. But as the year wears on, start to find the friends to hang around with that you connect with better. The ones that hopefully are good influences and bring out the best in you.

The friends you make, and the people you hang around with will be a big part of your own personal growth and the college experience as a whole -- so choose wisely (and don't be afraid to slowly but gently move away from those that might not be the best of influences).

3) Get involved in outside activities. Whether it is a job, a club, intramural sports, music, theatre or any number of the many activities offered outside the classroom, get yourself involved in as many as you can. Just like high school, surveys consistently show that the kids who say they had the best college experiences are the ones who were involved in extra-curricular activities.

4) Food. Five decades ago, the number one collegiate eating advice was to stay away from the Friday "surprise meat" offering, as it was usually whatever was left over in the cafeteria from the first four days of the week. But today? College cafeterias are more like one of our suburban mall food courts. An amazing amount of quality selections, and all free! (Well sort of -- please see the fine print on the college contract). Enjoy, try and eat healthy, and beware of the "freshman 15."

5) Exercise. Many have regular workout routines from their high school days, but when heading to college, sometimes exercise can take a back seat to classes, new friends, activities, "distractions," etc. It shouldn't. Find a way to get regular workouts (whatever your choice might be). Besides staying in shape, you will be mentally sharper in class and in your studies, and it can't hurt your social life either.

6) Sex, drugs and alcohol. My number one "old guys advice" in this area is....to take it easy. Go slow. You go too hard in the party scene too early? Then there is only one way to go the next four years and that is down. Understand that all of the above may be part of the college experience, and yes, it is tempting without parents around to really let loose -- but my advice, again, is to just slow yourself down in this area in the beginning.

7) Friends from home at your same school? Fine, but be careful not to hang with them too much in the beginning. Is it easier and more comfortable? Sure, but it also might hinder your transition into making new friend groups at your new school.

I could go on, but I probably already went well over my "advice from the old guy" quota limit for this column.

Closing thought? Please note that I stayed away from any specific classroom or academic recommendations. This was done intentionally, primarily based on my own less than stellar grade point average in my college days. I figured the less said in this area, probably the better!

Letters to the Editor

Library offers safe, welcoming environment

Posted July 20, 2025 4:00 am

I am a decades-long user of the Palatine Public Library. I write to share my appreciation of the work that it does to make the library a safe and welcoming space for all.

From the programs celebrating diversity, to the Maker Space, to the wonderful collections of books and other resources, the library allows everyone who visits to feel that they can access public accommodations and receive assistance without judgment, resistance or refusal. The Pride Flag, in particular, acts as a beacon to let individuals and families know that they can find comfort and safety within the library and on the library grounds. It is an important symbol, and its visibility means a great deal to people in the community.

The library services are complicated by certain political realities that could make it vulnerable to dissension and bad behavior. But in my experience, everyone who walks in the doors is treated appropriately and professionally.

I want to acknowledge and thank all of the people, in all positions and locations, who are working in the Palatine library. Because of you, we can all feel comfortable and supported.

Audrey Natcone

Palatine

Today's
E-edition

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Local

Free craft kits for teens at Des Plaines Public Library this month

Daily Herald report

Posted July 11, 2025 1:49 pm

Teens can stop by the Des Plaines Public Library this month to pick up free kits for making pastel bead key chains.

The kits will be available during operating hours on the third floor of the library, 1501 Ellinwood St. They're part of the library's Teen Take & Make program.

The activity is open to seventh through 12th graders. Only teens can pick up the kits.

For more information and details on other teen programs and activities, visit **dppl.org**.