



NEOS Visual Identity Guidelines 2005

Purpose

NEOS' vision is to be a dynamic and evolving model for library cooperation and resource sharing. NEOS member library staff reflect this vision through their work on behalf of the Consortium. They are regularly called upon to produce documents for NEOS and to promote the Consortium within their own organizations. Visual Identity Guidelines promote a standard and cohesive appearance for NEOS documents and other communications. They also help to create a positive image.

The NEOS Visual Identity Guidelines apply to many types of internal and external documents and communications, whether created specifically for NEOS or in partnership with others.

The NEOS Communications Committee is responsible for the establishment of the Visual Identity Guidelines.

NEOS LOGO



The NEOS Logo is the Consortium's official identifier. The logo represents the organization and is a visual signature recognized by the library community and public, and as such must be applied in a consistent and clear manner in order to create a strong visual presence for the organization.

Key Elements

The word "NEOS" with a single horizontal line above and below, and the words "LIBRARY CONSORTIUM" beneath the lower line.

The words “LIBRARY CONSORTIUM” may be omitted in certain cases, for example, where the size of the logo is too small to allow for their legible inclusion.

Colours

Blue - Pantone 286

Alternate: Black, reverse white, gold or silver.
No other colours are permitted.
Different coloured backgrounds may be used, provided that the logo is reversed to all white, gold or silver.

Size

Size is dependent upon the application. You may resize the logo with “aspect ratio locked” to prevent stretching or distortion. The image must retain clarity.

Please do not:

- Distort the logo
- Substitute the fonts
- Use unauthorized colours
- Place a box or border around the logo
- Use within a sentence

Use with other Visual Identities

NEOS members may use the NEOS logo to visually recognize their membership in NEOS. The use of the NEOS logo in conjunction with members’ own visual identities is also encouraged, for example, the use of the NEOS logo on member library websites.

Permission

Written permission must be obtained prior to use of the NEOS logo by any NEOS member or non-member organization. Email communication is encouraged for this purpose. To obtain permission, please contact the NEOS Manager at 5-02 Cameron Library, University of Alberta, Edmonton, Alberta T6G 2J8, anne.carr-wiggin@ualberta.ca

Availability

Logos in electronic form are available from the NEOS Office.

TEMPLATES AND GUIDELINES FOR DOCUMENTS

Templates and guidelines for documents facilitate the production of standard, professional documents.

Templates

Electronic templates are available from the NEOS Office for the following:

- Letters
- Policies
- Agenda
- Minutes
- PowerPoint presentations

Appendices 1-4 are samples of some of these templates.

General Guidelines

- Logo Please refer to the appropriate section in the Visual Identity Guidelines.
- Colours Text should generally be in black. Blue text is used in some promotional materials.
- Letterhead NEOS Letterhead should be used for official correspondence.
- Font Arial 11 pt or Times New Roman 12 pt for letters, policies, agendas or minutes.
Verdana on NEOS website.

Appendix 1: Letter



5-02 Cameron Library
University of Alberta
Edmonton, Alberta T6G 2J8

Month Day, 200X

Mr. John Doe
Title
Organization
Suite 1000
123 Any Street
Anywhere, Alberta T1A 1A1

Dear Mr. Doe:

Body of letter

Yours sincerely,

Jane Doe
Title

Attachment:
or Enclosure:
if appropriate

Appendix 2: Policy Documents

HEADER:

Level of Access – left blank; **SECURE** or **RESTRICTED**

NEOS Policy

Month 2005

FOOTER:

NEOS Policy

The NEOS Office is the official copy holder for any and all NEOS Policy Documents.

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NEOS Visual Identity Guidelines, 2005

The NEOS Office is the official copy holder for any and all NEOS Documents.

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Appendix 3: Agenda Template

The agenda should be created as a Word document, for ease of records management. If desired, the text of the agenda may also be pasted into an email for the convenience of the attendees.

NEOS XXXXXX Meeting
(e.g. NEOS Communications Committee Meeting)
Day Month Date, Year, Time
(e.g. Friday December 1, 2006, 9:30 a.m.)
Exact location (e.g. Room 4-02, Cameron Library, University of Alberta)

Agenda

- 1. Call to Order/Welcome/Additions to Agenda**
- 2. Approval of Minutes of Meeting of (date)**
- 3. (Agenda item)**
 - 3.1 (sub-items may be listed if desired)**
- 4. (Agenda item)**

FOOTER:

This Agenda and its corresponding attachments are transitory records.
The NEOS Office is the official copy holder for any and all NEOS Meeting documents.
Members are instructed to recycle this material following the meeting.

Appendix 4: Minutes Template and Guidelines

NEOS XXXXXX Meeting
(e.g. NEOS Communications Committee Meeting)
Day Month Date, Year
(e.g. Friday December 1, 2006)

General location (e.g. Cameron Library, University of Alberta)
Minutes

(This should read DRAFT Minutes until the minutes have been approved.)

Present: Jane Doe (Abc Library), Joan Doe (Def Library), Recorder, John Doe (Ghi Library), etc.

Guests:

Regrets:

1. **Call to Order/Welcome/Additions to Agenda**

2. **Approval of Minutes**

The minutes of (*date of previous meeting*) were approved as presented (or with the following changes). Or, the e-mail approval of the minutes of (*date of previous meeting*) was confirmed.

Motion: To approve the minutes of (*date of previous meeting*) as presented.

Moved by: **Seconded by:** **Carried.**

3. **Agenda item title**

Summary of discussion.

As appropriate, what was decided on should be added:

Motion: To ...

Moved by: **Seconded by:** **Carried.**

OR

**Decision: (what was decided if there was consensus rather than a motion)
NEOS libraries will ...**

OR

Action: Jane Doe will

4. **Agenda item title**

Next Meeting:

FOOTER:

The NEOS Office is the official copy holder for any and all NEOS Meeting documents.

Guidelines for Taking Minutes at NEOS Working Group Meetings

Most NEOS Working Group meetings are quite informal. However, a standard format for minutes is helpful to ensure that we keep good records for the organization.

Minutes should be written using the template and should be created in MS Word format rather than as an e-mail message, for ease of electronic records management.

Minutes should include the following:

- Name of the meeting.
- Date and location of the meeting.
- Names of those present, including the libraries they represent and who is the recorder for this meeting.
- Guests if any.
- Regrets if any. The names of those who would normally have attended the meeting as their library's representative should be included here, even if technically no regrets have been received.
- Addition of items to the agenda, if any.
- Approval of the previous meeting's minutes along with any changes that need to be made. A draft of minutes is sent out to working group members to give them a chance to suggest changes before the minutes are sent out on NEOS-L according to NEOS policy; however, there may still be changes to the minutes at this stage. The minutes are only official after they have been approved and even if an e-mail approval has taken place, the e-mail approval should be confirmed at the next meeting.
- Discussion and decisions for each agenda item.
- Summary of each agenda item. Very detailed information on the discussion is not needed, but there should be some background on the agenda item and relevant information on the decision made. Particularly in the case of the Standards Committees, the detail should be enough that staff members or Directors who were not in attendance understand what was decided. Recorders should be diplomatic and avoid judgmental language.
- Result of each agenda item. Most importantly, any motions, decisions or action items resulting from each agenda item should be included.
- Date, time and location of next meeting if available.