Partner Branding Manual
BRANDING YOUR LOWCOUNTRY DIGITAL LIBRARY

Introduction
Different sections of the Lowcountry Digital Library 2.0 have the ability to be customized to your institutional branding standards. These styles, once established, can carry over to present a uniform branding package from your LCDL blog through to your LCDL institutional homepage. There are several recommendations for branding. Additionally, your institution may or may not choose to take advantage of optional elements.

Recommended Branding Requirements
Currently, a temporary “base” style for your institution has been put into place. Whenever possible, it was based on any previous branding that was in place in the original digital library. Additional styles were put into place based on your institution’s website. All of this can be changed. We just created these styles to serve as placeholders. You can view these placeholder styles on the new LCDL:

1. In a web browser go to lcdl.library.cofc.edu
2. Mouse over the “browse by institution” menu item
3. Click your institution from the dropdown menu

You will then see what has been put into place. The custom elements are:

- Images to represent your institution
- Logos
- Background styles
- Text about your institution

We would recommend that your institution customize these items. There are some requirements for each item. If you have any trouble with any of these elements, please do not hesitate to contact your LCDL Project Coordinator for help.
Images to Represent Your Institution
We use an image of your institution in two different locations, once on your institutional homepage and again on the “browse by institution” page. These images can be the same or not. The option is yours. Please see below for examples:

On your institutional home page we require a larger, square image of your institution. Here you see an example of the Waring Historical Library’s institutional homepage with a square image of the Waring.

This image should be no smaller than 500 x 500px at 96 ppi. If you have a larger square image, we can resize it for you. If you have an image that is not square and requires cropping, we are more than happy to crop it for you and size it appropriately.

The Waring Historical Library is the special collections and rare book library for the Medical University of South Carolina. Named for Joseph I. Waring, Jr., the first director of the Historical Library, the library houses books, journals, manuscript items and museum artifacts dealing with the history of the health sciences.

MEDICA is the digital library and archives for MUSC and the Waring Historical Library. MEDICA’s collections include historical photographs and documents, theses and dissertations written by MUSC students, and print material relating to the history of the health sciences in South Carolina. MEDICA is made possible through a collaboration with the College of Charleston and with support from the Gaylord and Dorothy Donnelley Foundation.
The second location of your institutional image is on the Browse by Institution page. On this page you may choose to use your institutional image again or you may chose to supply us with a small square logo. Below you can see that Avery and Barbados have institutional images, but Beaufort has a square logo.

If you choose to use a different image here (like Beaufort below) then this image should be no smaller than 100 x 100px at 96 ppi. If you have a larger square image, we can resize it for you. If you have an image that is not square and requires cropping, we are more than happy to crop it for you and size it appropriately.

If you would like to use your larger institutional image here, then you do not need to submit anything. We will create this small image for you from your larger institutional image.

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**Contributing Institutions**

**Avery Research Center**
The Avery Research Center for African American History and Culture stands on the former site and operates from the former building of the Avery Normal Institute, a hub for Charleston’s African-American community from 1865–1954 that trained its students for professional careers and leadership roles. The center was established to collect, preserve, and make public the unique historical and cultural heritage of African Americans in Charleston and the South Carolina Lowcountry.

**Barbados Museum & Historical Society**
The Barbados Museum & Historical Society was established in 1933 by an Act of Parliament. The Museum began as a historic society founded by Mr. Eustace Maxwell Shilstone. At that time, the mandate of the historic society was to "to study and put on permanent record the history of the Island, its leading families and public men, old buildings and other matters of interest to antiquarians in Barbados and overseas". By June 23 of that year, a temporary exhibition was opened by the Acting Governor. Three months later the Society secured the 99 year lease of the former military prison, which became the permanent home of the Barbados Museum and Historical Society.

**Beaufort County Library**
The Beaufort County Public Library is a leader in the community and a vital threshold to opportunity, self-education, and recreation. The Library's leadership provides free access to information and the dynamic exchange of ideas both locally and around the world, empowering citizens with resources to adapt to a rapidly changing world while preserving the area’s rich heritage.
Logos
Your logo will be used throughout the LCDL website to brand pages that contain your specific content. This always applies to your institutional home page, your collection home pages, and your (optional) LCDL blog.

As everyone’s logo is different, we provide some flexibility with file dimensions. We recommend that your logo image have a resolution no less than 96 ppi. The width of this image should fall between 200 and 450 px and the height of this image should fall between 50 and 100 px. These measurements are approximate, but we find that logos that fall within these measurements look best.

If you have a larger image, we can resize it for you. If you have an image that is not within these measurements, let me know and I’m sure we’ll be able to make it work!

Below is an example of the Medica logo on the Waring Historical Library’s institutional home page. For your reference, that image is 370px wide x 100px high.
Background Styles

Your background style will be used throughout the LCDL website to brand pages that contain your specific content. This always applies to your institutional home page, your collection home pages, and your (optional) LCDL blog.

For your background style, you have a choice. You may choose:

- A solid color
- A gradient color
- A background image

Below are some examples:

Here, you see the Gibbes Museum of Art is currently displaying a solid color background:
Here, you see The Citadel is currently displaying a gradient background:
Here, you see the Waring Historical Society is currently displaying a **background image**:

![Background Image](image_url)

When supplying us with this information, we require either:

- A single hex color for a solid color background
- Two hex colors for a gradient color background
- A jpeg or png file for a background image

If you are unfamiliar with hex colors, here is the web address to a free hex color website: [http://www.color-hex.com/](http://www.color-hex.com/)  The hex color begins with the number (or pound) sign (#). For example:

- #660000 = a maroon solid color background
- #660000, #000000 = a maroon fading to black gradient color background
Text About Your Institution

Your institutional text will be used on your institutional home page. It can be approximately 2-5 paragraphs long. You can use this text to describe your institution, add any additional rights and usage statements you want highlighted, etc.

Here you see an example of the Waring Historical Library’s homepage with two paragraphs of descriptive text.

Waring Historical Library at the Medical University of South Carolina

The Waring Historical Library is the special collections and rare book library for the Medical University of South Carolina. Named for Joseph I. Waring, Jr., the first director of the Historical Library, the library houses books, journals, manuscript items and museum artifacts dealing with the history of the health sciences.

MEDICA is the digital library and archives for MUSC and the Waring Historical Library. MEDICA’s collections include historical photographs and documents, theses and dissertations written by MUSC students, and print material relating to the history of the health sciences in South Carolina. MEDICA is made possible through a collaboration with the College of Charleston and with support from the Gaylord and Dorothy Donnelley Foundation.
Optional Branding Possibilities
Currently there is one optional branding function that you may or may not choose to implement. At the top of the new LCDL website there is an image slider that rotates through a number of collection based images. On the general LCDL pages (those pages not branded to your institution’s specifications) this slider will be used to highlight certain collections and will change throughout the year.

We can create a custom slider for your institution’s pages that only feature collections from your institution and link out to those collections within LCDL. We would suggest that at least four images are selected. If you choose not to customize this feature, the default setting is the general image slider.

Images should be reflective of the collection content. We suggest one image per collection.

The images should be exactly 1180 x 200px at 96 ppi. If you would like us to create a custom image slider for you, we can absolutely do that! Just let us know which collections and which images in those collections you would like featured and we will create the slider for you.

Below is an example of the Waring Historical Library’s custom image slider in place on their institutional homepage.

![Image Example](image.png)

Conclusion
Finally, if there are any other requests you feel have not been addressed about branding your content, please let us at the LCDL know ASAP! We are more than willing and able to work with you to address any concerns you might have!

Thanks!