



**DEPARTMENT OF PURCHASING & CONTRACT COMPLIANCE**

**Winner 2000- 2011 Achievement of Excellence in Procurement Award  
National Purchasing Institute**



**FELICIA STRONG-WHITAKER, INTERIM DIRECTOR**

July 30, 2012

Re: **ADDENDUM I**  
**12CR84797B-LIBRARY CARD/KEY TAG COMBINATION**

Dear **QUOTERS:**

Attached is one (1) copy of Addendum 1, hereby made a part of the aboved referenced: **12CR84797B-LIBRARY CARD/KEY TAG COMBINATION.**

Except as provided herein, all terms and conditions in the **12CR84797B** referenced above remain unchanged and in full force and effect.

Sincerely,

*Cynthia Richardson*

Cynthia Richardson  
Procurement Officer

**12CR84797B**

**LIBRARY CARD/KEY TAG COMBINATION**

This Addendum forms a part of the contract documents and **modifies** the original RFQ documents as noted below:

PICTURES OF THE LIBRARY CARD/KEY TAG COMBINATION IS ATTACHED

**ACKNOWLEDGEMENT OF ADDENDUM NO.1**

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Purchasing Department, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFQ due date and time **AUGUST 9, 2012 at 2:00 P.M.**

This is to acknowledge receipt of Addendum No.1, \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
Legal Name of Bidder

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Title

[Empty rectangular box]

- Present this card every time you check out materials.
- This card is non-transferable.
- Report any change of address promptly.
- Report a lost card immediately.

X

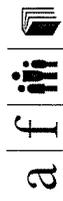
I accept responsibility for all library materials charged on this card.



atlanta-fulton public library system

*Take your dreams off the shelf.™*

locations | hours | catalog search | renewals | holds  
[www.afpls.org](http://www.afpls.org)



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*Take your dreams off the shelf.™*

If found, please return this card to any  
Atlanta-Fulton Public Library System Branch  
[www.afpls.org](http://www.afpls.org)

# Atlanta-Fulton Public Library System

## GUIDELINES FOR BRAND INTEGRITY

Brand identity is the way in which the vision of a brand is communicated. It encompasses the visual style, language and the tone of all communications, both internal and external. A consistent brand identity reinforces key associations with the Atlanta-Fulton Public Library System and constantly works to build an impression of what the AFPLS brand represents.

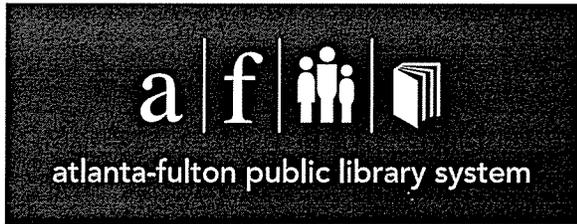
### Correct Usage | Logomark



atlanta-fulton public library system

#### Two spot colors | CMYK | RGB

Use this logo for two color printing, full color printing or color printing to ink-jet, Fiery, or large format output printers. Do Not substitute these colors when full color output is desired.



#### Reverse to White

Use when printing on a black or highly contrasting background so the white of the paper show through

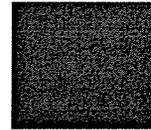


atlanta-fulton public library system

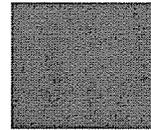
#### Black and White

Use this logo for black and white printing only or when a black logo works best in a full color design format.

#### Color Considerations



PMS=294  
CMYK=100.52.0.21  
RGB=0.85.150



PMS=369  
CMYK=59.0.100.63  
RGB=109.179.63

#### PMS (Pantone Matching System)

Use for SPOT printing or when only two colors are used for commercial printing.

#### CMYK-Full Color Printing

Use this color formula when full color is used for commercial printing.

#### RGB-Digital Screen representation

Use this color formula when full color is used for commercial printing.

#### Black/Grayscale

Use this color when only black is used for commercial printing.

### Correct Usage | Logomark with Tagline



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*Take your dreams off the shelf.™*

As an unregistered trademark the use of a small TM in relation to the tagline provides a degree of legal protection as intellectual property.



atlanta-fulton public library system

*Take your dreams off the shelf.™*

#### The Tagline

A tagline is not a strategy. It is an emotion, an idea, an inspiration. It helps patrons form an emotional connection with the brand. Use the tagline with the logomark with discretion. Overuse of the tagline tends to dilute it's impact.

#### Brand Essence

The essence of a brand is distinctly different from a company or product tagline. The brand essence is focused internally and is used to energize employees and provide decision-making criteria. In contrast, a tagline is used to communicate a brand association with an external audience.

### Incorrect Usage | Logomark



*Do NOT change the brand colors*

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*Do NOT condense the logo*

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*Do NOT stretch the logo*

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#### Fonts

The Atlanta-Fulton Public Library System's logotypes are **Avenir**, a modern sans serif font and **Times Roman**, a classic serif font. The unconventional use of all lowercase for the logotype suggests a modern, humanistic approach. However, in body copy, the library name should employ conventional upper and lower case characters.

A sans serif font for text in body copy is recommended to promote a contemporary, progressive look and feel in library promotions and communications. If **Avenir** is unavailable, the most common sans serif fonts are **Helvetica** and **Arial**. **Times Roman** is a readily available font. Remember, consistency is the key to building brand equity!

#### Final Notes

The Atlanta-Fulton Public Library System's logo is a stand-alone visual representation of the library—in effect, your signature. It is a combination of the logotype and the “public” and “open book” icons. These elements should never be separated. The Atlanta-Fulton Public Library System name should always be used in full. To preserve the integrity of the signature, the logo should always be surrounded by a certain amount of clear space. This separates the logo from other elements which might detract from its legibility.