



RECOGNITION STANDARDS POLICY

Policy # 8003

Effective Date: September 3, 2025

I. POLICY STATEMENT.

The purpose of this Recognition Standards Policy is to ensure that recognition at all library facilities is consistent, elegant, appropriate to each level of giving, and complementary to existing design standards.

II. DEFINITIONS.

The following definitions shall apply to this Policy, unless the use and context clearly indicates otherwise.

- A. "Plaque" means any permanent recognition display item designed and created by the Library per the descriptions below.
- B. "Name Plate" means any permanent recognition display designed and created by the Library per the descriptions below.
- C. "Consolidated Donor Display (aka Honor Wall)" means any permanent donor recognition display designed and created by the Library per the descriptions below.
- D. "Wall Inscription" means any lettering added to the interior wall of a Library designed and created by the Library per the descriptions below.
- E. "Director" means the Director of the Sonoma County Library, or designee.
- F. "Policy" means this Recognition Standards Policy approved by the Library Commission, and as may be amended from time to time.

III. POLICY.

- A. **Scope.** This Policy shall apply to all recognition displays that are installed subsequent to the adoption of the policy.

- B. **Policy Standards.**

These standards include graphic layout options and fabrication details. The Library will review donor recognition copy with each donor. This copy will be formatted based on the approved graphic layouts. The graphic layouts identify the maximum number of copy lines for each component and how each is designed. The graphic layouts will not include logos, custom images, branding, or custom colors. The Library, or a preferred vendor, will create electronic artwork for all individual recognition items. The items (plaques or tags) will be fabricated and installed by a professional sign vendor or by Library staff. Recognition items will remain in place for the normal life span of the space, or 30 years, subject to change by the Director.

Donor Recognition Plaques

Donor Recognition Plaques are intended to acknowledge donations for rooms, collections or other significant features listed in the Naming Rights Policy. Donor Recognition Plaques are typically located at the entrance to a room, at the periphery of a collection, or on the stacks. Due to wall space constraints, it may be necessary to locate plaques inside or nearby. The Library has sole discretion on plaque placement. The donor recognition levels are described as follows:

- Visionary: \$400,000 donation and above Plaque #1
- Partner: \$300,000–\$399,999 donation and above Plaque #2
- Leader: \$200,000–\$299,999 donation and above Plaque #3
- Advocate: \$100,000–\$199,999 donation and above Plaque #4
- Supporter: \$50,000–\$99,999 donation and above Plaque #5

Wall Inscription

A Wall Inscription is reserved for outstanding expressions of financial support and, as space allows, can be substituted for the Visionary (Plaque #1) plaque described above. Lettering for a wall inscription is to be noticeable but not overwhelm the design of the Library. The Library has sole discretion on the size, design, and placement of a wall inscription. No logos, custom images, branding, or custom colors will be included.

Name Plates

Metal name plates (donation \$5,000–\$50,000) can be attached to furniture, computer workstations and similar items. They are to be attached where they are readily visible to visitors. When equipment tags are attached to several identical items, such as chairs, they should be attached at the same place on each item. An additional style of name plate is intended for attachment to commemorative benches, which are typically installed outdoors. The donation will be in an amount that is appropriate to the intention of the donor, plus the cost of purchasing and installing the bench and the name plate.

Consolidated Donor Display

The Consolidated Donor Display (aka Honor Wall) will be located in a prominent area near the entrance of a facility and will acknowledge all donations in a hierarchical layout. This display will not be designed and fabricated until all donations have been received, so it can be sized to accommodate the correct number of donors to that facility. The location of the Consolidated Donor Display at a library facility will be determined by library staff. If needed, lighting will be provided for the display.

SPECIFICATIONS

All plaque dimensions are 4x3 ratio to assure consistency

Donor Recognition Plaque #1 (\$400,000 level): Visionary

20 inches wide by 15 inches tall

Wood and metal

Sample text:

MARKETPLACE

A gift from Name Here

Maximum 4 lines of text

Donor Recognition Plaque #2 (\$300,000 level): Partner

16 inches wide by 12 inches tall

Wood and metal

A simple graphic element
Sample text:
READING ROOM
A gift from Name Here
Maximum 4 lines of text

Donor Recognition Plaque #3 (\$200,000 level): Leader
10 inches wide by 7.5 inches tall
Wood and metal
Sample text:
MAKERSPACE CREATION LAB
A gift from Name Here
Maximum 4 lines of text

Donor Recognition Plaque #4 (\$100,000 level): Advocate
8 inches wide by 6 inches tall
Wood and metal
Sample text:
BIBLIOBOX
A gift from Name Here
Maximum 3 lines of text

Donor Recognition Plaque #5 (\$50,000 level): Supporter
6 inches wide by 4.5 inches tall
Wood and metal
Sample text:
GROUP STUDY ROOM
A gift from Name Here
Maximum 2 lines of text

Name Plate #1
3 inches wide by 1 inch tall (under \$50,000)
Metal
Sample text:
A gift from Name Here
Maximum 1 line of text

Name Plate #2 (specifically for commemorative outdoor benches)
6 inches wide by 2.5 inches tall
Metal
Sample text:
In Memory of NAME HERE
Maximum 2 lines of text

C. **Administrative Procedures.**

Following the design and donation level criteria in this policy, the Fund Development Director designee will review requests with the donor and the Director, then submit requests to the Communications Director. The recognition displays will be designed, fabricated and installed by Library staff or a preferred vendor. The Library has sole responsibility to initiate, design and install recognition displays, and the Library has the right to refuse and/or decline recognition requests. The Library reserves the right to

relocate, remove, or update recognition based on facility renovations, wear and tear, or evolving recognition standards.

- D. **Library Director Authority.** The Library Director, or designee, is expressly authorized to make minor amendments to this Policy, including, but not limited to, imposing additional policies or procedures that are deemed necessary for the efficient and safe functioning of the Library, so long as in line with the purpose of this Policy.

IV. APPLICABLE LAW AND REGULATIONS.

- A. None

V. REVISION HISTORY.

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Significant Changes: first version