



## **Lolibrary Style Guide**

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# 1. Introduction

## What is lolibrary?

Lolibrary is an data base and reference guide that archives and documents clothing and novelty items related to the lolita fashion subculture.

Founded in 2010 over the past 15 years nearly 100 thousand items have been documented by volunteers and fashion enthusiast. It went from a group of small contributors to being a global resource for many people around the world who love the fashion.

It is entirely ran by volunteers both in the developer and contributor roles. The non-profit is consistently looking to update and document new items and is easy to volunteer for through making a free online account or making a donation.

## Why we do this

Lolibrary started as a data base for documenting clothing. It serves many purposes including documenting a user's personal closet, creating wishlist, identifying items, and searching for items that a user might want to track down later.

Lolita clothing is often considered a collectors item, certian years, fabrics and brands are priced differently on release and on resale could be missing items. When a person is investing in a collectors piece they may want to make sure that accessories that were originally with the item on purchase are there when a reseller is listing an item as "like new" or "complete" it works as a great way for people to know what they are truly purchasing and then conveniently easy to move from the viewing page into the wishlist or closet tabs

Lolitas also find enjoyment in knowing the details on items not yet released or in advertisements. Lolita is a slow fashion full of people who want to have curated closets. Many items were released in old magazines or special events and people like to know the details of such rare items and by having an easy way to contribute any user with a rare or undocumented item can create a new entry which is then reviewed by higher ranking "lolibrarians"







## 2. Logo

The Lolibrary logo is composed of a book within a rose, a nod to the original design and logo being a rose, the book was added as a reflection of the database and librarian message of the non-profit group. The image is designed to be displayed on webpages but it also on Lolibrary's printed material when they host events and panels

In this section we will discuss the correct and incorrect uses for the Lolibrary logo, and the ways to brand it.

# Colors



Black

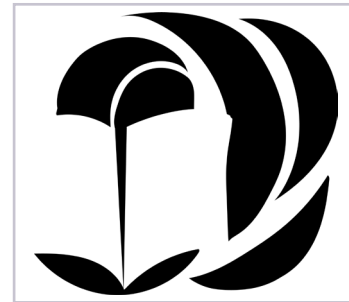


White on black



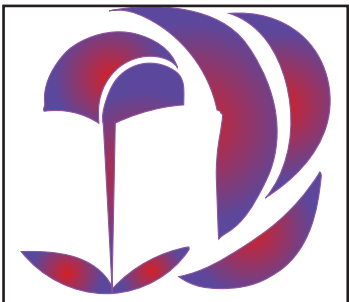
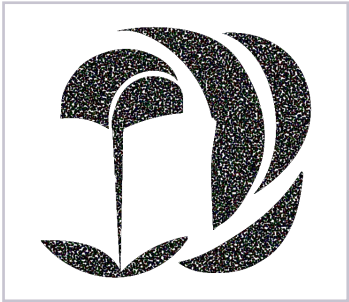
Colored

# Correct Uses



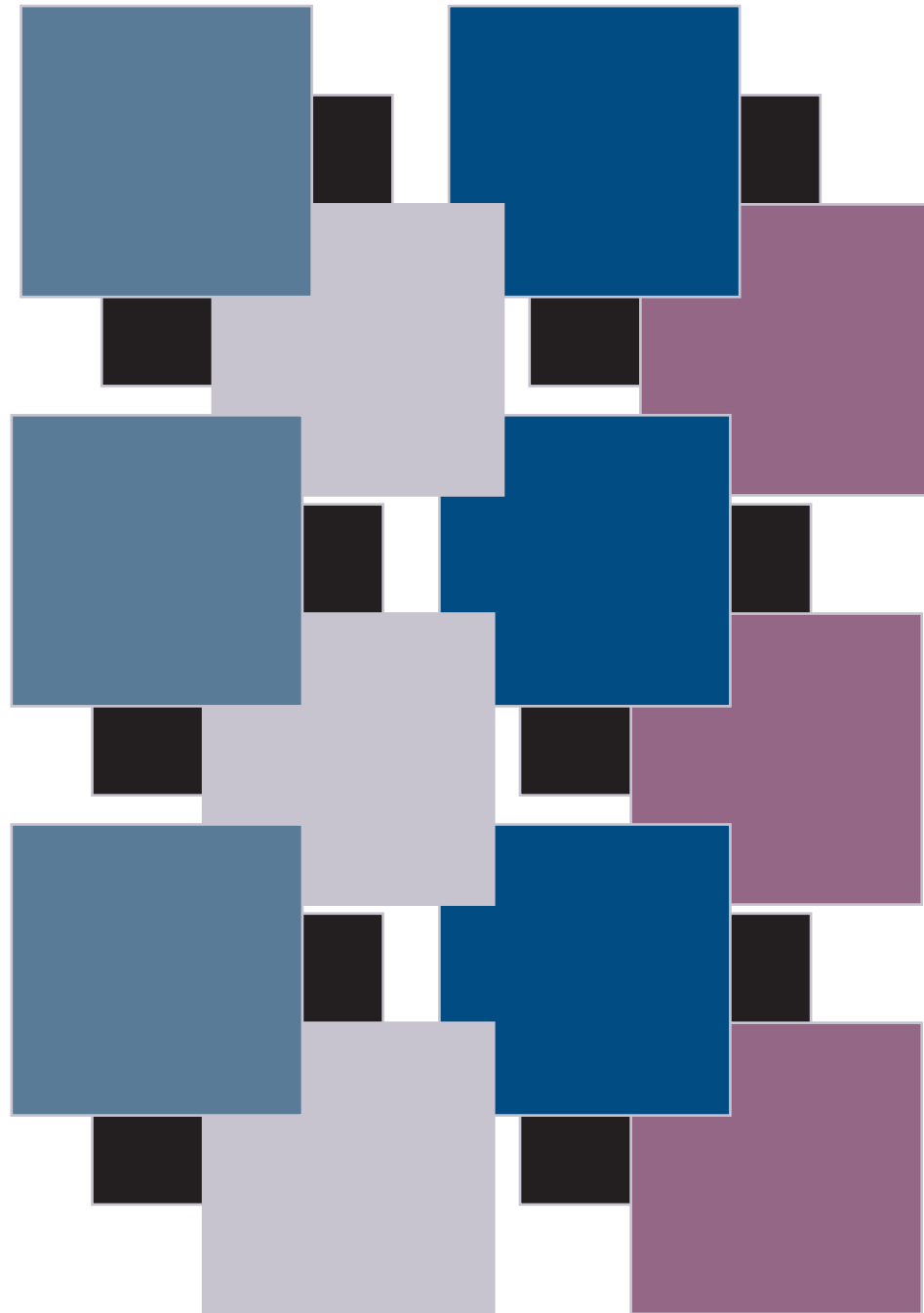
The Lolibrary logo is to be displayed as solid colors with negative space, when using more than one color, it is limited to 2 (two) colors, the darker of which must be on the section where the book's spine would be. Only brand colors may be used.

# InCorrect Uses



The Lolibrary logo must not have a texture, have a shadow, become scewed or rotated. Can not be presented in non-brand colors, have an outline, be in a gradient, or be mirrored.

### 3. Color System



The Color scheme for Lolibrary was derived from the original site colors along with some based off of other lolita fashion icons like the Gothic Lolita Bible's heavy use of purple, or the founder of Gothic Lolita brand Moi-Meme-Moi-tie Mana-Sama's favorite color being blue.



# Primary Color Pallete



**COFFIN**

Hex  
#000000

CMYK  
0%0%0%100%

RGB  
0,0,0

Pantone: Black



**Iron Gate**

Hex  
#C5C3D3

CMYK  
7%8%0%17%

RGB  
197, 195, 211

Pantone: 5305 U



**Angel**

Hex  
#ffffff

CMYK  
0%0%0%0%

RGB  
255, 255, 255

Pantone: White

# Secondary Color Pallete



**Journal**

**Hex**  
#557F95

**CMYK**  
43%15%0%42%

**RGB**  
85,127,149

**Pantone:** 5415C



**Victoria**

**Hex**  
#817BA8

**CMYK**  
23%27%0%34%

**RGB**  
129, 123, 168

**Pantone:** 667 U



**Mana**

**Hex**  
#014CA0

**CMYK**  
99%52%0%37%

**RGB**  
1, 76, 166

**Pantone:** 19-4150TCX



**GLB**

**Hex**  
#8C549F

**CMYK**  
12%47%0%38%

**RGB**  
140, 84, 159

**Pantone:** 2081C

## 4. Type System

Lolibrary primarily being a website requires the use of fonts, these fonts must be legible but also have the whimsy that lolita fashion inheritly has.

# Type Family

Regular

Used for headers

Uppercase

Lowercase

Regular

Used for paragraphs and descriptions

Uppercase

Lowercase

*Italics*

*Used for sidenotes*

**Bold**

**Used for descriptor titles**

HeartSome

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Book Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# Usage

## Item Info

Released in 2004

Product number: 128 422

Originally listed for ¥12,390.00

*Submitted by azuki-mikan*

Published on 22nd Feb 2024, 03:34 UTC

## Bust

77-90 cm

## Length

43 cm

## Material

100% cotton

## Notes

[Official colorways]

- Black × black lace
- Black × offwhite lace
- Ivory × ivory lace
- Offwhite × offwhite lace
- Pink × offwhite lace
- Sax × offwhite lace

[Brand comment] There is boning in the pieced areas of the camisole. It feels like you're wearing a corset.

前後身頃の切り替え部分にボーンをたたっています。コルセットをつけている気分になります。

Many brands that produce lolits clothing items are from Japan, thus many names are only available in Japanese. Book Antiqua is vital to use in descriptions due to it's availability to ease of visual look next to the japanese typeface.

In the picture to the left is an example of how an item description would look on the actual website



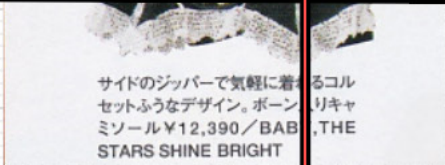
Details like which user submitted details would be in italics to signify it is not important to the actual item



# 5. Grid System

The grid system on Lolibrary is a 4 by 3 grid to deal with the both vertical and horizontal views lolibrary would need to utilize on their website both for mobile and desktop

# Grid Displayed

<div> Lolibrary Junior ▾ Lolibrarian ▾ English ▾ Donate Username</div>		<div>Search</div>	
<div>Camisole with Boning (2004) ボーン入りキャミソール</div>			
<div></div>		<div>Item Info</div> <div>Released in 2004</div>	
		<div>Product number: 128 422</div> <div>Originally listed for ¥12,390.00</div> <div>Submitted by azuki-mikan</div> <div>Published on 22nd Feb 2024, 06:34 UTC</div>	
<div><div>サイドのジッパーで気軽に着る コルセットふうなデザイン。ボーン 入りキャミソール ¥12,390 / BABY THE STARS SHINE BRIGHT</div></div>		<div>Bust</div> <div>77-90 cm</div> <div>Length</div> <div>43 cm</div> <div>Material</div> <div>100% cotton</div> <div>Notes</div> <div>[Official colorway]</div> <div>- Black × black lace</div> <div>- Black × offwhite lace</div> <div>- Ivory × ivory lace</div> <div>- Offwhite × offwhite lace</div> <div>- Pink × offwhite lace</div> <div>- Sax × offwhite lace</div>	
		<div>[Brand comment] There is boning in the pieced areas of the camisole. It feels like you're wearing a corset. 前後身頃の切り替え部分にボーンをたたいています。コルセットをつけている気分になります</div> <div>Featured in KERA Vol 71</div>	



# Grid Hidden



Lolibrary

Junior ▼

Lolibrarian ▼

English ▼

Donate

Username

Search

## Camisole with Boning (2004)

ボーン入りキャミソール



サイドのジッパーで気軽に着れるコルセットふうなデザイン。ボーン入りキャミソール ¥12,390 / BABY, THE STARS SHINE BRIGHT

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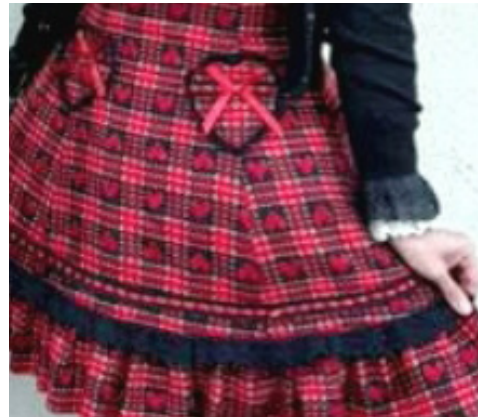
Featured in KERA Vol.71



## 6. Imagery

The Imagery of Lolibrary is supposed to reflect the community that helps run it, pictures of users and volunteers in fun and vibrant settings





The imagery in used in Lolibrary's promotional photos, to be presented on materials such as instagram post, brochures and presentations at events should include members of the community and have as natural of a lighting as possible







## 7. Conclusion

### Purpose

Lolibrary is a database with a wide range of users and purposes, it continues to grow as the internet becomes more integral to our lives. As the website grows and the nonprofit continues to extend to in person activities its design must evolve.

Users of the site are often the ones editing the look and developing the actual website and its important there is an easy reference for the users to keep a cohesive look/

### Special Thanks

To RaineDragon and Tea Rose Dragon

Photo Credits-

Yanaho Fang, via Unsplash

Small Giant, via Unsplash

Trishia Nunez





Thank You!