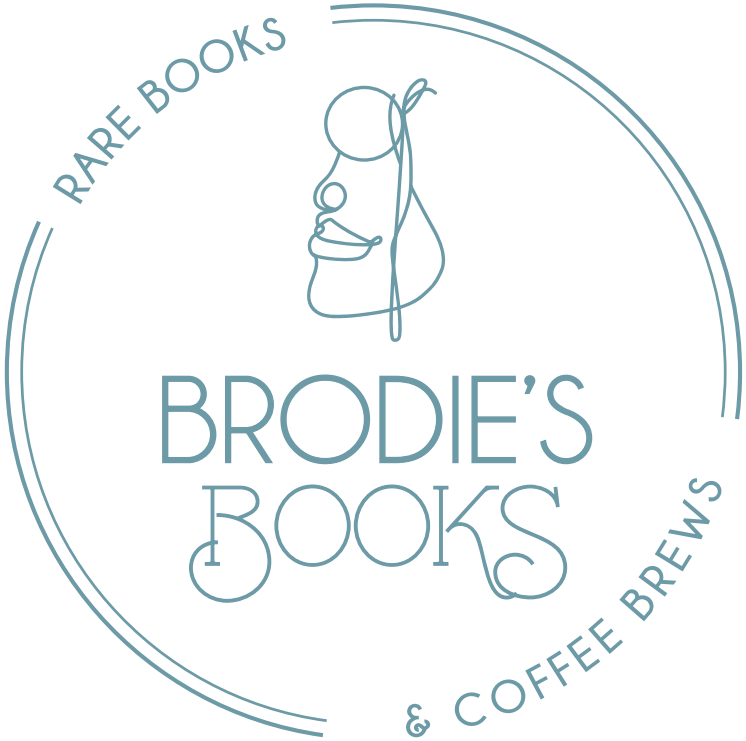
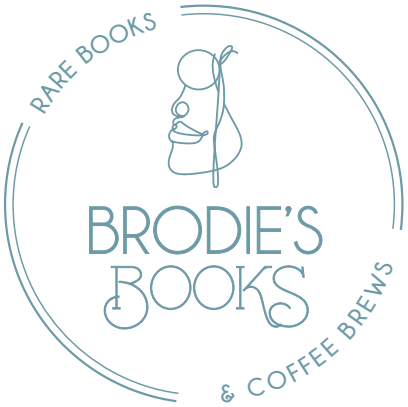
This is a guideline for the visual identity of Brodie's Books.
It presents the basic elements of the brand.



"We take pride in our reputation as the bookshop for book lovers across the world. We want to give our customers a unique experience with personality and provide a taste of perfection."

LOGOTYPE





HORIZONTAL LOGO



ICON



PATTERN



LOGOTYPE DO'S



Light backgrounds



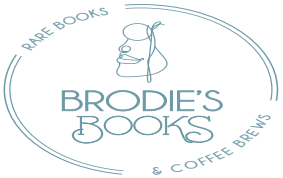
Complex backgrounds



Dark backgrounds

The logo can be positioned on images and on colored or light surfaces. If it's positioned over complex surface frame it in a box according to right color combination.

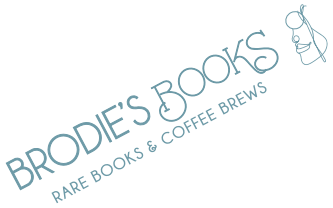
LOGOTYPE DONT'S



Do not distort the logotype



Do not change the font



Do not rotate



Do not place on complex backgrounds

TYPEFACE

CHAMPAGNE & LIMOSUINES REGULAR

- use for body text

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z Y

a b c d e f g h i j k l m n o p q r s t u v x y w z y

CHAMPAGNE & LIMOSUINES BOLD

- use for h1, headline, tagline

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z Y

a b c d e f g h i j k l m n o p q r s t u v x y w z y

CHAMPAGNE & LIMOSUINES ITALIC

- use for quotes

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z Y

a b c d e f g h i j k l m n o p q r s t u v x y w z y

CALAMITY JANE NF

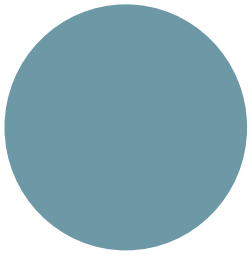
- only use caps for logo changeable word

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z Y

Example:

BOOKS & BREW

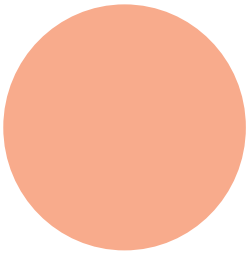
COLORS



HEX #6E98A6

C 60
M 29
Y 29
K 0

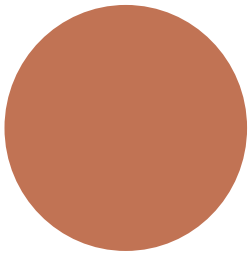
R 110
G 154
B 166



HEX #F9AC8D

C 0
M 39
Y 42
K 0

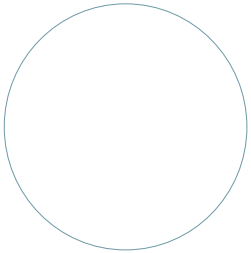
R 249
G 172
B 141



HEX # C07255

C 21
M 62
Y 70
K 5

R 192
G 114
B 85



HEX # FFFFFF

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

MOCKUPS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& COFFEE BREWS


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