

BRAND GUIDELINES

for



THE BOOKISH FOX

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COLOR SCHEME
Guidelines

Primary Colors



RED
HEX: #e82727
CMYK: 0,83,83,9



GREY
HEX: #363334
CMYK: 0, 6, 4, 79

LOGO
Guidelines

SYMBOL / BLACK & WHITE

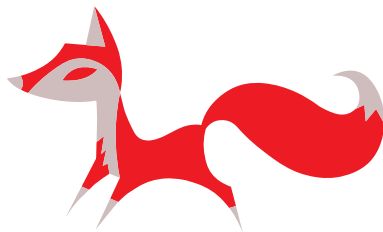


THE BOOKISH FOX

Recommended for:

- Printing in small sizes
- Printing on letterhead and business cards

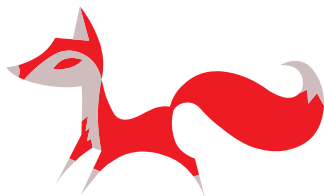
SYMBOL / COLOR



Recommended for:

- Web
- Designs and special features

SYMBOL / COLOR WORDMARK



THE BOOKISH FOX

Recommended for:

- Web
- Designs and special features

TYPOGRAPHY
Guidelines

HEADLINE TEXT

ABC

BUTLER

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BODY TEXT

Aa

Poppins

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890{ }?!@#\$\$%&*

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