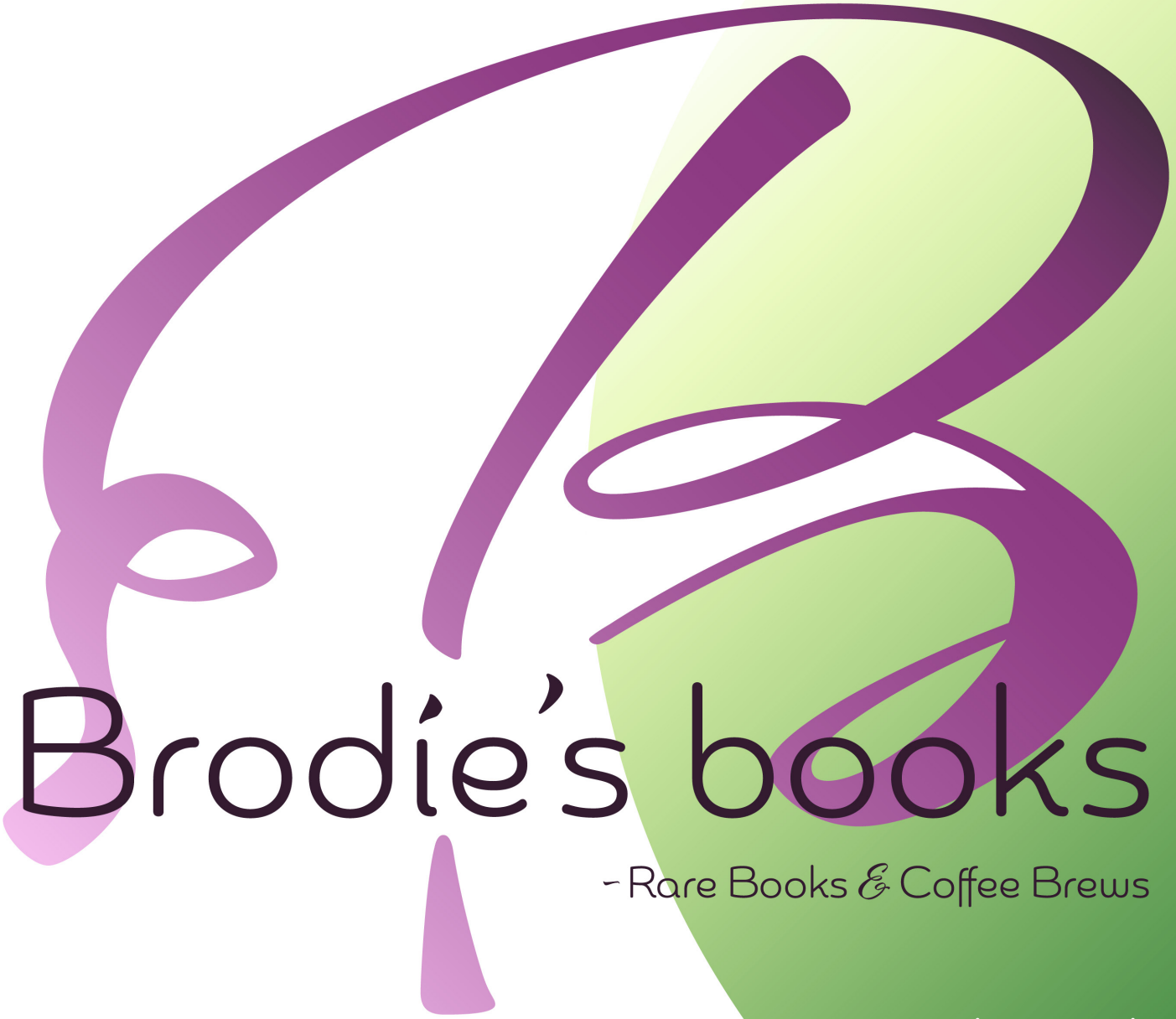


Brodie's books

– Rare Books & Coffee Brews

Brand Guide

Who is Brodie's books?

We are Brodie's books, a bookstore in it's prime, specializing in rare, collectable second-hand books located in Royal Mile, Edinburgh, Scotland. Our bookstore offer luxury, high-end product that attracts customers from around the world.
In addition to rare books we sell custom coffee brew and proudly work on building a community around the bookshop one cup of Joe at the time.
Although we love our coffee, the main focus is still on the rare, collectable books. Selling coffee is simply a side product to make our business unique and helps us stand out from the competition.

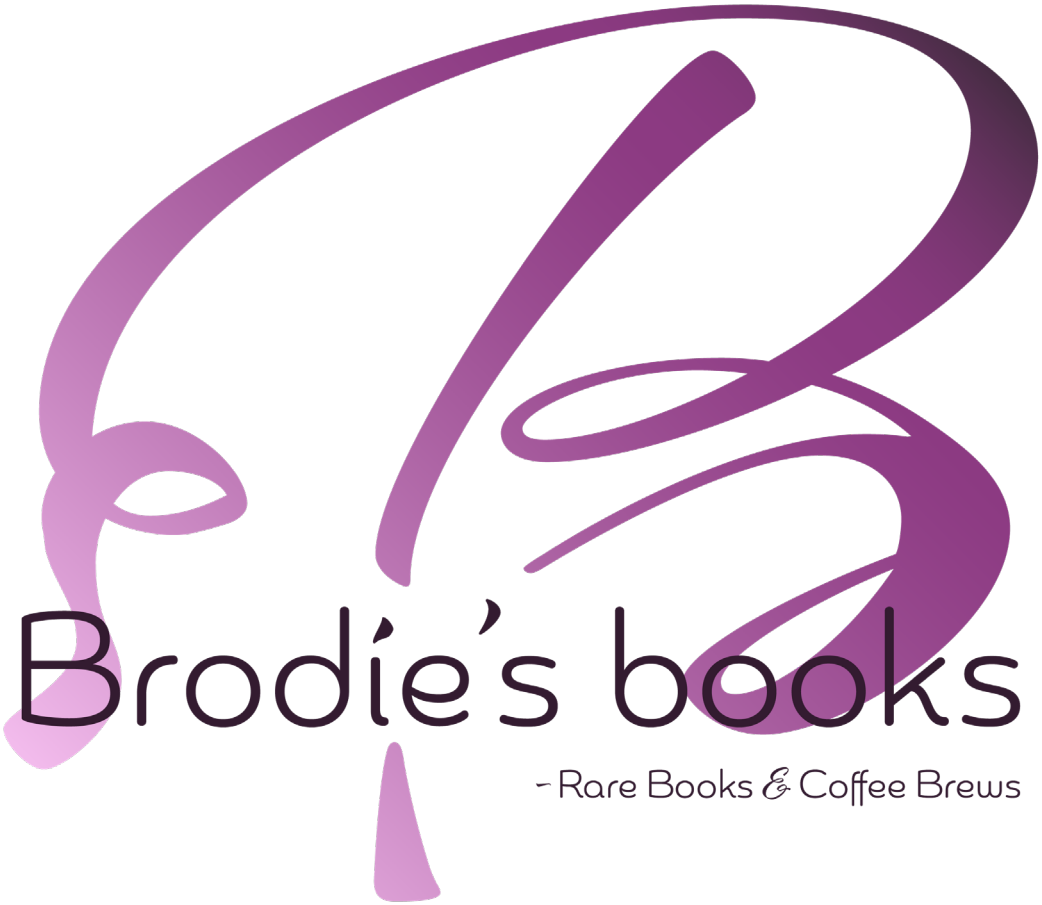
We imagine customers sitting down, discussing books and ideas while enjoying their coffee at Brodie's books. We'll stand tall as Brodie's elm tree, giving shelter from the hustle and bustle of the Royal Mile to tourists and book lovers alike.

The namesake, Jean Brodie, is one of the most famous Scottish fictional characters, a character from the book The Prime of Miss Jean Brodie by Muriel Spark. In addition to being a striking character, Miss Brodie's words still inspire us today.

> One's prime is elusive.
>
> You little girls, when you grow up,
> must be on the alert to recognise your prime
> at whatever time of your life it may occur.
>
> You must then *live it to the full*

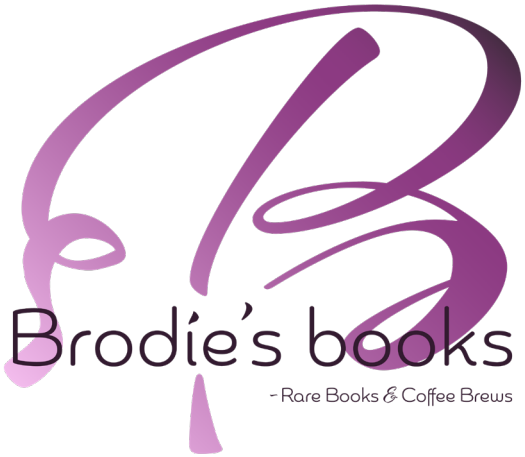
The logo

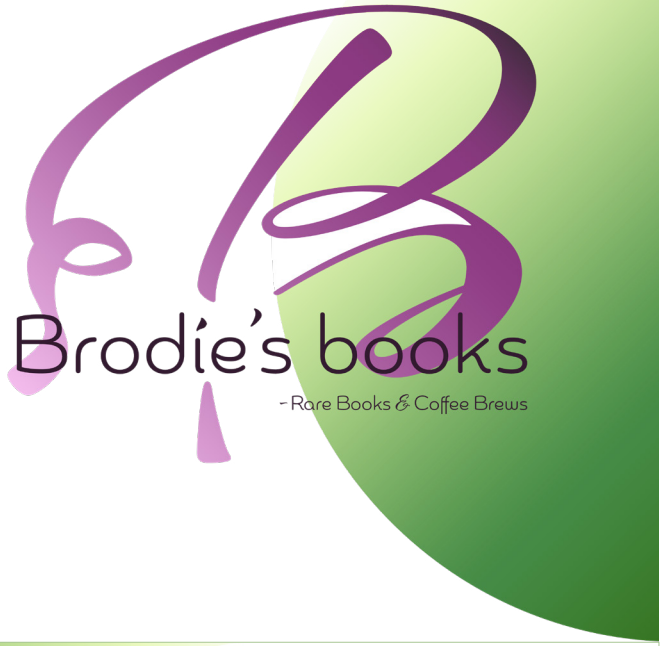
The icon of the logo is Miss B's signature, or at least that's how we imagined it would have looked like - Big, bold and with curves any typographer would die for.
There are also a few hidden elements within the icon. Can you spot them?

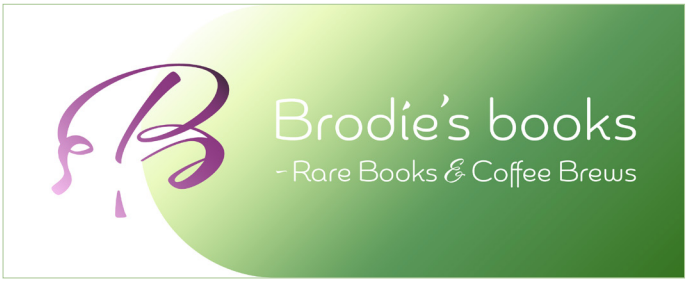


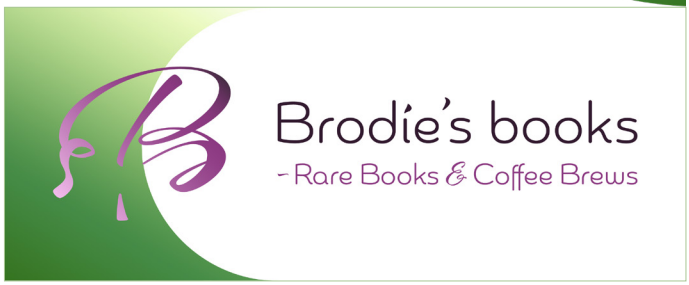
Logo variations











Typography

Brodie's books use two typefaces.
All text for the brand are in the modern and elegant sans-serif typeface Chennai Light.
It's simple curvy shapes compliments the script typeface Al Fresco.
Al Fresco is used in creating the logo icon as well as for text elements such as the ampersand, dash and numbers.

Chennai Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . - &

Al Fresco Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 , . - &

Chennai Light

Brodie's books

Brodie's books

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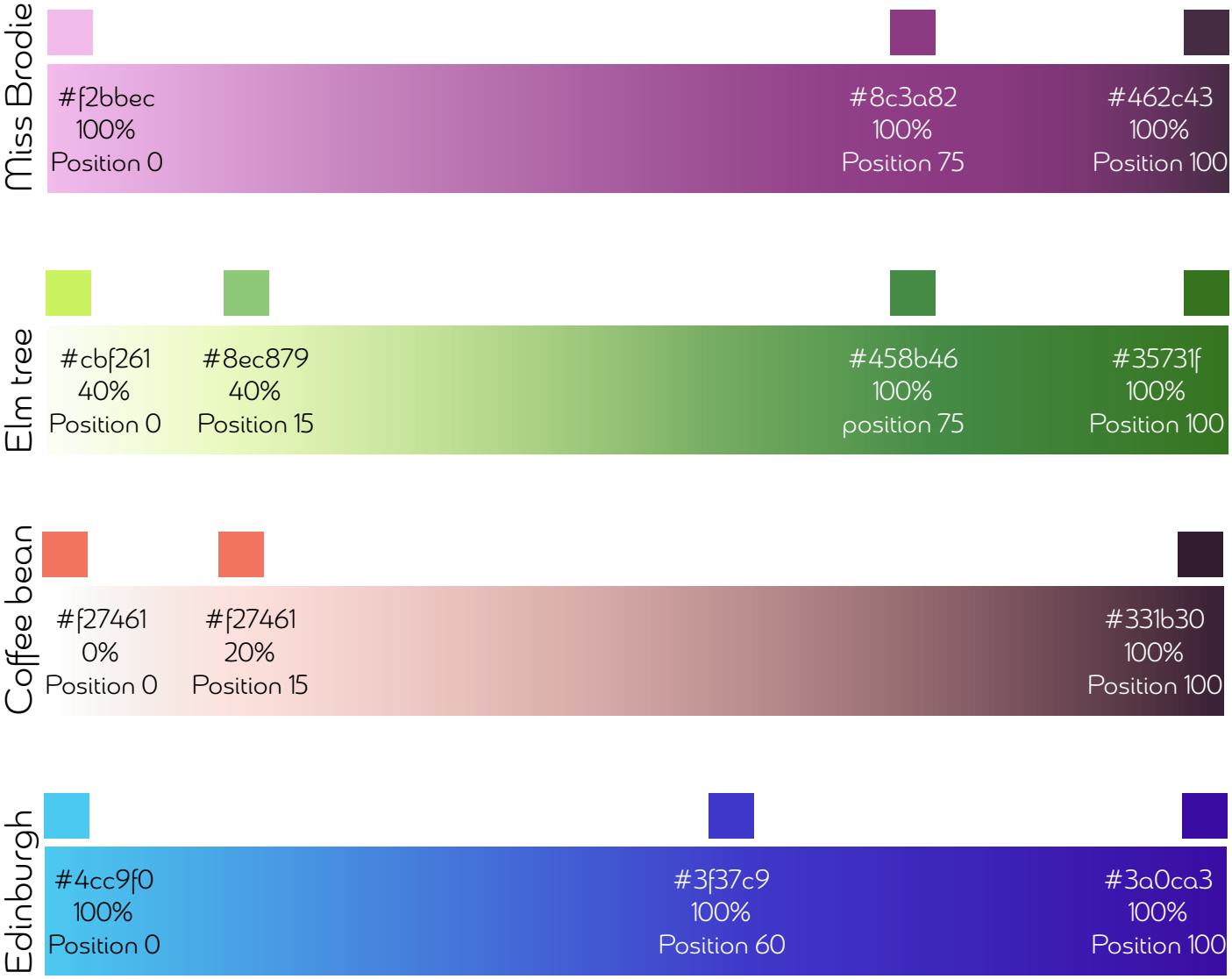
Brodie's books



Al Fresco Regular

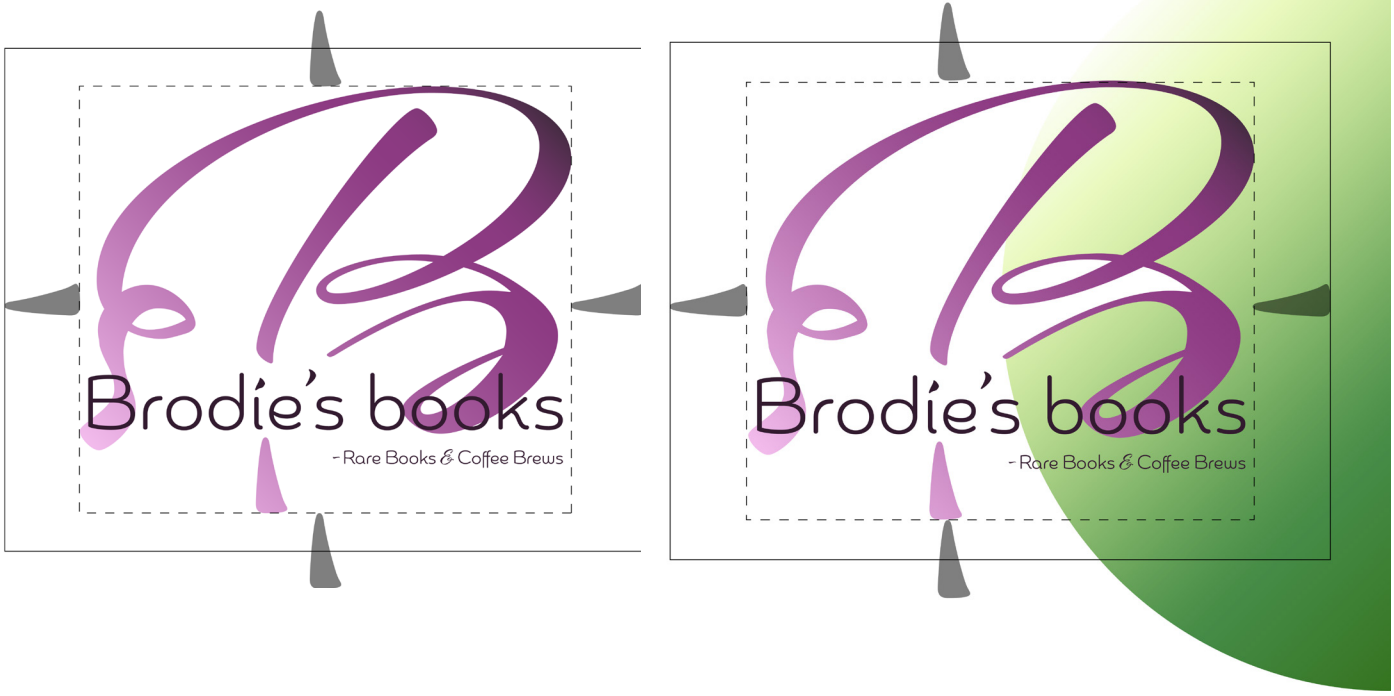
Colours

The colour scheme for Brodie's Books are based on Secondary colours using the purple #8c3a82 as a basis. The colour purple is one of the dominant colours mentioned in "The Prime of Miss Jean Brodie". The design is made out of four gradients used at a 45 degree angle.



Layout main logo

Below is the main logo with and without the half-circle.
Regardless of which one, the minimum distance is the same.

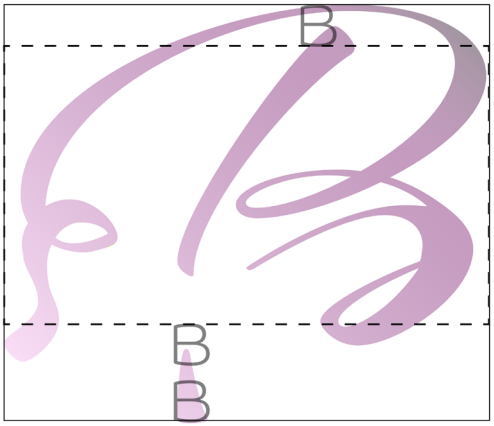


Layout for icon

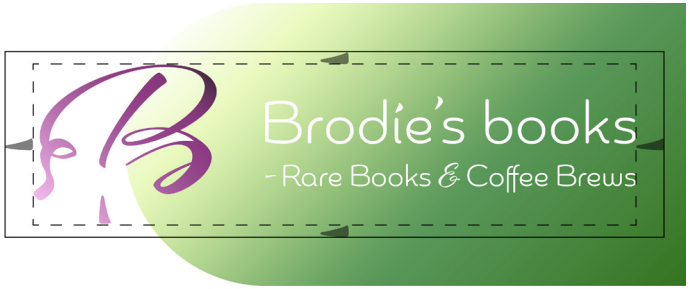
The logo icon can be used as a logo on it's own, or as a background to text.
One example would be on a business card.

When used as a background the colour should be at a 50% opacity.





Layout for alt logo



Tone of voice

Even though we are like to educate our clients, we feel more at home down to earth. We greet our costumers with a smile and never shout at them (even if they ever should give us cause to do so.)
Our brand is honest and proud of our Scottish heritage which we show both in our visuals as well as how we approach our costumers.

Brodie's books personality are friendly and authentic, we celebrate our love for the rare collectable books we sell. We hope to inspire and we share the wisdom and humour of Miss Jean Brodie.

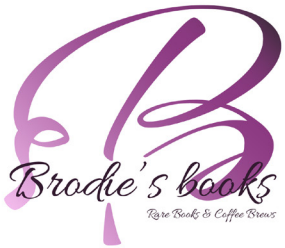
"For those who like that sort of thing,"

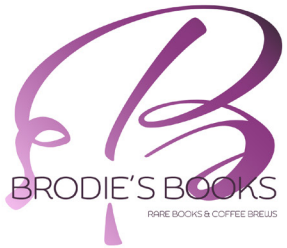
said Miss Brodie in her best *Edinburgh* voice,

"That is the sort of thing they like".

Big NO NO's

Do not change the typeface - even if it looks similar to logo elements.

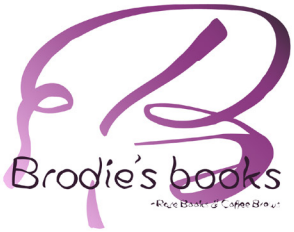




Do not use capital letters for the company name. We are a friendly bunch that does not shout.

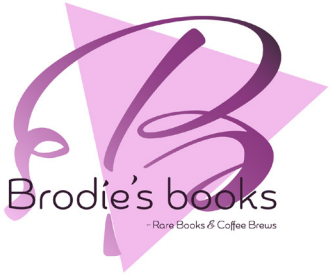
Avoid placing the logo on busy patterns - the logo will not be legible.

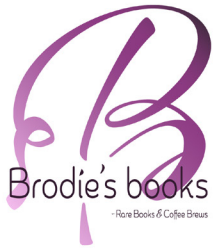




Do not distort the lovely logo.

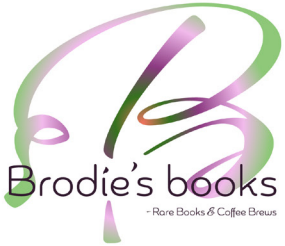
Do not combine the logo with shapes that have sharp and pointy ends.





Do not stretch the logo.

Do not use a gradient not outlined here, even if the colours are in line with the brand.

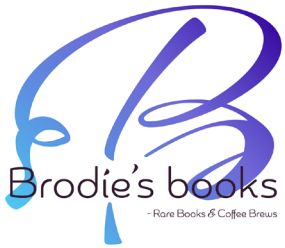


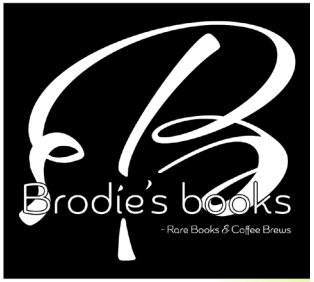


Do not squish the logo.

Please DO

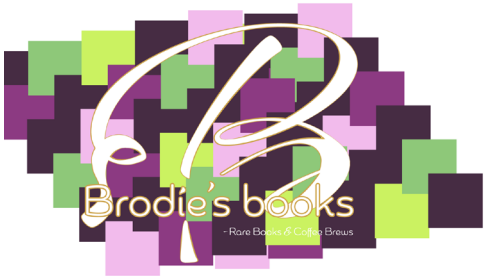
For special occasions such as St. Andrew's day we show our pride by using the Scottish blue.

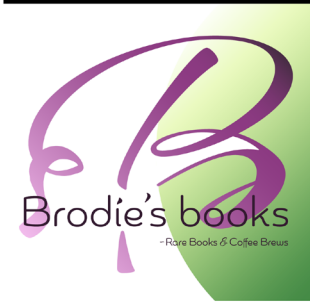




For dark backgrounds it's good to use the white or light coloured versions of the logo.

If a on busy pattern cannot be avoided, use the white version of the logo or white with gold outline.





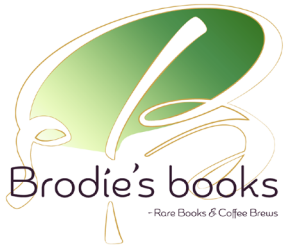
Combine logo to reveal hidden shapes within the logo - The Book.

Combine the logo with shapes compliment the icon. We LOVE shapes with curves.





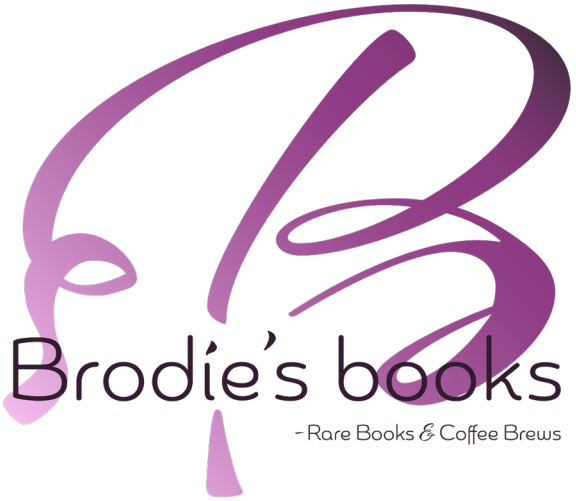
Combine logo to reveal hidden shapes within the logo - Coffee bean.



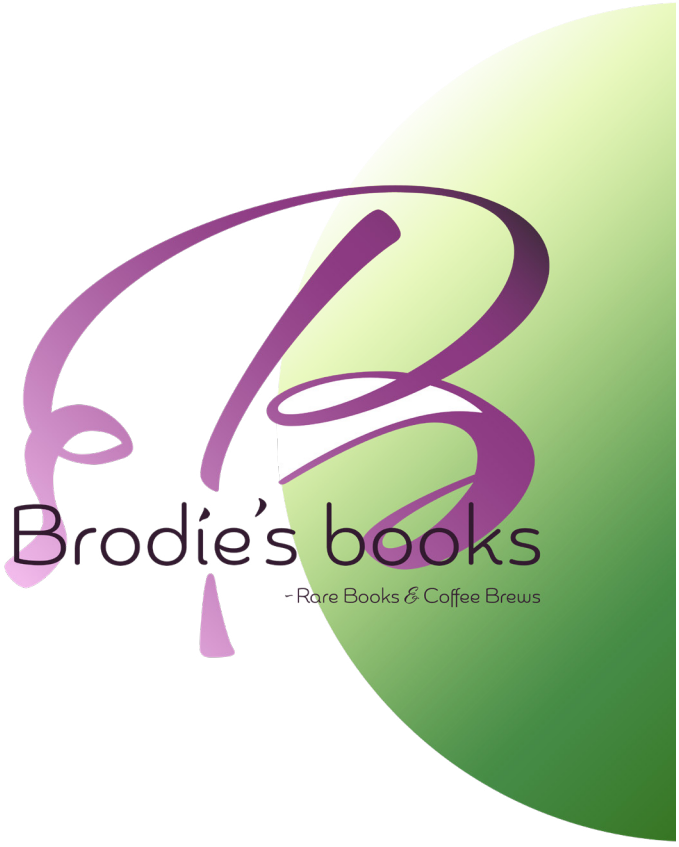
Combine logo to reveal hidden shapes within the logo - The elm tree.

Scale for main logo

The main logo works best for larger areas such as billboards, posters and vehicles.
Both logos is shown at their minimum below.



The minimum size is at width 232,5 px or 8 cm



The minimum size is at width 254 px or 9cm.

Scale for icon, name and alt logo

The icon can be used for patterns and placed on small, tight places such as a pen.

The name on it's own can only be used on narrow spaces for shop signs, or on the side of Brodie's products that are clearly marked with the logo elsewhere. This is NOT a logo on it's own, only a supplement to the brand.

The alternative logo are used for narrow signs and stationary such as book marks.

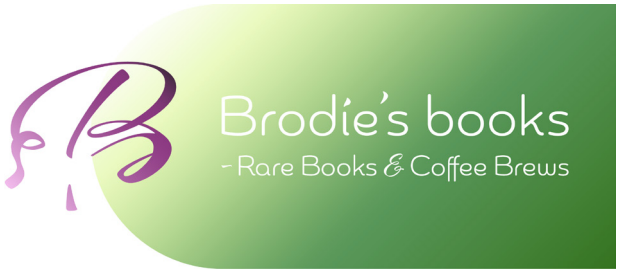
All logos is shown at their minimum below.



The minimum size is at width 20 px or 7mm.



The minimum size is at width 143 px or 50 mm.



The minimum size is at width 246 px or 70 mm.



The minimum size is at width 225 px or 80mm.

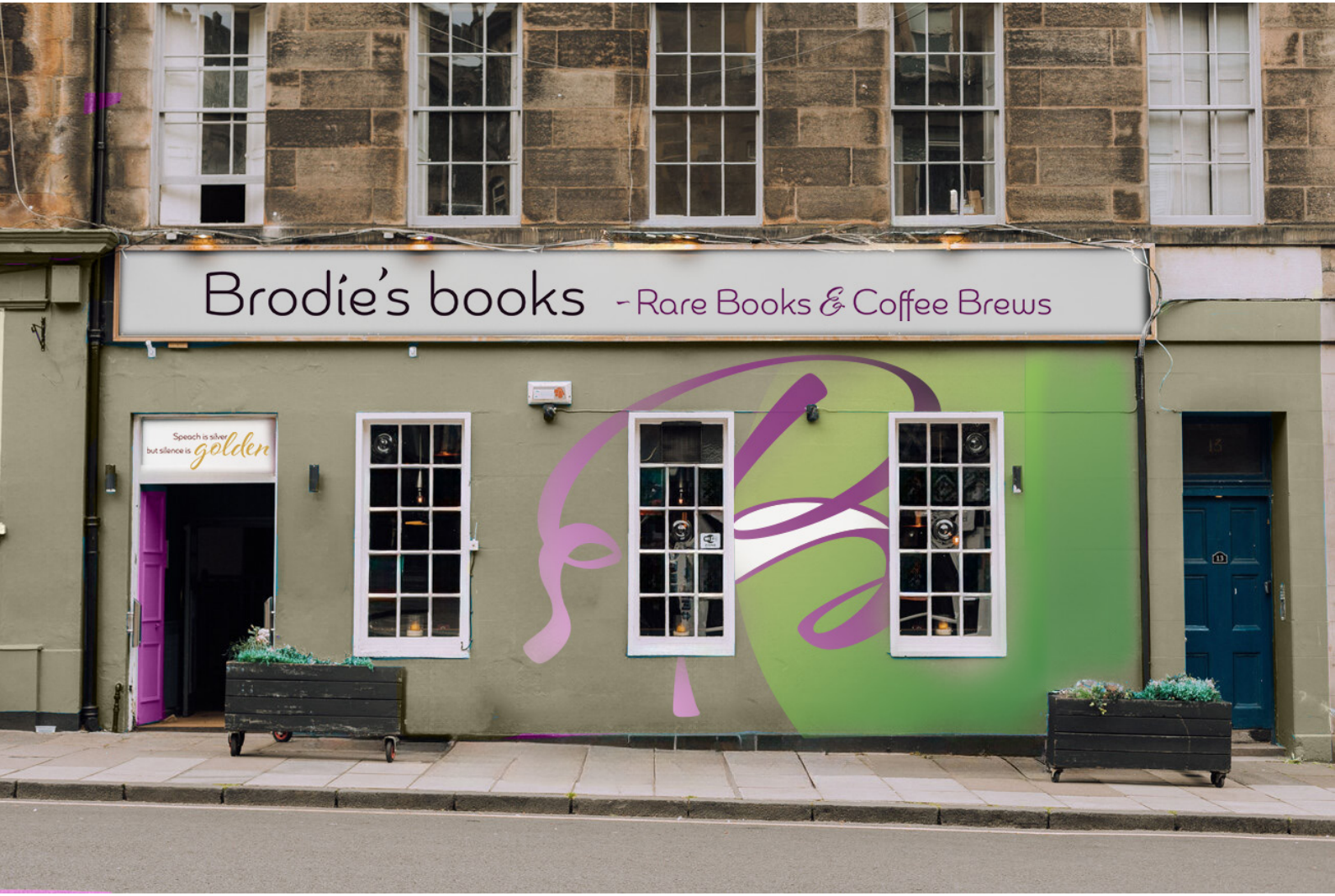
Icon as pattern

We LOVE patters, why not create some using the icon for Brodies Books.



Store

We like all touch-points to be simple and recognisable, especially the look of the store, van and bike. There is plenty of room inside to show of our brand in all colours.



Van


brodiesbooks.co.uk
21 High Street, Edinburgh
Brodie's books
- Rare Books & Coffee Brews

Bike



Gift packaging

The rare books deserve a good gift packaging to keep it safe in transport, while still reflect what is inside. A box resembling a book makes for an exclusive gift, giving a sense of luxury and one of a kind, just like Miss B.
The gift box is in sturdy cardboard and comes in three colours, Miss Brodie purple, Elm tree green and Edinburgh blue, each with a unique quote from "The prime of Miss Jean Brodie" by Muriel Spark.




"Mona Lisa in her prime smiled in steady composture
even though she had just come from the dentist
and her lower jour was swollen."
Brodie's books


"For those who like that sort of thing,"
said Miss Brodie in her best Edinburgh voice,
"That is the sort of thing they like".
Brodie's books

Coffee

We love everything old and coffee tins are one of them. The tin itself is simple with some gold detailing for that vintage look.



Other elements

Our logo is very versatile, which is great considering all the places we want to add it.
In our prime we have to live it to the fullest, so why not show it.




Brodie's books






Eve's prime is elusive.
You little girls, when you grow up,
must be on the alert to recognise your prime
at whatever time of your life it may occur.
You must then live it to the full
27 High Street, Edinburgh


LA NUEVA PERCEPCIÓN
la mente sobre un objeto. El objeto no puede ser la almohada, que nos conocemos, debe ser algo que induzca inspiración. Se puede también practicar la unión de la mente con el sonido de un mantra. Mantra, no manta. Con c, entre t y a. Lo describen como aquello que protege de la negatividad, una frase, una palabra o un sonido. En el libro recomiendan repetir «Om Ah Hum Vajra Guru Padma Siddhi Hum», pero yo os recomiendo buscaros otra más sencilla, que no suene cuando la pronunciéis como un módem estropeado. Elijáis una forma de meditar u otra, aprender a hacerlo es el mayor regalo que podéis haceros en la vida y sin gastaros un duro. Trascendiendo cualquier barrera cultural o religiosa, como ejercicio mental de concentración y estabilizador emocional.
El maestro Rimpoché escribe: «Me ha llamado ver cómo en estos últimos años se ha abierto en Occidente toda la cuestión de la muerte y el morir, gracias a pioneros como Elisabeth Kübler-Ross y Raymond Moody». «Los investigadores han observado una asombrosa variedad de cambios y efectos posteriores: una disminución del miedo y una aceptación más profunda de la muerte; una mayor preocupación por ayudar a los demás; una visión más cabal de la importancia del amor; menos interés por los logros materiales; una creciente fe en
¡Mona Lisa in her prime, smiled in steady composure
even though she had just come from the dentist
and her lower lip was still numb.


Brodie's books



"Mona Lisa in her *prime* smiled in steady composture even though she had just come from the dentist and her lower jaw was swollen."

