

# **BRAND STYLE GUIDE**

Brodie's books

## **BRAND STATEMENT**

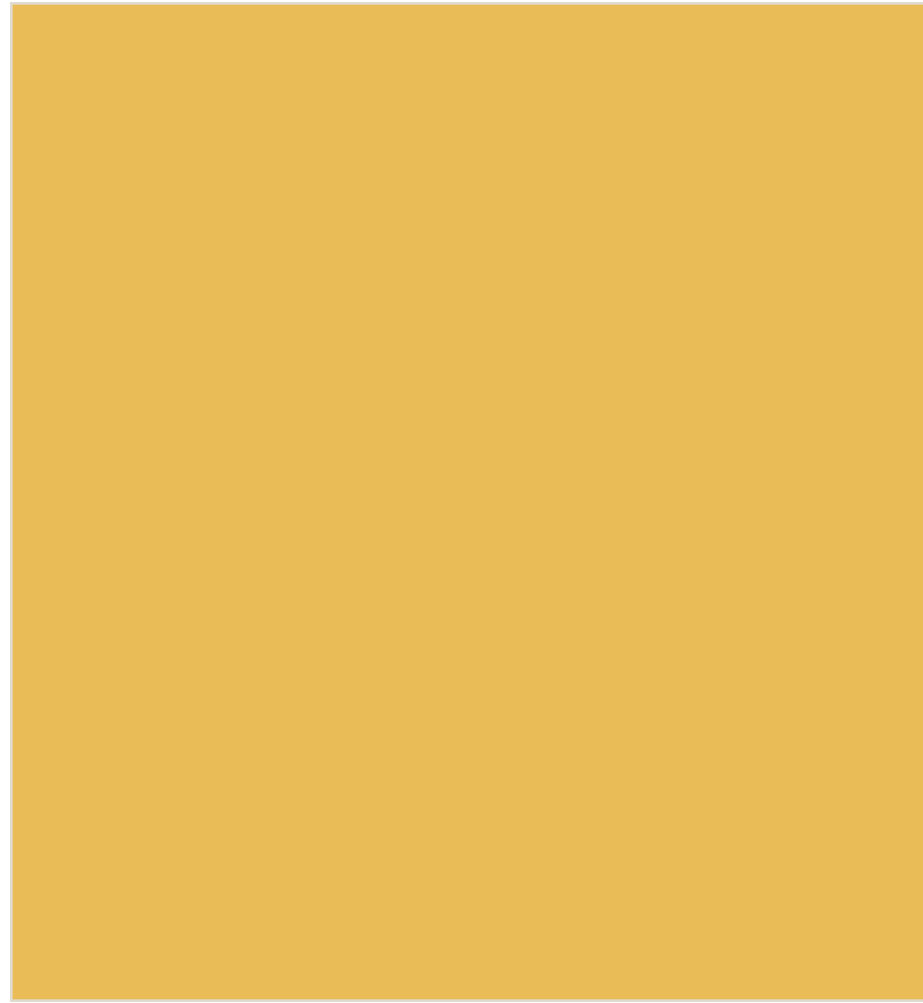
“Brodie’s Books offers a gateway to relaxation and the exploration of new worlds through a collection of exquisite, rare books.”

**OUR BRAND VALUES**

**OUR VALUES**



# HOW TO USE BRAND COLORS



Nostalgic Yellow

Use this yellow color for elements that needs extra attention. Examples are hover effect on buttons, underlines, links.



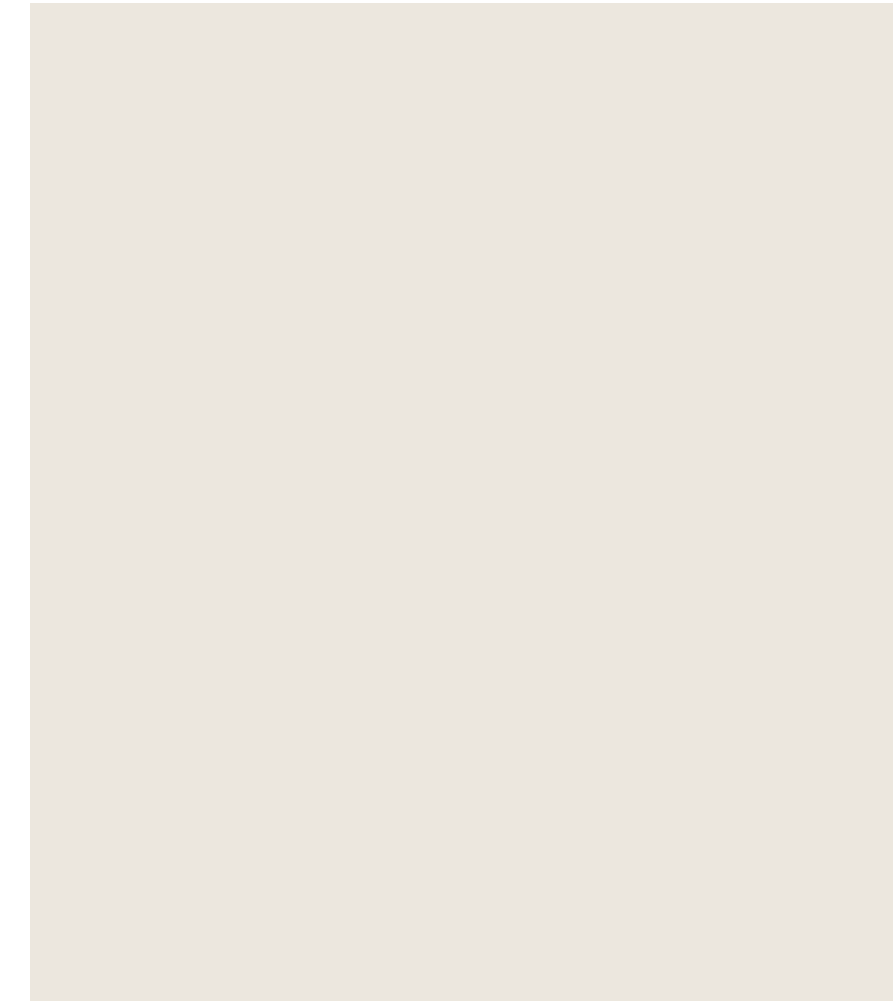
Calm Black

Mainly use this calm black for headlines and body text. This is one of our primary brand colors



Sage Blue

The Sage blue is one of our main brand colors, and is our general display color. Often used in backgrounds.



Vintage White

The Vintage white is only used in special occasions. Special occasions can for example include links if nostalgic yellow does not fit into the project, quotes or in presentations to underline certain information.



Honest Green

The Honest green is almost never used. It is only used when having to work with a green color in a project, this is the preferred color variant to blend with the rest of our brand colors.

**COLOR**

**PRIMARY PALETTE**



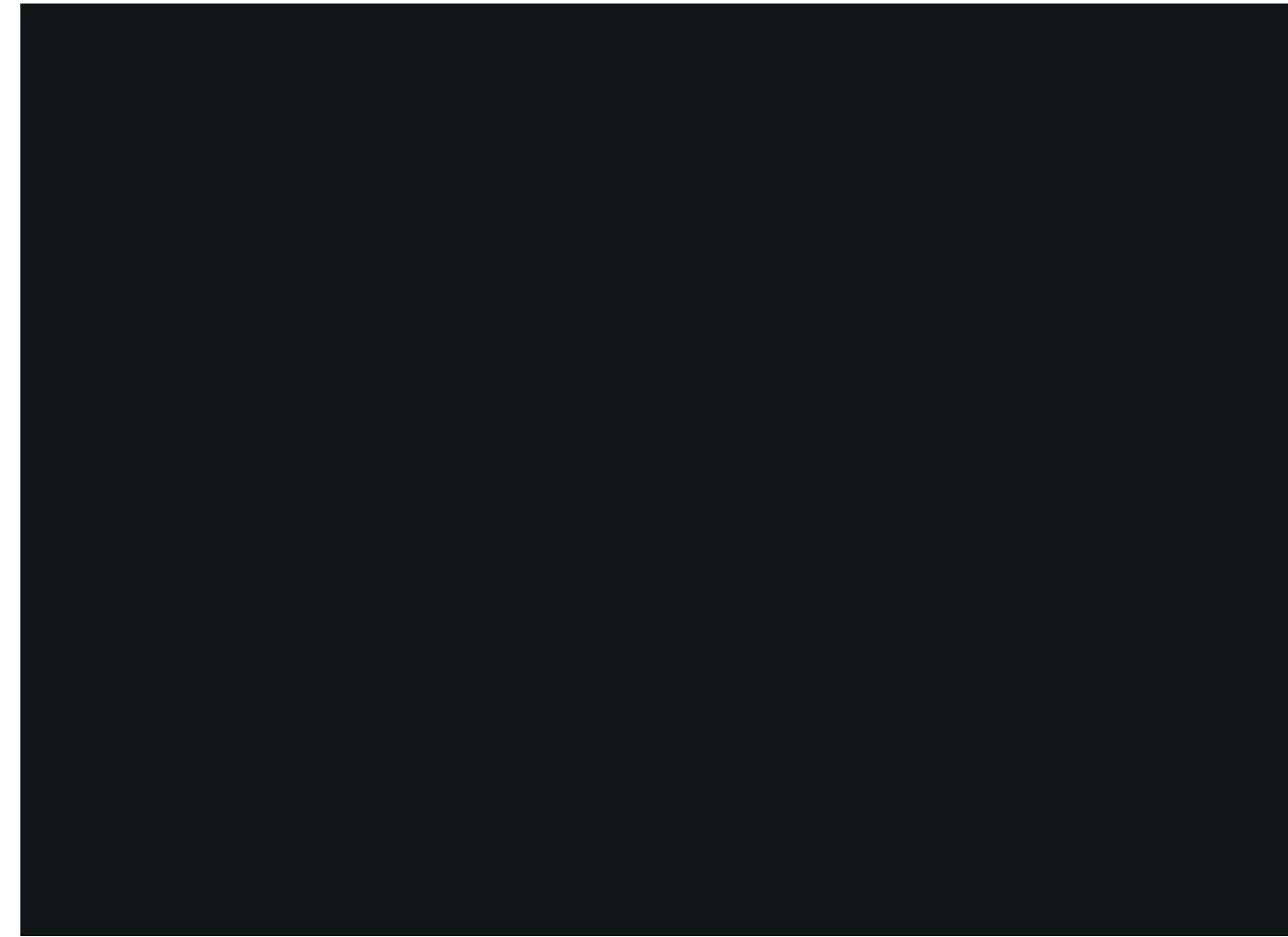
Sage Blue

**R= 57**                      **B= 91**                      **G= 100**

**C= 80**    **M= 52**            **Y= 49**            **K= 25**

**Hex= #395B64**

**Pantone= 7545 C**



Calm Black

**R= 17**                      **B= 22**                      **G= 25**

**C= 77**    **M= 68**            **Y= 64**            **K= 79**

**Hex= #111619**

**Pantone= Black 6 C**



Nostalgic Yellow

**R= 233**                      **B= 188**                      **G= 87**

**C= 9**    **M= 26**            **Y= 78**            **K= 0**

**Hex= #E9BC57**

**Pantone= 141 C**

# COLOR

# SECONDARY PALETTE



Honest Green

**R= 57**

**B= 91**

**G= 100**

**C= 80**

**M= 52**

**Y= 49**

**K= 25**

**Hex= #6B826D**

**Pantone= 5625 C**



Vintage White

**R= 57**

**B= 91**

**G= 100**

**C= 80**

**M= 52**

**Y= 49**

**K= 25**

**Hex= #ECE7DE**

**Pantone= 663 C**

# TYPOGRAPHY

## HEADING

### WESTMONT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234#£€

THIS TYPE SHOULD ALWAYS BE USED IN HEADLINES AND SUB-HEADLINES. FONT SIZE DEPENDS ON PROJECT, FREE CREATIVE DIRECTION.

## Body

### Monsterrat Regular

abcdefghijklmnopqrstuvwxyz1234#£€

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234#£€

Use this type for body text. Should be 12px in documents, otherwise free creative direction.

## Special

### Making standing Regular

abcdefghijklmnopqrstuvwxyz1234#£€

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234#£€

Only use this font for special circumstances. Mainly used to/with logo. Font size depends on project, free creative direction.

## **BRAND TONE OF VOICE**

### **Welcoming:**

Use friendly and approachable language to make customers feel at ease.

Example: "Welcome to our book store! We're thrilled to have you explore the wonderful world of literature with us."

### **Passionate:**

Express your love for books and reading with enthusiasm.

Example: "Come in and check out our amazing collection of books!"

### **Inclusive:**

Emphasize that the bookshop is for everyone, regardless of their reading preferences.

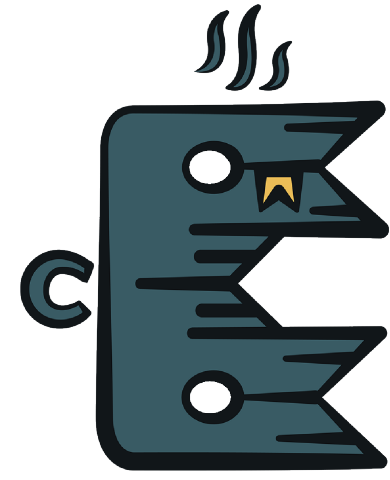
Example: "Our shelves are filled with something for everyone. No matter your taste, you're sure to find a book that speaks to you."

### **Knowledgeable:**

Position the bookshop as a place where staff are knowledgeable and ready to assist customers.

Example: "We are here to guide you through our vast collection. Need a recommendation? Just ask!"





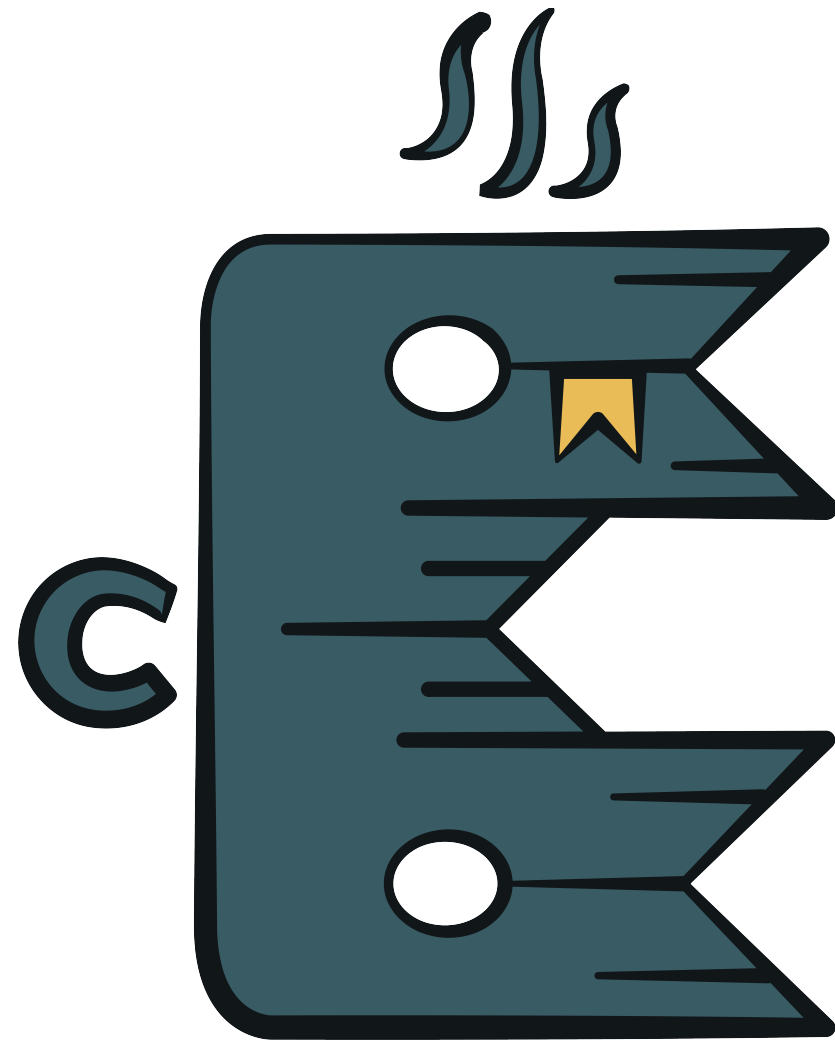
*“Rare Books & Coffee Brews”*

**BRODIE'S**

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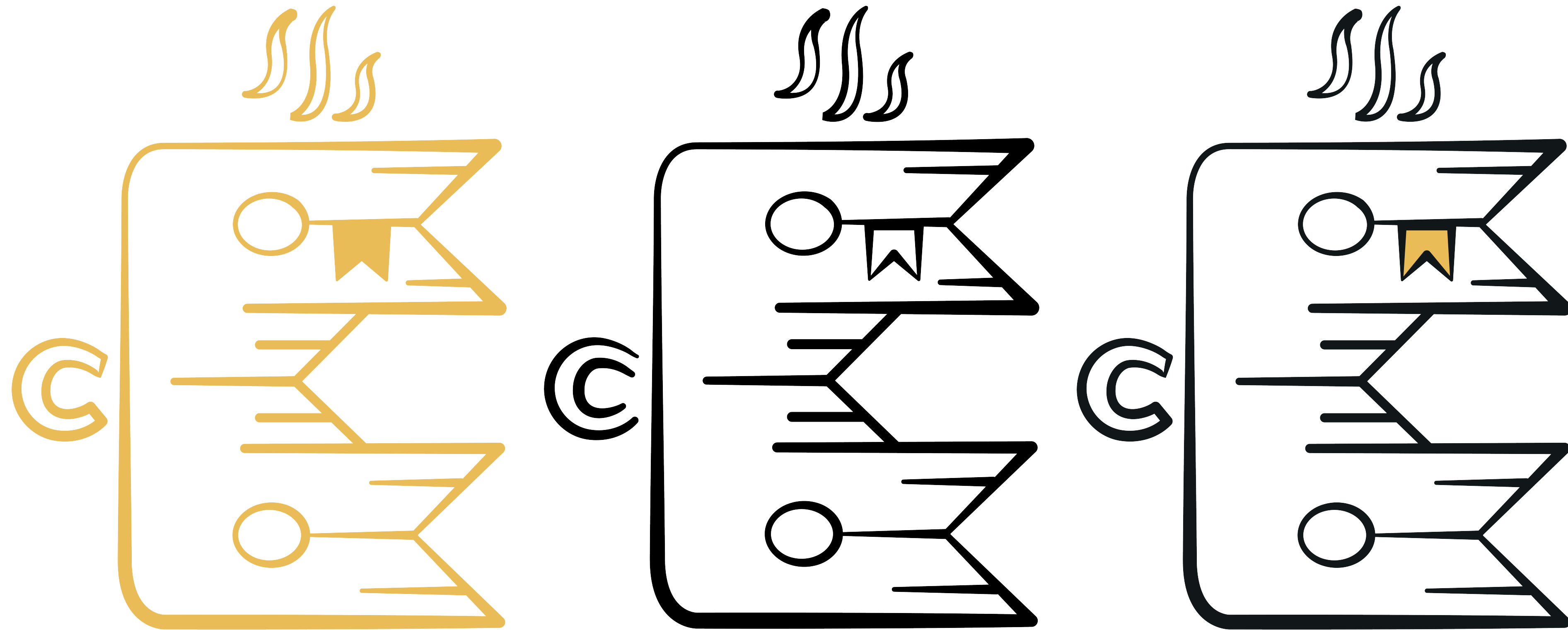
Books

This is the main logo that is mostly used for bigger surfaces like cars, walls, bags, big prints for clothing etc. Examples on how to apply will be shown further down in mockup section.

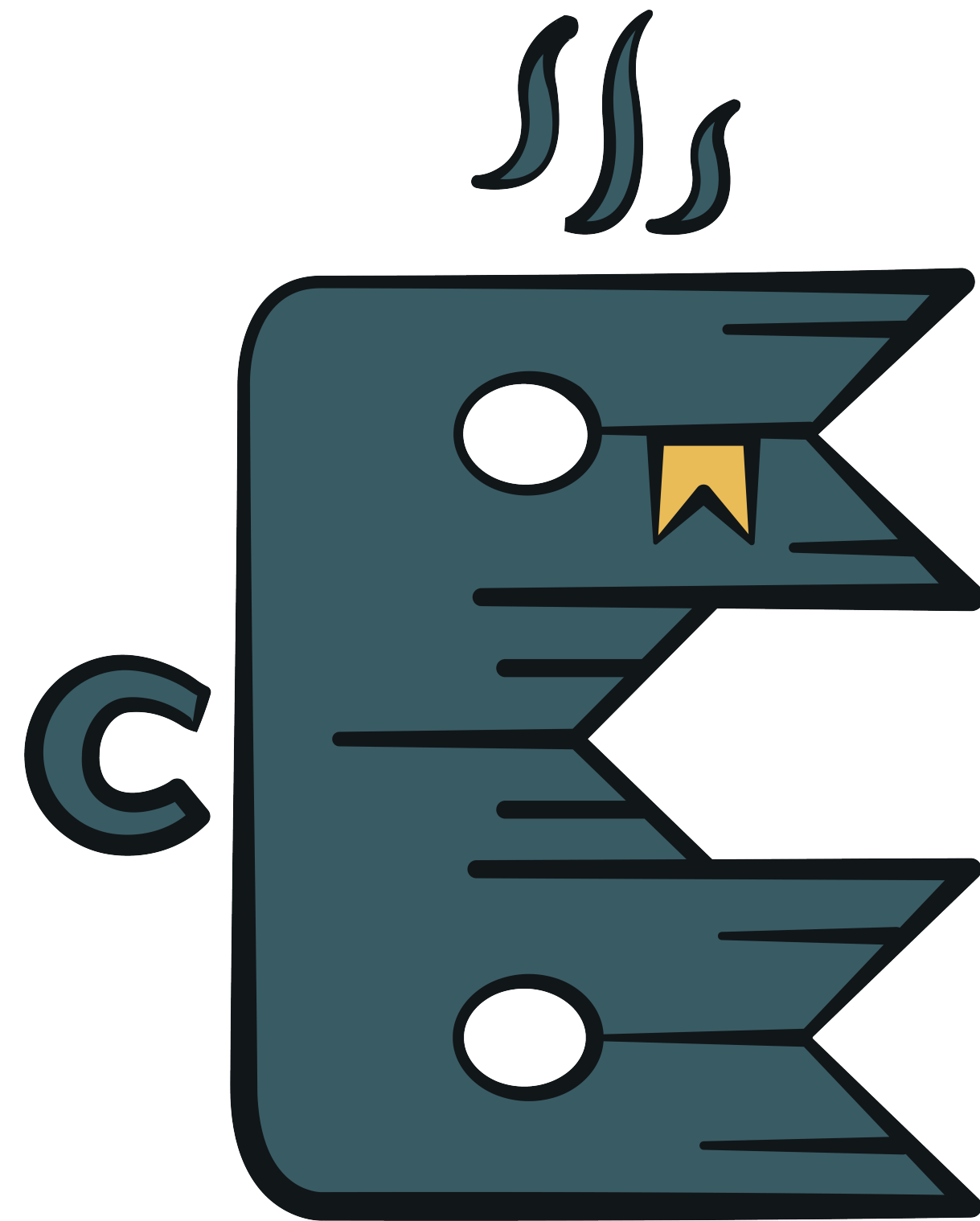
**X**

The symbol/mark is mainly used for smaller surfaces like tiny packaging, cards, stamps etc. Examples on how to apply this will be shown further down in mock-up section.

The logo symbol/mark should NEVER be displayed above a busy background or on top of a face on an image. This rule counts for the primary logo as well.



These variants are used when color does not matter, and only logo symbol needs to be shown. How to display these will be shown in examples further down in the mockup section.



"Rare Books & Coffee Brews"

**BRODIE'S**

Books

The alternative logo is not used much, but when used it is applied to projects where the symbol is more significant than the text. Examples could be on a posters, stickers or coasters.

If working on an official brand project, do NOT use freely, ask a supervisor of project about how to move forward with this decision. Could be used for simple projects otherwise.

## IMAGE STYLE

### PHOTOGRAPHY STYLE

We aim to convey a warm and inviting atmosphere through our images. Use photographs that capture the essence of Brodie's Books, from the charm of our bookshop to the enjoyment of coffee and books.



### IMAGE CONTENT

Capture shots that align with our brand, such as close-ups of rare book covers, customers engaging with books, and glimpses of the bookshop's interior. Highlight the uniqueness of Brodie's Books, including behind-the-scenes views, and the coffee experience.



## LAYOUT GUIDELINES

### TYPOGRAPHY IN IMAGERY

Integrate typography into images using our chosen fonts for quotes or captions.



### WHITESPACE AND BREATHING ROOM

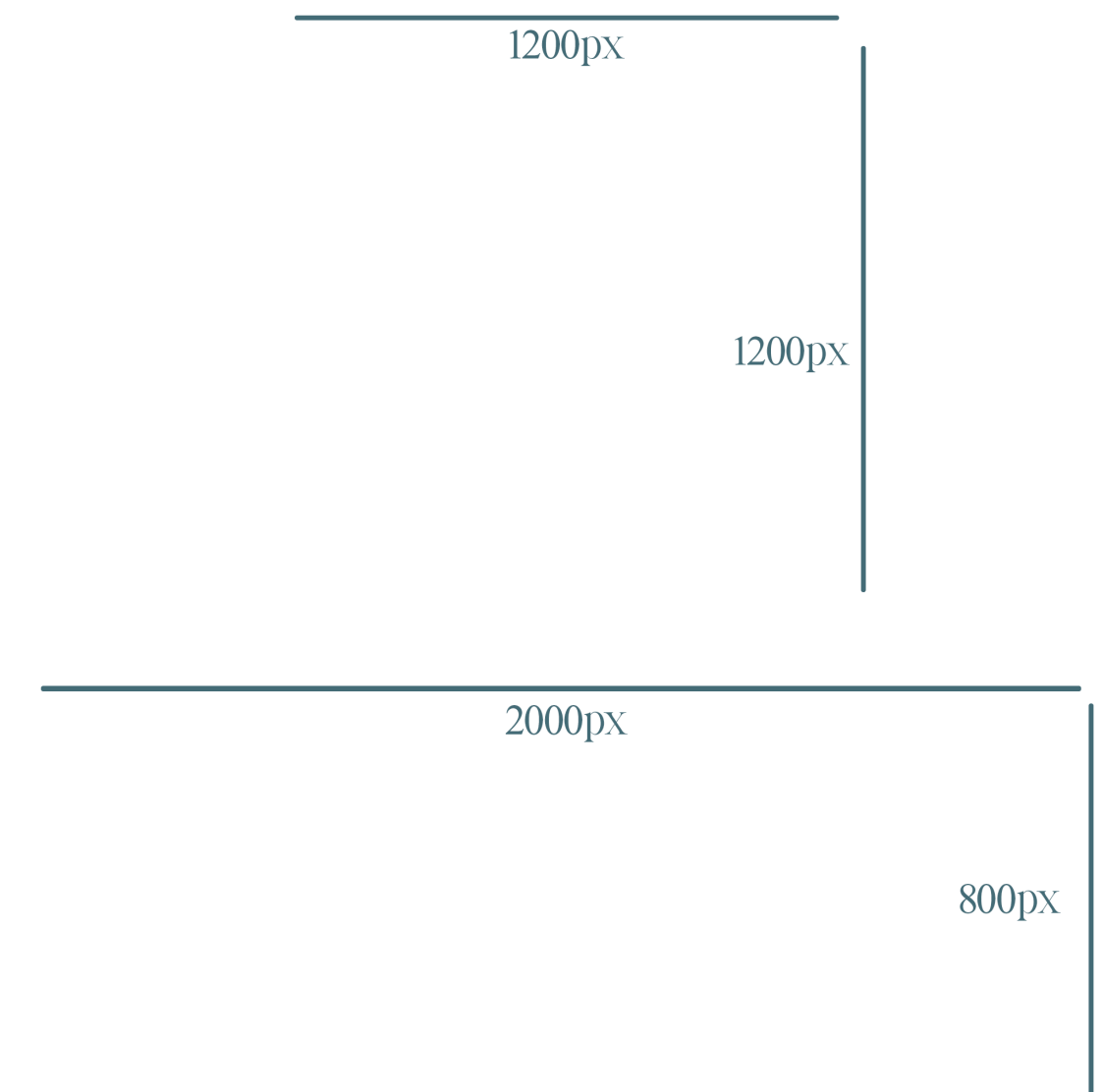
Allow ample whitespace around images for a clean and uncluttered look.

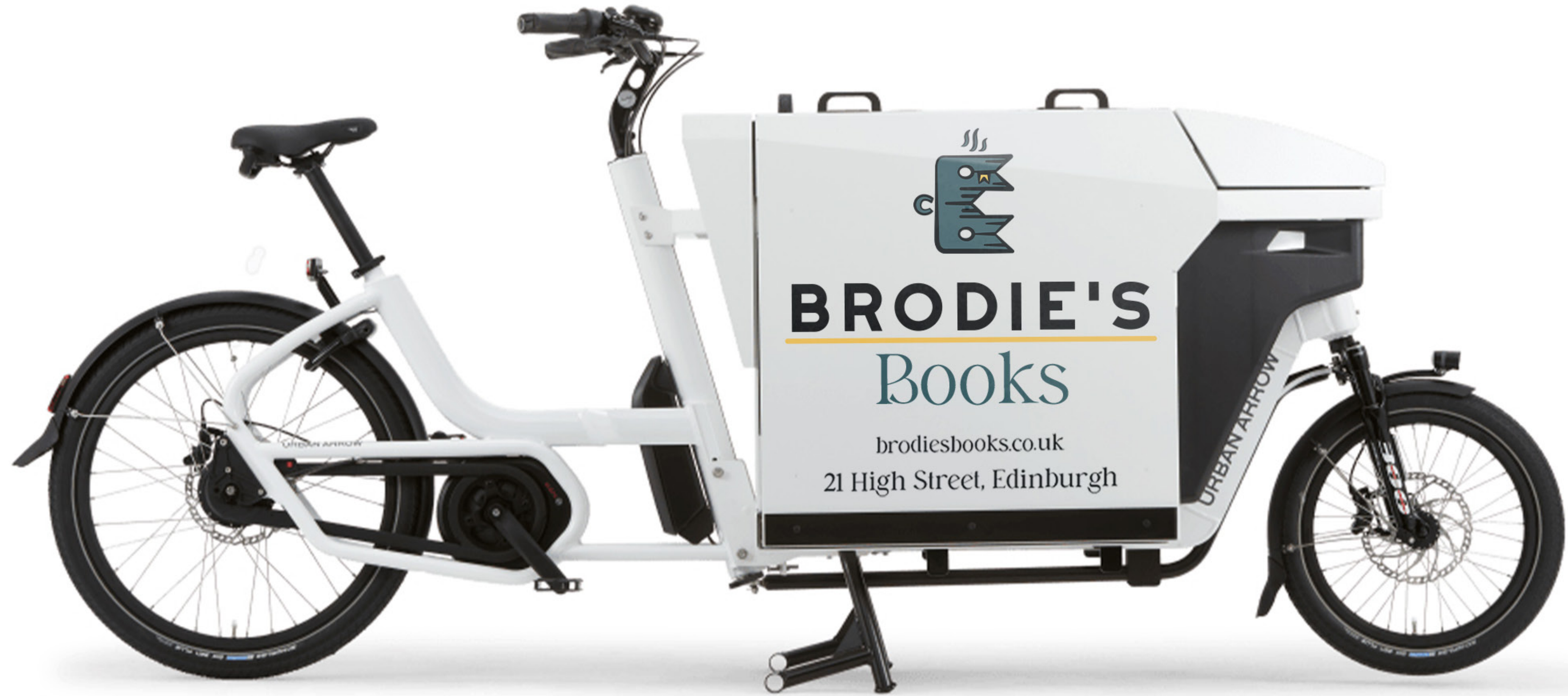


### CONSISTENT IMAGE SIZES

Adhere to the following image sizes for various applications:

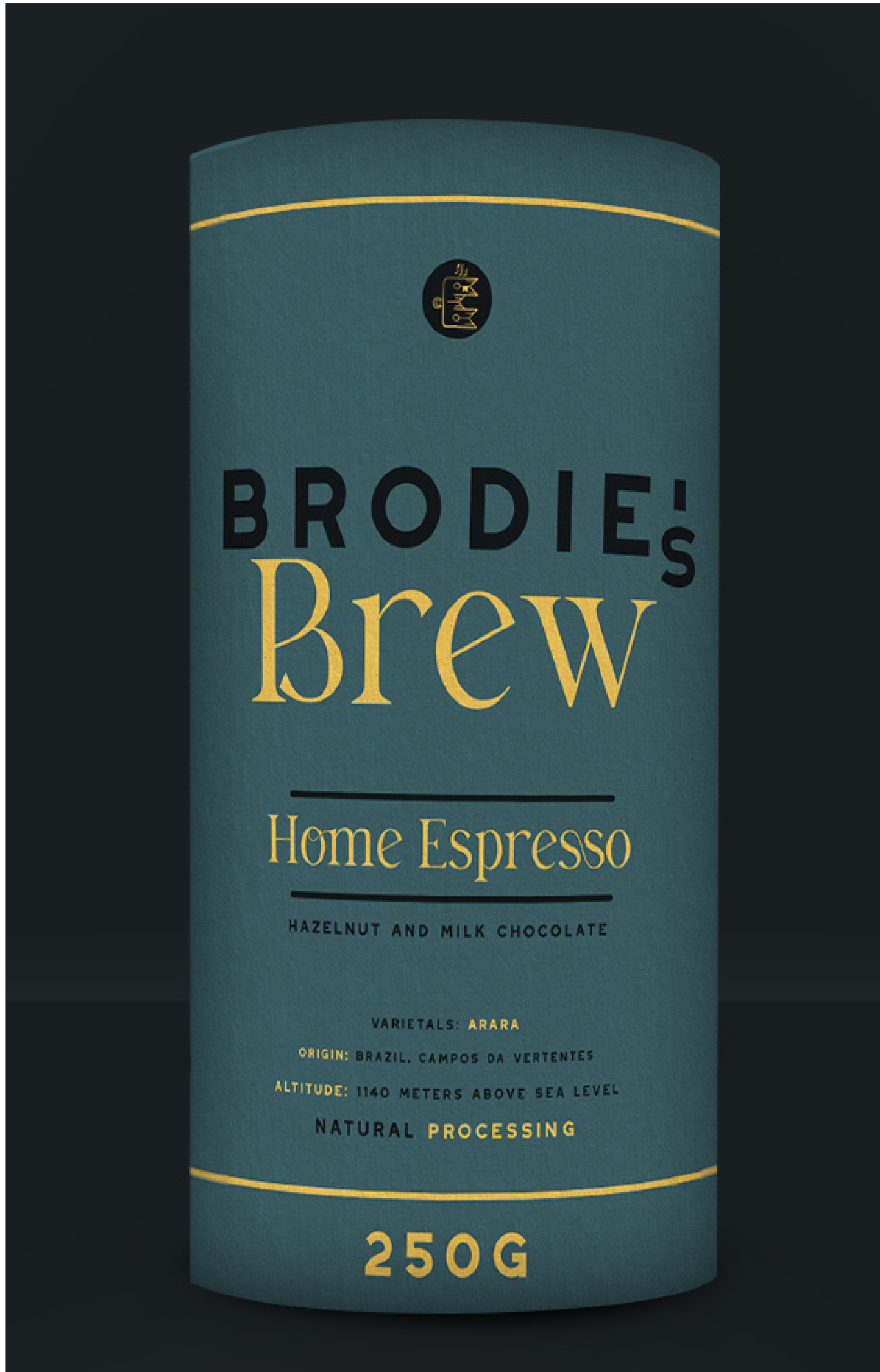
- *Social Media:* 1200x1200 pixels
- *Promotional Banners:* 2000x800 pixels
- *Print Materials:* High-resolution images for print



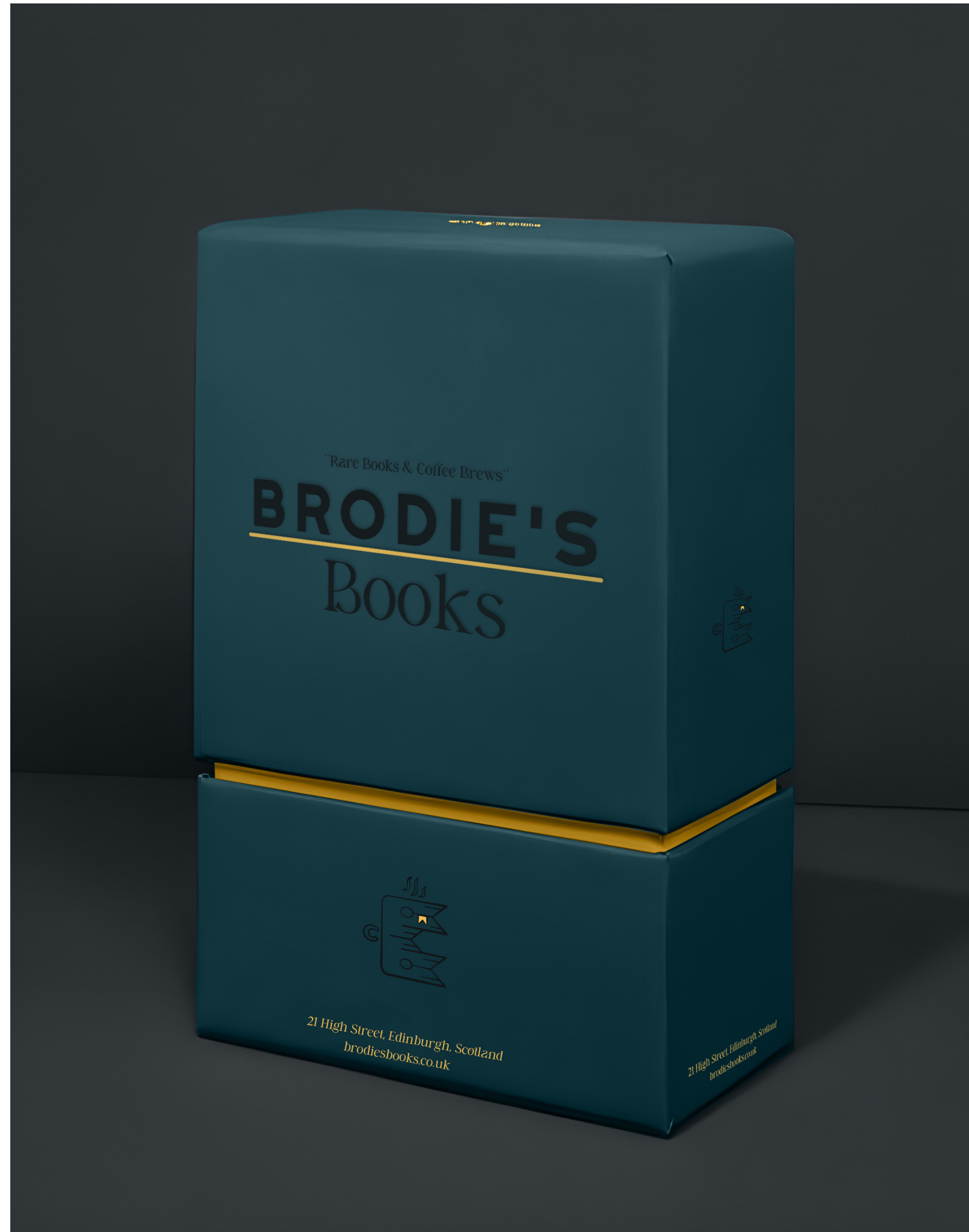








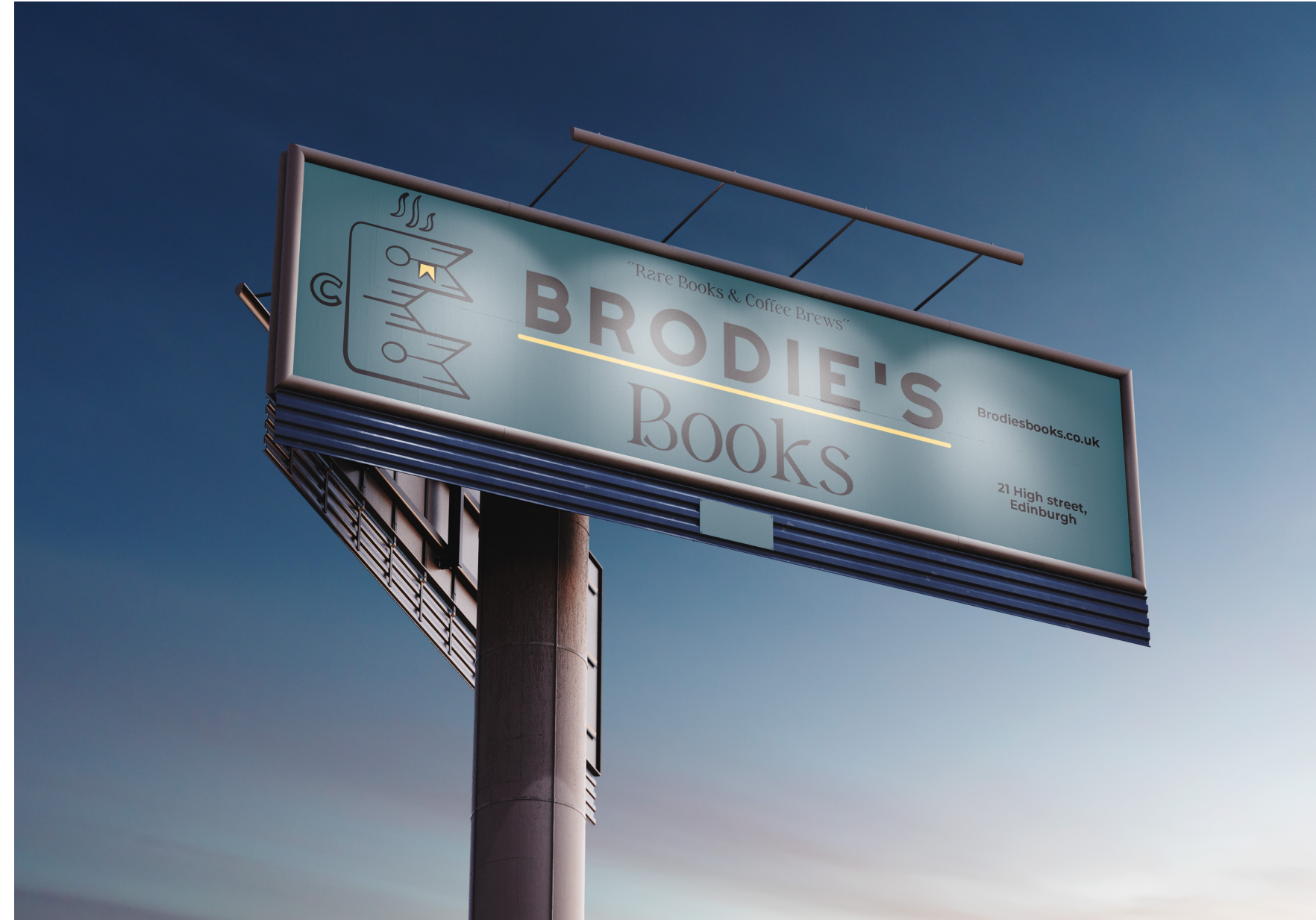
# MOCKUPS



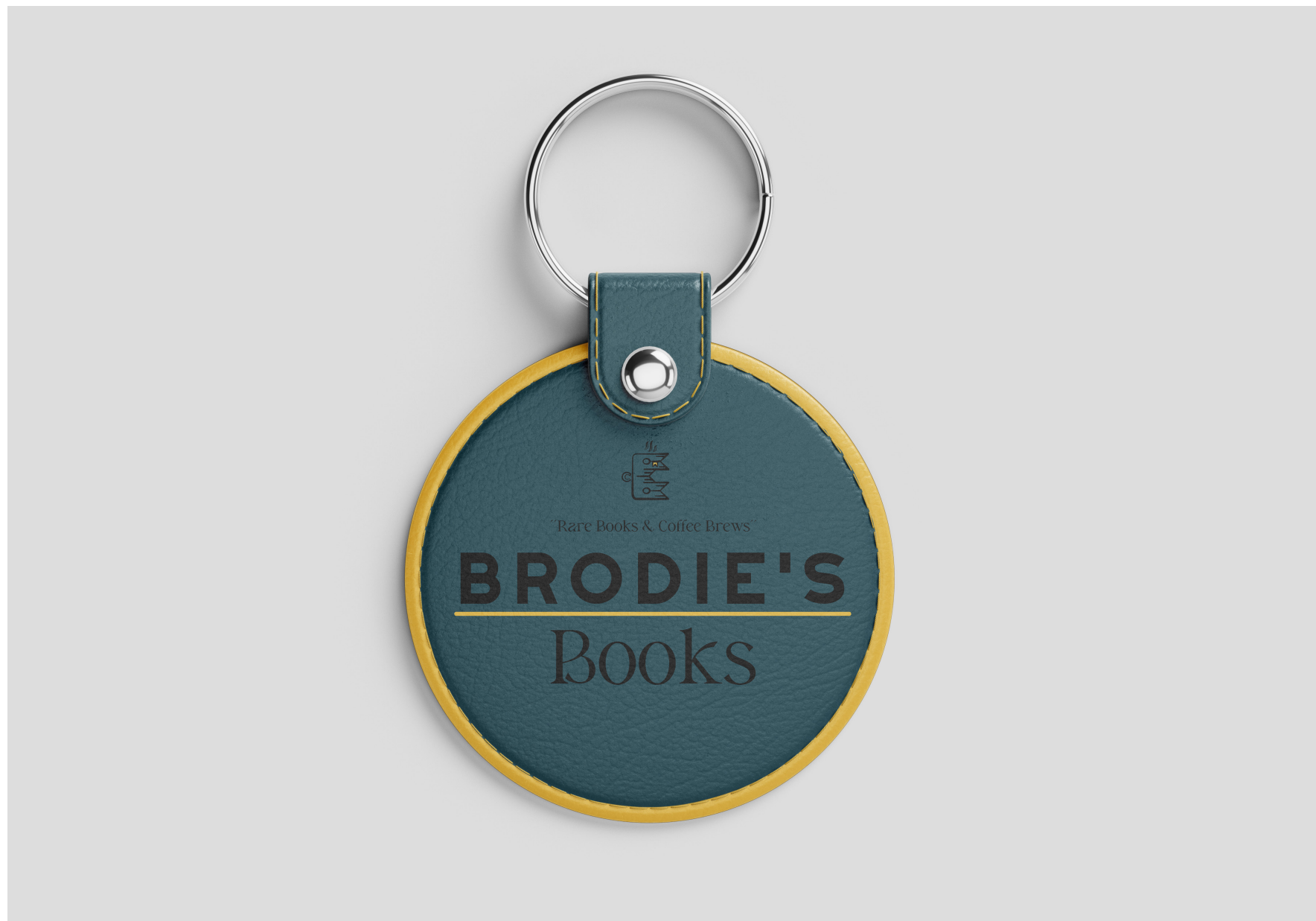
# CUSTOM GIFT PACKAGING



# MOCKUPS



# OTHERS



# Angelica

Casual reader persona



"Now that my children have finally grown up and moved out I have time for myself"

**Age:** 38  
**Work:** Stay-at-home mom  
**Family:** Two children, married  
**Location:** England  
**Character:** Innocent

- Loving
- Kind
- Hard-working
- Emphatic

## Goals

- Self improvement / Healing
- Renovate her house.
- Rent her house to be able to travel more.
- Live in a van and travel across the world.

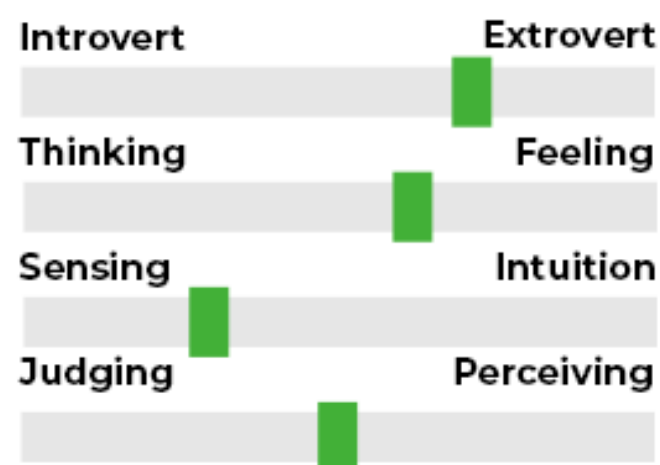
## Frustrations

- Renovating
- Money is a big factor for not being able to complete her goals.
- Can't seem to relax.

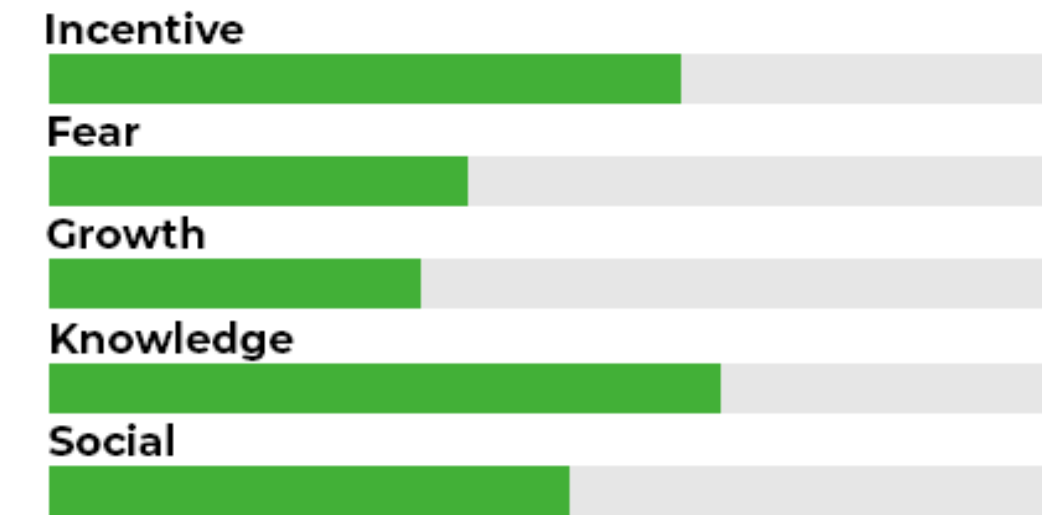
## Bio

Maritha is a married stay-at-home mom of 2 children. Kids have just moved out letting her have more time on herself. She has always loved books, but due to her children it had slowed down. Now that she has more freetime she wants to get back to reading, and when traveling hoping to be able to explore more rare examples. She loves the color green, and looks at life with a smile. She is at times stressed due to the lack of money being a stay-at-home mom. Earns about 50K\$ yearly. Has an extreme passion to travel.

## Personality



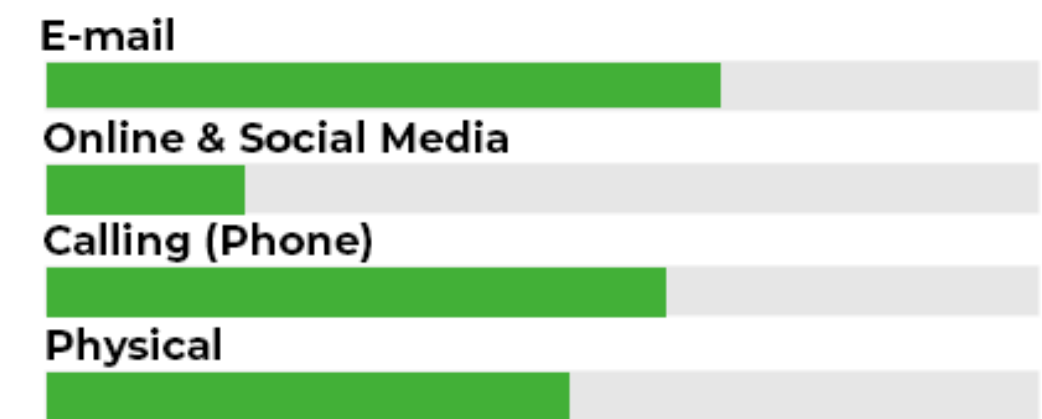
## Motivation



## Brands & Influencers



## Preferred Channels



# Jøran

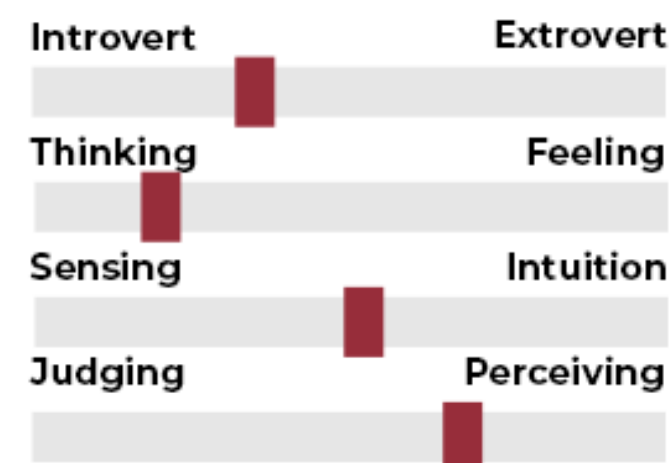
## Book lover persona



"I like to explore and learn new things, to gain further insight in what i'm doing or learning"

**Age:** 43  
**Work:** IT-Specialist  
**Family:** Not married, no kids, has nephews.  
**Location:** Scotland  
**Character:** Sage

### Personality



Patient Kind Approachable Clever

### Goals

- Working on building his own house.
- Visit and learn about new cultures throughout the world.
- Manage the IT in his company.
- Enjoy life.

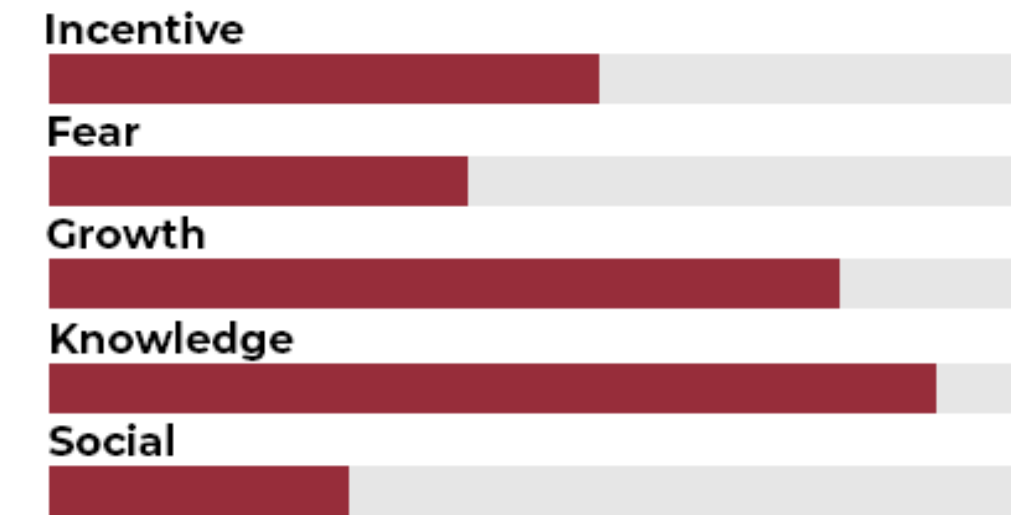
### Frustrations

- Everyday stress from his work.
- Money is a big factor for not being able to complete his goals.
- Has to take care of his elderly mom.

### Bio

Jøran is a proud IT-specialist which has a focus of gaining new knowledge every day. He is interested in fiction and sci fi, and loves reading books on his free time. Another hobby of his is roleplaying. Jøran has a huge collection of books which he is proud of. He lives in the northern parts of Scotland with his elderly mom. When he has the possibility he will go on vacations abroad. Earns about 60-100K\$ per year.

### Motivation



### Brands & Influencers



### Preferred Channels

