



BRODIE'S
BOOKS

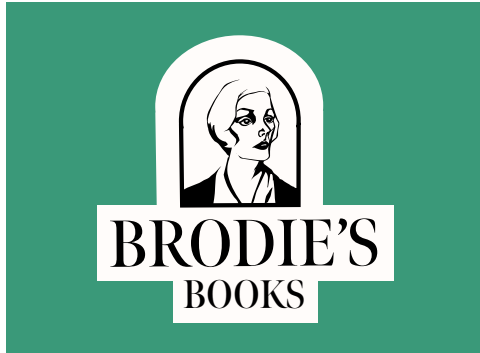


BRAND STYLE GUIDE

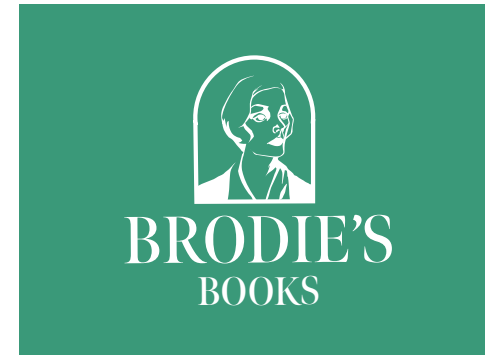


LOGO

DO



DON'T





BRODIE'S
BOOKS



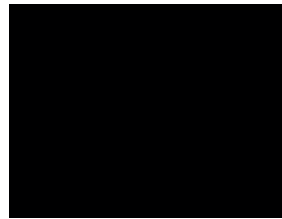
BRODIE'S
BOOKS



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COLOUR

The Brodie's Books colour pallet represent Scotland at its finest. The greyish blue represents the colour of the Scottish sky, the pale green is the meadows of the highland, and the black makes you think of the wood beams of the ancient castles.



Pantone:
Process Black C

R: 35
G: 31
B: 32

C: 0
M: 0
Y: 0
K: 100

#: 231F20



Pantone:
P 137-13 C

R: 58
G: 153
B: 121

C: 75
M: 17
Y: 61
K: 2

#: 3a9979



Pantone:
P 108-11C

R: 121
G: 145
B: 180

C: 40
M: 21
Y: 0
K: 24

#: 7991B4

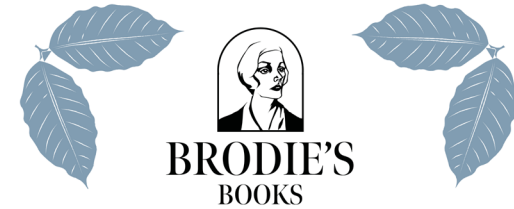
TYPOGRAPHY

MENO BANNER
CONDENSED

Scotch Display

Scotch Display

Scotch Display



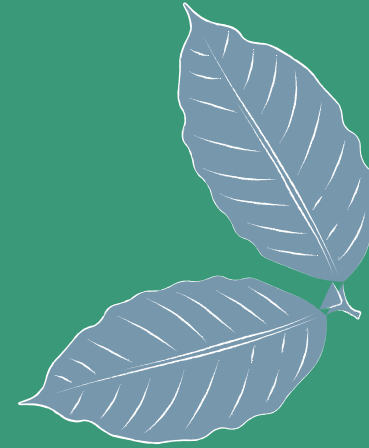
ABOUT US

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THE TOUCHPOINTS





COFFEE PACKAGING





The book is firstly wrapped in the custom Brodie's Books gift paper. Then the strip of card with the logo on it is wrapped around it and fastened with the little sticker, featuring the emblem of the logo, on the back.

This solution can be customised easily to many different sizes of books and it can be quickly done in front of the customer in store, creating a unique and elegant customer experience.

GIFT PACKAGING

The pattern can both be used in its entirety but the leaves can also be individually placed as decoration, in combi-

THE PATTERN

The leaves of the pattern represents the coffee plant as one of the cornerstones of the business. The pattern celebrates it's beauty and tradition.

