



A Style Guide

Our Logo

The Bibliomania logo represents our brand and should be used in all Corporate documents. We have four Versions.

1. The default logo. In most situations this will be the version you'll be using.
2. The website logo. Only to be used on our website header.
3. The black and white logo, to be used when colour is not available.
4. The logo without the Type-block, to be used when you need to conserve space.



noun: excessive fondness for possessing books



Safety Space & Minimum Size

1. The height of bottom gap of the “B” on the type-block is what determines the safety space around the logo.

The exception to this is the logo on our website, the tag-line is allowed to violate the safety space.

2. The minimum dimensions of the logo is 1.7 by 0.6 inches. In order to go smaller than that you must remove the type-block from the logo.

3. The minimum size of the logo without the type-block is 0.8 by 0.5 inches, along with the safety space the total width of the minimum-sized logo will be an inch. The safety space is still determined by the gap in the “B”.

1.



Safety Space



2.



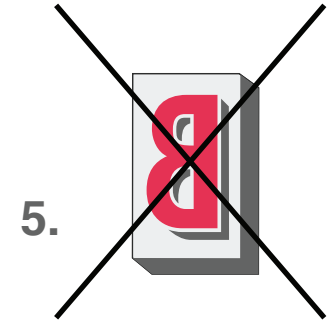
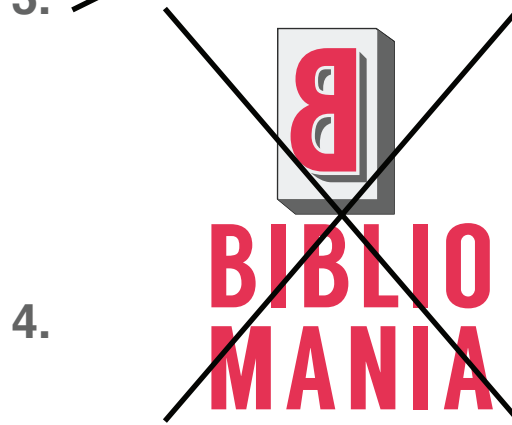
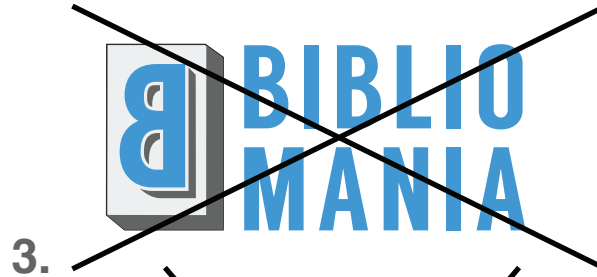
3.



Don't...

It's important to maintain fidelity to the logo so the brand is recognizable so don't...

1. Try to simplify the "B" on the type-block
2. Don't eliminate the type-block and display the "B" by itself.
3. Don't change the colours of the logo.
4. Don't rearrange the position of the words and type-block.
5. Don't eliminate the words from the logo.





Brand Typefaces

Bibliomania has three main fonts:

1. Helvetica: Simple and readable. Used for body copy and headings down the heirarchy. Please make sure the font you're using is Helvetica and not Helvetica Neue.

2. Crete Round: Used for large headings, ad-copy and things you want to stand out. As a font it gives the appropriate playful feeling of our brand.

3. Langdon: The font we use for the Bibliomania logo, should be used sparingly in the main content.

1. Helvetica

2. Crete Round

3. LANGDON



Body Colours

These neutral colours are used for the body font and background.



CMYK: 7C/6M/8Y/0K

RGB: 234R/221G/236B

Hex: #EBE8E3

CMYK: 61C/52M/51Y/21K

RGB: 99R/99G/100B

Hex: #636464

CMYK: 10C/12M/18Y/0K

RGB: 226R/216G/202B

Hex: #e2d8ca

Header Colours

These bolder colours are to be used for header elements, ad-copy, links, and things you want to be emphasized. Their warmth and playfulness is important to prevent our brand from being too cold.

The magenta colour should be used for the most important elements, being the most vibrant colour in the toolbox.

Note: These are just guidelines, feel free to be creative. If the color will work better as a background or body-copy, use it that way.



CMYK: 53C/66M/61Y/41K

RGB: 91R/67G/66B

Hex: #5b4342

CMYK: 31C/45M/65Y/6K

RGB: 173R/135G/100B

Hex: #ad8764

CMYK: 4C/93M/61Y/0K

RGB: 228R/55G/84B

Hex: #e43754

Brand Photos

The imagery used for the Bibliomania brand should be warm and inviting. Having books as a subject is encouraged but not dogma.

A slight vintage quality in the photos is also appropriate to our brand.

