

FoxTale

BookShoppe



Brand Guidelines

Table of Contents

Chapter 1:About Us	3
Our Story	3
Mission Statement	4
Values Statement	4
Chapter 2:Typography	5
Overview	5
ATC Garnet	5
Arial	6
Chapter 3:Logos	7
Primary Lockup	7
Variations	8
Logo Rules	9
Other Logos, Icons and Imagery	10
Chapter 4:Color	12
Primary Colors	12
Secondary Colors	13
Colors In Use	14

Chapter 1:

About Us

Our Story

FoxTale Book Shoppe, is the brainchild of friends and fellow writers, Karen Schwettman and Jackie Tanase. Building on respect for books, community and independent retailers, the trio combined talents and have brought to Woodstock a unique, welcoming environment that's a bit like stepping back in time. "Just like that book store in 'You've Got Mail,'" they hear on a almost daily basis. And indeed, it is that very homey, inviting ambience that keeps customers coming back and bringing friends to visit the most talked about bookstore in Metro-Atlanta.

Mission Statement

Our mission is to be your favorite independent bookstore; a welcoming, warm, and beautiful community gathering place for all ages, where we match books to the individual reader and encourage expression of ideas in a safe atmosphere.

Values Statement

- FoxTale is committed to offering a diverse selection of literature to all readers.
- We are an eclectic team who love books and sharing that passion with our customers and our community.
- We believe there is a book for every reader.
- We support writers, authors and readers by hosting writing classes, author events, children's activities, book clubs, art shows and other special events.
- We are resourceful and creative, and our store reflects that aesthetically and in the unseen mood of the store.
- We are committed to an open and safe place for people to gather and discuss ideas, and that it is vital to our community.

Chapter 2:

Typography

Overview

Our typography is meant to be friendly and easy to read. To do this we use to two typefaces: ATC Garnet Medium and Arial in all weights.

ATC Garnet

ATC Garnet was chosen as our primary typeface because it is playful and matches our logomark. A great example of ATC Garnett in use is our logotype. This typeface is to be used for most important statement in your communication. Its is only meant to be used in medium weight.

ATC Garnet should be used for

- Headlines
- Titles
- Headings
- Subheadings

Dont use this font much. It is meant to be more impactful so use it less. ATC Garnet should not be used for body paragraphs and should always be larger than Arial.

Arial

Arial was chosen as our secondary typeface for its readability and compatibility. Arial is meant to be used for body text. Arial can be used in all weight. It should not be larger than ATC Garnet

Chapter 3:

Logos

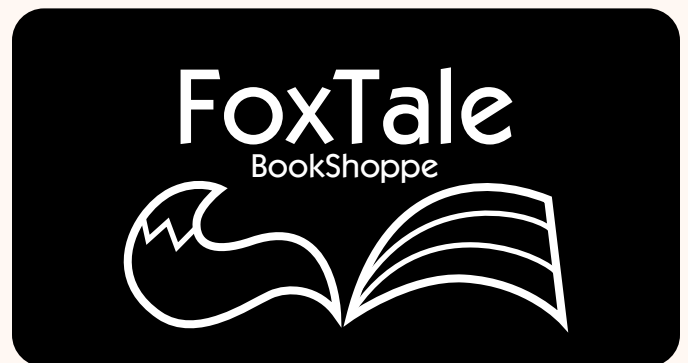
Primary Lockup

Our logo is a fun representation of our theme and what we sell: foxes and books! Here is the primary lockup. This logo is preferred.



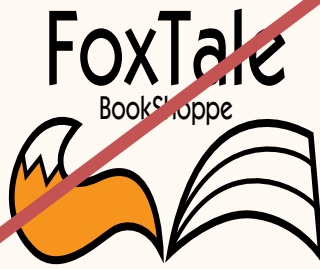
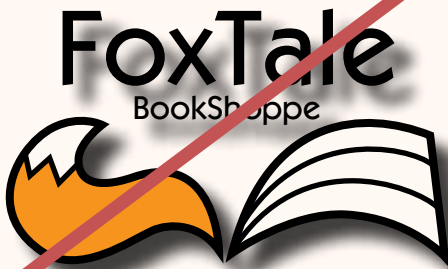
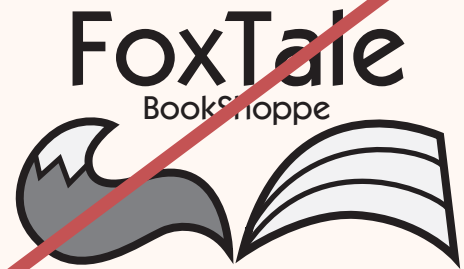
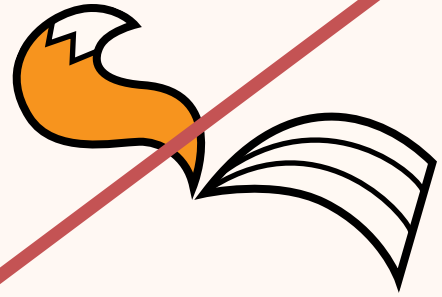
Variations

The full color version of the logo cannot have its color changed. The one-color logo can be used in our primary colors, secondary colors and white.

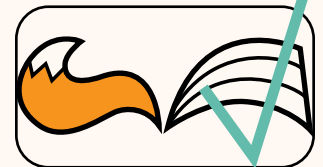


Logo Rules

- Do not alter the orientation of the logo.
- Do not turn to grayscale. Instead, use black or white logo appropriately.
- Do not add drop shadow
- Do not stretch or shrink, horizontally or vertically.
- Use full-color logo whenever possible
- Do not change typefaces.

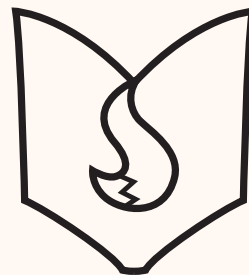
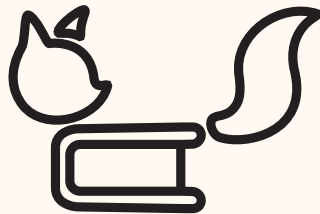
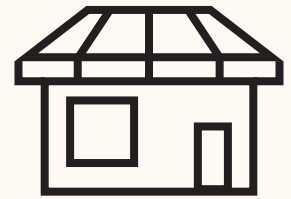
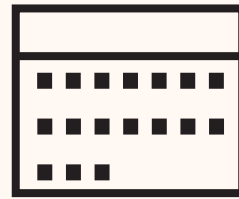
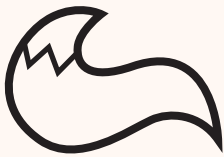


- The logo can be applied to any background color as long as visual integrity and legibility are maintained
- The logotype and logomark can be separated in all variations.



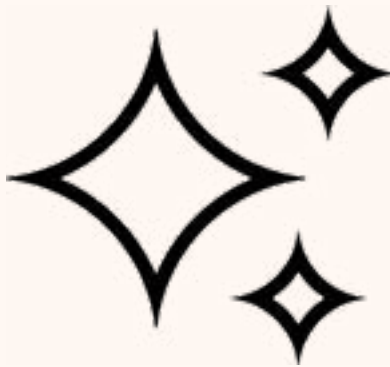
Other Logos, Icons and Imagery

These icons and logos can be used for our website, social media, promotional material and merchandise.



FoxTale BookShoppe

Other royalty clipart of foxes, stars and sparkles can be used for social media post and in-store material with approval.

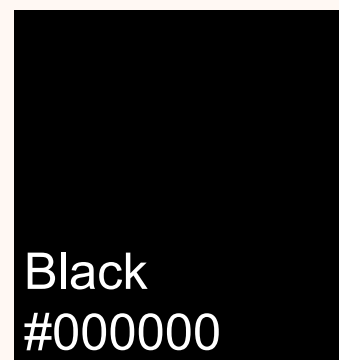
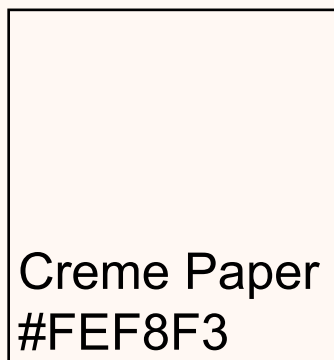


Chapter 4:

Color

Primary Colors

Our primary colors are what we use in our logo. There is a vibrant orange for the foxtail, off-white for the tip of the tail and the book pages and black for the outline and logotype.



Secondary Colors

Foxtale Orange represents us but our secondary colors compliment Foxtale Orange and bring variety. Other colors can be used for event marketing or promotion, but the alternate color must have a direct meaning or connection to the promotion or event (for example matching a book cover or a holiday's theme). Lighter and darker shades of our secondary colors can be used as long as the original shade is present.




Foxtale
#F7941D



Forest
#006F5F



Vintage Red
#5A160B



Foxtale Light
#F1B64D



Forest Light
#63BBAC



Vintage
Red Light
#C45354

Colors In Use

When possible, use Crème Paper in place of white. Be sure to provide high contrast to maintain legibility and accessibility.

