



Brand description

Mindful Reading is an online bookshop that focuses on readings positive benefits. The brands target group is 25-35 year olds in the UK, which according to research is the age group with the highest experience of workrelated stress and/or anxiety. Studies have shown that reading for pleasure can have positive effects on the mental health and be a relaxing activity. Mindful Reading therefore wants to promote reading for a mental wellbeing.

Mental wellbeing

We believe in the power of reading and strive for better public health.

Accessibility

We believe that reading is for everyone. Making literature from all over the world accessible for a decent price we hope to offer something for everyone.

Sense of community

We believe in sharing stories. Stories through books can widen our knowledge and awareness to others, bringing us closer together.

Fonts

As Mindful Reading primarily is a bookshop readability was most important for choosing fonts. Being a digital shop, a sans serif was chosen as the primary font for its readability on digital screens. To keep the sense of traditional books a serif was chosen which can be used for headlines. The two font families contrast each other in a good way balancing modern with traditional.

Heebo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heebo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heebo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Abril Fatface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour

The colours for Mindful Reading have been picked for their different meanings and associations. Cornflower and midnight blue give a serious but calm feeling and are a good contrast to each other. Salmon brings a sense of hope, health and happiness while mint gives a sense of freshness and modern feel to the brand. As Mindful Reading wants to emphasize mental wellbeing through reading, the choices of colours had to reflect just that, creating a sense of tranquility and warmth while also working together and creating contrast.

Dark grey

Used for font on light background.

Hex #1e2425

RGB 30, 36, 37

Salmon

Used as decorative colour on graphic elements.

Hex #fa8072

RGB 288, 128, 114

Cornflower

Used as secondary colour on graphic elements.

Hex #4d64a8

RGB 77, 100, 168

Midnight blue

Used as contrast to cornflower blue.

Hex #0f225c

RGB 15, 34, 92

Mint

Used as primary colour on graphic elements.

Hex #bfe5cf

RGB 191, 229, 207

Snow

Used for background and font on dark background.

Hex #fefefe

RGB 254, 254, 254

Logo

The logotype was designed to give associations to books or pages stacked on top of each other, a sentence or paragraph as well as the reading flow. Lines and shapes were used to give a simplistic feeling with calm colours to create contrast to the text. Having the text in two lines makes it well connected to the shapes. The font for the text 'Aktiv Gothic' is a simple sans serif which is easily read and reflects the brand message in a modern way.



Graphic Elements

Shapes should be natural or geometrical with soft edges and used to create hierarchy and lead the reader. Illustrations should be used to convey a message and be simple in nuances of a few selected colours, if possible based on the colours from the graphic profile. Since the brand targets individuals who might experience stress or anxiety, graphic elements should be well-structured and not overly complicated while highlighting the message.

