



Brand standards guide

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What is this guide for?

This guide outlines brand standards for Friends Library.

The Friends Library brand guidelines exist to ensure visual and brand consistency across various print and web materials.

Guidelines within this document cover treatment of such assets as the company logo, company colors, and typography.

Please adhere to these guidelines to ensure the brand's image and perception are consistent across all mediums.

01 Logo Variations

The Friends Library logo can be used across all media. There is one primary logo. However the color you choose will depend on where the logo will appear.

When deciding which logo form will work best, determine the context it is being used in and refer to the following pages.

Primary Logo



Primary Logo



01.1 Primary Logo

The Friends Library logo can be used throughout digital and print applications. The horizontal logo should be the primary logo used whenever applicable to represent the Lismar brand.

The black or white logos should be used for one color applications. The white logo should be used when the logo is presented on a dark background. The black logo should be used when displayed on a light background.

Primary Logo



B&W Variations



Primary Logo



B&W Variations



01.2 Logo Size & Space

All forms of the Friends Library logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

Clear space is the area around the logo where no element should intrude. In order to maintain integrity of the logo, clear space must be considered.

Recommended clear space



[,] Friends
LIBRARY

[,] Friends
LIBRARY

[,] Friends
LIBRARY

[,] Friends
LIBRARY

[,] BIBLIOTECA DE
Los Amigos

01.3 Logo Treatment

The logo must be used as is and not be altered in any way. This means that you must not:

- Change the logo's orientation or rotation.
- Disproportionately scale or resize the logo.
- Change the logo's colors.
- Display the logo with color combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



Do not reproduce the logo in colors other than the official approved colors.



Do not distort or apply any special effects to the logo.



Do not distort or apply any special effects to the logo.

02 Color Palette

The Friends Library company colors are professional and modern, and are an important part of the brand image.

These colors should be used throughout all print and web materials consistently to ensure continuity in the brand's image.

The main maroon color is complemented by an additional set of bold colors to complete the company color palette.

Brand Colors

Friends Maroon



HEX CMYK RGB

2D2A29 68 64 64 6 45 42 41

Amigos Gold



HEX CMYK RGB

2D2A29 68 64 64 6 45 42 41

Charcoal Grey



HEX CMYK RGB

2D2A29 68 64 64 6 45 42 41

Slate Grey



HEX CMYK RGB

2D2A29 68 64 64 6 45 42 41

Bookcover Colors

Modernized



CMYK RGB

68 64 64 6 45 42 41

HEX

2D2A29

Español



CMYK RGB

68 64 64 6 45 42 41

HEX

2D2A29

Updated



CMYK RGB

68 64 64 6 45 42 41

HEX

2D2A29

Original



CMYK RGB

68 64 64 6 45 42 41

HEX

2D2A29

03 Typography

The primary typeface for web and print branding materials is Baskerville.

The secondary typeface for web and print branding is Cabin Regular and Cabin Bold.

Baskerville

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Cabin Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Cabin Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

04 Book Covers

The Friends Library book edition colors have been strategically planned to help readers differentiate between editions by cover color.

The colors are specifically selected to be timeless color cues, and are an important part of the book series.

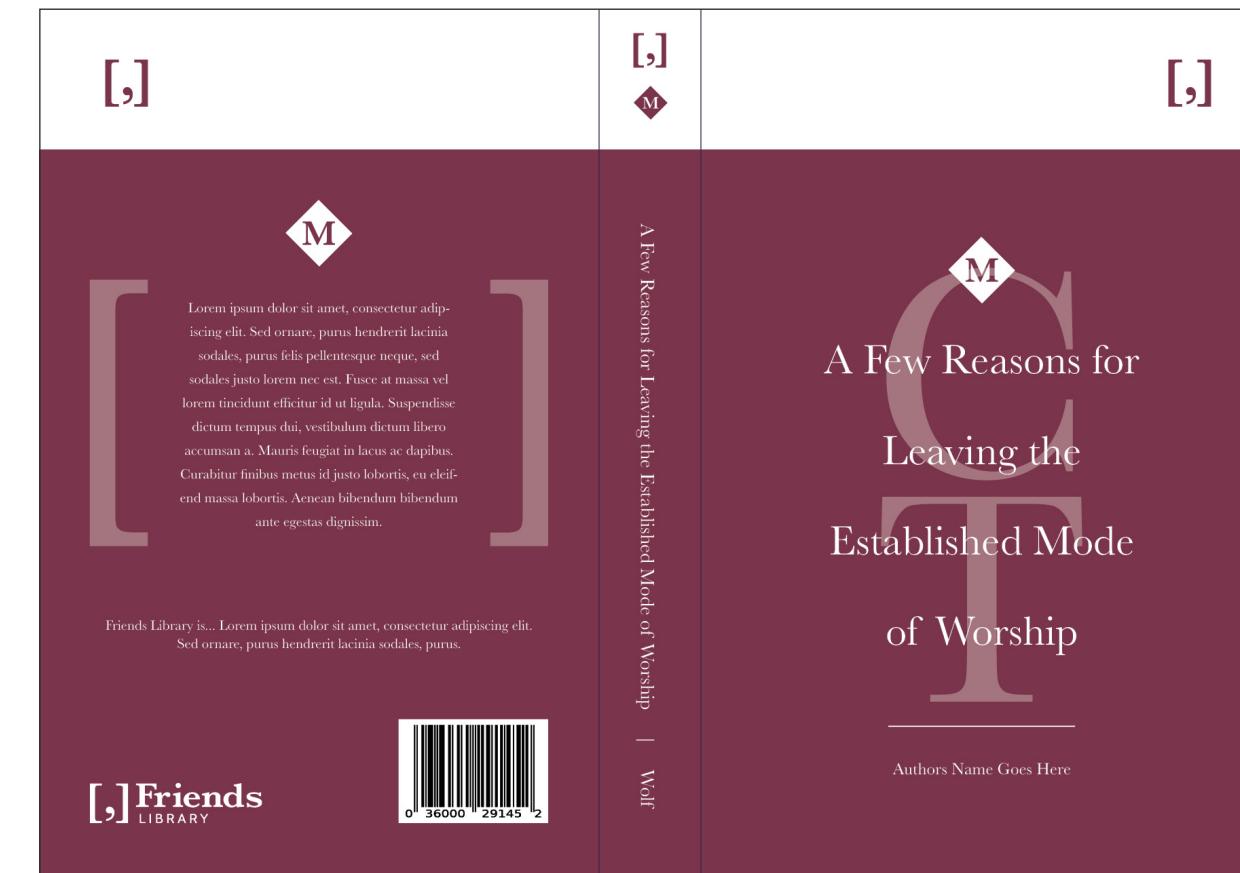
These colors should be used consistently per edition to ensure the continuity throughout the entire series.



Modernized



Español



Updated



Original

05 Spine Details

The spines of the books should be consistent across each edition and across the series.

The type is to remain 13pt unless forced into 12pt if book is between 83 and 160 pages. Anything lower than 83 pages is to convert to saddle stitch.

Consistency here is imperative to a clean look on the reader's bookshelf.

.25	[,] ◆ u	83 - Pages Marks resized to 60% of original 12 pt font
.45	[,] ◆ U	A Few Reasons for Leaving the Established Mode of Worship Wolf
1 inch	[,] ◆ U	A Few Reasons for Leaving the Established Mode of Worship Wolf

[,] Friends
LIBRARY