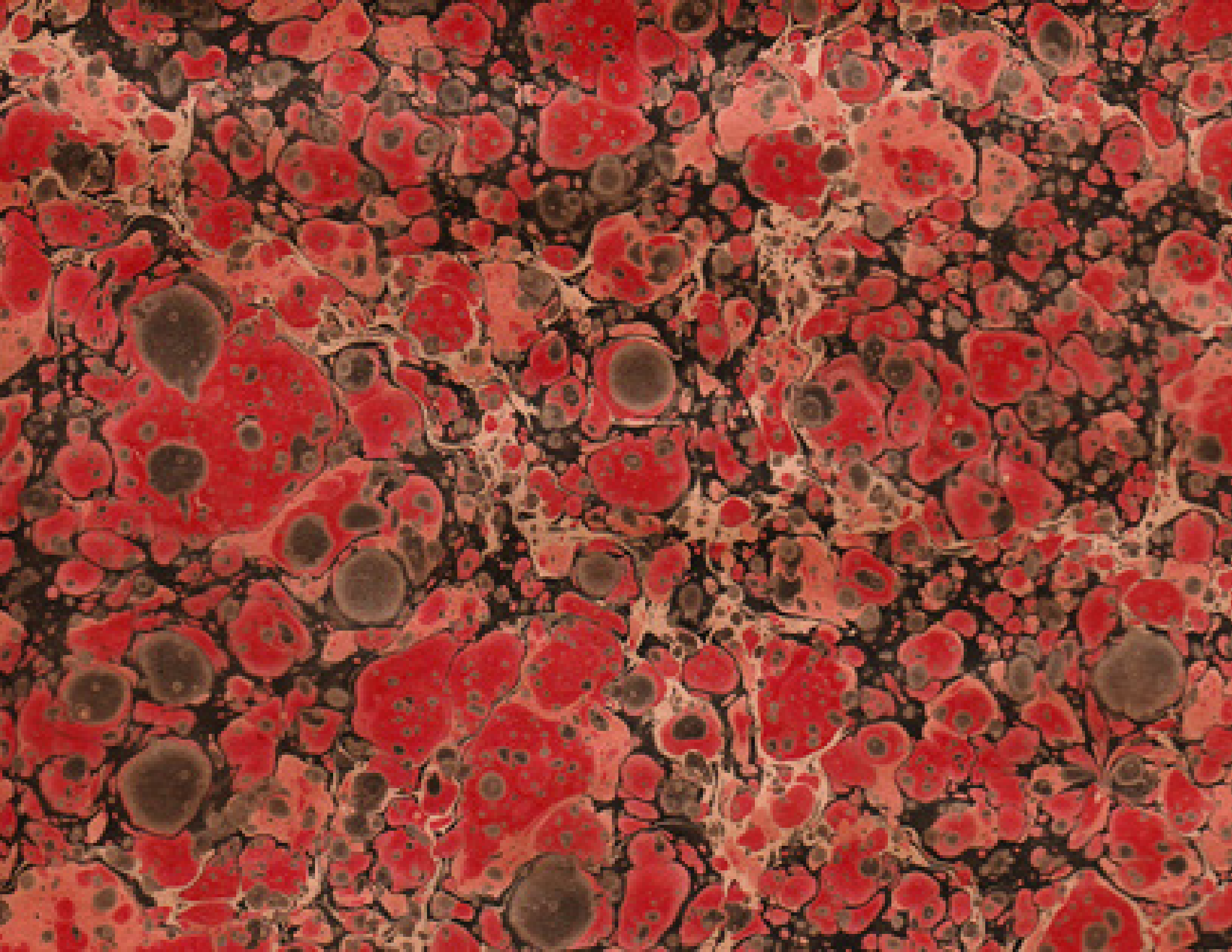


booksmith



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We are a small atelier that celebrates the uniqueness of handbound books.

In a world full of modern machinery, we want to reintroduce book-binding through hands-on labor. The stories on the page will be even more fascinating with the knowledge that the book you are reading was crafted by yourself. Our signature red thread will be sure to remind you of your feat with every turn of the page.

At our boutique, you will find the tools and materials needed to produce a bound book of your own. Walk-ins and appointments are both welcomed. We also offer workshops weekly for those new to the art.



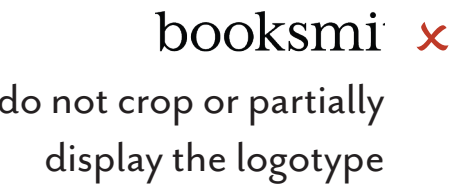
USING THE LOGO



smallest print size



DON'TS



BRANDING



primary coloring



secondary colorings



DON'TS

do not grayscale; instead, use a fully black or a fully white mark



do not stretch or disort



do not use with logotype



PANTONE 180

C: 18% R: 192
M: 91% G: 59
Y: 99 % B: 40
K: 7%

HEX CODE: #C03B28

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

MRS EAVES ROMAN LINING

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

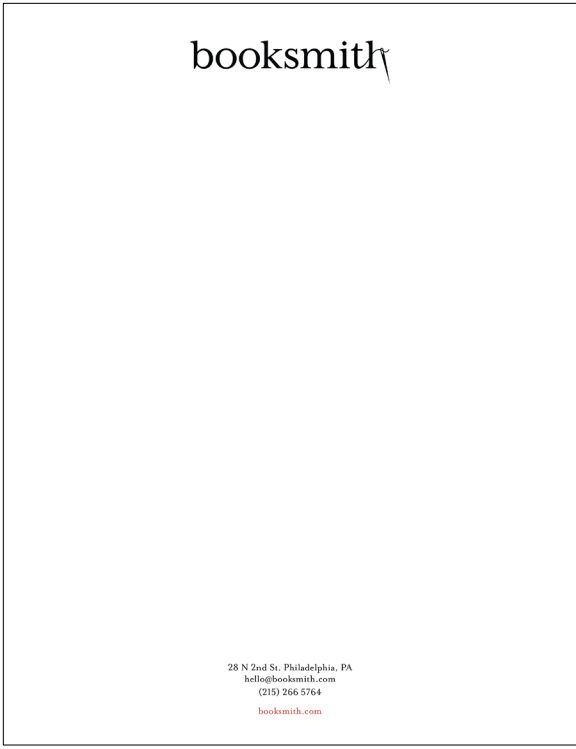
MR EAVES SAN REGULAR

for primary text such
as headers and titles

booksmith
a bookbinding atelier

for secondary text such as
details and explanations

STATIONERY SET



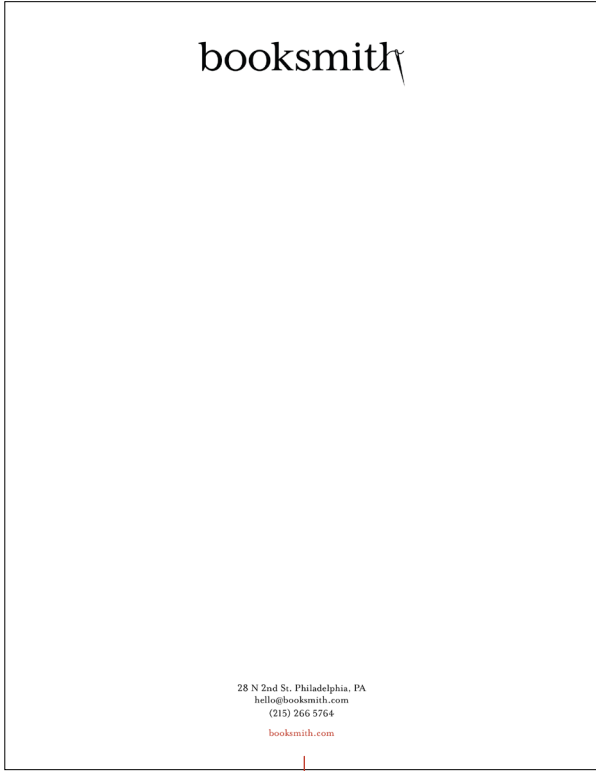
BUSINESS CARD



14pt

11pt

LETTERHEAD

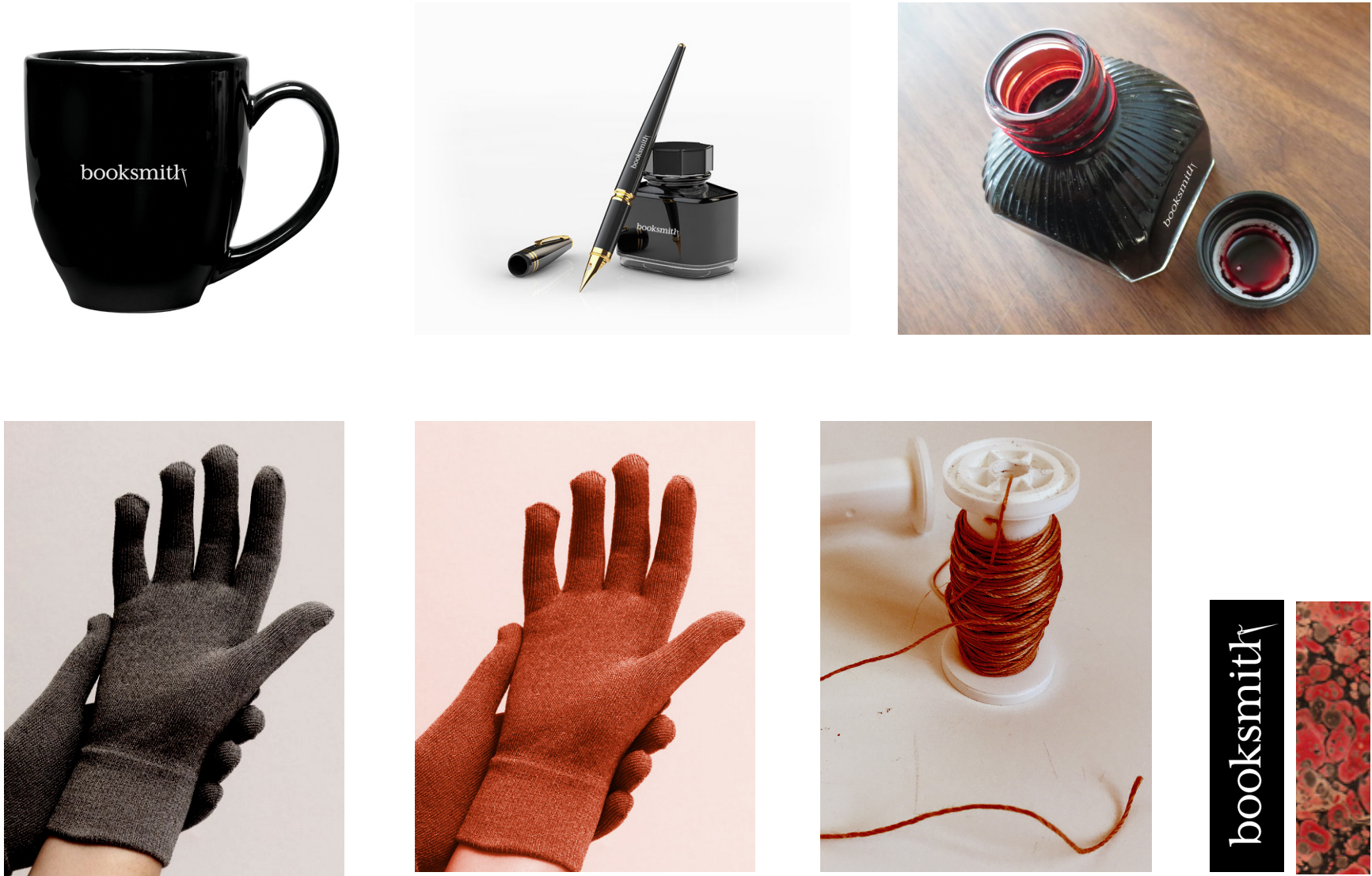


11pt type centered
in width of the
letterhead

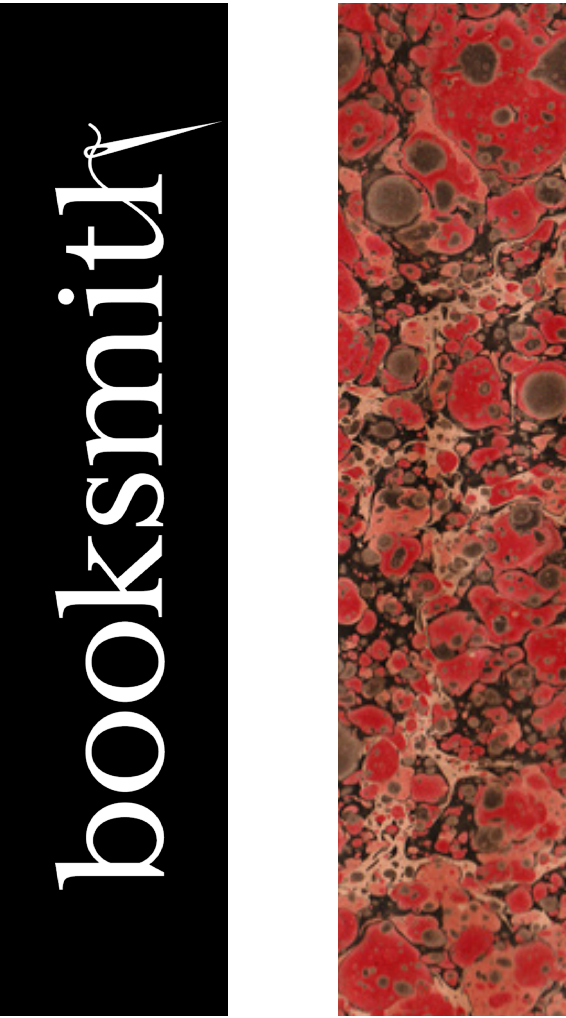
OTHER STATIONERY



MARKETING



MARKETING, CONT.



MARKETING, CONT.



MARKETING, CONT.



CREDITS

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made possible by KI SHI, JUSTINE DE JESUS, and PAOLO NASR

with special thanks to SHARKA HYLAND

