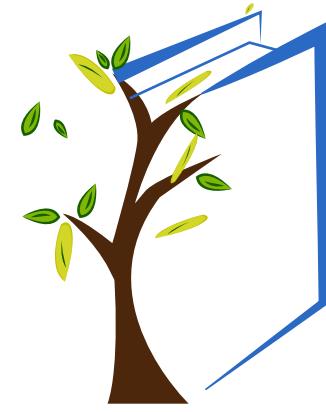


**2023**



# **Brand Guidelines**



# **Logo concept**

**logo contains a tree and book , where  
the tree symbolizes renewable**

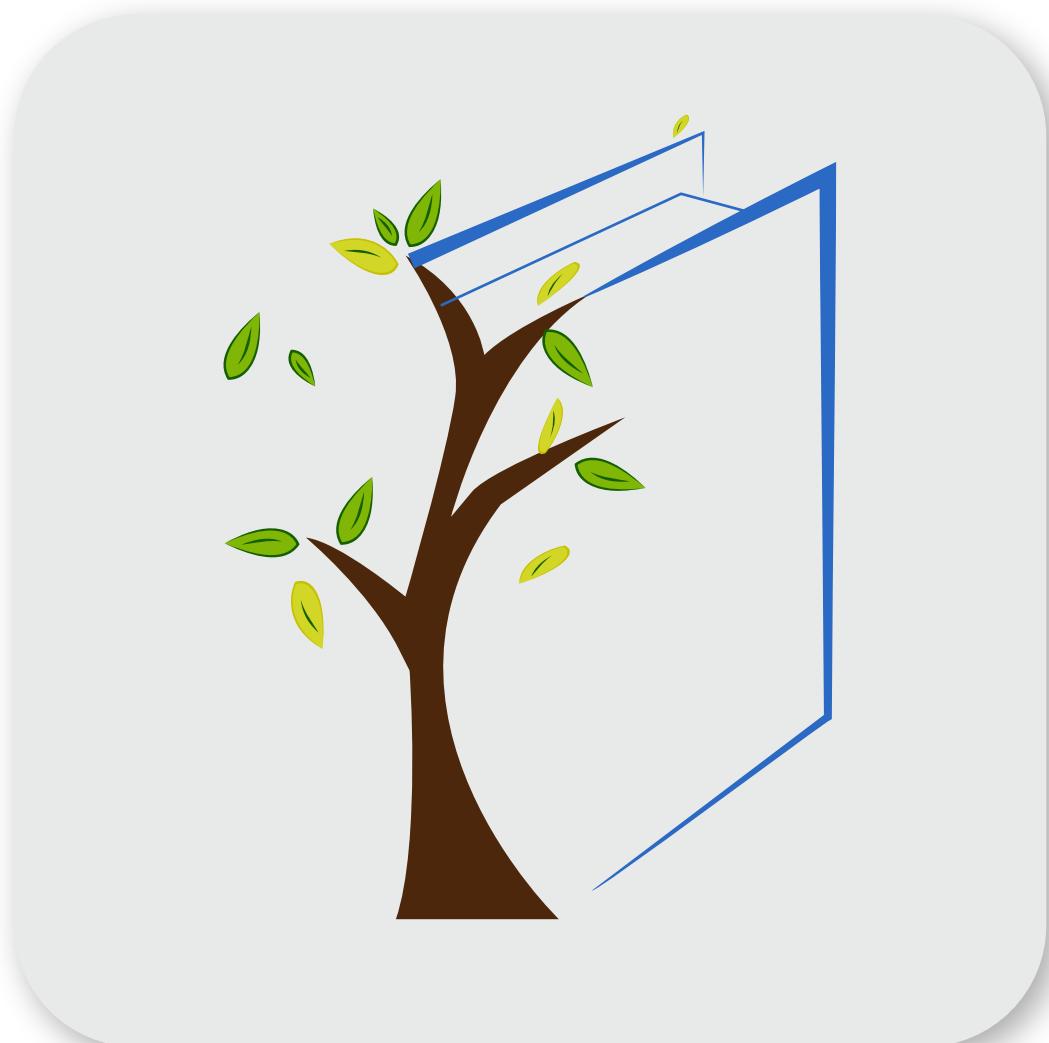
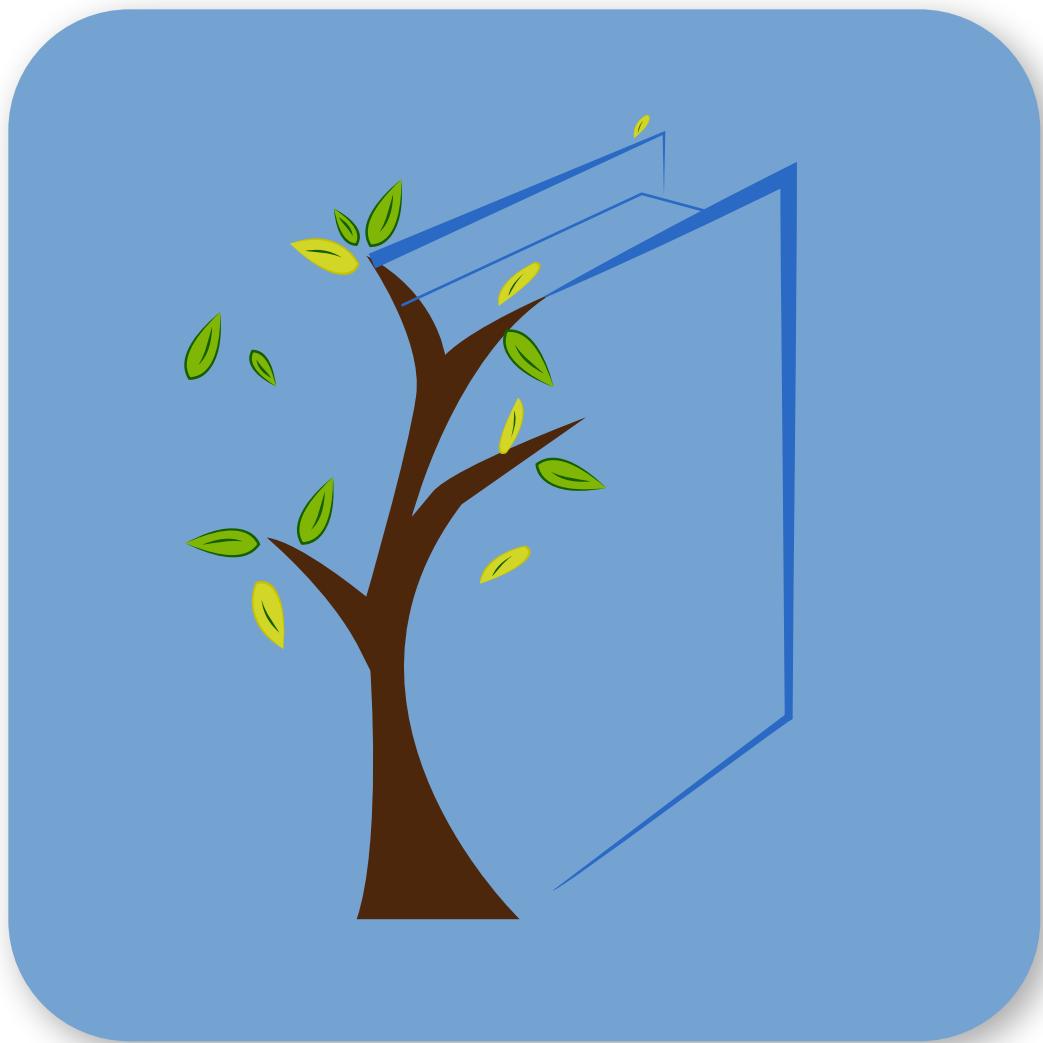


**TREE**



**BOOK**

# Logo icon





# Logo on background



paradise  
BOOK STORE



paradise  
BOOK STORE



paradise  
BOOK STORE



Minimum size





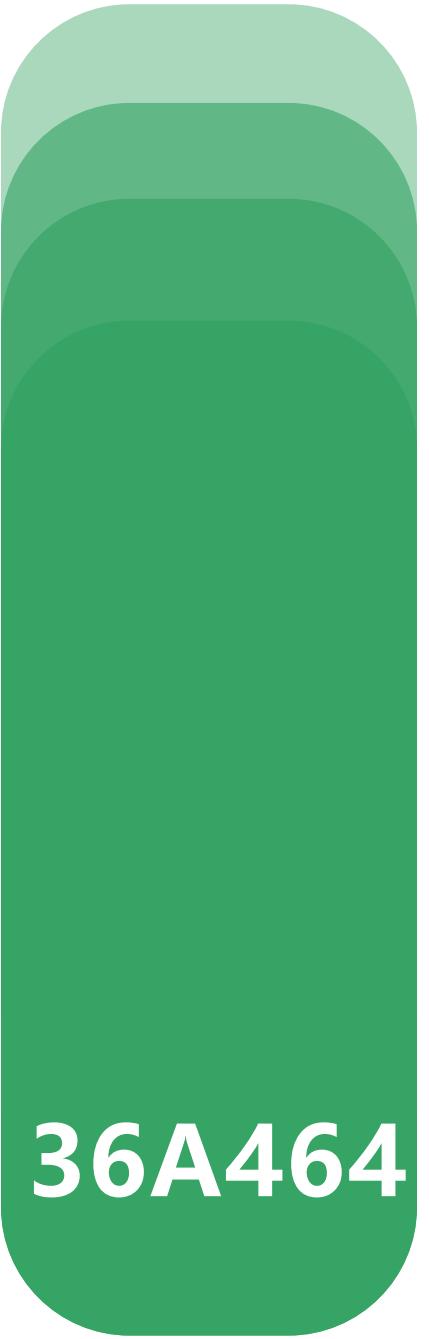
# The main color



2A69C4



4C270C



36A464

typography

**Myriad Pro**

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

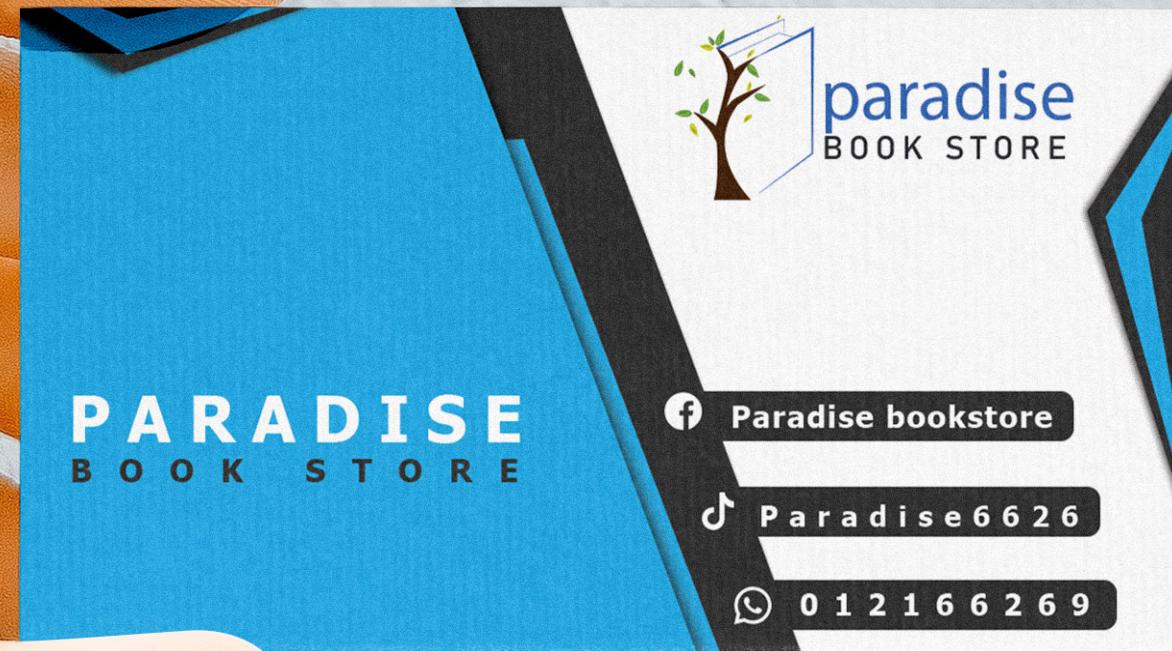


logo in mockup











paradise  
BOOK STORE

**THANK YOU**

A large blue text 'THANK YOU' is positioned next to the tree. Above it, the words 'paradise' and 'BOOK STORE' are stacked in blue and grey respectively. A light blue line connects the top of the tree to the word 'paradise'.