bookstuff

DIGITAL BOOKSTORE

Branding Style Guide

A brief introduction

We are Bookstuff, an online bookstore selling books, stationery, mugs and the likes to people all over the UK. No nonsense, just honest, simple service.

The content in this guide should be used by our designers, developers, editors and social media crew so they know how to design, write, and communicate for Bookstuff in the most appropriate fashion.

What's inside

Logo variations

How and when to use different logos and icons.

Our primary logo, made up of our BookStylus icon and tri-font wordmark. This logo can be used on light backgrounds that don't clash with the brand colours.

A "black and white" variant of the primary logo in contrasting shades of blue. This logo can be used where colour is less appropriate, e.g. in the footer of official documents or emails.

An inverted version of the "black and white" logo, shown here on a blue background. This logo works best on dark backgrounds, especially those that may clash with our brand colours.

Our BookStylus icon reflects both the digital and physical aspects of our brand. The full colour variant can be used within textless graphics or photos with plain, non-busy backgrounds.

A "black and white" version of the BookStylus icon. As with the original, this version can be used on plain backgrounds with little text, specifically if there is minimal use of colour.

The BookStylus icon in a sticker-like bubble. This enhanced icon can be used in sticker designs or as a textless representation of the brand online, e.g. an alternative to the primary icon.

"Black and white" variant of the icon sticker. This icon can be used in a similar fashion to the colour version, specifically where there is minimal use of colour.

A favicon version of our icon, shown here at a minimum size of 4.21mm x 4.6mm. The favicon should be used as a browser tab icon for primary website pages, e.g. the Bookstuff homepage, item pages.
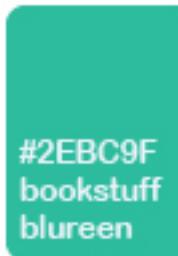

An alternative "black and white" favicon, also 4.21mm x 4.6mm. This version should be used as a browser tab icon for non-commercial webpages e.g. about the business, worker portal pages.
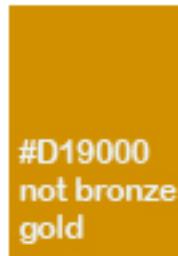
Brand colours

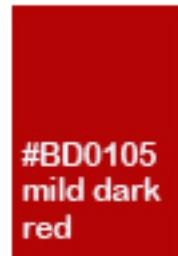A closer look at the colours of our company.

We have **five** main brand colours:

| #2EBC9F bookstuff blureen | #D19000 not bronze gold | #BD0105 mild dark red | #01033E deeper navy blue | #ECF4FA whitelike blue |

#2EBC9F Bookstuff Blureen

Not entirely blue, not exactly green, but not really turquoise either. This "blureen" blend reflects the relaxed, easy-access nature of our brand.

#D19000 Not bronze gold

The name may seem a tad negative, but our special shade of gold reflects the bright, upbeat aspect of our brand that assures you we can match your standards.

#BD0105 Mild dark red

Ah, red; a bold colour paired with love, passion, action and many other ideas. This shade reflects the active nature of our team and how we aim to always give the best service.

#01033E Deeper navy blue

Rich and deep in colour, this shade of blue gives a sense of professionalism and showcases our genuine and fair approach to selling our products to customers.

#ECF4FA Whitelike blue

Light enough to look white, yet dark enough to seem bluish. This shade represents the honesty and simplicity of our public image and interior work.

Brand typography

Fonts, sizing and text layout tips. Fonts shown at "average" sizes.

We have **five** primary font styles:

Acumin Variable Concept Bold (custom)

This is the font for the "book" in our wordmark. The text has a 2 point stroke and $\frac{4}{1000}$ em tracking. As per the logo page, this font should only appear in the Blureen, Deeper navy and Whitelike blue colours on the previous page. The wordmark **must not** be typed out.

Arial Rounded MT Bold (custom)

This is the font for the "style" of our wordmark. This also has $\frac{4}{1000}$ em tracking, but no stroke. The font should only appear in Mild dark red, Deeper navy and Whitelike blue. The wordmark **must not** be typed out.

ACUMIN VARIABLE CONCEPT EXTRACONDENSED MEDIUM (CUSTOM)

This is used for the "digital bookstore" part of the wordmark. It has $\frac{150}{1000}$ em tracking and should be in all capitals. This font can be used in Not bronze gold, Deeper navy and Whitelike blue as part of the prescribed full logo designs. The wordmark **must not** be typed out. **Please use logo files only.**

Acumin Variable Concept Bold

This font works best as a (sub)heading font, or for emphasis in a non-heading sentence. No modifications have been made. This font can be used in Bookstuff Blureen, Deeper navy or Whitelike blue.

Acumin Variable Concept Regular
This font can be used for basic text, e.g. descriptions or business manuals (yes, just like this one!). No modifications have been made, but the font **must not** be used with a size any smaller than 10. The font can be used in either of our five colours, provided other design colours do not clash with that of the text.

Tone of voice

Sentences that showcase who we are (and ~~aren't~~).

Authentic

We pride ourselves on ensuring our customers get top quality products, beyond satisfactory service and recognize us as a genuine brand. ~~There's no bookstore better than Bookstuff.~~ (selfish, assumptive, competitive)

Straightforward

All our services should be easy to access, use and understand for everyone, regardless of their physical or mental ability. ~~The things we do always make sense.~~ (nondescript, superior language)

Responsive

Though we're an online business, customers can reach us 24/7 via our online chatbot, social media channels, email and telephone helpline. ~~We respond to online and offline enquiries.~~ (nondescript, unenthusiastic)

Fair

We only hire fit-to-work legal employees, never add excess fees to product sales, ensure all voices are heard and respect everyone's needs. ~~There's nothing sketchy about what we do.~~ (overly casual, nondescript, superficial)

Dos and don'ts

What we do and don't recommend design-wise.

Do use logos and icons appropriately.

Don't merge different design elements.

Heading

Berate lique verum est, aut faccusdanda corupta voluptaturit quamus mo tota doluptur am as simporum vollaborror aut eum eossum as eaqui doluptas am et...

Appropriate font styles and sizes, elements are balanced, good use of colour.

HEADING

Berate lique verum est, aut faccusdanda corupta voluptaturit quamus mo tota doluptur am as simporum vollaborror aut eum eossum as eaqui doluptas am et...

Body text is too small, overlaps heading in the wrong font, clear misuse of colour.

Do not reproduce the wordmark using text, nor separate it from the icon.

Do not stretch or squash logos. Do not make logos/icons tiny nor rotate them.