

**Brand Identity Drop:**

***Good Read Library***

***A cozy, curious brand for a  
small-town library***

# Concept

This is about a community library in a small town, aiming to attract young readers. The branding combines modern fonts with a playful yet grounded color palette, and a logo that reflects openness and simplicity.

# Logo Design



Open book

+



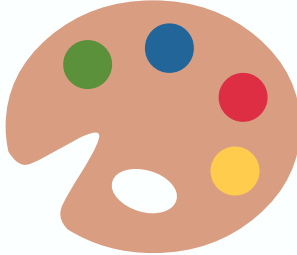
Bookshelf

+

**GOOD READ  
LIBRARY**

playful and professional





# Color Story

**5 warm, thoughtful colors that feel cozy yet bright**

Display swatches:

- #FFE5B5
- #7B7463
- #C3FFFC
- #FCFFFF
- #000000





# Typography

*Simple. Clear. Inviting.*

**Header Font**

**Aa**

HK Grotesk Pro

**Body Font**

**Aa**

Open Sans

# Brand Tone



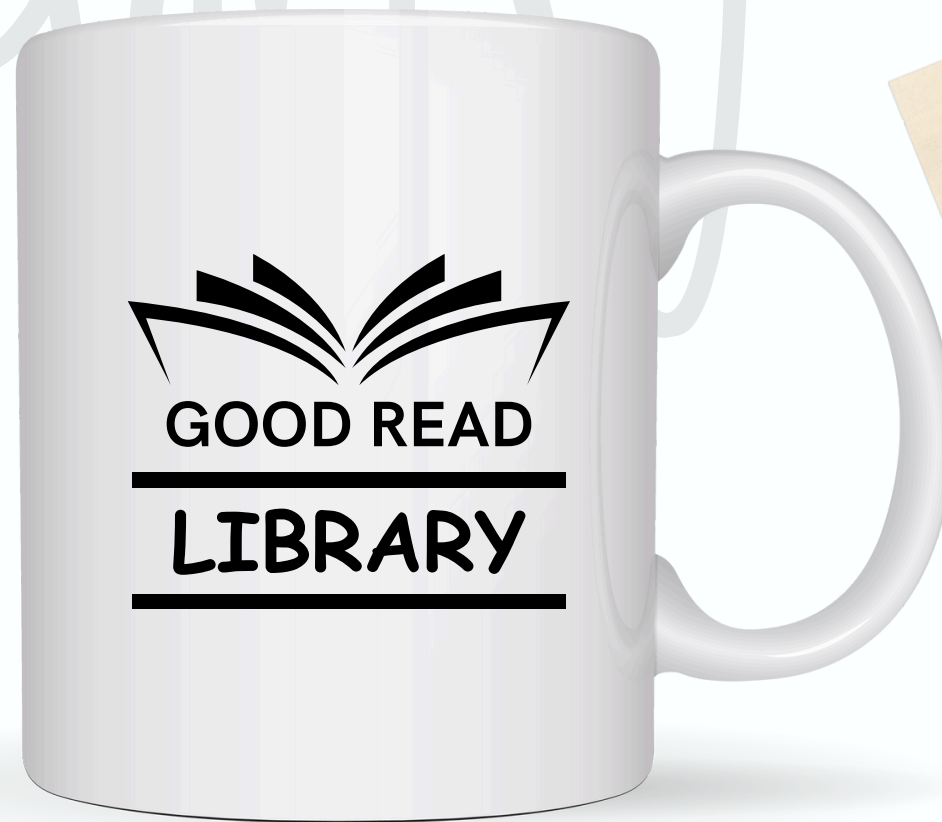
*Curious · Creative · Bookish · Community · Welcoming*



# Moodboard











“  
There is no  
friend as loyal  
as a **BOOK.**

- Ernest Hemingway



**We've got the  
book for YOU!**

Memberships are open now

*Join Us!*

Monday - Saturday  
8.00 AM - 8.00 PM

[www.goodreadlibrary.com](http://www.goodreadlibrary.com)

@CreatorNaman

**[www.creatornaman.com](http://www.creatornaman.com)**