

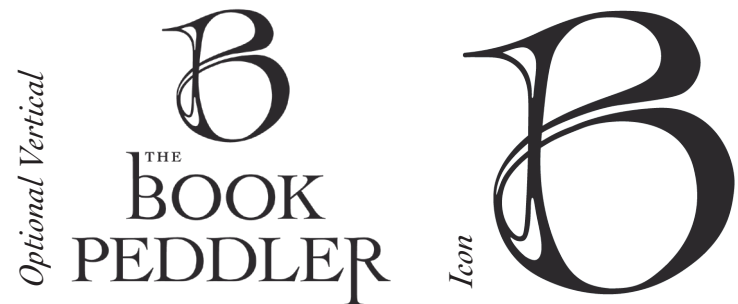
# The Logo

*A blend of an organic Art Nouveau logo and sophisticated, modified Cochin.*

*The Book Peddler* should always evoke a sense of cozy comfort and vintage charm. Refrain from putting the logo in overly-saturated tones, loud patterns, and bright gradients.

In order to maintain good breathing room around the logo, be sure to always have a minimum 'O' distance in all directions.

Use Cochin or Cochin LT Pro for typeface. Garamond, Palatino, or Baskerville are acceptable alternates. As a complimentary type, we recommend Gill Sans or P22 Underground.



# Brand Colours

*Antique. Tranquil. Warm.*

## Main Palette

### Aged Page

C7, M6, Y14, K0

RGB: 45, 42, 45

#: ebe7d8

Pantone:

### Old Ink

C70, M67, Y61, K64

R45, G42, B45

#: 2d2a2d

Pantone:

To ensure optimal contrast and brand cohesion, primarily use colours from the main palette, reserving the secondary palette as accents.

## Secondary Palette

### Soft Gold

C8, M17, Y59, K0

R235, G205, B127

#: ebcd7f

Pantone:

### Nouveau Aqua

C39, M7, Y40, K0

R160, G199, B168

#: a0c7a8

Pantone:

### Worn Cover

C96, M76, Y87, K19

R159, G78, B50

#: 9f4e3f

Pantone:

### Antique Cupboard

C46, M23, Y31, K0

R144, G171, B170

#: 90abaa

Pantone:

### Pressed Flower

C57, M68, Y46, K27

R102, G78, B92

#: 664e5c

Pantone:

### Soft Leather

C39, M77, Y77, K50

R97, G49, B39

#: 613127

Pantone: