

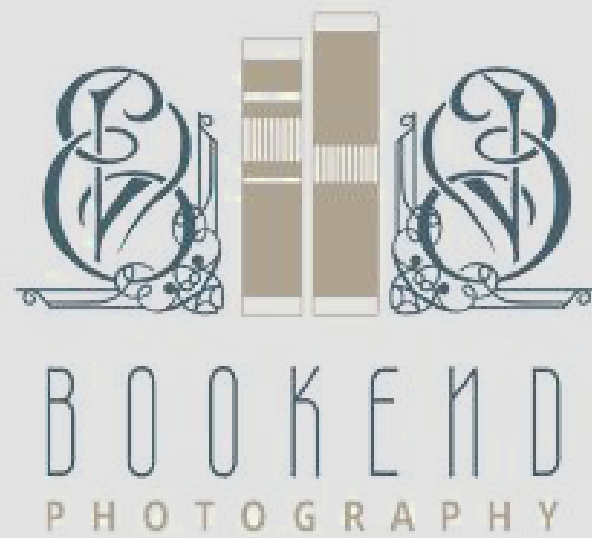




BOOKEND PHOTOGRAPHY

For the fun & madly in love.

LOGO HISTORY



PRIMARY LOGO



ALTERNATE LOGO

When a longer version of the logo is needed, the alternate logo may be used in each of the brand colors.

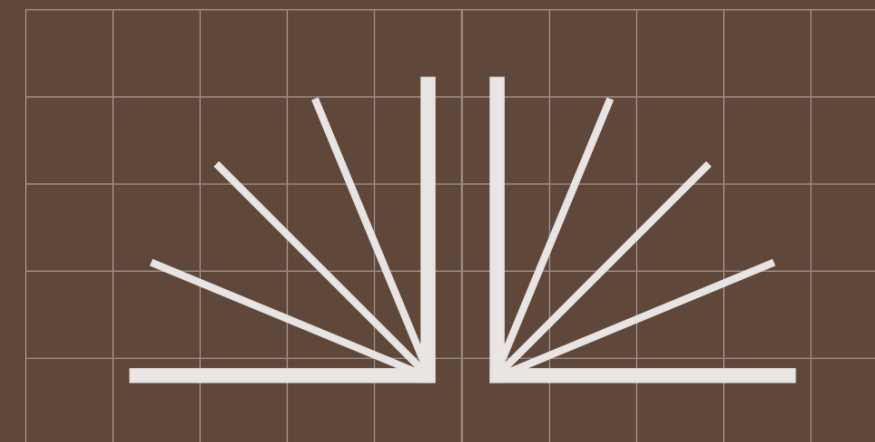


LOGO ELEMENTS

WORD MARK

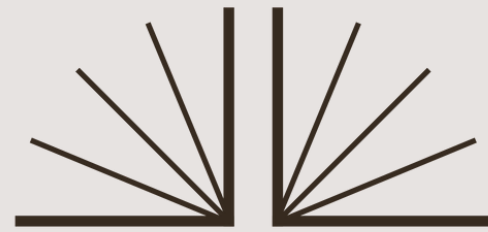


LOGO MARK



SUBMARK

The submark may be used in digital and print to maintain branding symbolically. The submark is recommended for any favicons or profile images.



LETTER SUBMARK

The letter submark may be used as an alternative submark to maintain brand consistency.



PROPER USE



DO NOT change the color.
Use colors in the palette.



DO NOT add shadow
or any effects.



DO NOT rotate the logo.



DO NOT stretch the
logo vertically.



DO NOT stretch the
logo horizontally.



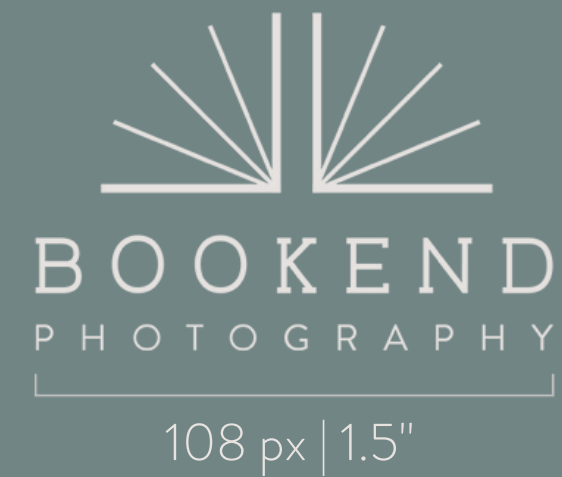
DO NOT put logo on
too crowded background.

SPACING & SIZING

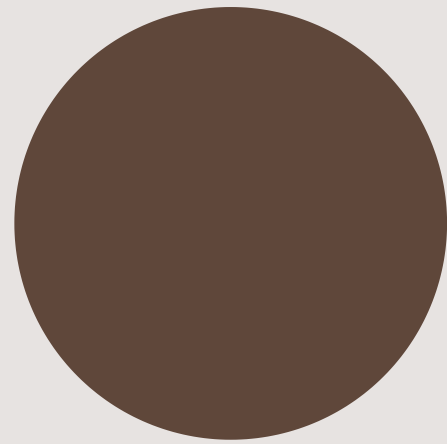
Always allow an approximate clear space of one half inch (0.5") between the logo and other elements in order to maximize clarity. No major graphic elements should be outside of this area. These guidelines apply to all Bookend Photography logos and marks.



It is recommended that the Bookend Photography logos never be reproduced smaller than the indicated minimum sizes of 108 pixels or 1.5 inches.



BRAND COLORS



HEX CODE
#5F473A

CMYK:
0 9 15 63

RGB:
95 71 58

Pantone 7589 C

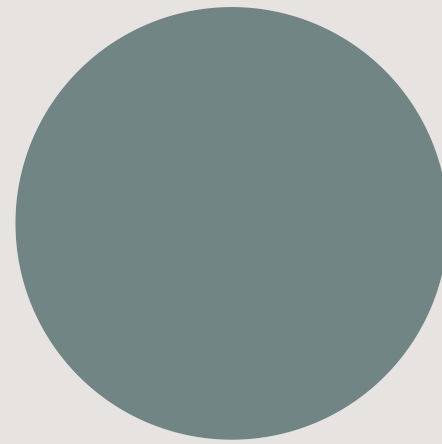


HEX CODE
#324E4F

CMYK:
11 0 0 69

RGB:
50 78 79

Pantone 5477 C

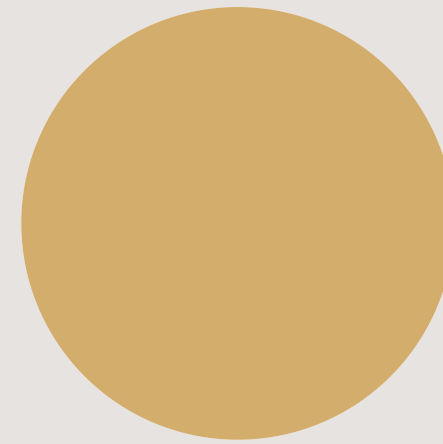


HEX CODE
#718584

CMYK:
8 0 0 48

RGB:
113 133 132

Pantone 444 C

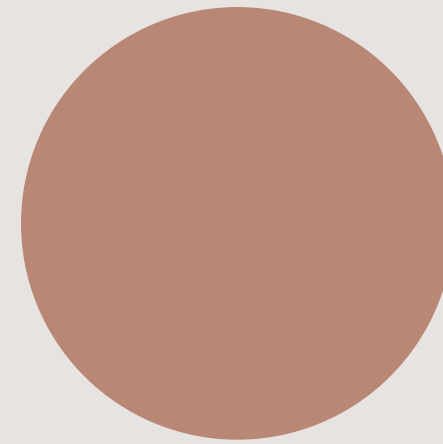


HEX CODE
#D3AD6C

CMYK:
0 15 40 17

RGB:
211 173 108

Pantone 7508 C

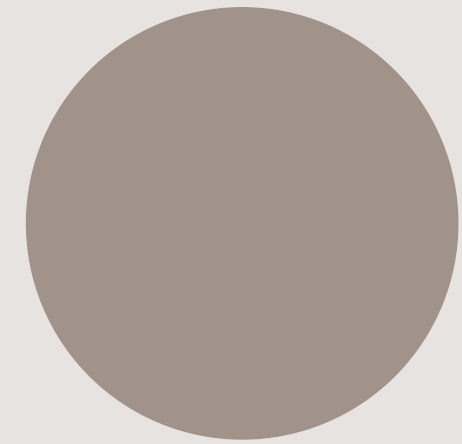


HEX CODE
#B98776

CMYK:
0 20 26 27

RGB:
185 135 118

Pantone 7613 C



HEX CODE
#A1938A

CMYK:
0 5 9 37

RGB:
161 147 138

Pantone 402 C

THE BRAND OUT IN THE WORLD



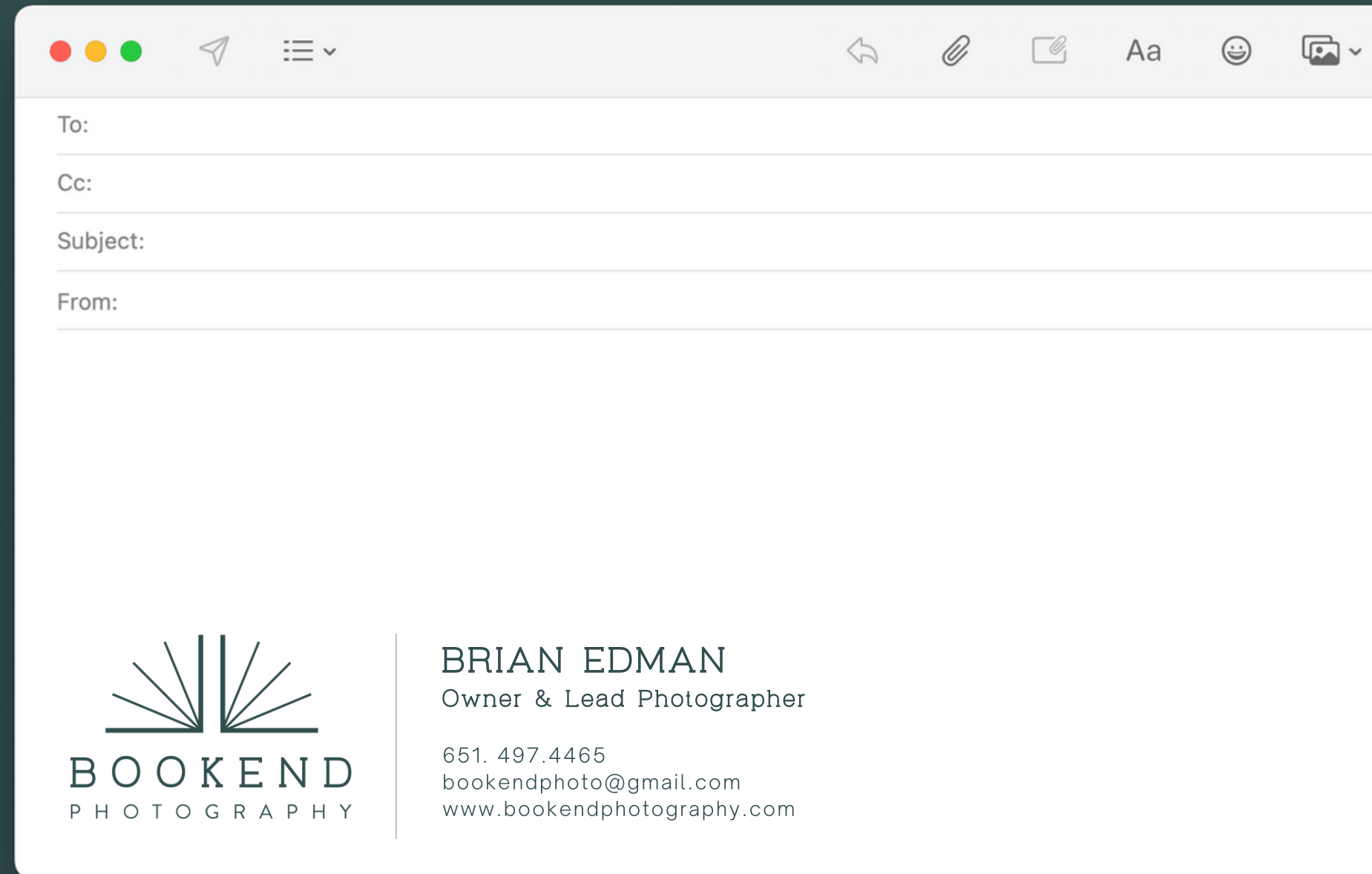
BUSINESS CARD



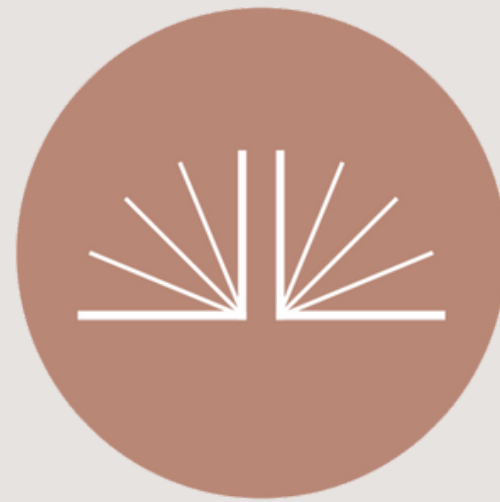
BRIAN EDMAN
Owner & Lead Photographer

651. 497.4465
bookendphoto@gmail.com
www.bookendphotography.com

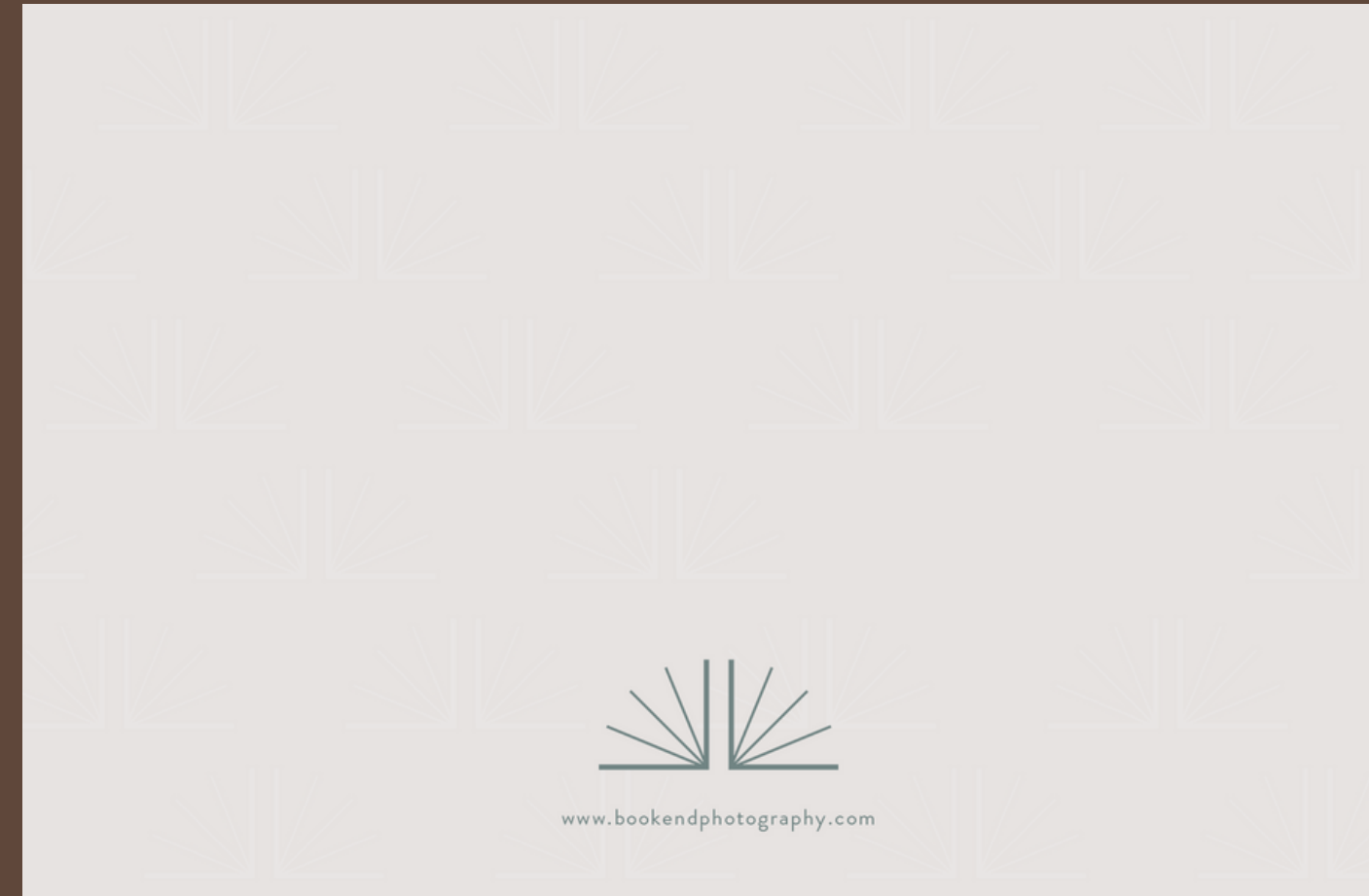
EMAIL SIGNATURE



STICKER



STATIONARY



FILE KEY



EPS | .eps | Encapsulated PostScript

EPS is a vector format designed for printing to PostScript printers and imagesetters. Vector images can be resized easily without loss of quality, making them an ideal format for designs and illustrations to be used in multiple sizes.



JPG | .jpg | Joint Photographic Experts Group

JPGs are typically used for images needed to be small, for websites, or for email usage. JPG files are compressed and can lose quality due to low file size. Not recommended for print use and does not support transparency.



PSD | .psd | Adobe Photoshop Program

File generated solely from the Adobe Photoshop Program. Never to be used online, but great for printing and sharing files with other designers. Supports layers and transparencies, but often results in huge file sizes.



AI | .ai | Adobe Illustrator Program

File generated solely from the Adobe Illustrator Program. Creates vector type files that are completely scaleable. Cannot be embedded online, but great for printing. Supports layers, artboards, and transparency.



PNG | .png | Portable Network Graphics

Best used online for text and graphics with high quality and high image size (longer loading time). Transparent backgrounds allow users to see graphics, photos, or colors behind it. Not meant for scaling larger than its pixel width.



SVG | .svg | Scalable Vector Graphics

SVG is a vectorgraphic format based on XML and is used to display a variety of graphics on the web and other environments. SVG documents are simple plain text files that describe lines, curves, shapes, colors, and text.

