BOOKEND

PHOTOGRAPHY

DESIGNED BY ROSE FOOS CREATIVE

page 01/21

BRAND GUIDELINES 2020

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TABLE OF CONTENTS

Bookend Photography Philosophy	03	Spacing & S
Logo History	05	Typography
The Logo	06	Brand Colo
Submarks	09	Brand Colla
Proper Use	11	File Key

BRAND GUIDELINES 2020

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BOOKEND PHOTOGRAPHY

For the fun & madly in love.

BRAND WORDS

AUTHENTIC

true to one's own personality, spirit, or character

PLAYFUL

lighthearted, lively, or adventurous



FUN

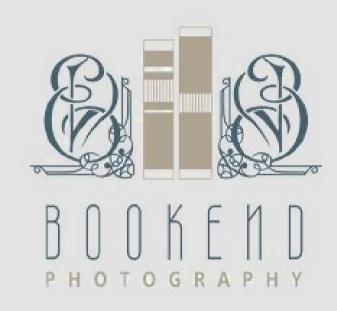
BRAND GUIDELINES 2020

MINIMAL

clean, appealing, and captures the "less is more" approach

pleasure, enjoyment, or entertainment

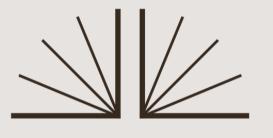
LOGO HISTORY







PRIMARY LOGO





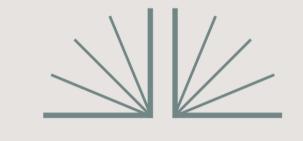


BOOKEND PHOTOGRAPHY

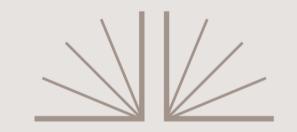


page 06 / 21

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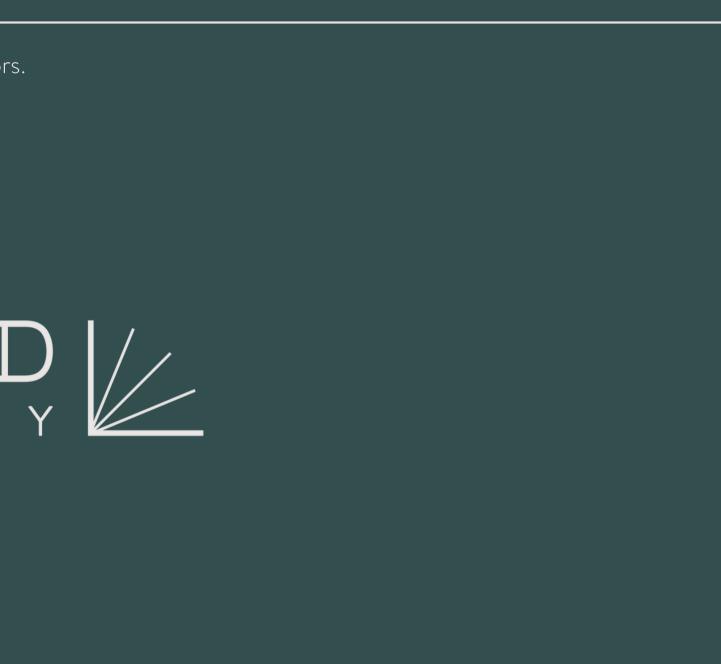


BOOKEND PHOTOGRAPHY

ALTERNATE LOGO

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

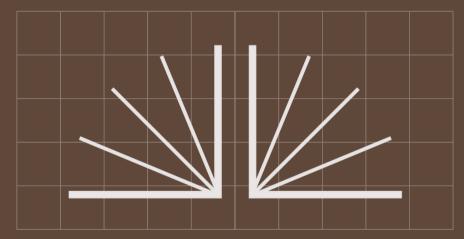
BOOKEND PHOTOGRAPHY



LOGO ELEMENTS

WORD MARK

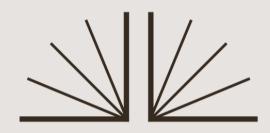
BOOKEND PHOTOGRAPHY LOGO MARK

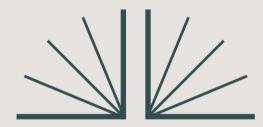


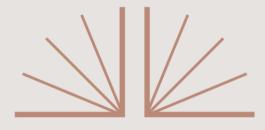


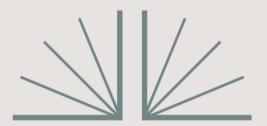
SUBMARK

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 stretch the logo vertically.



DO NOT add shadow or any effects.



DO NOT stretch the logo horizontally.

BRAND GUIDELINES 2020



DO NOT rotate the logo.



DO NOT put logo on too crowded background.

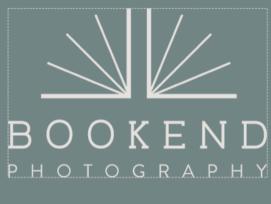
SPACING & SIZING

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 GUIDELINES 2020



0.5" margin

108 px | 1.5"

TYPOGRAPHY

PRIMARY FONT: VIRTUOUS SLAB

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

USE THIS FONT FOR ALL HEADINGS AND TITLES.

SECONDARY FONT: BRANDON GROTESQUE

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use this font for all subheadings and paragraphs.

BRAND COLORS



BRAND GUIDELINES 2020



185 135 118

Pantone 7613 C

Pantone 402 C

161 147 138

THE BRAND OUT IN THE WORLD



BUSINESS CARD



BRIAN EDMAN Owner & Lead Photographer

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

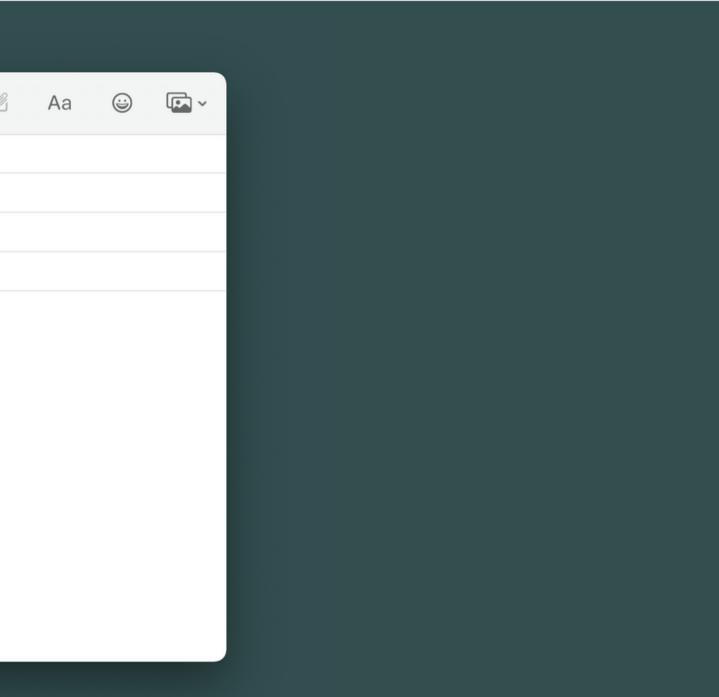
EMAIL SIGNATURE

•••	
То:	
Cc:	
Subject:	
From:	



BRIAN EDMAN Owner & Lead Photographer

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



STICKER



STATIONARY

THANK YOU

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www.bookendphotography.com

FILE KEY

EPS | .eps | Encapsulated PostScript

EPS is a vector format designed for printing to PostScropt 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.



.eps

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.



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.



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.

COMMENTS & QUESTIONS

Please direct all comments and questions to Rose Foos Creative.

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