

BEAUTIFUL BLACKBIRD
 CHILDREN'S 
BOOK FESTIVAL

Style Guide

JUNE 2021

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LOGO

This logo should never be changed. Position, size, and color, along with the spatial and proportional relationship of the Beautiful Blackbird Children's Book Festival logo elements, are predetermined and should not be altered.

PRIMARY LOGO - HORIZONTAL



PRIMARY LOGO - STACKED



SECONDARY LOGO - HORIZONTAL



SECONDARY LOGO - STACKED



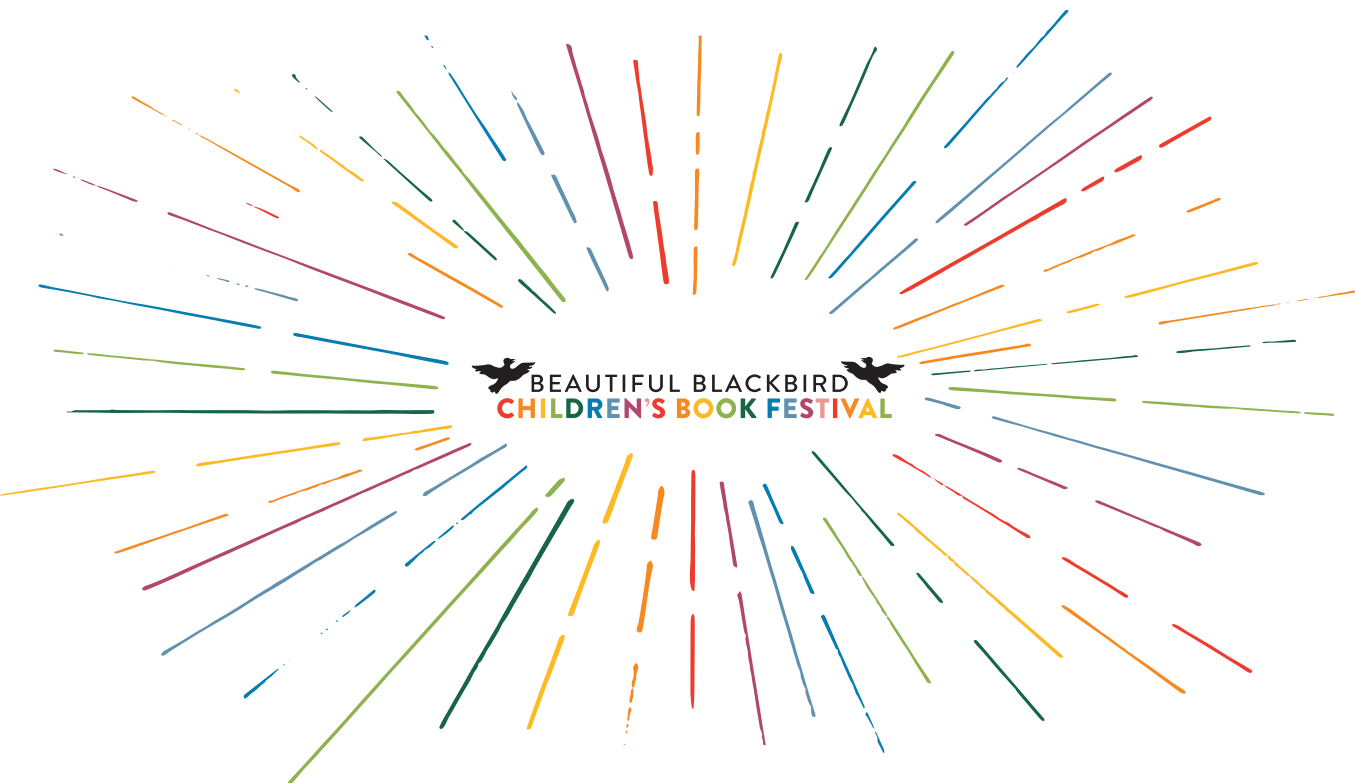
BIRD ELEMENT ISOLATED



RADIANT SUNBURST LOGO - STACKED



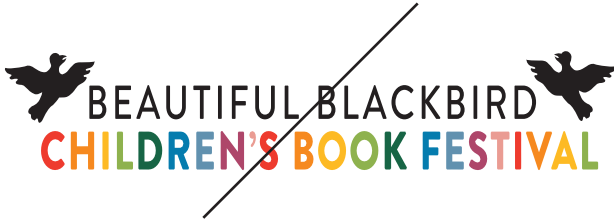
RADIANT SUNBURST LOGO - HORIZONTAL



LOGO GUIDELINES

These guidelines are designed to help keep the integrity of the Beautiful Blackbird brand and logo. Staying clear of these “don’ts” will help maintain the value and familiarity of all Beautiful Blackbird branding.

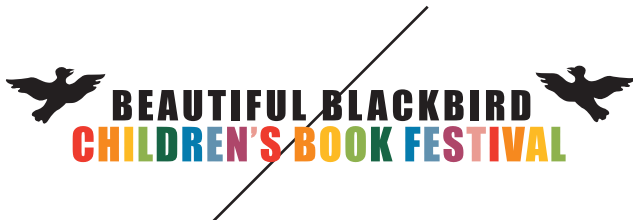
DON'T STRETCH OR DISTORT



DON'T CHANGE COLOR



DON'T CHANGE FONT



DON'T MOVE ELEMENTS



DON'T ROTATE



DON'T ADD EFFECTS



TYPOGRAPHY

These fonts should be used in all projects in order to remain consistent throughout Beautiful Blackbird’s visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

BODY COPY

Brandon Text
Regular **Medium**

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

HEADLINES

Brandon Groteque
Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

TYPE TREATMENTS

HEADINGS

HEADLINES SHOULD BE ALL CAPS

Make sure leading is airy and tracking is set at 0.

BODY COPY

Body copy should be lowercase. **Brandon Text Medium** can be used for emphasis. Make sure leading is airy and tracking is set at 0.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

LISTS

List copy should be lowercase with airy leading and the left indent set at 18px.

- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.

COLOR PALETTE

The following palette was selected for all Beautiful Blackbird communications. Use these colors for the printed and digital logo.

RGB: DIGITAL | CMYK: PRINT | HEX: WEB



R238 G63 B48
C0 M91 Y91 K0
#EE3F30



R246 G136 B31
C0 M56 Y100 K0
#F6881F



R254 G187 B34
C0 M29 Y95 K0
#FEBB22



R16 G101 B70
C90 M40 Y84 K23
#106546



R142 G179 B78
C50 M13 Y90 K0
#8EB34E



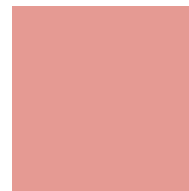
R0 G125 B174
C89 M42 Y14 K0
#007DAE



R97 G145 B175
C65 M34 Y20 K0
#6191AF



R173 G69 B105
C33 M87 Y43 K0
#AD4569



R230 G155 B147
C7 M46 Y34 K0
#E69B93



Thanks for caring about how our brand works and taking the time to learn how to use it correctly.

BeautifulBlackbird.com

