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## **Brand Guide**

# The Logo Design

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Our logo draws on the youthful expression often associated with bunnies, while the slightly off-kilter font brings a carefree, playful spirit emblematic of the company's values. Using the bunny in place of the letter "u" reminds our readers that the most important part of Funny Bunny Publishing is you.

Due to the fact that our primary base of readership is children aged 5 to 10, it was important to implement soft yet exciting colors that children can easily identify with. Pink and blue bring a positive energy and signal not only to children that our books are filled with amusement, but also to parents that these are child-friendly products.

# Mission Statement

Funny Bunny Publishing is dedicated to engaging young minds through whimsical and imaginative narratives. Here we strive to nurture a sense of childlike wonder that can only be found within the pages of a book.



## Spec Sheet

### Typography

**Gambado Sans**

**Gambado Sans**

Avenir

**Avenir**

### Color

Primary

#D23887

#489CB2

#ECE3CF

### Logo Sizes

Standard Bunny Logo (and any that include words): No smaller than 1.3 in x 1 in

Individual Face Logo: No smaller than .5 in x 1 in

Secondary

#B0CA70

# Logo Variations

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