



SANDBOX PUBLISHING

BRAND GUIDE

OUR MISSION

Sandbox Publishing encourages the freedom of creativity and expression in every book we produce. The brand strives to allow authors the freedom to play within their own personal sandbox and create whatever world they can envision. We offer numerous services including branding, promotional material and design input to give our collaborators the necessary tools they require to create award-winning stories.

Sandbox stands for the imaginative, hardworking individual within all of us. Earnest but brimming with endless possibilities, Sandbox is a brand for the free thinking, the passionate, and the people who have stories to tell that matter to them.



THE BRAND

Our “Sandbox” logo inspires this limitless potential in authors who choose to work with our brand, where the sky is the limit and writers can feel free to sculpt whatever voice they desire for their work.

When consumers think of our brand, they think of simplicity and dedication that leads to powerful stories. We’ll give you the tools and the “sand,” and the rest is up to you. Sandbox is the first step in your publishing journey, and one that should come naturally.



LOGOS

1



SANDBOX
PUBLISHING

2



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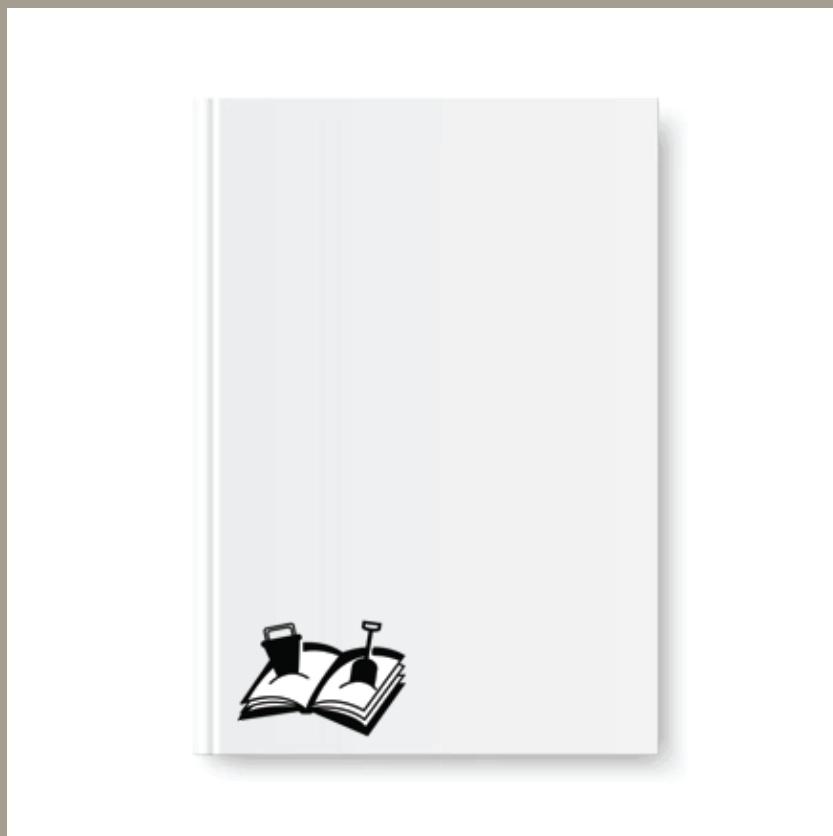
SANDBOX
PUBLISHING

5



SANDBOX
PUBLISHING

APPLICATION



STYLE GUIDE



HEX: #E2D9B0



HEX: #060807



HEX: #FFFFFF

PINECONE MVB

**PRIMARY LOGO AND DISPLAY
TYPOGRAPHY**

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Source Sans Variable

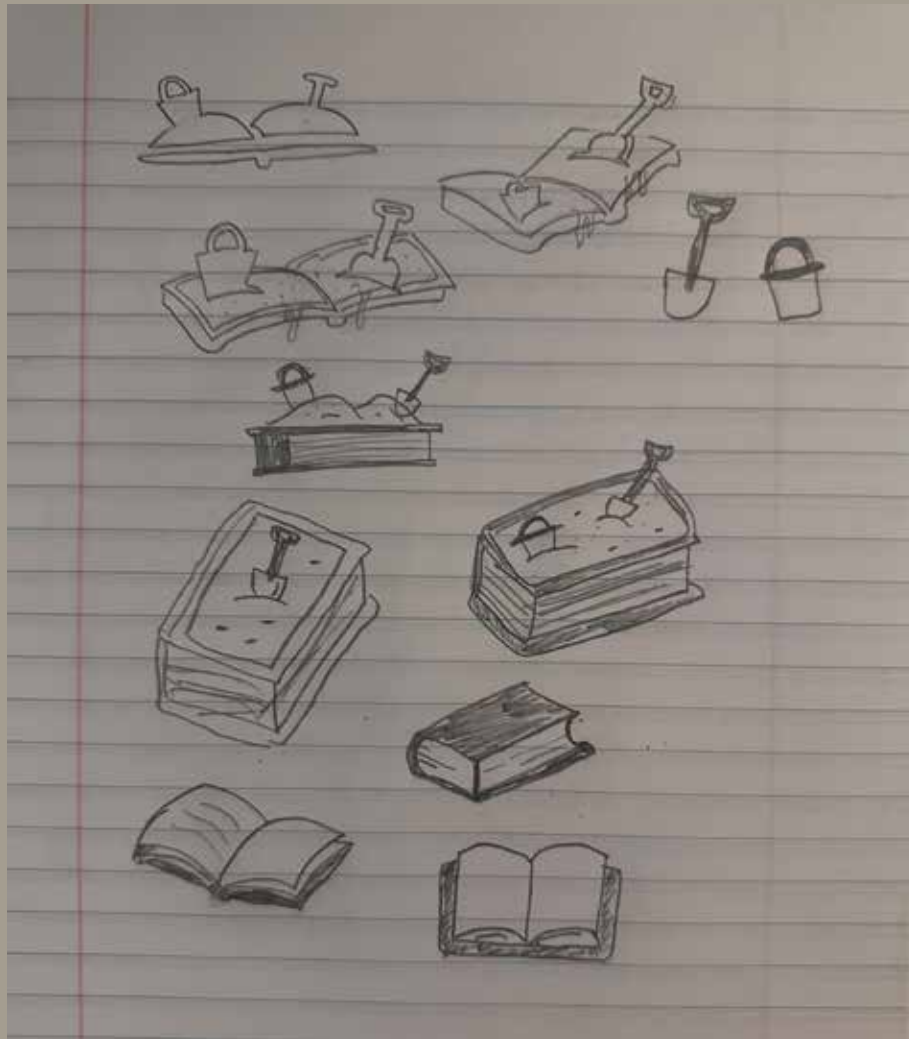
Secondary Branding and paragraph text

ABCDEFGHIJKLMNOPQRS

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SKETCHES



**FIRST
TREATMENT**

