

SUNSET
publishing

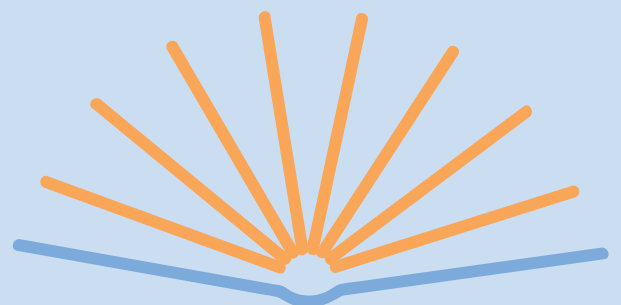
ABOUT US

Sunset Publishing brings creativity and color to the world of books, much like a sunset paints the sky. We work with authors of all ages to create meaningful and informative content. Just like every sunset is unique, Sunset Publishing offers a variety of genres for readers to enjoy. Our mission is to inspire, educate, and entertain through our books and bring color to the world of literature.

“Like a sunset, our stories leave a lasting glow, inspiring readers to see the world in a new light”

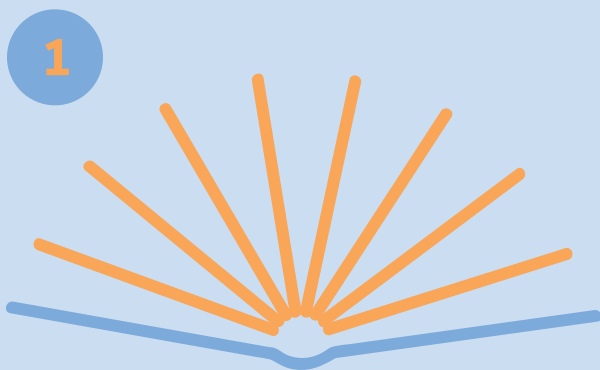
- Sarah Sun, CEO of Sunset Publishing

For best results, pair Sunset Publishing books with a scenic sunset and a relaxing spot outdoors.

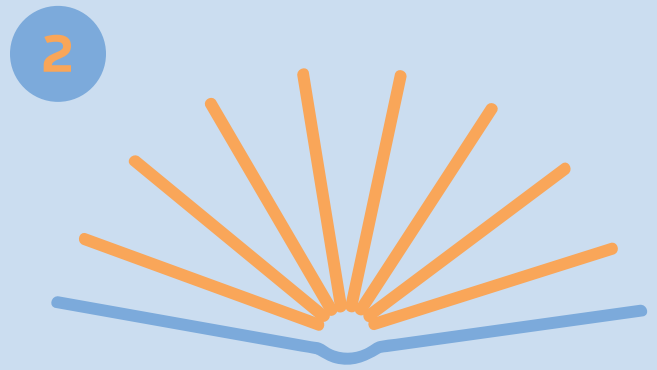


OUR LOGO

8 Logos all used to show our brand with number one being our main company logo



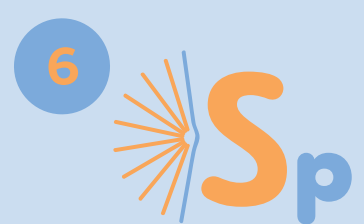
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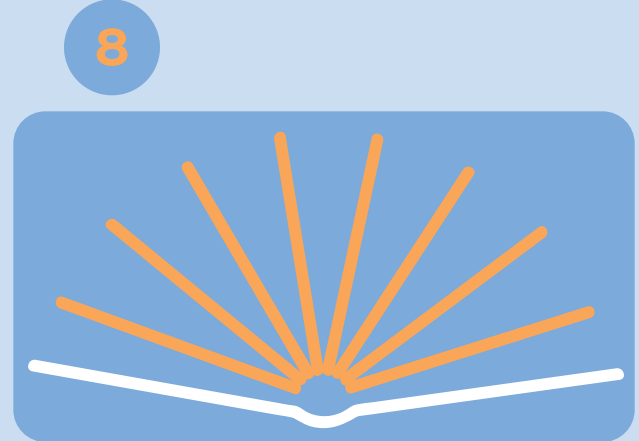


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STYLE GUIDE

COLOR

CMYK: 0, 40.88, 72.92, 0

RGB: 249, 166, 89

HSB: 28.69, 64.43%, 97.84%

HEX: F9A659

CMYK: 50, 23, 0, 0

RGB: 124, 170, 219

HSB: 210, 43.16%, 86.82%

HEX: 7CAADB

CMYK: 0, 40.88, 72.92, 0

RGB: 225, 225, 225

HSB: 0, 0%, 100%

HEX: FFFFFFFF

TYPEFACES

LE HAVRE ROUNDED BLACK

HEADERS/LOGO

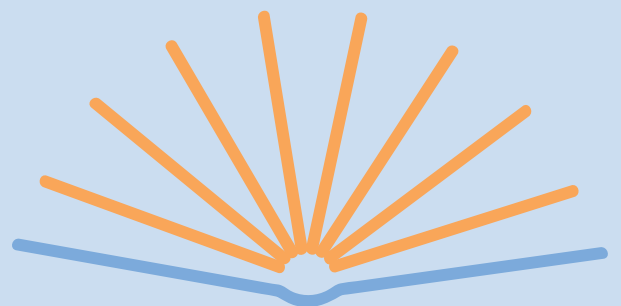
Le Havre Rounded Black matches the rounded edges of the logo to make a cohesive brand image.

HALCOM BOOK ITALIC BODY

Halcom Book Italic is a simple and elegant typeface that uses thin lines and sans serif lettering to coincide with Le Havre.

LOGO DESIGN

The "Sunset Publications" logo cleverly combines a book with sun rays, symbolizing the enlightening power of knowledge and new beginnings. The sun rays emanating from the book's pages represent the spread of insight and inspiration through the company's publications. This sunray design conveys professionalism, creativity, and the brand's mission to educate and inspire.



APPLICATION



CREATIVE PROCESS

