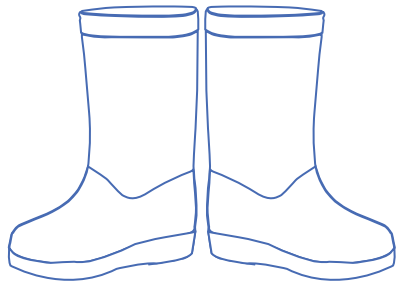


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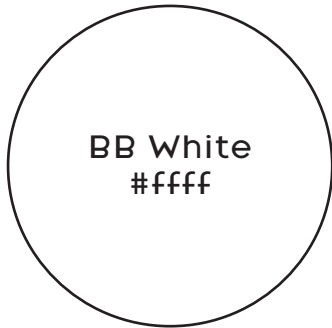


blue boot

Mission Statement

“Enabling creative communication with character and class.”

At **Blue Boot Publishing Company**, we are determined to reach people across the United States who are looking to reach all of their creative potential. **Character** and **class** mean a lot to us, and through every project Blue Boot is committed to expressing those values. Our character can be found in the work that we do and in the people that we hire, while our class is in the originality, elegance and sophistication of each project. Blue Boot seeks and establishes **creativity** through integrating unique materials and ideas when combatting new opportunities.



When Blue Boot Publishing appears as a logo, it should always be in lowercase.

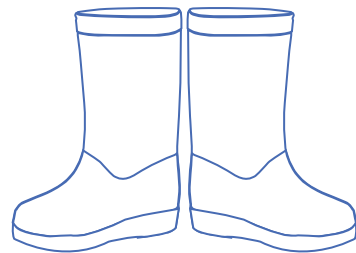
Blue boot’s “boot logo” can appear either by itself or with the name of the company in “Broadacre” typeface only.

If emphasis is needed in writing, the user may use “Broadacre: Medium O.”

Broadacre
Broadacre
Broadacre

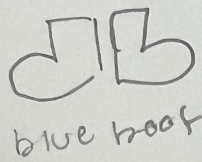
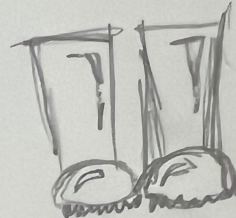
Logo Variations

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BLUE
BOOT,



blue boot publishing

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BOOT
← publishing
co.

Blue
Boot

↑
circle
font

BLUE
BOOT

Broelacre?

brainstorm