



EPHEMERA BOOKS



MISSION STATEMENT

Life is but a fleeting moment in the grand scheme of time. Despite that, beauty should radiate throughout eons. We are Ephemera Books, a publishing agency held to that standard. We've designed an elegant reading experience to meet your every fantastical dream. Our books should not be used for pristine collectibles, more so, read so much that it's become part of your daily design. Show the world the fantasy you strive to live in. It's what we weave into each one of our books.

OUR LOGO



Our logo is an analogy based on our name, "Ephemera". The word ephemera, defined by Oxford Languages, means, "things that exist or are used or enjoyed for only a short time". Over time the word has added onto keeping vintage and little momentos for scrapbooking and journaling. We wanted our logo to represent this word somehow and landed on the Luna moth. The Luna moth is widely known for its enchant-

ing appearance often because of its beautiful blue/green color. It's an eye-catching moth species which, after it emerges from its cocoon, only lives for about a week/week and a half. There are only a few moth species that share a striking color palette, making for a magical experience to see one in the wild. We wanted this moth to represent our name sake because of the fact that it is an ephemeral experience, *something enjoyed for only a short time*. We want our readers to enjoy one of our books for a short time... in hopes that it was so good they finished it quickly! That way, they may start a new one and repeat the process. Our books are made with high quality standards, built to last a lifetime. Once you put a book of ours in your shelves, we hope the beauty of the book can grace you for as long as it exists. Our logo also cleverly hides the 'E' and 'B' of Ephemera Books in the Luna moth's wings. To all our readers who love cottagecore, dark academia, dark romance and every category in between, we hope to become part of your ephemera collection.

COLORS

MAIN COLOR

HEX: #8DC6A9

"LUNA GREEN"

OPTIONAL COLORS

HEX: #000000 HEX: #FFFFFF

SECONDARY COLOR

HEX: #5A092A

"TWILIGHT PURPLE"

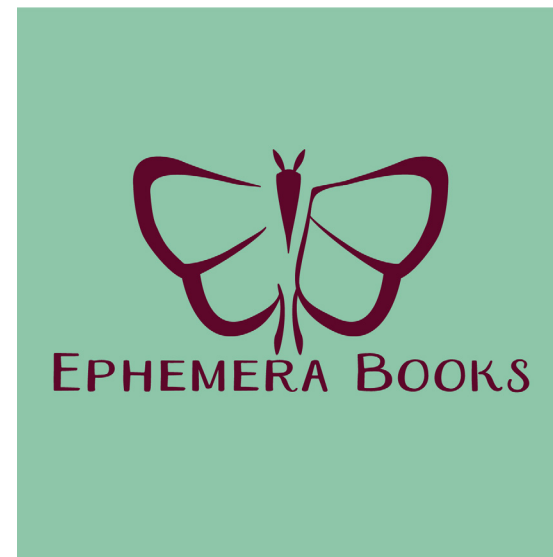
FONTS

ARISTELLE SANS
REGULAR (LOGO)

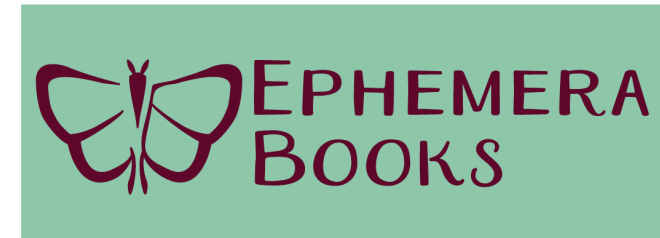
Benton Sans Book
(Brand Guide)

LOGOS*

1)



2)



3)



5)



4)

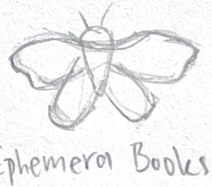
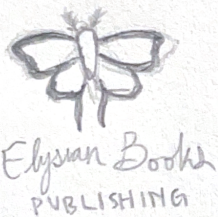


*ALL LOGOS
AVAILABLE IN
REVERSE COLOR
ORDER AS WELL

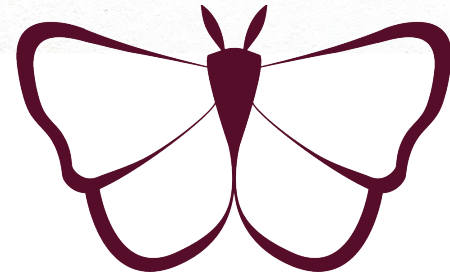
SKETCHES

PUBLISHING

Ephemera Publishing



First mock
up of Logo
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APPLICATION

