

# VIVID PINEAPPLE PUBLICATIONS

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## OUR MISSION

At Vivid Pineapple, we are dedicated to amplifying bold ideas, exploring exciting worlds, and pushing the boundaries of storytelling. We strive to create projects that stand out from the ordinary, crafting stories that leave a lasting impact on readers. With our expressive approach to storytelling, readers are sure to find themselves immersed in the pages of our catalog. We don't just publish stories, we bring them to life.

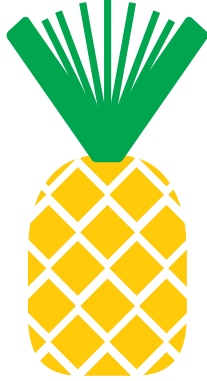
## OUR LOGO

At the basis of our logo is the pineapple, a tropical fruit that will evoke feelings of warmth and creativity. The spiky exterior of the pineapple exists to bring about feelings of depth, something that stands out from normal. Our logo utilizes bright colors of yellow and green to show the expressive side of our brand. The crown of the pineapple is comprised of an open book to represent our role as a publishing company. Finally, the outer part of the book creates a "V" to represent the "vivid" in our brand name.

# LOGO STYLES

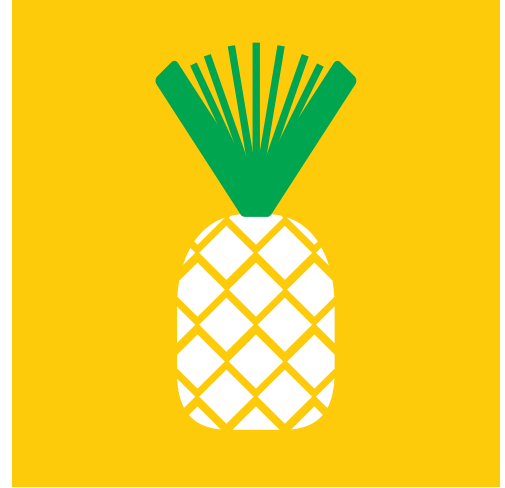
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## PRIMARY LOGO

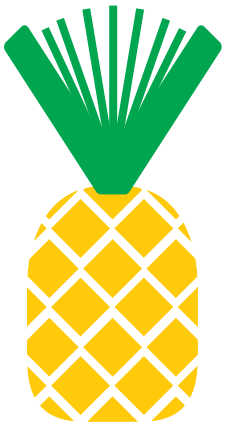


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## SECONDARY LOGO

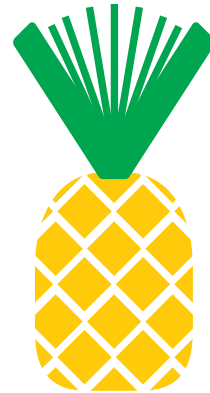


## PRIMARY LOGO (HORIZONTAL)



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## SYMBOL



## TEXT LOGO

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#FFCC05

RGB 255 204 5

CMYK .19 19.54 100 0

#00A651

RGB 0 166 81

CMYK 100 0 100 0

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

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## TYPOGRAPHY

MAIN FONT

# TARIF

TARIF BOLD

**ABCDEFGHIJKLM**

**OPQRSTUVWXYZ**

**1234567890**

TARIF REGULAR

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890