

BRAND GUIDE



LOGO VARIATIONS

A)



B)



C)



D)



E)



F)



SPECK SHEET

BRAND TYPOGRAPHY:

Jeanne Moderno OT

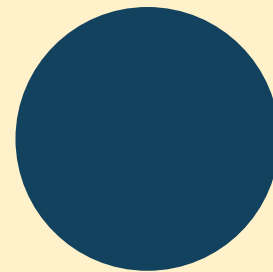
MISSION STATEMENT:

At Portal Publishing, we specialize in magical, mystical, and mysterious tales. We create immersive worlds where every page feels like stepping through a portal. With a warm and welcoming voice, we invite our readers to embark on journeys that feed their curiosity. Our mission is to bring these otherworldly stories to life, one book at a time.

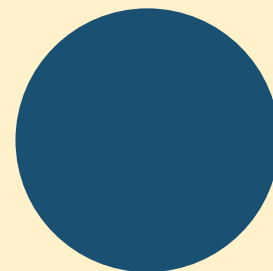
LOGO RATIONALE:

Our logo is not only eye-catching and appealing, it tells everyone what we are about. We want to transport our readers, therefore our logo is anchored by an occult blue portal. On closer inspection, the yellow bands defining the portal resemble open books facing each other. The colors decorating the logo were chosen to evoke intrigue and comfort. The tones feel vintage and homey, while the hues have a mysterious tension. Our typography was hand selected to resemble vintage fantasy novels.

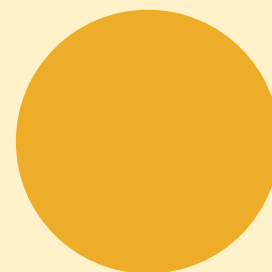
BRAND COLORS:



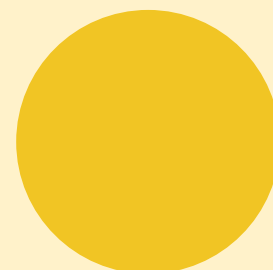
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#1a5172

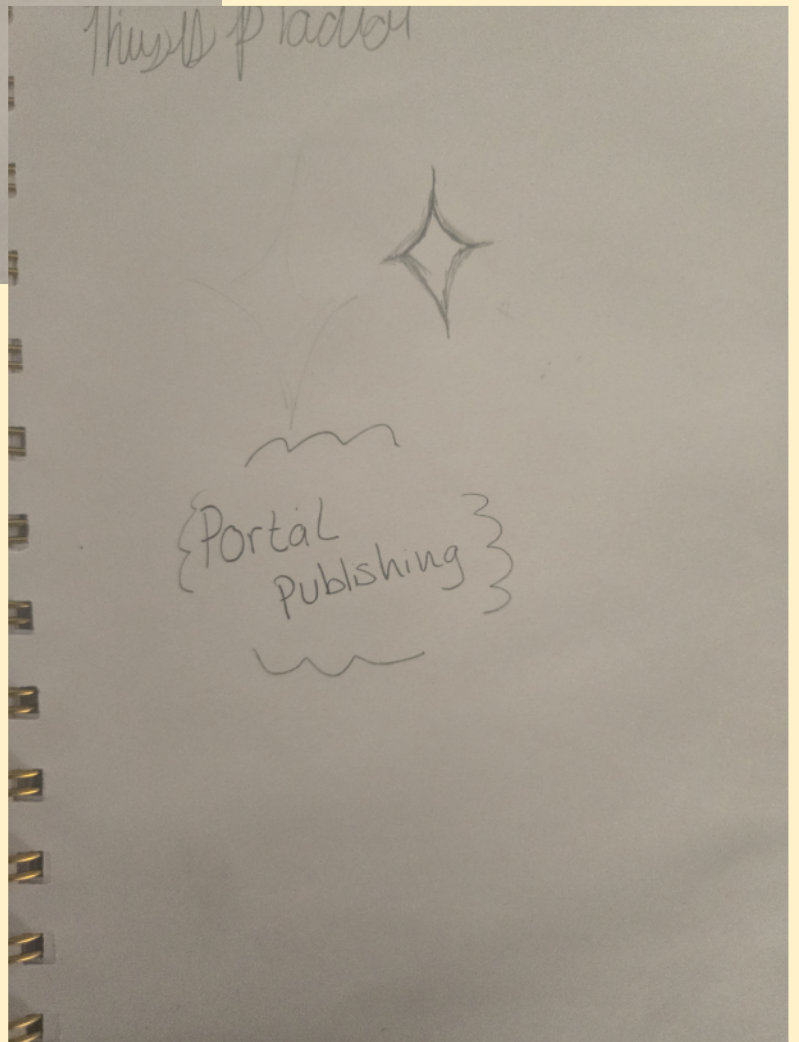
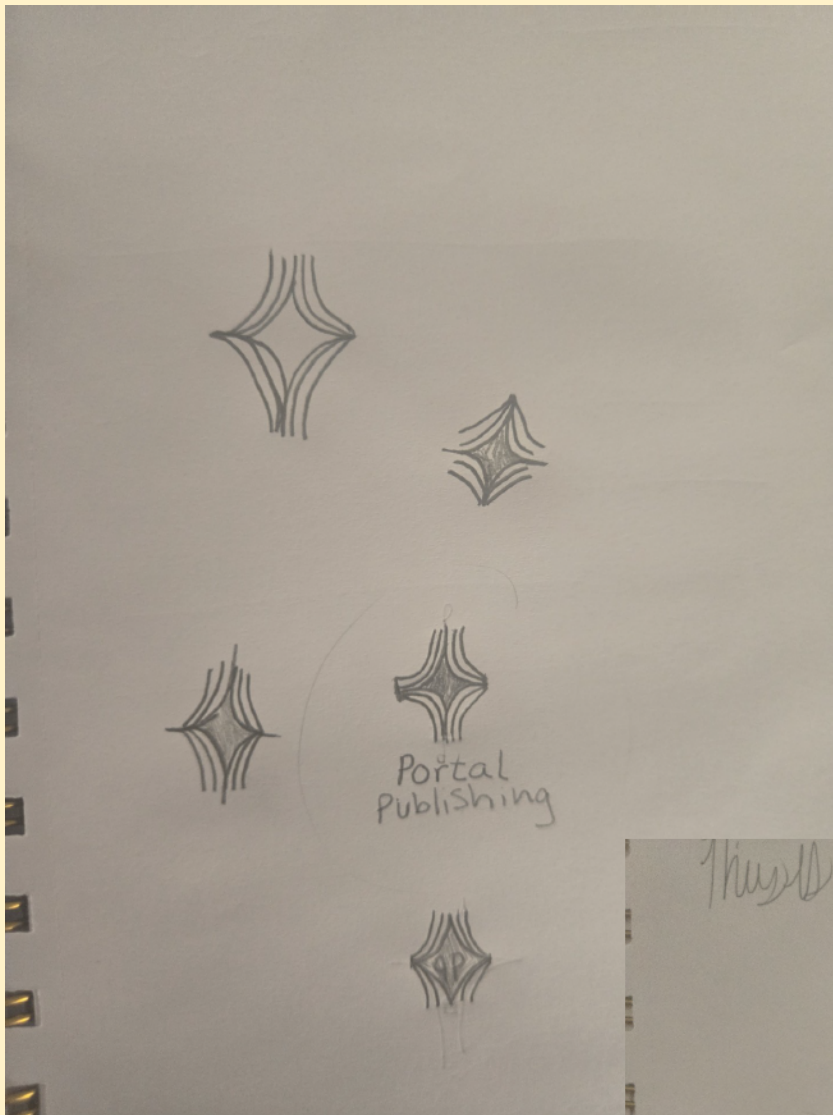


#eead29



#f1c524

SKETCHES



OUR LOGO IN THE REAL WORLD

