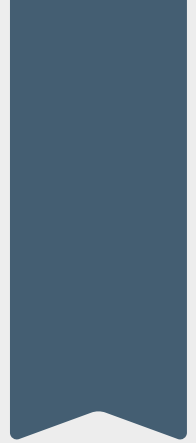




THE KATSBRUNE
BOOKSTORE & CAFE



BRAND GUIDELINES

ALL ABOUT KATSBRUNE VISUAL IDENTITY

20
23

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INTRODUCTION!



GREETINGS WEARY TRAVELER!

This style guide was crafted to ensure that The Katsbrune Bookstore & Cafe has a consistent look and tone in all its communications.

The information provided will guide you in understanding our brand, what it stands for, and how to convey it properly.



WHO WE ARE!

The Katsburne Bookstore & Cafe prides itself on being a comfortable and welcoming environment for book, coffee, and cat lovers alike to come and lounge around.

We love to delve into all sorts of literature from novelty cookbooks to renowned fantasy. We've always understood the desire to unwind and get away from the stressors of everyday life and believe it's important to have a place and community that allows for that. At Katsbrune, that's exactly what we strive for!



WHAT WE DO!

Serving the Lexington area for just over 2 years now, the Katsbrune specializes in books, cafe treats, and cats! Our primary focus and most abundant resource are our beloved books. Our goal is to provide a vast range of books for each person's tastes and preferences!

Even if you don't prefer to sit down and get lost in a book, we also provide a small cafe to grab a quick snack or chat with a friend. Lastly, we operate as a sort of cat play place where you can bring your feline friends to hang out and knock over inconspicuous objects on the edge of counters.



THE LOGO!



OUR LOGO!

Perhaps the most important piece of our brand identity is our logo. Ensure you never change the letterforms, styles, or visual connections unless specified by our branding team.

PRIMARY LOGO

Comprised of two components, the word mark and the the logo mark, also known as Sir Bimblez Spankerdoodle the 3rd, combine to give our brand a consistent and recognizable identity.

LOGO MARK

Paying homage to our glorious leader Bimblez, the logo mark represents everything the Katsbrune stands for. Using the iconography of a book, a cat, and a flame at the end of the cat's tail, the logo mark is meant to depict The Katsbrune's services and passions.

PRIMARY LOGO



THE KATSBRUNE
BOOKSTORE & CAFE

LOGO MARK



OUR LOGO!

VARIANTS

While Katsbrune uses the primary version of the logo in most cases, there is also a horizontal variation that can be used when required.

We also allow our logo to be versatile and want it to exist as multiple parts so we allow it to be used in any of our brand colors, just the logo mark, or just the text mark.

Any of the options listed can be used but you must not deter from the variants in any way unless otherwise specified by our branding team.



THE KATSBRUNE
BOOKSTORE & CAFE

THE KATSBRUNE
BOOKSTORE & CAFE



KATSBRUNE | BOOKSTORE & CAFE

HOW NOT TO USE OUR LOGO!



THE KATSBRUNE
BOOKSTORE & CAFE

Do not change the space between
the icon and typeface



THE KATSBRUNE
BOOKSTORE & CAFE

Do not change the spacing
between the font



THE KATSBRUNE
BOOKSTORE & CAFE

Do not squeeze or stretch the logo



THE KATSBRUNE
BOOKSTORE & CAFE

Do not change the alignment



THE KATSBRUNE
BOOKSTORE & CAFE

Do not change the typeface



THE KATSBRUNE
BOOKSTORE & CAFE

Do not change brand colors



THE KATSBRUNE
BOOKSTORE & CAFE

Do not crop Bimblez



THE KATSBRUNE
BOOKSTORE & CAFE

Do not add any effects



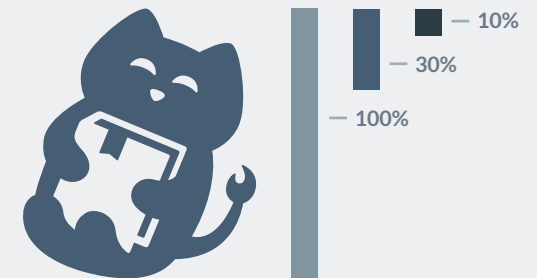
THE KATSBRUNE
BOOKSTORE & CAFE

Do not rotate Bimblez in a lock up

LOGO EXCLUSION ZONE!

Our logo must allow for at least 10% of the logo marks height on the top edge, and 30% of the logo marks height on the right, left, and bottom edges at all times.

When using the logo mark, text mark, or horizontal variation, allow for 30% of the logo marks height on all sides.



LOGO SIZE!

MINIMUM SIZE

To ensure visibility and legibility, our logo should never be presented in sizes smaller than 30 px.

STANDARD SIZE

Our standard logo size is 300 px by 79 px.

MAXIMUM SIZE

Our logo can be scaled up or down depending on its needs but should generally follow the sizing on this page.



THE KATSBRUNE
BOOKSTORE & CAFE

100%



THE KATSBRUNE
BOOKSTORE & CAFE

75%



THE KATSBRUNE
BOOKSTORE & CAFE

50%

DO NOT go smaller
than 30 px in height



THE KATSBRUNE
BOOKSTORE & CAFE

25%

COLOR PALETTE!



COLOR PALETTE!

Our color palette consists of 3 colors: 'Burmese Blue', 'Persian Grey', and 'Shorthair Grey'. Our logo and other branding materials can be used interchangeably with these colors only unless otherwise specified by our branding team. When using shades of these colors, always use them as secondary or complimentary colors to any of the original three.

BURMESE BLUE

HEX: #455E73

R: 69	C: 77
G: 94	M: 57
B: 115	Y: 39
	K: 17

PERSIAN GREY

HEX: #EDED

R: 237	C: 6
G: 237	M: 4
B: 237	Y: 4
	K: 0

SHORTHAI R GREY

HEX: #231F20

R: 128	C: 53
G: 149	M: 34
B: 160	Y: 31
	K: 1

TYPOGRAPHY!



PRIMARY TYPEFACE!

For our primary and headline typeface, we use Nobel Black Condensed for a friendly but impactful tone. While we allow the usage of different weights, the typeface must always be used in the condensed version and always be capitalized.

NOBEL BLACK CONDENSED

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 ~ ! @ # \$

% ^ & * () { } < > , ”

ABC 123

ABC 123

ABC 123

ABC 123

Aa

SECONDARY TYPEFACE!

For our secondary and subheader typeface, we use Jubilat Semibold for a leisurely yet sophisticated tone. We allow usage of different weights and even tracking when appropriate but focus on the standard Semibold option in most scenarios.

JUBILAT SEMIBOLD

A B C D E F G H I J K L M N A B C 1 2 3

O P Q R S T U V W X Y Z A B C 1 2 3

1 2 3 4 5 6 7 8 9 ~ ! @ A B C 1 2 3

\$ % ^ & * 0 { } < > , ” A B C 1 2 3

Aa

ACCOMPANYING TYPEFACE!

Our longer copy needs to be coherent, legible, and aesthetically appropriate with the rest of our brand. We chose Lato Bold as our accompanying typeface or body copy typeface that's easy on the eyes while being professional with a welcoming tone.

Lato Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () { } < > , ”

ABC 123 ABC 123 ABC 123 ABC 123

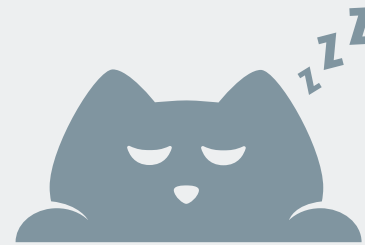
Aa

ICONOGRAPHY!



ICONOGRAPHY!

Hello, again weary traveler! Being the representative of this fine establishment it's only natural for me to be versatile. While we primarily use our logo variations to represent The Katsbrune, there are special circumstances such as this presentation that allow for iconographic decisions regarding me, Bimblez. Only use the approved icon variations of myself or any new, approved variations down the road.



THANK YOU!

