

BRAND GUIDELINE SHEET

PRIMARY LOGO



THE TIRED
MUM'S BOOKSHELF

USAGE:

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

SECONDARY LOGO



USAGE:

For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements.

LOGOMARK



USAGE:

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOUR PALETTE

CMYK:
They are the colours used in printed materials.

RGB:
This is used on-screen and for web design.

HEX Code:
This colour code is used on-screen and for web design.

URBAN GREY

Primary Colour

RGB R: 51 G: 56 B: 61
HEX #33383D

DUSKY BEIGE

Primary Colour

RGB R: 238 G: 229 B: 224
HEX #EEE5E0

TERACOTTA

Secondary Colour

RGB R: 243 G: 129 B: 104
HEX #F38168

OCHRE

Secondary Colour

RGB R: 199 G: 136 B: 43
HEX #C7882B

BABY BLUE

Secondary Colour

RGB R: 165 G: 183 B: 203
HEX #A5B7CB

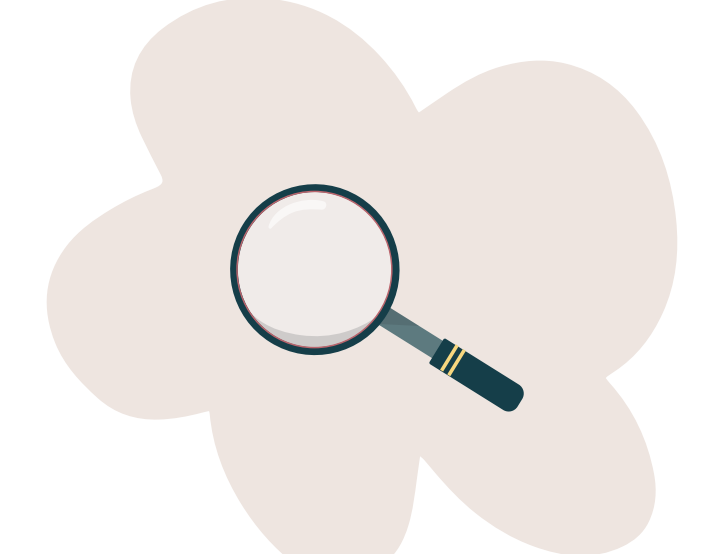
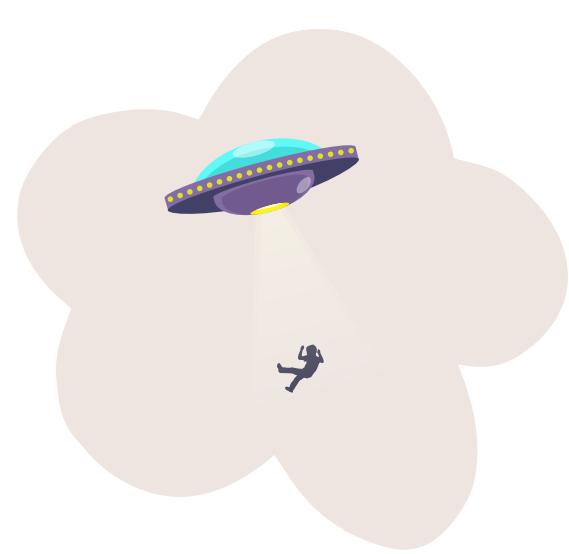
OFF BEIGE

Secondary Colour

RGB R: 214 G: 195 B: 185
HEX #D6C3B9

BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



PRIMARY FONT

JOSEFIN SLAB SEMI BOLD

USAGE:

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

MONTERRAT MEDIUM

USAGE:

The secondary font compliments your primary font. This will be used on subheadings.

COMPLEMENTARY FONT

Montserrat Regular

USAGE:

This compliments the primary & secondary font. This should be used within body copy.