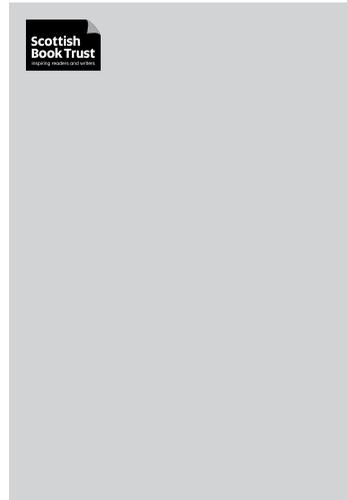


2. Identity

Using The Logo

We have set out some simple guides and rules when using the logo.

Placement



The logo must always be placed in the top left of all collateral.

Exclusion Zone

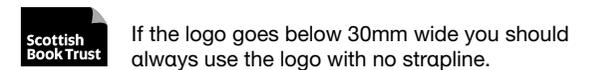


To give the logo some breathing space we have illustrated a minimum amount of space to separate the logo from any text or image content.

The minimum space all round the logo would be the height of the letter B in the logo at the size it is being used on the document.

An image can exist behind the logo as long as there is enough contrast to allow the logo to stand out.

Logo Sizes



2. Identity

The Bookbug Mascot

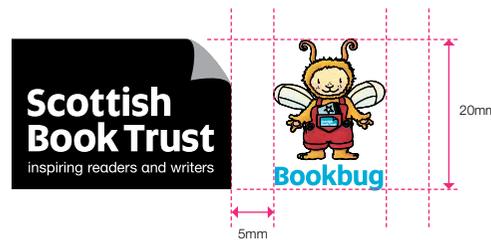
The Bookbug mascot illustration should be used on all Bookbug design collateral & communications.

The character can either be the primary focus of the creative or be added as a secondary element with other illustration or photography.

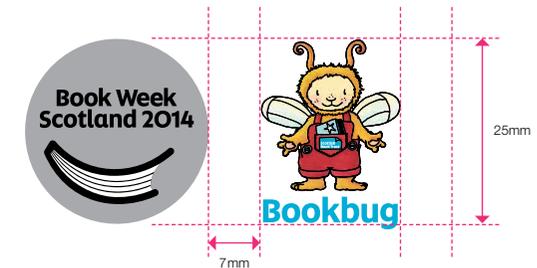
If Bookbug is to be used as a mark on its own then the Bookbug typography should be placed below the illustration as depicted here.



Bookbug



Minimum Height 20mm
Allow 5mm spacing between logos



Minimum Height 25mm
Allow 7mm spacing between logos