



BRAND GUIDE



MISSION STATEMENT

Commitment to Inclusion

As part of its mission, Ivy Publishing strives to promote inclusion and equity. Our brand aims to amplify diverse voices in media. We support creators every step of the way, from first draft to final product. Growth and inclusion are integral to Ivy Publishing's identity.

Something for Everyone

Consumers are also important to us. Our extensive range of published materials has something for everyone, whether for educational or entertainment purposes.

ABOUT THE LOGO



The logo design is a minimalistic representation of an ivy leaf. Ivy plants are fast-growing which reflects the brand goal of growth for clients and consumers.

The different shades of green are meant to invoke a friendly, welcoming feeling. The logo, as well as the "Ivy" name have rounded edges to reflect these ideas as well. The shapes of the lines within the logo are also an abstract representation of the letters of the brand name.

The ends of the leaf shapes have rounded edges that resemble arrows pointing upwards. This is another way in which growth is emphasized in this logo.

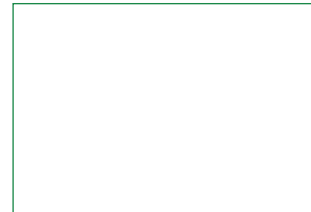
COLOR SCHEME



#198848



#8bcd9f



#ffffff

TYPOGRAPHY

Example Dip

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Korolev

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO VARIATIONS



LOGO IN USE

