



# **Ink Publishing**

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**Company Brand Guide**

# Mission Statement:

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Throughout adolescence and young adulthood, there are many things that one encounters that might make them feel out of place or misunderstood. At Ink, our goal is to be a source of understanding during these times when one might be unsure of oneself. Ink Publishing is a publisher of digital content for young adults who feel they don't fit into the sectors of life that society has defined for us. Whether they identify as rejects or outsiders, Ink's goal is to connect with this audience and expand their consumption of non-traditional, diverse digital media. Our belief at Ink is that by celebrating what sets us apart, we can foster unity and visibility and support those who might need it the most.

In our content, we aim to promote authenticity of identity and awareness of diversity, as well as emphasizing empathy and understanding. Through these principles, Ink can be an ally for those looking for ways to belong.



# **Target Audience:**

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High school students

College Students

Young adults working their first jobs

Adolescents

## **Rationale:**

These categories of individuals are the exact ages that we are trying to publish content for, because they are more likely to be experiencing instability within their own lives and particularly related to their self esteem. These individuals are some that need the most support, which we aim to provide through authentic and relateable content pertaining to their demographic.

## **Brand Voice:**

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Raw & Authentic

## **Rationale:**

We feel that “Raw” and “Authentic” are the best representations of our brand at Ink because we want to create a sense of belonging for those who are struggling in their coming-of-age, and we feel this would be best supported through authenticity and understanding of our audience.

Horizontal:



Vertical:



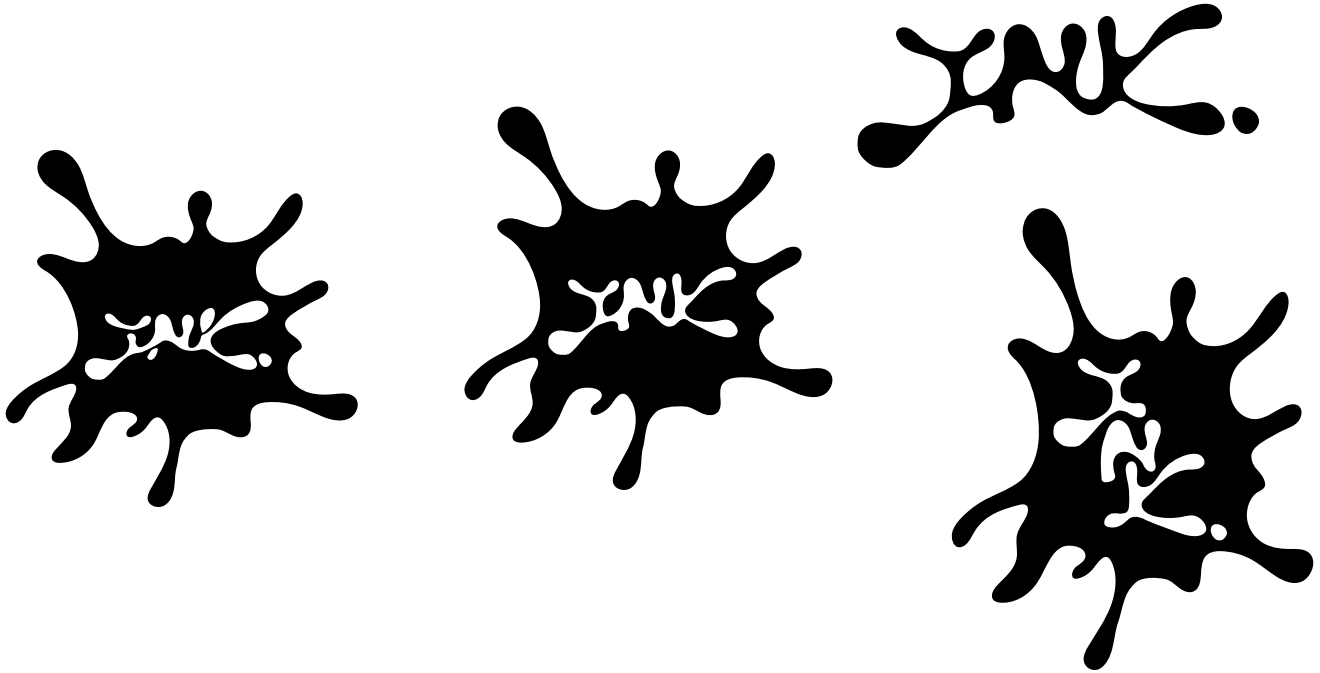
Text Only:

**Ink Publishing**

Icon Only:



## Alternate versions:



## Logo Rationale:

Our logo is meant to replicate an ink splatter, but spelled out into the words of “Ink”. We chose this ink splatter to best represent “Ink” as a brand because we felt that the spilling of ink would relate to our target audience of young adults trying to make their way in the world. The spilling and splattering of ink is commonly linked with failure or frustration, but in our eyes we see it as a chance to grow and choose your own destiny. Ink splatters tend to have many meanings, and we want to signify that you are not tied to your mistakes, and that your identity is craftable and forgeable in whatever way you desire. Be an artist of your own character.

# Spec Sheet- Typography and Colors 5



Black #000000



White #FFFFFF

## Typography:

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Forma DJR Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()<>?:"'}\_+

Forma DJR Display Regular

Forma DJR Display Medium

Forma DJR Display Bold

**Forma DJR Display Black**



Ink Publishing

logo requirements: - visual element & typography  
- at least 5 variations

- Variations:
- 1) vertical
  - 2) horizontal
  - 3) drop in of logo only (w/o text)
  - 4) text only
  - 5) one alternate version





Ink blob

