



BRAND STYLE GUIDE

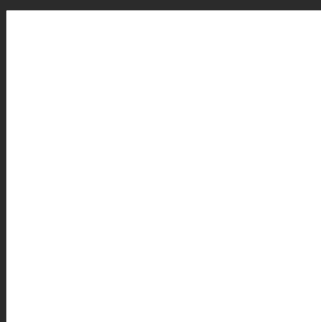
A decorative border of white Celtic knotwork surrounds the text. The border consists of horizontal and vertical bands of interlocking knot patterns, with circular medallions at the corners containing three interlocking spirals.

OUR MISSION

Rooted in the ancient Norse tales of Mimir, the omniscient God of wisdom and knowledge, Mimir Publications is dedicated to upholding the legacy of enlightenment in the modern world. Just as Mimir's expertise of insight was sought by gods and mortals alike, our brand seeks to provide a sanctuary for authors whose words possess dedication and significance to wisdom. Our mission is to curate and publish works that challenge, inspire, and illuminate, fostering a community where the pursuit of knowledge is celebrated and cherished.



COLORS & TYPOGRAPHY



ICE WHITE
#FFFFFF



HEAVY METAL
#2b2b2b

Atrament SemiBold Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Atrament SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789



LOGO MEANING AND VARIATIONS

Our logo encapsulates the essence of Mimir Publications through its intricate symbolism. The central image, the Tree of Life, mirrors the cosmic tree Yggdrasil from Norse mythology, a symbol of connection and the pursuit of knowledge across the 9 realms. Just as Mimir, who rested beneath the roots of Yggdrasil and guarded the well of wisdom, our company stands as the forefront of enlightenment in the literary world, providing for the growth of profound ideas and meaningful narratives.

Engrained into the trunk of the Tree of Life is the Ansuz rune, representing divine inspiration and communication. This rune, associated with the Norse god Odin, resonates with our commitment to fostering dialogue and connection through literature. Just as Odin sacrificed an eye at Mimir's well to gain insight and understanding.

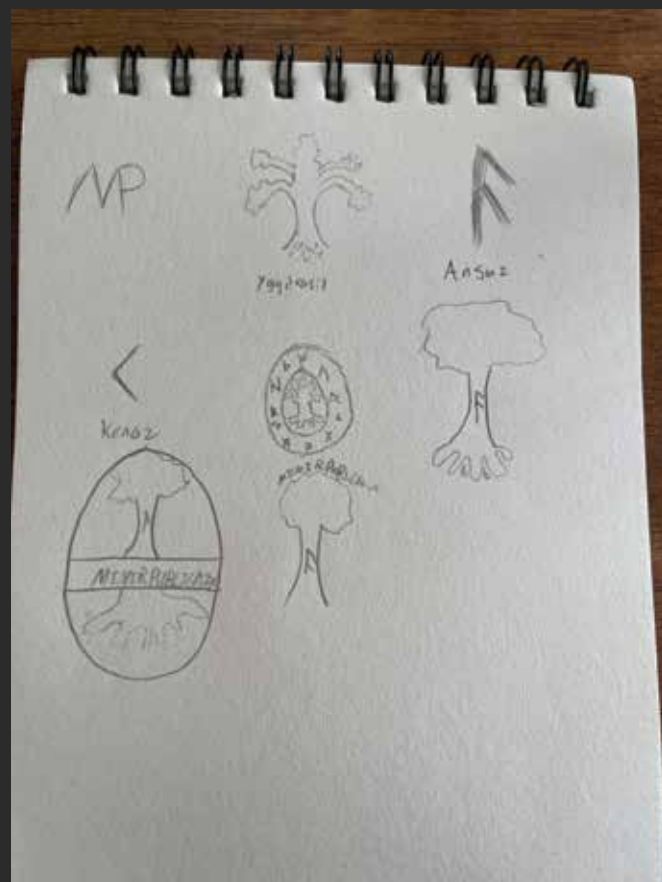


logo may be applied in other colors, as long as Ansuz remains present

EARLY CONCEPTS



Depicting Mimir himself brought the issue of scalability



Kenaz rune: a spiritual point of view for knowledge in the form of inspiration, vision, revelation and creativity

BRAND MOCKUP



Adobe Stock | #267371920

