



LOGO

This is the primary logo and horizontal lock-up for the Mighty Pen Publishing brand. The logo is bold, sharp, and well, mighty.

The focal image is a sword with drops of blood flying from its tip. It appears as if the sword slices the publishing title in half, and the lettering is the source of the blood. The negative space in the sword allows the pointed end to also be read as a pen tip with ink flowing from it.

By using the image of a sword paired with the brand title of Mighty Pen Publishing, most would automatically recall the expression “The pen is mightier than the sword”. This sentiment means the written word is more effective than violence as a means of achieving what you want.



LOGO

Here are a few alternative logos.

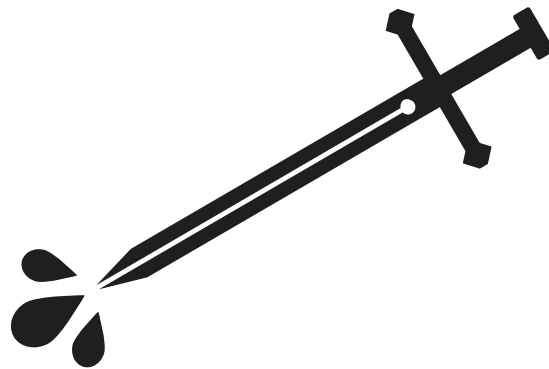
The secondary logo is used for square spaces, or spaces where the shape of the primary logo is not the best option.

The pictorial mark is used for instances where the text of the logo is not necessary, such as a page marker or merchandise.

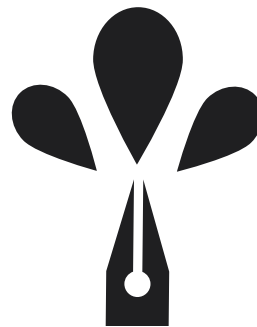
The icon is used for profile pictures on social media or other instances where the visual design must be simplified in order to properly fit the space given..



Secondary Logo



Pictorial Mark



Icon

TYPO - GRAPHY

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky in 2011. It features a large x-height, short descenders and wide apertures, resulting in a font with high legibility.

Mighty Pen Publishing uses Montserrat Regular, Italic, Bold, and Black. Montserrat prioritizes functionality and is frequently used in publishing and the corporate world.

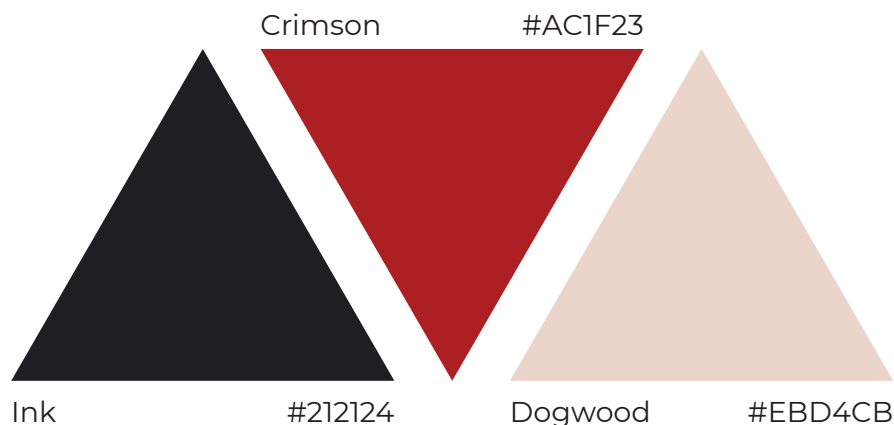
Montserrat Regular
Montserrat Italic
Montserrat Bold
Montserrat Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
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COLOR

We've chosen three primary colors to represent our brand.

Ink, for its high contrast and sleek design. Crimson to represent power, strength, and passion. Dogwood is the palest shade, reminiscent of the aged, off-color paper of a well-loved book.



SKETCHES



Hand-drawn



Digital

OUR QUEST

Our priority at Mighty Pen Publishing is to inform, educate, entertain and inspire readers of all ages and backgrounds. We prioritize creativity and community, and we are mindful of the variety of works we publish under our name.

Mighty Pen Publishing aims to remind our audience why books are perfect for capturing the great and fantastical. Our team aims to prove exactly why the written word can be so mighty, and why celebrating it betters the world.

