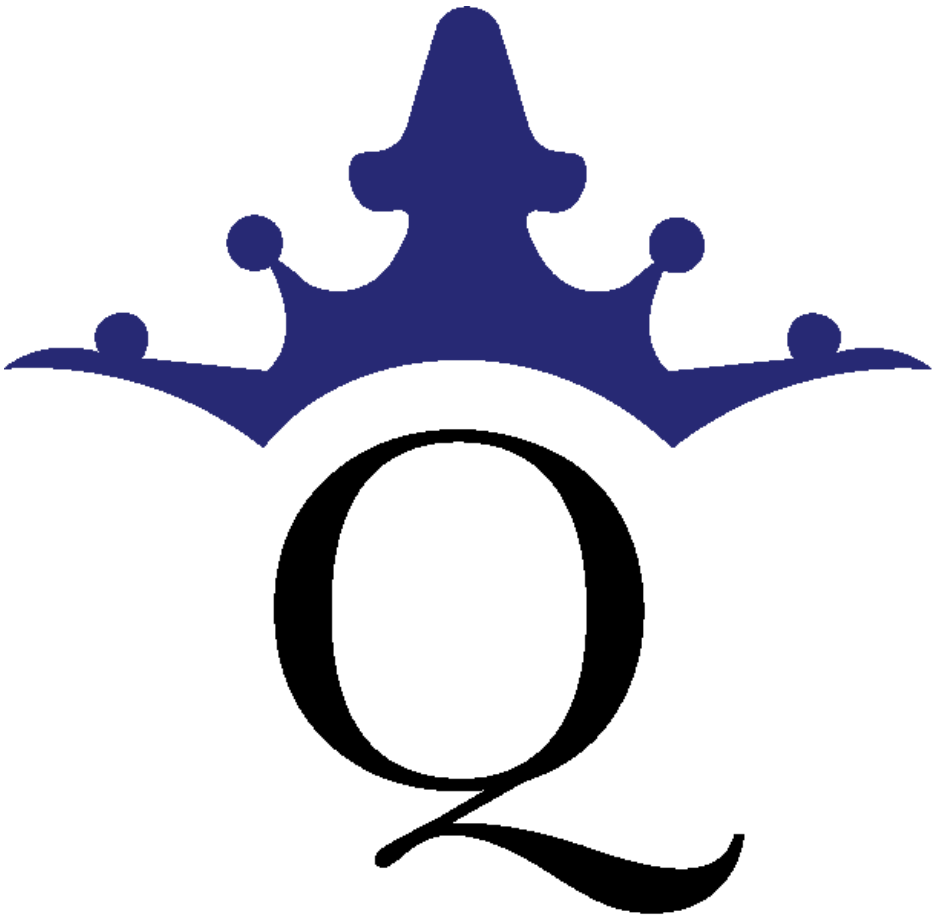

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Brand Guide

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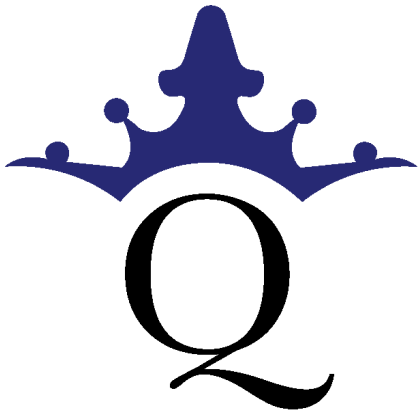
LOGOS



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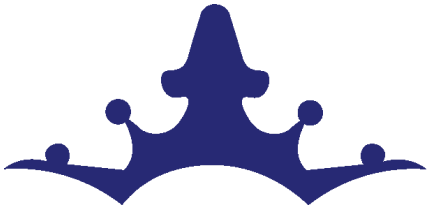

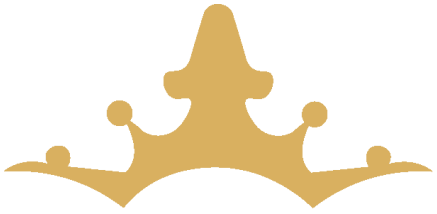

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COLOR PALLETE

#000000 #282973 #D9B060 #A2A0A0 #FFFFFF

FONTS

HEADER FONT

Baskerville Display PT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BODY TEXT FONT

Proxima Nova

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

QUEEN PUBLISHING GROUP

ABOUT

We strive to give our consumers a publishing service they can trust. Our services re-define the meaning of high-quality. We are based in London, England, and we were founded in 2024.

DESIGN EXPLANATION

For the design of the logo, I knew that I wanted to implement a crown or tiara like design. And I liked the idea of having the “Q” under the crown because the of the top of the “Q” is rounded. As for the colors I was playing a round with a purple and gold, but I thought it looked stereotypical and boring. I wanted to implement a royal and sophisticated color scheme and font that also gives off a luxurious tone. The logo is simplistic and clean for the target audience of young adults ages 18-30.

MISSION STATEMENT

At Queen Publishing Group, we re-define sophistication and enhance literary experiences. Committed to luxury, we carefully select and create stories that resonate with the knowledge preferences of young adults that live in cities who appreciate life's luxuries. Our mission is to enhance the cultural scene by offering thoughtfully produced content that fascinates, inspires, and empowers our readers. Every experience with our publications promises a delightful journey into elegance and sophistication.

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SKETCHES

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PRACTICAL APPLICATION