



**CARNIVAL**

Publishing

**BRAND GUIDE 2024**

# MISSION STATEMENT

At Carnival Publishing, we believe that life is like a carnival. You have fun, you go on rides, you win games, you lose games but, life goes on. We believe in finding fun and amusement in all of the work we publish and find thrill in the process of creating.

## TARGET AUDIENCE

We aim to target those who love to have a fun. But, they don't let that fun get in the way of business when push comes to shove and they will always get what they need to done. Anyone who wants to put in work while recognizing the fun in their work has a place at Carnival Publishing. That's why we are the perfect publisher for college students

## BRAND VOICE

Our brand voice is youthful, fun, and modern in order to attract college students. We are also professional but not in the corporate sense but more in the sense of "work hard, play harder."



# LOGO DESIGN



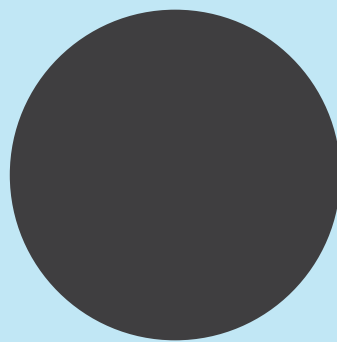
## DESIGN REASONING

Our design represents a roller coaster. The fun, along with the ups and downs that come in work and life are like a roller coaster. However, the left half can also be seen as a “C” connecting to the right half that turns into a “P” to stand for Carnival Publishing. It’s also an infinity symbol to represent that life always goes on no matter what happens so we might as well have fun in our work. The blue color is also fluid like water. The typeface is modern in the secondary to balance the carnival-like primary.

## PRIMARY COLORS

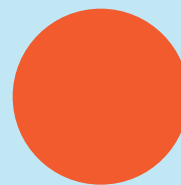


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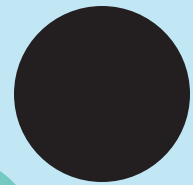


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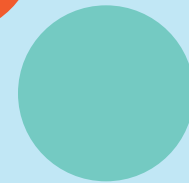
## ALT COLORS



#F15A2D



#231F20



#74CAC2

## TYPOGRAPHY

**HWT AMERICAN INSET**

Source Sans Variable Extra Light



# LOGO VARIATIONS



# APPLICATION



# THE PROCESS

