

PRUNUS AVIUM
PUBLISHING

Brand Guide

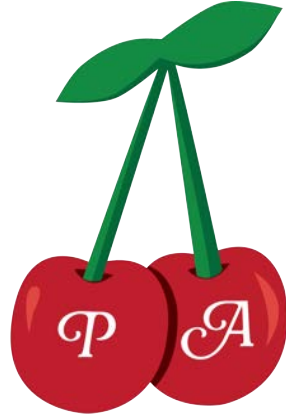
MISSION STATEMENT

*“LITERACY IS
EVERYTHING!”*

- Jennifer Arteaga, CEO

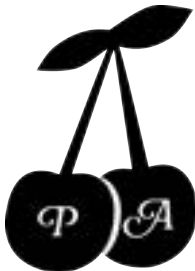
At Prunus Avium Publishing, we value the power of literacy. We know how important it is for everyone to read and comprehend. We want to encourage all ages and levels of readers to find the perfect book and to even write stories themselves. Just how Prunus Aviums grow, we want people to grow too!

LOGO VARIATIONS



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COLORS



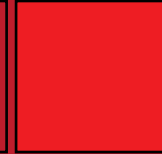
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TYPOGRAPHY

RAFELLA BOLD

RAFELLA REGULAR

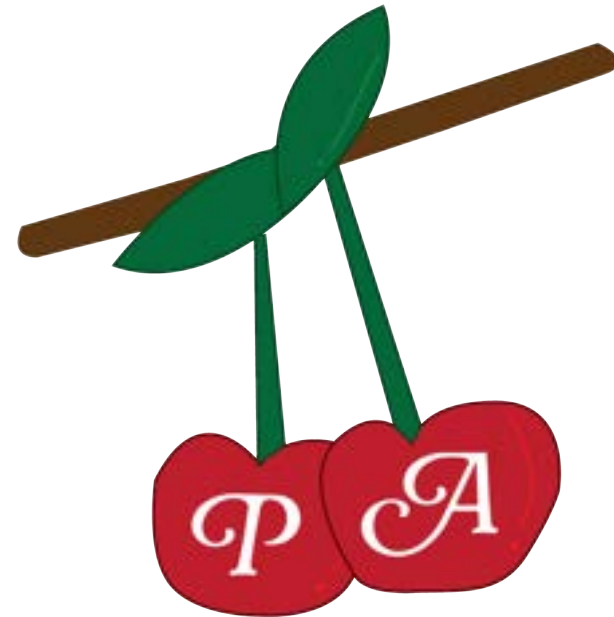
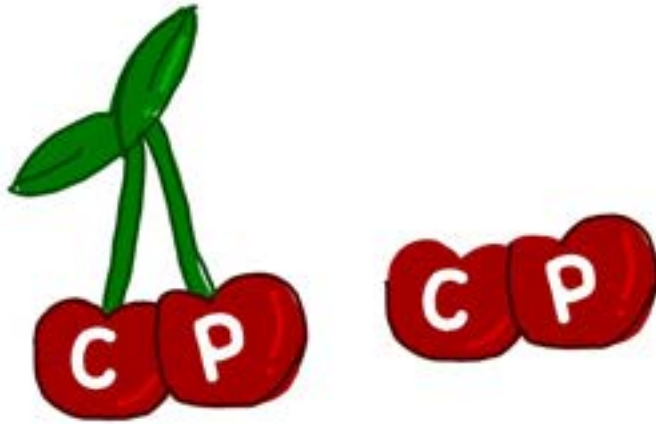
RAFELLA BOLD SHADOW

Times New Roman

LOGO DESIGN

Our logo was is based on Prunus Avium, or the plant that grows sweet cherries. Our CEO had the idea to have cherries as our logo since they are well known and loved. We hoped that the cherries could symbolize growth in literacy and as a person and kindness towards others. Our goal was to have our logo be inviting for all ages and encourgaing to start reading and writting.





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