



TRIPLE CHIP
BOOKS

BRAND GUIDE

MISSION STATEMENT

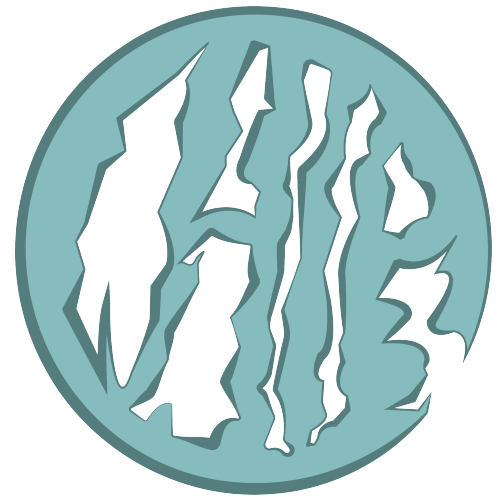
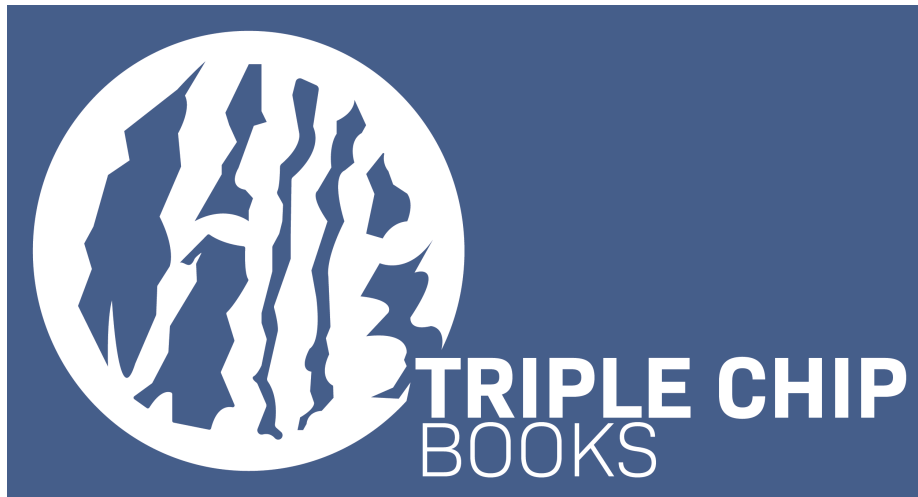
Goal

To feed that imagination one bite at a time

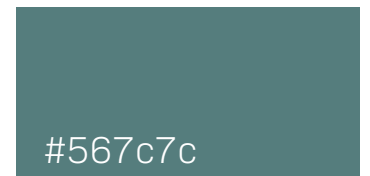
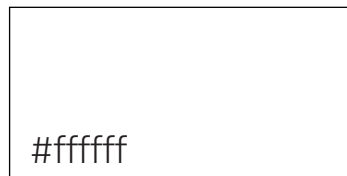
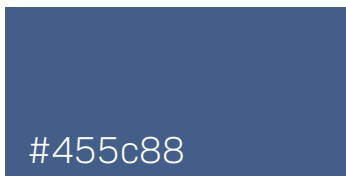
At Triple Chip Books, imagination drives everything we do. To see stories as more than words on a page. This Imagination ties us to new ideas and levels of creativity. Our mission is to encourage expression no matter our audience. We strive to remind readers that inspiration is what helps us grow and create. To let your ideas triple with each passing moment.



THE LOGO



COLOR SCHEME



TYPOGRAPHY

BIO SANS BOLD

BIO SANS LIGHT

RATIONALE

The Triple Chip Books logo integrates the name “Chip” and number three in one design with simple chips and cracks within. The three located on the lower right side also appears as a mouth to to be a beast or creature hungry for more inspriation. As both a creative and fun design, it aims to be bold in it’s initiative, represented with a striking hidden name and rich blue variant colors. This symbolizes hunger for imagination and expression.

LOGO VARIATIONS

