



PantingDeer
ublishing

Official Brand Guide



Mission Statement:

At Panting Deer Publishing, we pursue stories with the urgency of a heartbeat in the wild. Like the deer in flight: driven, alert, alive, we seek voices that challenge, provoke, and endure. In stark black and white, we publish work that runs lean and hits deep. We don't follow the path. We chase what's real.

Colors:

#000000

#FFFFFF

Typography:

- ☐ Adobe Jenson Pro
- ☐ Indivisible

Logo Design:

The Panting Deer logo design is a unique depiction of a publishing company that can be rather enticing. The choice in typeface ties the entire brand image together as it maintains a simple and modern tone within the logo. The deer represents the animalistic nature of a tranquil and timid creature and can be comparable to an unexpected and messy plot in a book with a simple and chic cover. We look for works that challenge society in an unconventional way which is what the panting deer truly means to us. Similar to the mission statement, the idea that the deer is panting truly shows the results of hard work and that constant chase to be the next big thing.

Logo Variations:

A.



B.



C.



D.



E.

