



IRIS publishing & co.

Logo variations



Typography

RAFAELLA REGULAR
SHADOW

Roca bold

Coolvetica Light

Color palette

#e91e25	#f9a41b	#f4ed17	#78c142	#5378bb	#4e3b97	#6f3b97	#221f1f #f8f9f9
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The color palette uses these 8 shades with their shades and tints, as well as gradients between the 8 hues.

Mission statement

At Iris Publishing & Co., our mission is to illuminate stories that reflect the depth and diversity of human experience. We are committed to discovering and nurturing unique voices from all backgrounds, championing authors who challenge perspectives, spark imagination, and inspire meaningful dialogue. Through a blend of editorial creativity and unique artistic vision, we aim to produce high-quality publications that resonate with readers and stand the test of time.

Rationale

Iris is the Greek Goddess that is the messenger of the gods and is a personification of the rainbow. She is the bridge of communication between the Greek Gods and mortals on earth. Iris Publishing & Co.'s mission is to discover diverse, niche, and impressive talent and spread the word about them. At Iris Publishing & Co., we value diversity, inclusion, and discovery, which is symbolized through our use of the rainbow and symbolizing of the goddess Iris.