

SOUTHERN ENGINEER'S BOOKSTORE STYLEGUIDE

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COLORS

PRIMARY



RGB: 255 | 197 | 38
CMYK: 0% | 23 % | 93% | 0%
#FFC525



RGB: 0 | 0 | 0
CMYK: 0% | 0 % | 0% | 0%
#000000

SECONDARY



RGB: 197 | 198 | 200
CMYK: 22% | 17 % | 17% | 0%
#C5C6C8



RGB 0 | 20 | 132
CMYK: 100% | 97% | 15% | 12%
#001484



RGB: 153 | 0 | 40
CMYK: 25% | 100 % | 85% | 24%
#990028

Primary colors are the main colors that are used in the logo, and are the colors of the company. It is best to use them in some form on every advertisement, post, or sign.

Secondary colors are used for accents, or advertisements. They do not have to be used but are there when needed

FONTS

All fonts are copyright free and easy to obtain, therefore no excuse for substitutions.

Aa

Oswald Regular

Oswald Light

Aa

Alegreya Sans Thin

Alegreya Sans Regular

Alegreya Sans Bold

Aa

Average Regular

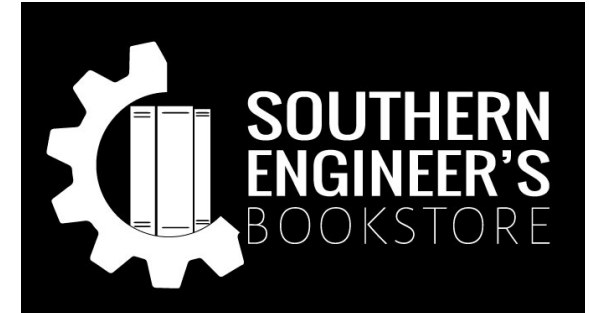
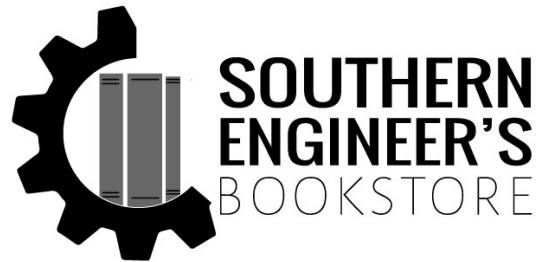
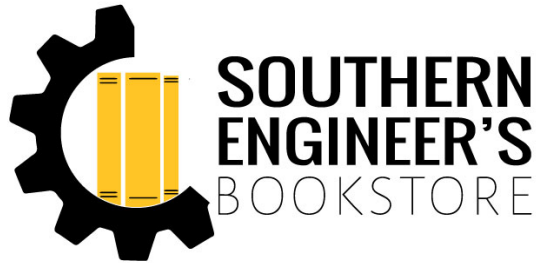
Oswald is an easy to read sans serif font it is ideal for headers or advertisements looking to make an impact. It is the font used for the Southern Engineer text of the logo.

Alegreya Sans is a very versatile sans serif font, it is great for subheadings and in some cases body text if there is very little. All 14 versions can be used when needed. This font is used for the word Bookstore in the logo.

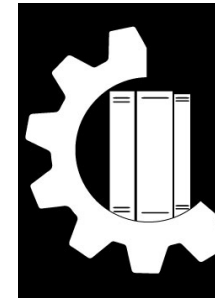
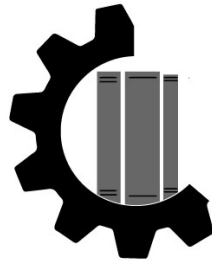
Average is a basic serif font that is ideal for body text, it is not used in the logo and is a secondary font.

LOGO

PRIMARY LOGOS



ICON LOGO



Primary logo should be used when possible, and on all advertisements. Logo is to be placed in a highly visible location and the correct color choice should be in use. (*see page 4 and 5 for examples*)

Logo should NOT be formatted in any other way than the 2 versions above.

Icon logo is to be used on social media or any other forms of advertisement if the company name is visible elsewhere. (*see page 4 for example*)

ADVERTISEMENT EXAMPLES



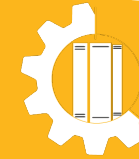
Sell your Textbooks now!

Come see us and get the most for your books!
located right across from KSU-Marietta Campus



Example of the primary logo in a highly visible location. The primary logo is used here since the company name is not stated elsewhere

SHOP LOCAL AND SAVE

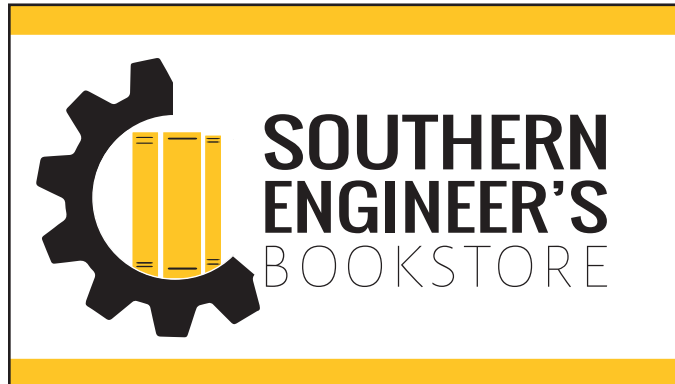


SOUTHERN ENGINEER'S BOOKSTORE

Example of the icon logo being used correctly in an advertisement. The company name is stated and the logo is still highly visible as well.

ADVERTISEMENT EXAMPLES

| 5



**Southern Engineer's
Bookstore, Inc.**

1011 S Marietta Pkwy Suite 2

Marietta, GA 30060

Phone: (770) 499-8434

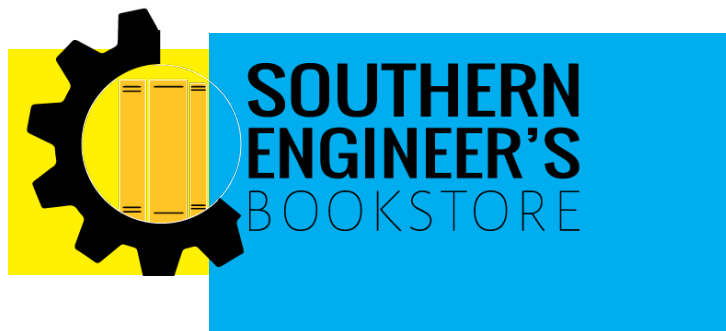
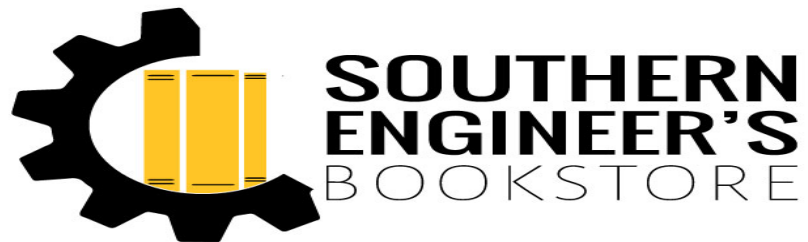
Email: info@sebookstore.com

Business card using the primary logo. The icon logo could be used here but it is best for people to know the primary logo.



Icon logo used in social media. Even though the name may not be present this logo is still acceptable in the use of social media only

DON'TS



Do not stretch the logo

Use correct color logo for background. (ex. do not use a logo with the same color background). Make sure logo correct logo is used, not with underlying lines (ex. the circle still in place)

Do not rearrange the logo. Use one of the 2 versions given