Branding Style Guide for
INDEPENDENT BOOKSTORE DAY
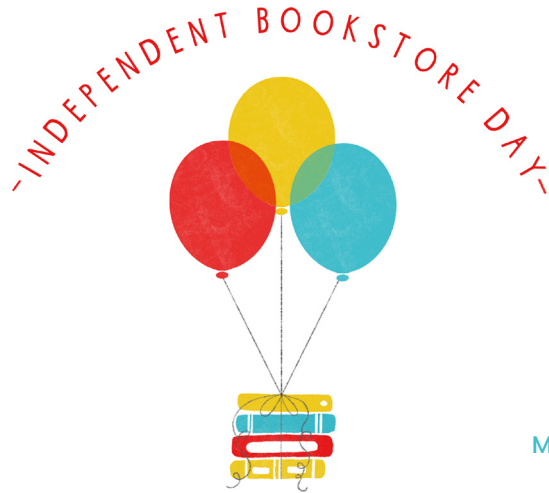
~ INDEPENDENT BOOKSTORE DAY ~

Font is a customized TrueType format →

You can download IndependentBookstoreDay-Regular.ttf and install to use. →

Suggested font to use in combination with IBD's custom font: Poppins →
Comes in a varity of weights:
Medium • Semi-Bold • **Bold** • **Extra Bold**

C4 M100 Y100 K1
R229 G24 B24
#e51818

C7 M18 Y99 K0
R239 G201 B28
#efc91c

C65 M1 Y21 K0
R66 G191 B204
#42bfcc

~ INDEPENDENT BOOKSTORE DAY ~

SATURDAY, APRIL 24, 2021

~ INDEPENDENT BOOKSTORE DAY ~

LAST SATURDAY IN APRIL

Logo can include date or "Last Saturday in April" text

~ INDEPENDENT BOOKSTORE DAY ~

Black logo option can be use when needing a one color format for printing, etc.

Get logo/branding assets here →