

INDIE NEXT LIST

Branding Style Guide



Your Next Great Read

The Brand

The refresh of the Indie Next List (INL) brand is based on a natural, rustic design style meant to evoke the overall warmth and charisma found at indie bookstores. The logo was designed with a handmade stamp aesthetic similar to the previous logo, but now including a subtle compass graphic that points in all directions, suggesting how bookstores are pillars of their communities throughout the country. The main message is “Booksellers Recommend,” a clear directive to consumers that these book titles are suggestions straight from the booksellers themselves. “Your Next Great Read” is a tagline that may be used as the context allows.

Logo to be used in its entirety and can be [downloaded here](#).

Logo for white or light backgrounds

Optional tagline

Copyright line to appear with all logos:

© 2021 American Booksellers Association. Used with permission.

No smaller than 6-point font.

Logo Variations



White circle at 50-100% opacity behind logo for darker and textured backgrounds

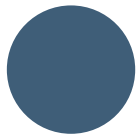


Black version to use for one color print options

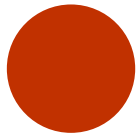


Knockout version can be used for darker backgrounds

Primary Logo Colors



C81 M58 Y36 K15
R63 G94 B120
#3F5E78



C17 M93 Y100 K8
R193 G49 B0
#C13100



C48 M61 Y72 K40
R99 G74 B58
#634A3A

Secondary Color Palette



C49 M29 Y25 K0
R138 G160 B174
#8AA0AE



C15 M52 Y70 K2
R212 G137 B92
#D4895C



C32 M32 Y40 K0
R176 G163 B148
#B0A394



C47 M31 Y40 K1
R142 G156 B149
#8E9C95



C23 M16 Y16 K0
R196 G200 B202
#C4C8CA



C11 M21 Y40 K0
R228 G198 B157
#E4C69D



C16 M18 Y22 K0
R213 G201 B190
#D5C9BE



C36 M23 Y46 K0
R170 G175 B145
#AAAF91

Typography

NOW IN PAPERBACK NOW IN PAPERBACK



The Last Flight

By Julie Clark

Sourcebooks Landmark, 9781728234229, \$16.99, 5/4/21, Fiction/Thrillers/
Suspense

"Two women, each with a good reason for wanting to escape her current life,
switch plane tickets and identities. When one flight crashes, the action begins.
This is a unique thriller that draws you in and has you turning the pages until the
unexpected but perfect ending."

—Terry Gilman, Creating Conversations, Redondo Beach, CA

Roboto Bold • Roboto Medium • Roboto Condensed



VENEER

BUCKWHEAT TC SANS

Kids' Indie Next List Logo



INL logo is on a 12° angle

Kids' INL logo for white or light back-



Transparent, knockout Kids' INL logo for dark and textured backgrounds

Reading Group Logo



INL logo is on a 12° angle

Reading Group logo for white or light backgrounds



Transparent, knockout Reading Group logo for dark and textured backgrounds

Category logos to be used in lieu of main logo only when presenting or referring to the Kids' Indie Next List or the Indie Next List for Reading Groups, as applicable.

Logo Don'ts



Don't make logo colors too bright that don't fit within the brand color palette



Don't use knockout versions on white or light backgrounds



Don't place logos on similar-colored backgrounds



Don't change INL logo orientation beyond 12°



Don't add effects such as drop shadow, bevel, emboss, or glow



Don't put logos on busy photographs or patterns

INL Imagery

These logos are intended to be used on photographic, abstract backgrounds. But it's important when choosing an image to give careful thought that it appropriately reflects the INL brand.

Tips:

- Choose an image that works with the logo colors so that they stand out and are legible.
- Make sure the image has natural, rustic or weathered characteristics. Textured backgrounds work great!
- Use transparent overlays if necessary.





INDIE NEXT LIST (INL) Branding Style Guide April 2021

For questions, please contact Melissa Napolitano at melissa@bookweb.org.
For more information about Indie Next List, visit bookweb.org/indie-next-list.