



One Book - One Basin  
Branding Guidelines  
Odessa Arts

# 1BOOK BRANDING GUIDELINES

## 02 THE LOGO



75%



50%



25%

# 03 THE LOGO



Supportive Elements

# 04 THE LOGO

Leave 1/3 of space on all side when being used. This allows the logo to be the a focal piece in the design. \*\* Supportive elements may be near the logo only.

1/3 of the total logo height



## 05 THE LOGO

Optional color splash backgrounds. These are the only options that can be used to support the logo.



# 06 COLOR PALETTE

Black

R 0            C 75  
G 0            M 68  
B 0            Y 67  
                  K 90

Hex code  
#000000

White

R 255        C 0  
G 255        M 0  
B 255        Y 0  
                  K 0

Hex code  
#ffffff

Light Blue

R 125        C 49  
G 177        M 19  
B 223        Y 0  
                  K 0

Hex code  
#7db1df

Red

R 206        C 13  
G 60          M 91  
B 59          Y 82  
                  K 3

Hex code  
#ce3c3b

Gold

R 229        C 10  
G 171        M 34  
B 51          Y 93  
                  K 0

Hex code  
#e5ab33

Cream

R 245        C 3  
G 232        M 7  
B 212        Y 16  
                  K 0

Hex code  
#f5e8d4

# 07 **TYPOGRAPHY**

The typography for One Book incorporates the captivating and versatile SAIRA font from Google Fonts.

Aa Bb  
Aa Bb  
Aa Bb

Saira Condensed - Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*

Saira Condensed - SemiBold

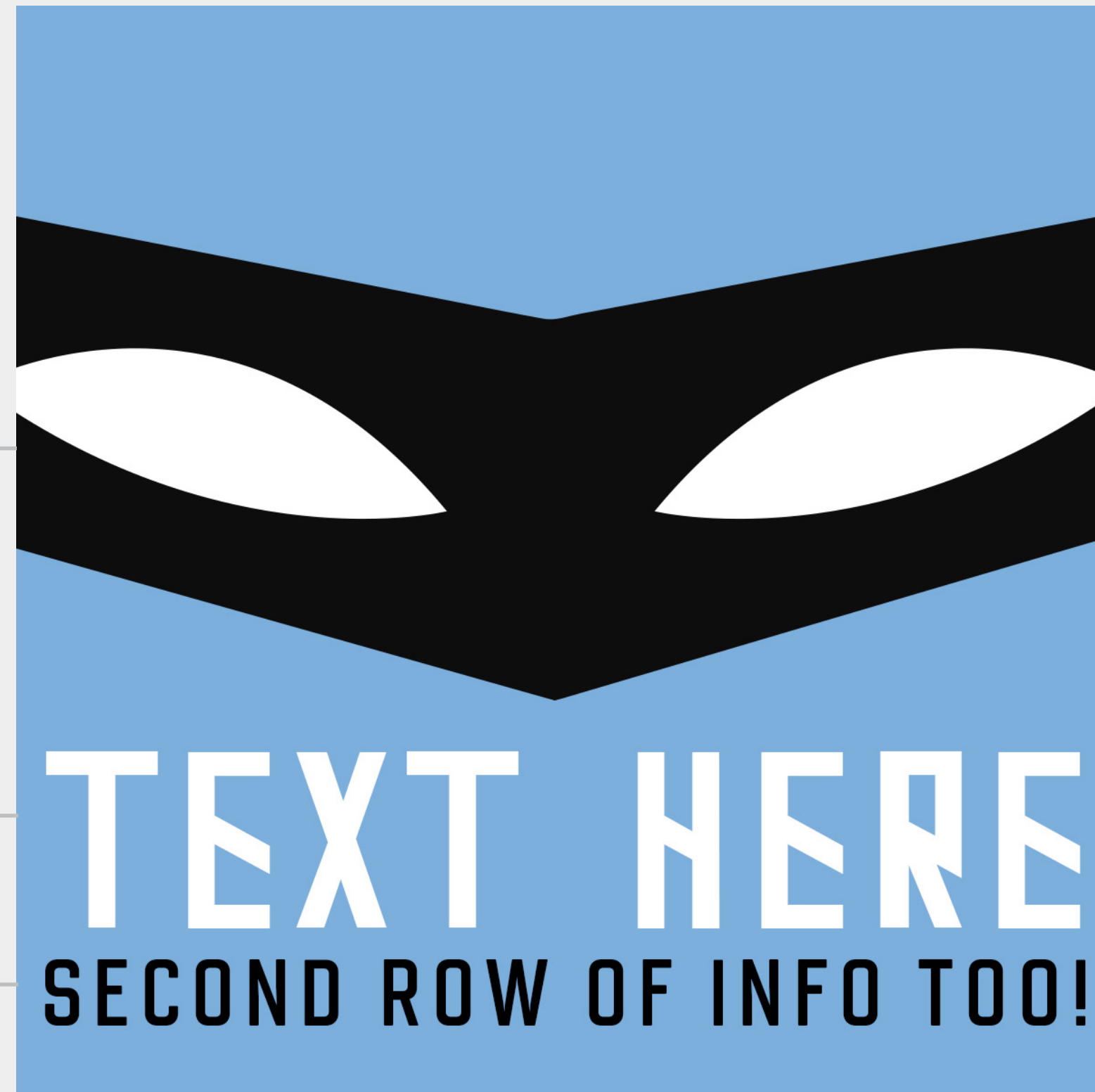
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*23

Saira Condensed - Extra Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 &@€\$%[]!?\*23

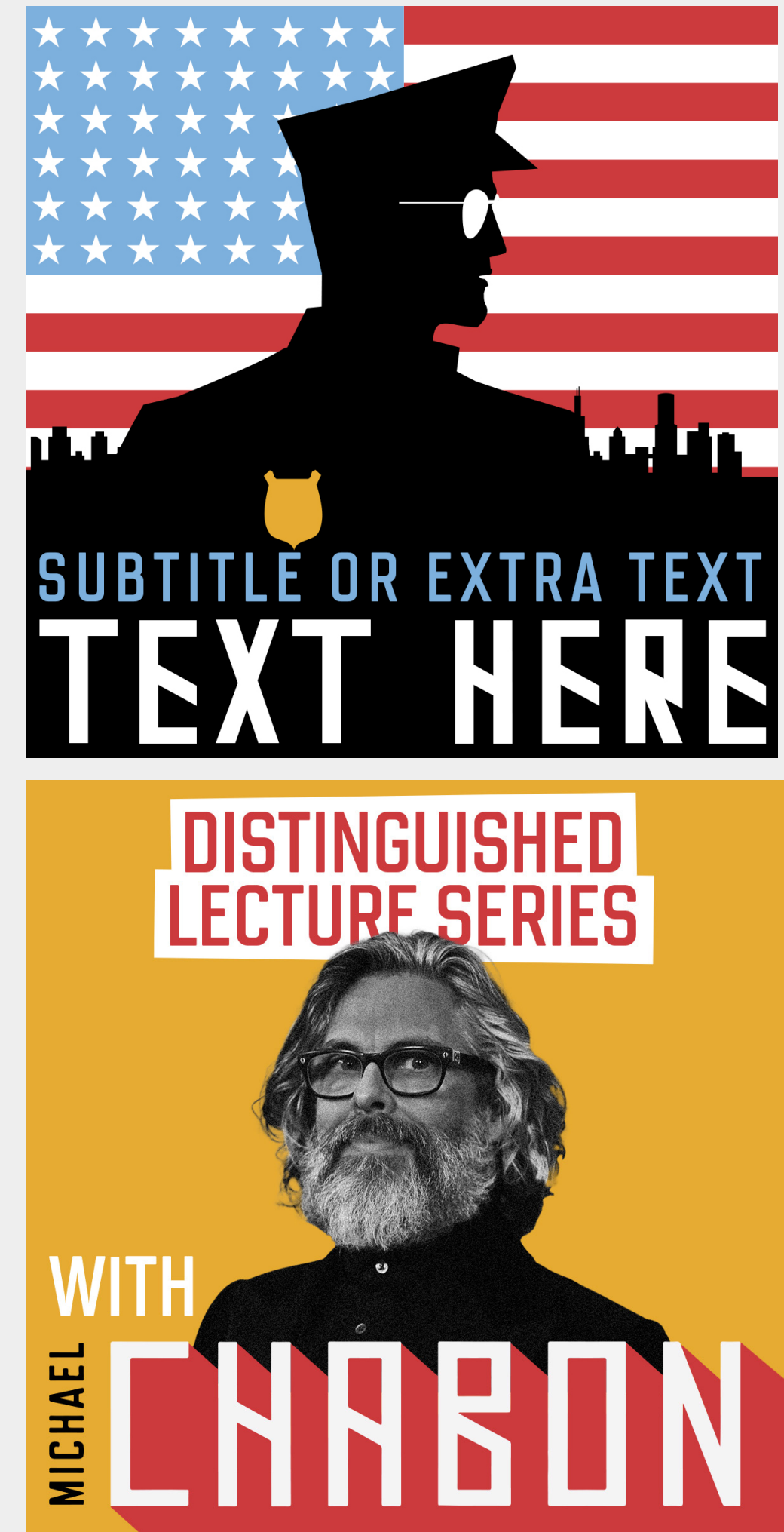
# 08 SOCIAL MEDIA

Image that supports the event



Title: MASTODB font  
info: chromoxome pro  
semi-bold

**Social Media Post**  
800 x 800 pixels





# 09 SUPPORTIVE ELEMENTS



CLICK TO PURCHASE *the* BOOK TODAY!