



# a•Book

Make a book alive





## what is the point?

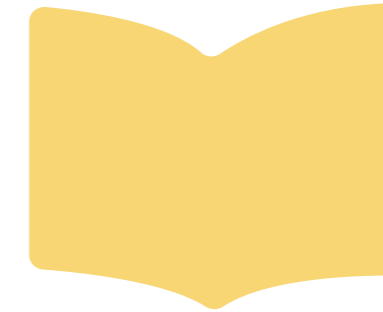
- How to not use
- Different languages
- Ways of use
- Shape
- color
- Ways of use

# Logo .1

This color gives an atmosphere of

**LIFE**  
**JOY**  
**LIGHTNESS**  
**YOUNG**

The color yellow is a colorful and varied color, therefore the emotions it evokes can also be varied depending on its shade and intensity. In general, yellow is considered a positive and encouraging color, associated with the sun, light, energy and joy. Here are some of the common feelings that the color yellow can evoke

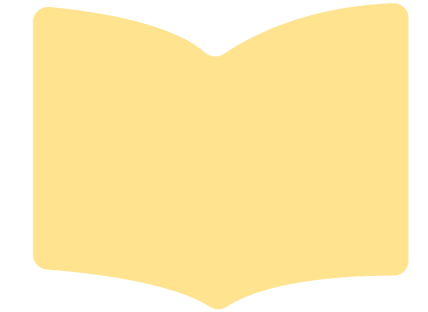


**f7d673**  
secondary  
yellow



**ffd65e**

Of all the possible colors,  
the yellow-banana color was  
chosen



**f7d673**  
secondary  
yellow

Which color to choose?

without the name



With the name



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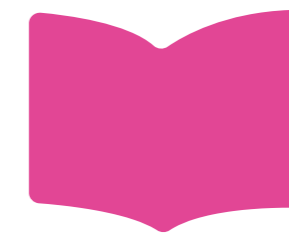
# Secondary colors



**b61f7c**



**e40511**



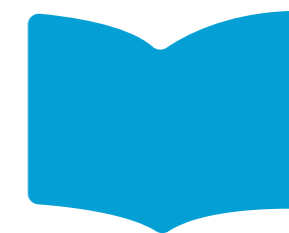
**e24695**



**eb8a00**



**015fae**



**049fd4**



**c5d003**



**89b4e6**

These colors were chosen as a complement to the main color of the brand in order to give a range of emotions and large colors adapted to the idea of a book that increases the imagination and music of a multitude of emotions

Negative-color



black & white



color

Negative  
black & white

the weight of the  
logo's font is:

Medium

## Different proportions can be used

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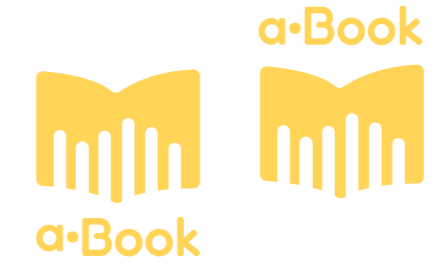


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When using a logo with the brand name above or below the logo

Make sure that the line crossing the dot in the brand name is slightly below the middle line of the letter B as well as the letter a will be aligned to the middle of the point

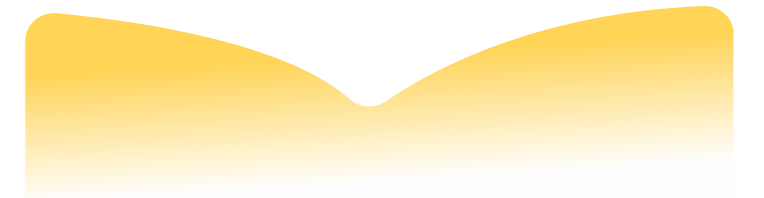
**x**  
**Wrong**

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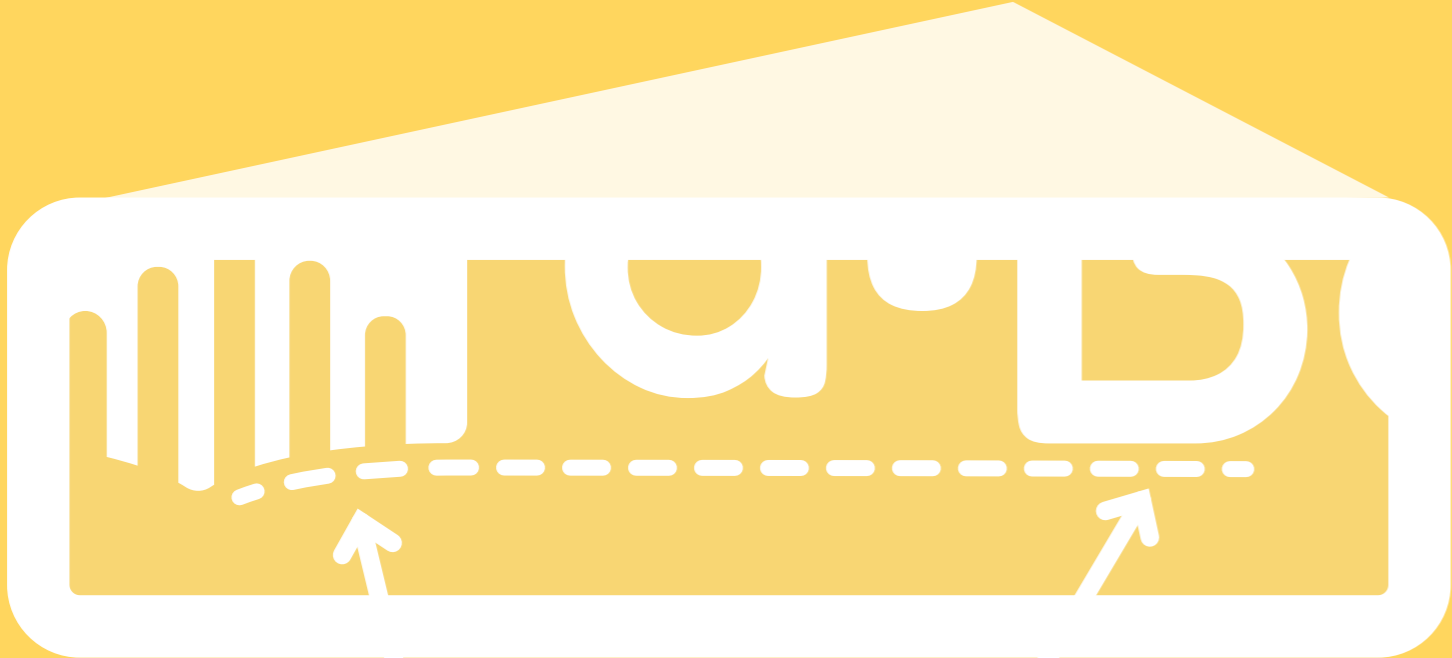


**✓**  
**Right**

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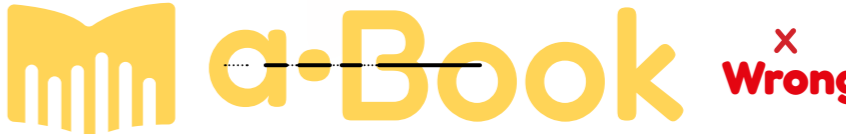


Care must be taken!



When using a logo with the brand name next to the logo

Be sure to use the font in its default form so that the line crossing the point is below the letter B and the letter A is aligned to the bottom





אייו בוק



أي • بوك



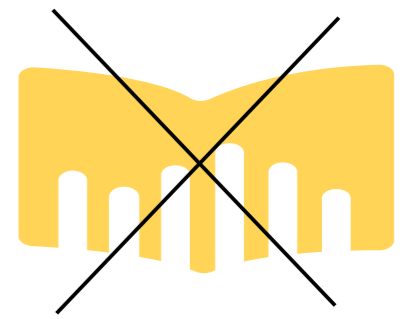
Very strong shadow  
can use 5%



color on a non-white  
,background  
A white logo must be used



Narrow



To expand



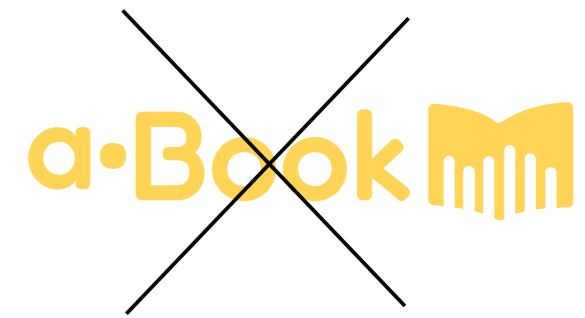
Inclined to any side



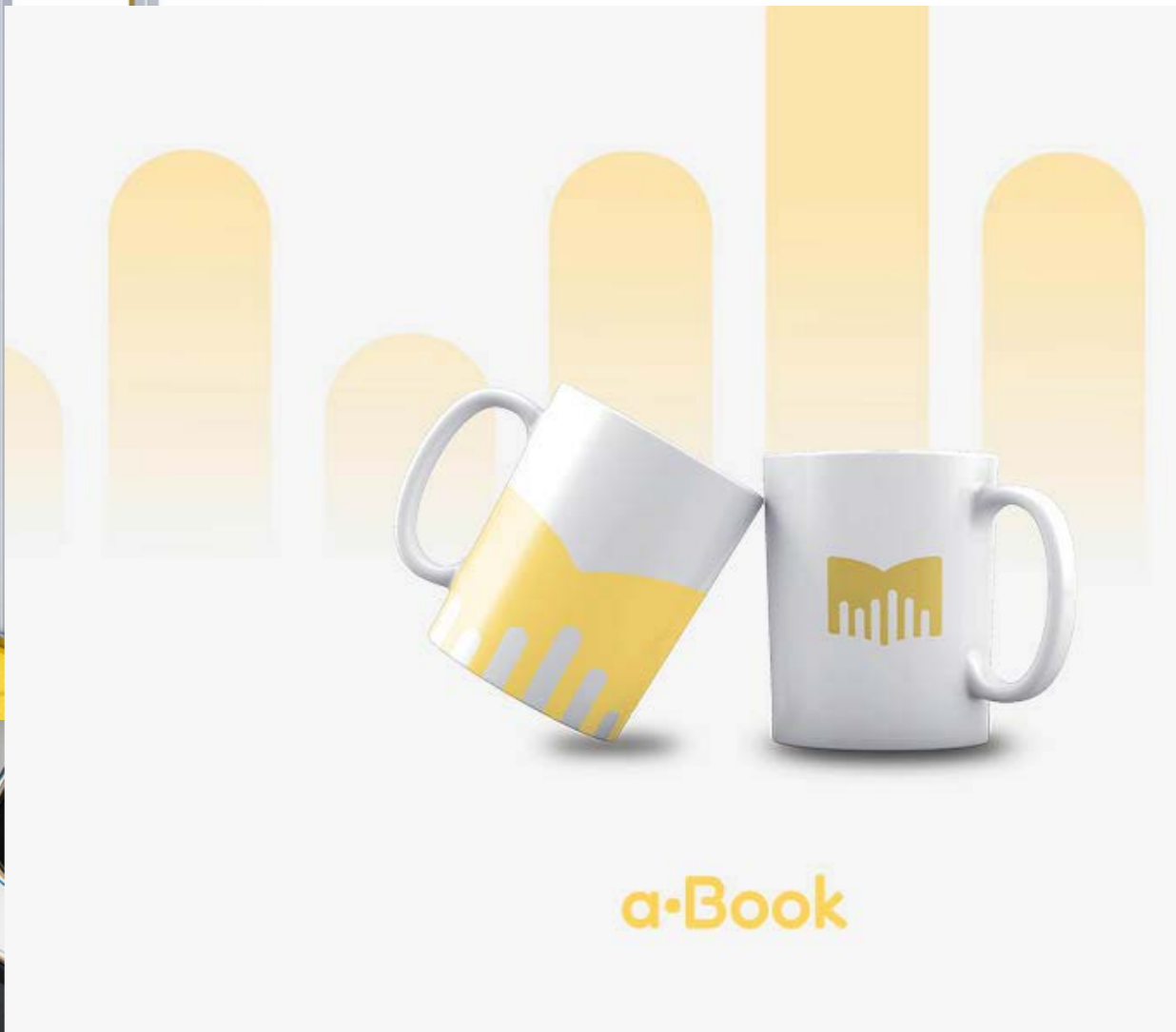
Differrent color



Transform to path



Do not change the position  
of the symbol in relation to  
the text



The chosen font is:

# Fredoka

Fredoka's bold, bouncy curves radiate cheerful energy.

Its chubby letterforms and quirky details like the curled "g" grab attention in headlines, adding a playful touch to your brand voice. Versatile with adjustable width and weight, Fredoka brings bubbly fun to short bursts of text, injecting personality into your design.

!Say hello to Fredoka, the font that pops with positivity

About the font

📖 About the font

📖 Font weights

Font .2

## Sub weights

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regular  
light

For running text

## Main weights

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**bold**  
**medium**

the logo's  
weight



For titles and subtitles



**Symboles**

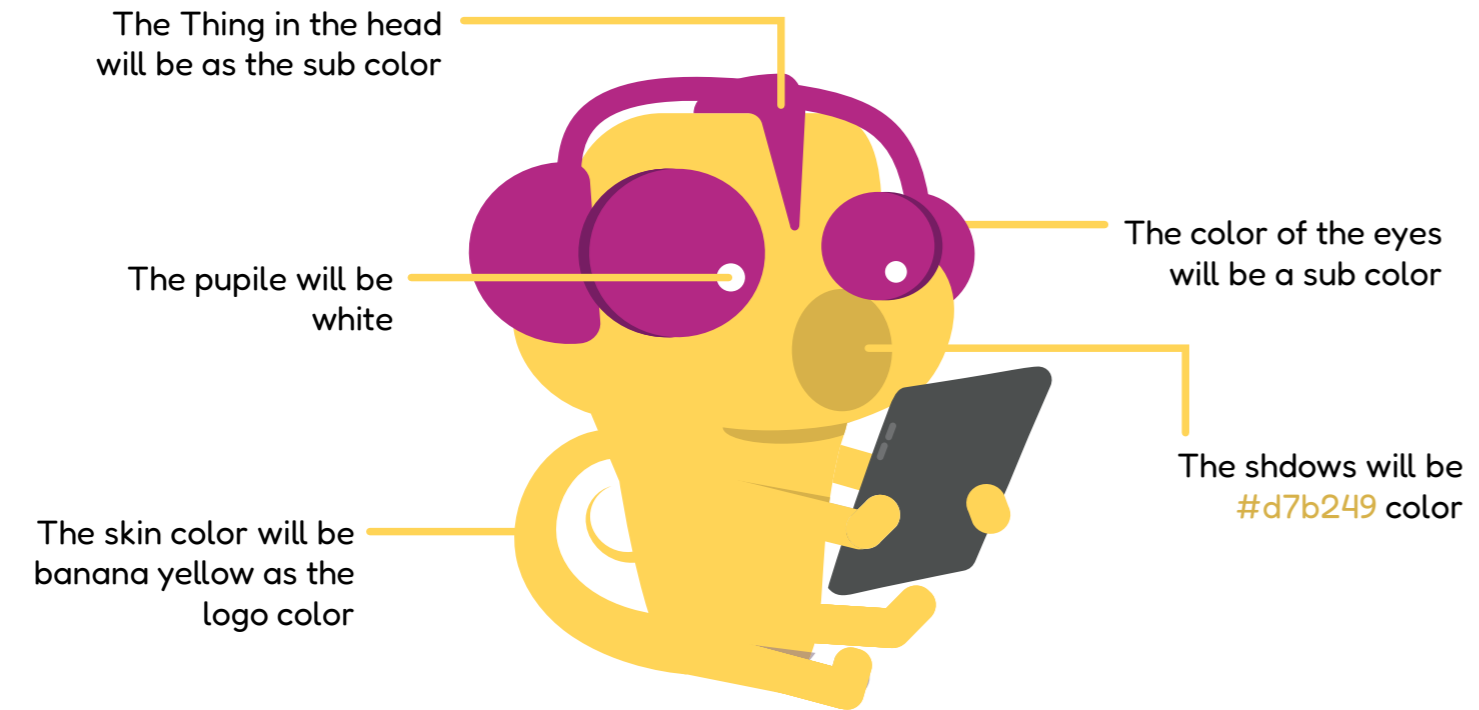
- ▣ Symboles
- ▣ Patterns

# Gpraphic language .3



pattern

# Charmi



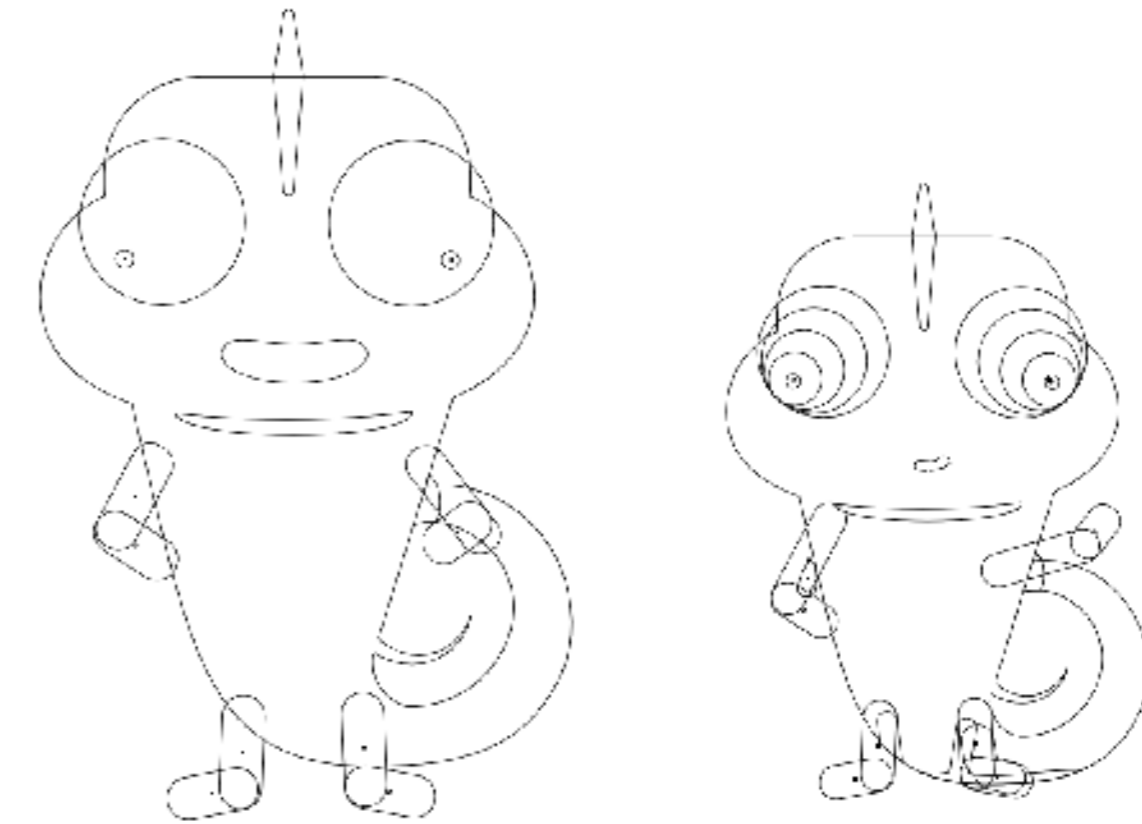
chrami is a camilion representing colorfullness as he is appears in differnt color that represent the divercity of emotions the sound and the imagination are creating

**Brand  
chracter .3**



The character of the brand image is one of the most important factors in its design. He is the one who determines the atmosphere and the message that the brand conveys. Therefore, it is important to choose a character that is compatible with the values of the brand and its target audience.

After we have chosen the nature of the character and its type, we need to create several different poses and variations of it. These poses will allow you to use the character in a wide variety of situations, such as advertising ads, a website, an application or even a physical product, as well as addressing different and varied audiences.





When designing a character for a brand, there are several factors to consider. One of the most important factors is creating emotional states and choosing a color for the character. Creating emotional states The character's emotional states are what make her feel alive and real. They are also the ones who help convey the messages that the brand wants to convey.



