

paperback

logo integrity guidelines

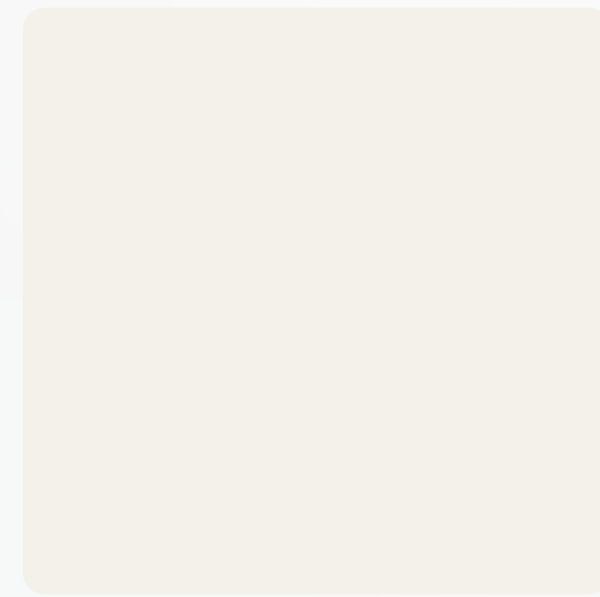


The logo may appear in either its full form or its icon form. Whenever space permits, it is preferred that the full logo be used.

02 COLOURS



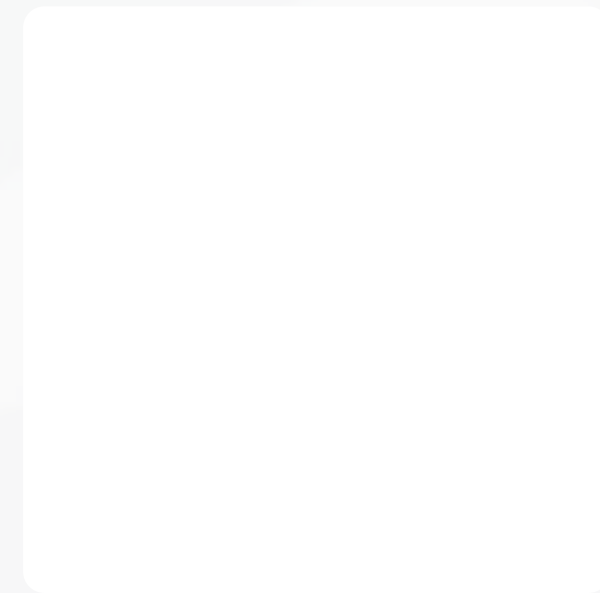
#2C3E4F



#F4F1EA



#E5484B



#FFFFFF

The Paperback logo is to be presented using the above colour palette.



Above are the recommended colour pairings when displaying the Paperback Logo.



03 RULES



When using the logo, allow for adequate space around every side.

Do not disproportionally stretch or skew the logo. Always maintain the original proportions.

Do not adjust the orientation of the logo. Whenever possible, avoid rotating and slanting



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