

BRAND BOOK

Alison Jones

Practical Inspiration
Publishing

The Extraordinary
Business Book Club

OUR PURPOSE

WHY WE DO WHAT WE DO

To champion and develop business people and their ideas, and make business better.

“Our family of brands all share the same values and purpose – and our brand story and visual guidelines reflect this. Each of our businesses supports authors and champions the value of books for businesses, each share the overarching themes of connection, curiosity and creativity, and they work together beautifully.” – Alison Jones



MISSION WHAT WE DO

We champion business leaders and entrepreneurs, enabling them to deepen their thinking, articulate their unique perspective, and communicate effectively and with integrity. We challenge them to write and read business books to broaden their own understanding and build a platform for their expertise and business success.

We believe business books should be both practical and inspiring, and make as much of an impact for the business as they do for the reader.

VISION OUR FUTURE

We will build our reputation as champions of business people and entrepreneurs, and for creating effective coaching and development tools for them.

We will evolve our curated list to include ever-more thoughtful, significant and innovative business books, alongside continuous development of the author platform.

OUR VALUES

We are:

Innovative  Collaborative  Experienced

Principled  Energetic

OUR PERSONALITY

We are:

Enthusiastic  Creative  Intelligent

Expert  Honest  Human

“We bring our **energy** and **passion** to every project.”

OUR VALUES INTERNAL & EXTERNAL USE

Our team:

- Are proud of our innovative and responsive approach
- Work collaboratively using open, effective communication
- Are ethical and transparent in support of our principles
- Bring our motivational energy and passion to every project.

We offer you, our clients:

- Experience and expertise to enable you to meet and exceed your goals
- Collaboration and effective communication to keep you in the loop and your project moving
- A proudly ethical and principled team – and transparency to demonstrate it
- Our complete focus. Our curated list of books and projects means we are able to offer an innovative and responsive approach
- We bring our energy and passion to every project.

Our visual brand reflects our values and personality.

By designing our materials in a consistent style, and using our branding elements correctly we build recognition, and support the messaging of who we are and what we do – and, crucially – *how* we do it.

We use three core elements across all our materials; our **logotypes**, **symbol** and **colour** palette. Supporting those is our use of imagery and typography. When put together, we create the house style for the Alison Jones family of brands.

VISUAL BRAND

Consistent application of
a brand increases
revenue by 33%*

* [Lucidpress, 2019](#)

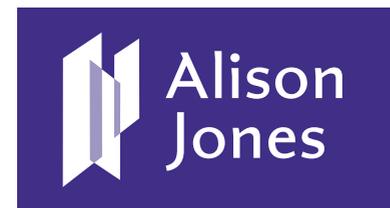
Our master logotypes are used in a lock-up with our symbol. Each business uses a primary colour from the palette, and the use of all three of those colours in each logotype reflects the relationship between the businesses and how they intersect and support each other.

The logotype must appear on all materials, either on the top left, or (usually for social media) bottom left of the page/post. Logotypes are always positioned horizontally. Where space is limited, such as podcast artwork, we typeset the business name rather than using the lock-up. These exceptions should be agreed by Alison.



Our logotypes are used in full colour with the exception of when a file needs to be provided for reproduction in black only, or when used as white-out version on a dark background. For example, the Practical Inspiration Publishing logotype appears inside all books in monotone.

When creating a new social media account where our business name will appear alongside the avatar, we can use the symbol independently.



SYMBOL & TRAPEZIUM SHAPE

Our **symbol** is made up of three overlapping trapeziums, in a set arrangement. The colours change for each business, with the key colour for each business being used in the centre trapezium.

There is also one black version and one white version for use where needed.



The **trapezium shape** can be used in materials, but never to replace the symbol in our logotype. It has a 30° angle. Multiple shapes can be overlapped in any of our colour palette, and can be flipped, but parallel sides must always run vertically.

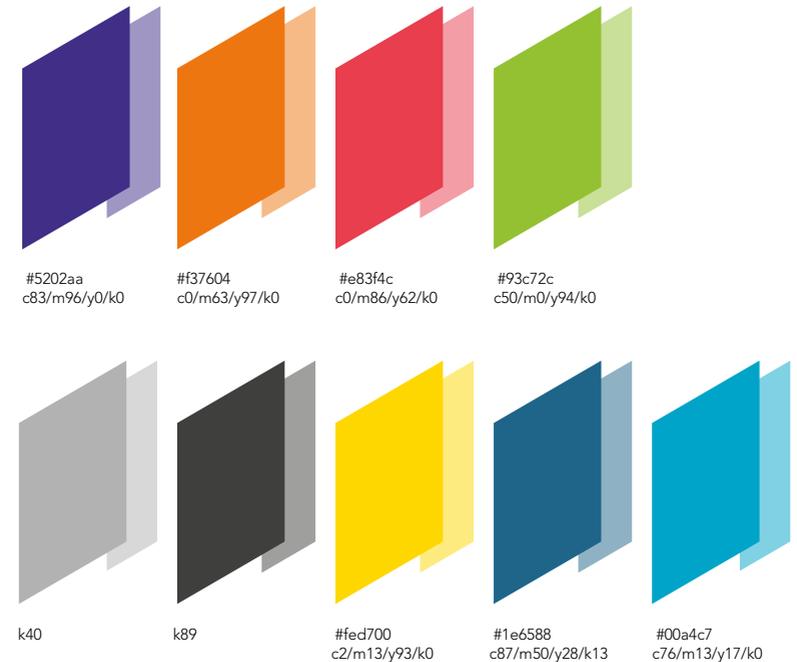


COLOUR PALETTE

Purple is our anchor colour - it unites our logotypes, and grounds the palette. Orange, magenta and green are the three primary colours used – one key colour for each business.

The greys are used for typography and – along with the rest of the palette – for solid fills. Yellow, teal and blue are used in support - for accent colours and to add vibrancy to materials.

Colours can be tinted to no less than 50% opacity (shown below).



When we choose our images, we favour ones that are:

Clean, crisp, bright & human (not overly computer-generated) – with interesting angles or perspectives. Images should reflect our brand personality, of course, and we aren't afraid to have some fun!



AtS

Recita Sans

AtS

Avenir

AtS

Source Sans

Our logotypes use Recita Sans, and you'll also see it used for headers and key messaging in some of our designed print materials. But for most things, we use Source Sans (Canva/Web) or Avenir (Office/Print). Both are clean, legible and modern fonts with shared characteristics that suit our personality and compliment Recita Sans.

Recita Sans is used sparingly as it's a display font and less legible as body copy.

The following resources and files are available:

Assets

Master Logotypes as .PNG and .SVG files*

Master Symbols & Trapezium Shape as .PNG and .SVG files*

*colour, black and white versions for all

Templates

PowerPoint Template

Canva Templates

Recita Sans

We use **Recita Sans Medium** for our logotypes and key copy, and have 5 licences available for use. It is available for external suppliers to purchase here: www.dstyp.com/fonts/recita-sans or rent here: <https://fontstand.com/fonts>

