

**read street**  
Books & Coffee



**Corporate Design Manual**

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## Introduction

Read street Books & Coffee located in 229 West Read Street, Baltimore, Maryland 21201. The 2 mainsubjects shown as sign, the book and the cup in a warm red as symbolic for a warm atmospere.



## Mark

The strokes in the Logo are changing in the different sizes. Because the small logos need thinner strokes than the big logos to be clear in its function. Proportional scale is no help.



logo for businesscard, letterhead, ...

Can be scaled down to very tiny to a width of 30 mm.



logo for coffeecup, minibook, ...

Can be scaled down to a width of 31mm and up to a width of 70 mm.



logo for posters, outside signs, ...

Can be scaled from a width of 70 mm up to very big and bigger, without end.

## Logotype

Typeface:  
LT Weidemann Book

read street:  
bold, small letters

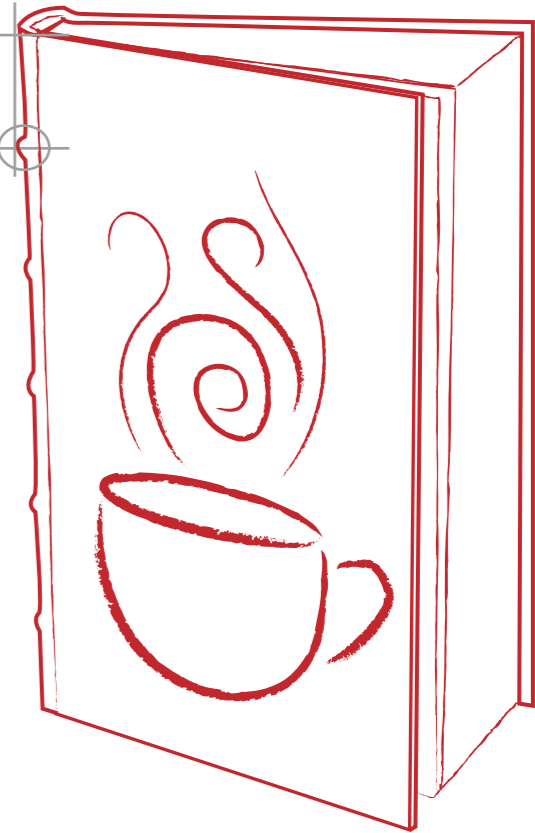
Books & Coffee:  
first letter caps, sign '&'

General:

- same typesize for both parts
- leading the same as typesize
- space between logo and type  $1/6$  of typesize
- text everytime on the left side of logo
- placed aligned with the front ending of the spine

$1/6$   
e.g. typesize = 18pt  
calculate  $18/6 = 3$   
 $1/6$  in mm = 3mm space

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## Typography

Typeface: Linotype Weidemann Book

It is a booktypeface which fits good to the topic book and it is good readable.

Size: 9,5

small text (additional informations)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Size: 11,5

text size (letter)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Size: 15,5

headline size

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Size: 20

mainheadline size

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Color

**Red** because the color red stands for a warm atmosphere.

C 25; M 100; Y 100; K 0

R 189 G 18 B 32

PMS 1797

**Grey for black & white logo**

C 0; M 0; Y 0; K 45

R 167; G 168; B 170

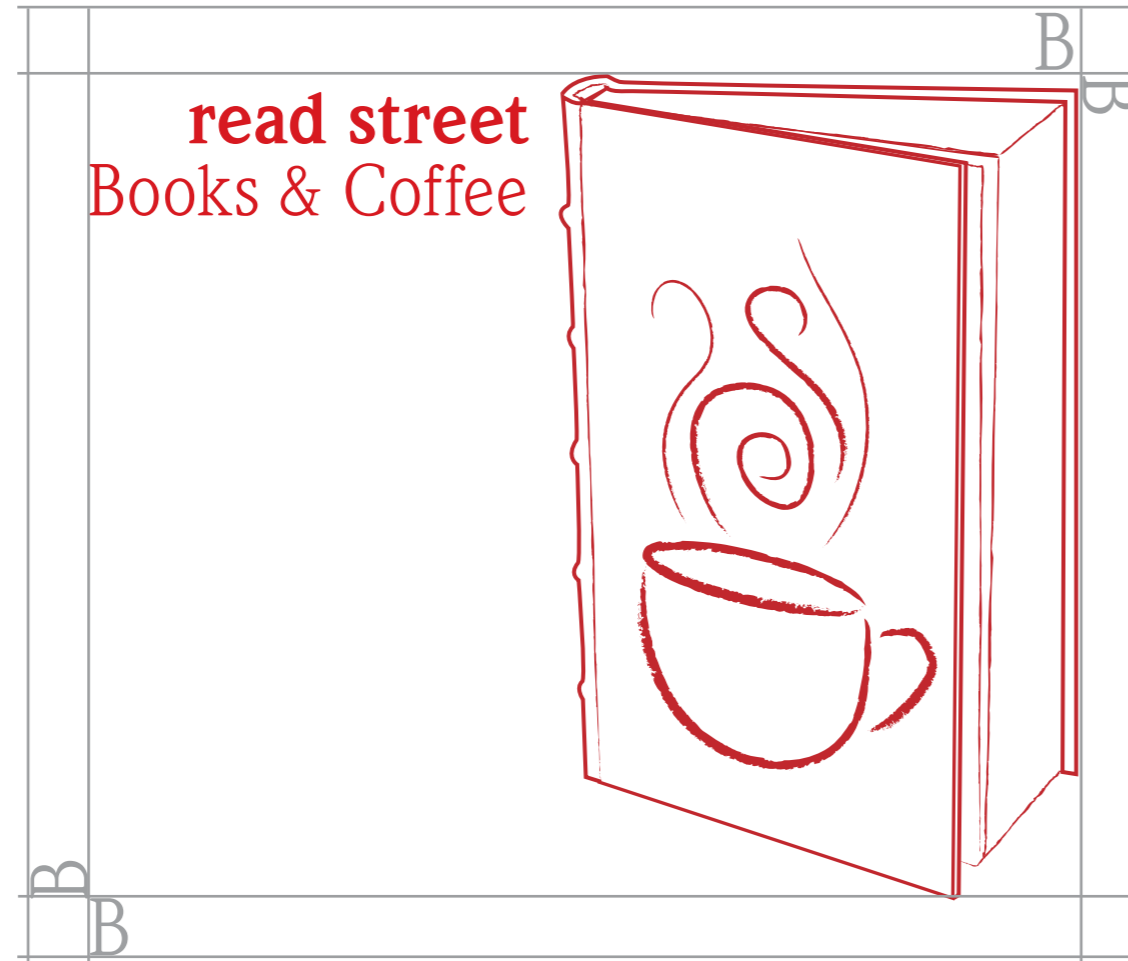
PMS Cool Gray 7C

Use the same color for the sign and the type. Grey should be only used when there is no possibility to use red. Red can be used for Headlines also. For all other texts use normal black.



## Free Space

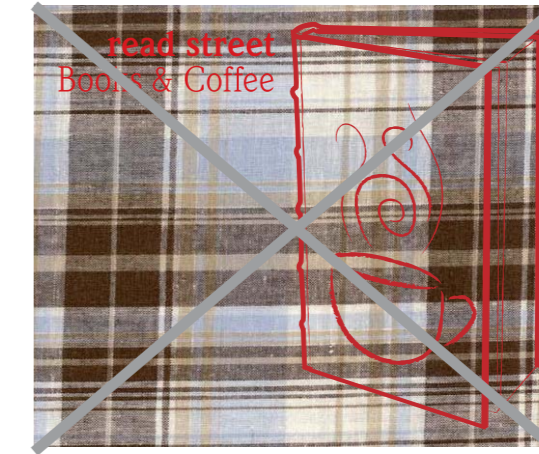
Around the signature should be everytime the height of the B from Books.



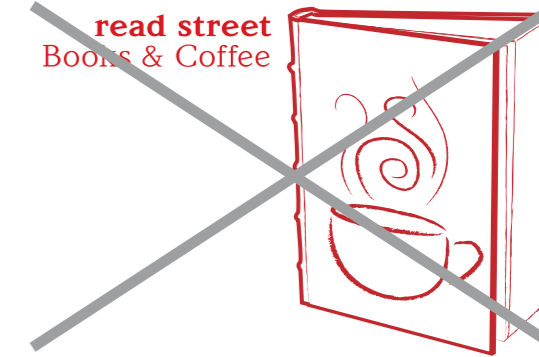
## Improper Signature Uses



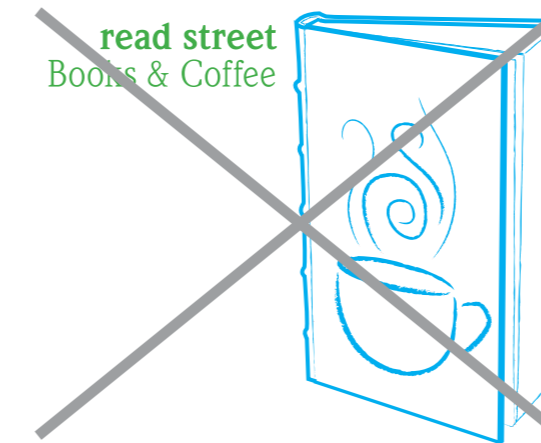
Do not change positions of type and sign. Do not make the place between sign and type bigger or smaller.



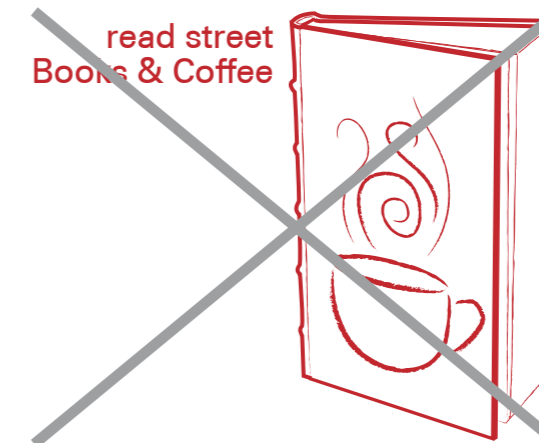
Do not add background.



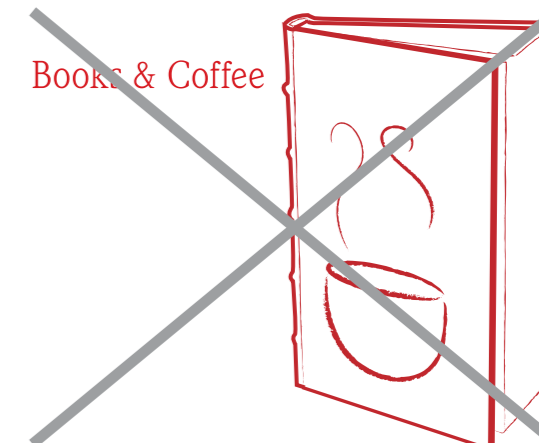
Do not distort logo and type or one of them.



Do not change the colors of type and sign.



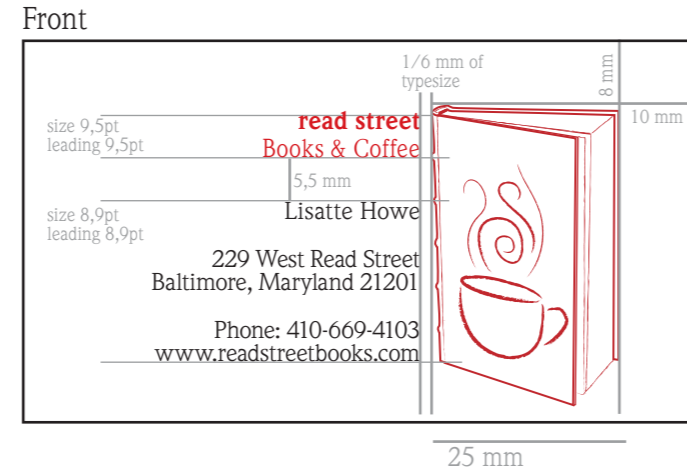
Do not change logotype.



Do not remove elements from sign and type.

# Business Card

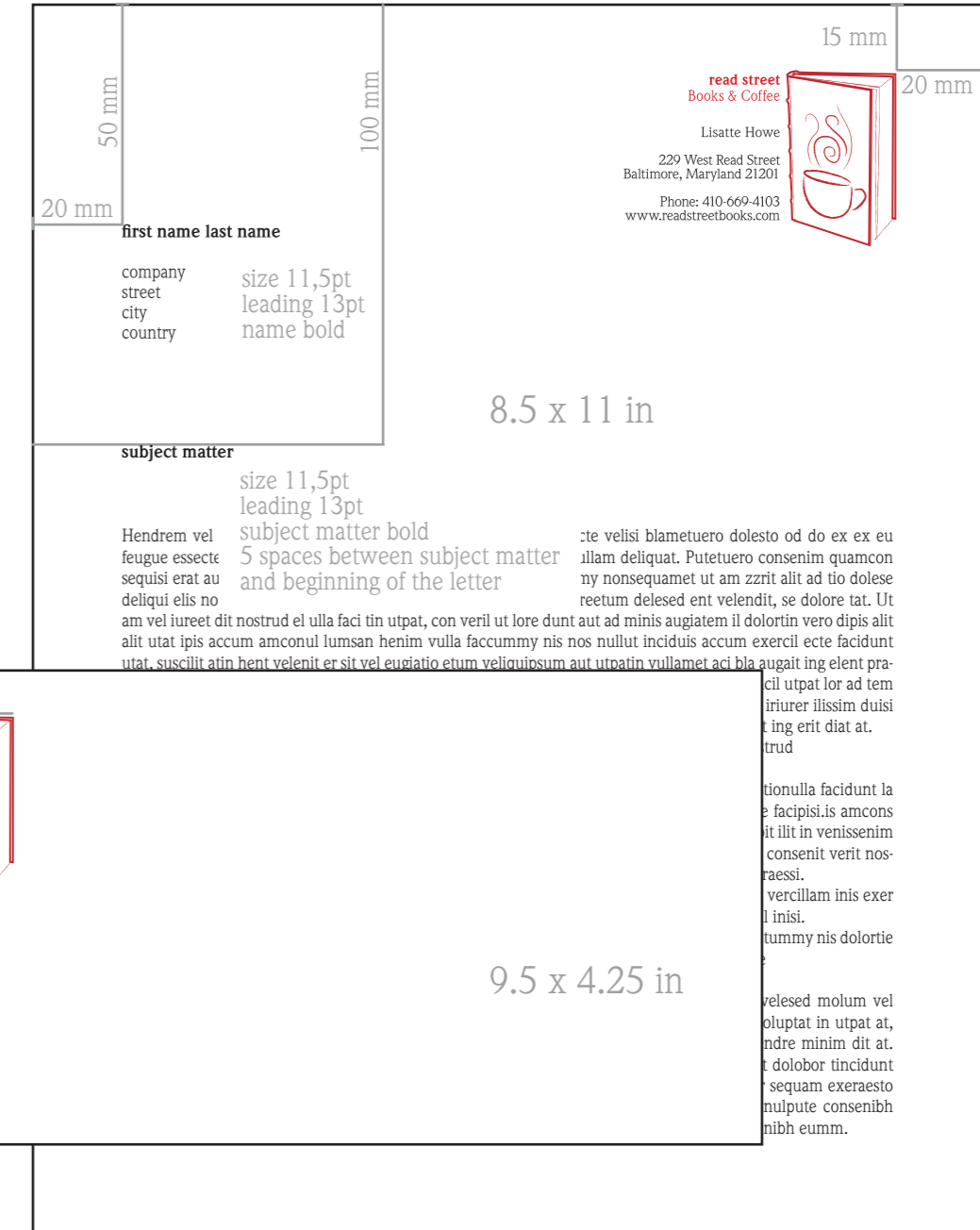
Size 3.5 x 2 in



Free space can be filled with event- and advertising information by pictures or by text (take care on typography rules on page 6)

# Letterhead and Envelope

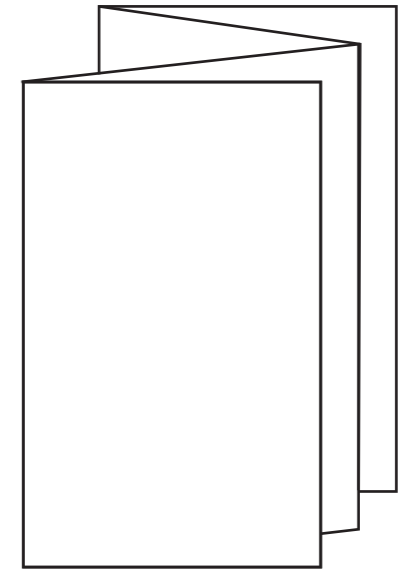
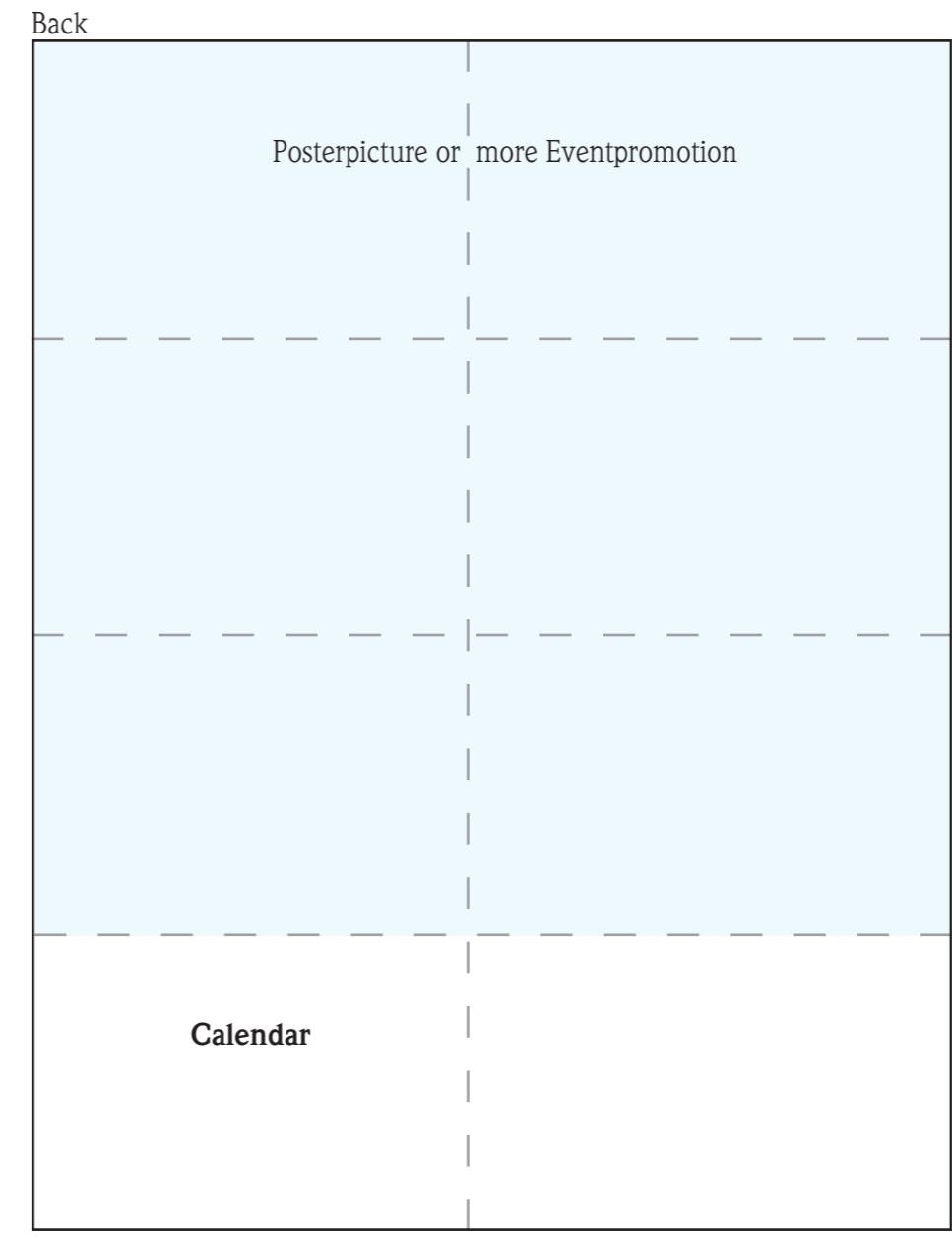
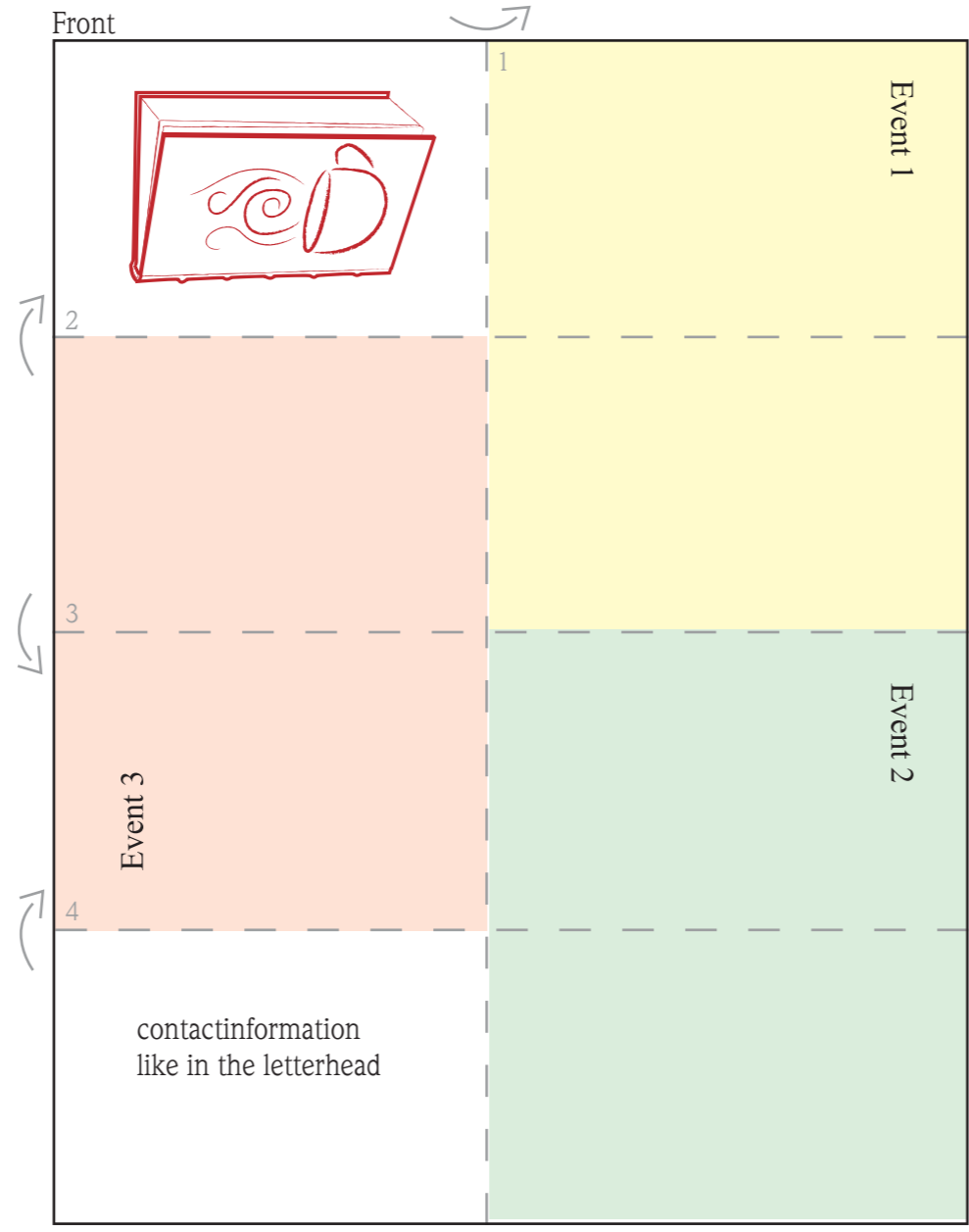
Use the same sizes of logo and logotype like on the businesscard.



# Minibook

A Minibook folded from a letter sized paper double sided printed to promote for events.

Fold on dashed lines. In the order of the numbers.



## Coffeecup

To establish the logo without type, only the logo will be showed on the coffeecup.



## Outdoor Sign

The logo as 3D sculpture in front of the shop.  
On one side the coffeecup on the other side the shopname.

