BRAND IDENTITY KIT

The Margin

The Margin is a small independent bookshop in Edinburgh selling new and second-hand books, with a reading corner and a small events room for local readers, students and visitors.



What is in this document

- The identity: direction, mark, colour and type
- The brand voice, with example lines
- Logo usage guidelines
- Business card and letterhead
- The digital card
- Packaging concepts
- Social, email and signage

Created with AI-assisted tools, then selected and refined by hand.

IDENTITY

The Margin

Where readers wander and linger



Direction

The identity should feel warm and unhurried, like a room you step into and immediately want to stay in. It carries quiet confidence rather than loudness, with just enough wit to signal that the people behind it love books and are not taking themselves too seriously.

The mark

The mark is a flat wordmark built around a tall vertical bar anchored to the left, sitting beside stacked type that reads THE above MARGIN in heavy condensed grotesque capitals. The bar reads naturally as a margin rule, the kind you find in a notebook or a well-annotated page, so the name and the shape tell exactly the same story. Because the lockup reduces to two elements, a solid rectangle and bold letterforms, it stays legible and clean on a bookmark, a bag stamp or a social media avatar.

Name

The Margin suggests both the physical edge of a page where readers scribble their own thoughts and the idea of a place slightly outside the mainstream, independent and unhurried.

Colour

Slate Blue	Warm Amber	Cream	Soft Charcoal	Dusty Rose White
#2C3E5A	#D4832A	#F5F0E8	#3A3A3A	#FAF7F2

Slate Blue carries the primary brand weight on signage and headings, Warm Amber is used for accents and calls to action, Cream and Dusty Rose White provide warm background fields, and Soft Charcoal handles body text in print and on screen.

Typography

Headings and display setting use a heavy condensed grotesque in capitals, such as Anton, to match the lettering of the logo. Source Serif 4 handles body copy and captions with quiet legibility across print and screen.

Photography direction

Where photography is used, direct it toward close details of worn spines, handwritten margin notes, and the texture of a reading corner, shot in natural window light with warm tones that echo the Cream and Amber in the palette.

BRAND VOICE

How The Margin sounds

1. Voice in Three Words

Warm — We make every reader feel like a regular.

Curious — We ask questions and follow tangents, just like a good book does.

Wry — We find the quiet joke in everyday bookish life, never trying too hard.

2. How We Sound

- Write like a knowledgeable friend, not a retailer. Talk *with* people, not at them.
- Keep sentences short enough to breathe. One idea, then move on.
- Let personality come through small details — a word choice, a gentle aside — rather than exclamation marks.
- Never be precious. The Margin loves books; it doesn't worship them.

3. Words and Phrases to Use

Wander, linger, stumble upon, dog-eared, tucked away, good company, next read, worth the detour, spend an hour, come back to.

4. Words and Phrases to Avoid

Curated, journey, passion, vibrant community, hub, empower, bestselling (as a lead hook), *we're more than just a bookshop*, literati.

5. Three Example Lines

Website headline

The kind of place you meant to visit for ten minutes.

Social post

New arrivals on the second-hand shelf. Somebody else's margin notes included, free of charge.

Customer email opening

Hello — we thought you might like to know what's just come in.

If a line sounds like it belongs in a press release, rewrite it.

LOGO USAGE

Using the logo

A short guide, so the mark looks the same on a sign and on a sticker.



The same logo at three sizes.

Clear space

Keep clear space around the logo equal to the height of its tallest letter. Nothing else sits inside that space.

Minimum size

Recommended: 24 mm wide in print and 96 pixels wide on screen.

Do

- Use the PNG for screens and the SVG for print and signs
- Keep it flat, in its own colours
- Give it room to breathe

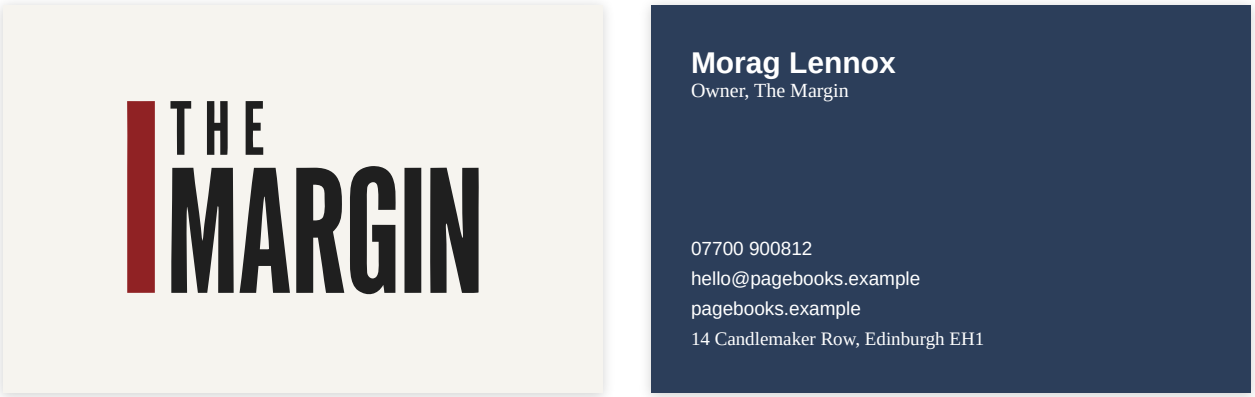
Don’t

- Stretch, rotate or recolour it
- Add shadows or outlines
- Place it on a busy photo
- Redraw it or retype the name

STATIONERY

Business card and letterhead

Printed pieces that carry the same character as the brand.



Business card, 85 × 55 mm, front and back.



Letterhead

A4, ready to print or send as a PDF. The logo sits top left and the contact details top right, with one rule beneath them. The address sits quietly at the foot.

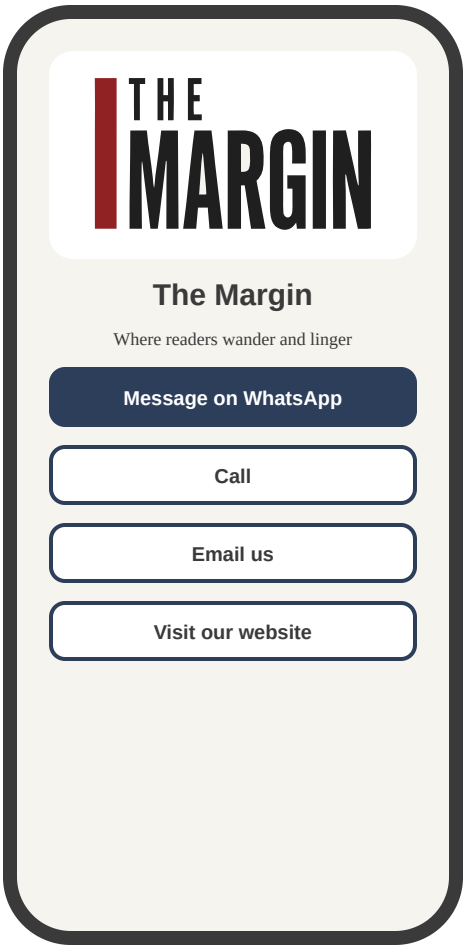
On the card

The front carries the logo alone. The back carries the name and contact details on the main brand colour.

DIGITAL CARD

The digital card

A page that opens from a link or a QR code on the physical card.



What it does

WhatsApp, call, email and website are one tap away, and it works on any phone with no app to install.

What you receive

- Logo files: PNG for screens, SVG for print
- Colour codes and font pairing
- Brand voice guide with example lines
- Business card, ready for print
- Letterhead, ready for print
- Digital card page

PACKAGING

Packaging concepts

The logo and colours applied to the packaging a small brand usually needs. Flat concept mockups, for direction rather than print.



Shopping bag



Box



Round and wrap-around labels



Hang tag

SOCIAL AND SIGNAGE

Social, email and signage

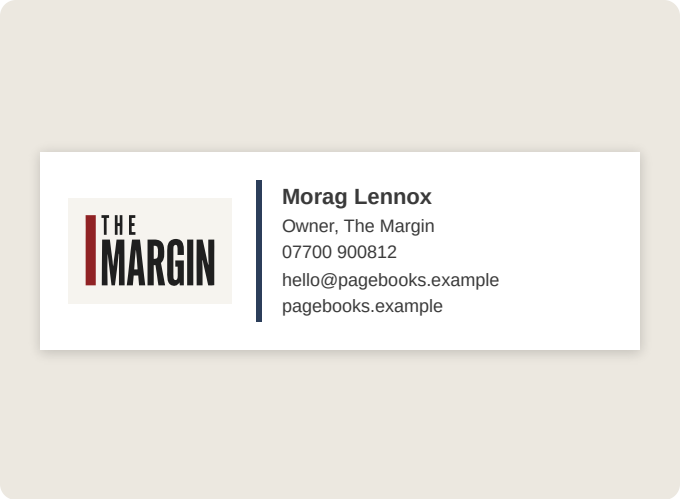
The same logo and colours, set up for the places customers meet the brand every day. Flat concept mockups.



Social profile picture



Social banner (3:1)



Email signature



Shop sign