

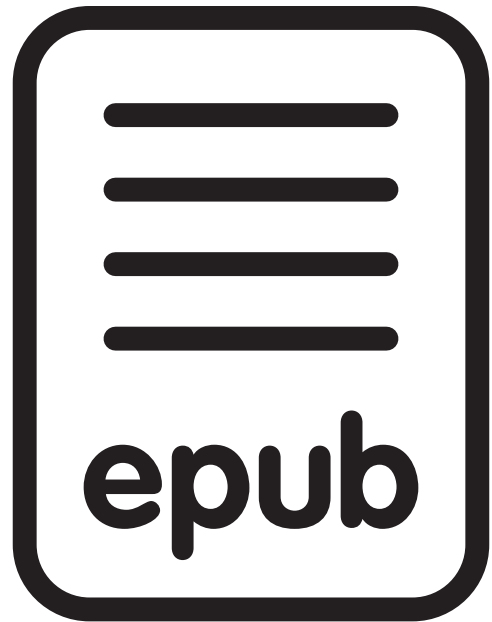


EPUB Logo Contest Submission
Suggested Usage and Rationale
by Christina Habberjam of envy creative
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Suggested Usage



Black and white treatment for packaging and other single-tone applications.



Reversed black and white treatment for packaging and other single-tone applications.



Soft greyscale treatment for greyscale prints on paper.



Display of logo at various smaller sizes.

Rationale

The shape of the logo reflects both that of the familiar electronic devices upon which we often read e-publications, and that of their original format: vertical pages. The horizontal lines represent text, and EPUB sits confidently at their base, propping up the whole logo and grounding it.

The bright seafoam colour was chosen as a way to modernise, and distinguish from, the bright blue that is often associated with digital and electronic formats.

The rounded look to the whole logo remains consistent throughout it, and allows it to be approachable, distinctive, without being exclusive. The idea is that EPUB is a friendly, approachable, all-embracing format.

As demonstrated on the previous page, the logo works both at small and large sizes; is adaptable to greyscale and black and white mediums; and, should it be necessary, the lowercase EPUB can even stand on its own as a wordmark in cases where real estate is an issue, or perhaps in a webpage where the name is used frequently but the desire for the whole logo to appear each time it's mentioned is not there.

Clean lines and meticulous spacing clearly demonstrate that this logo is the perfect representation of the new, standard digital file format.

Submission Details

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