



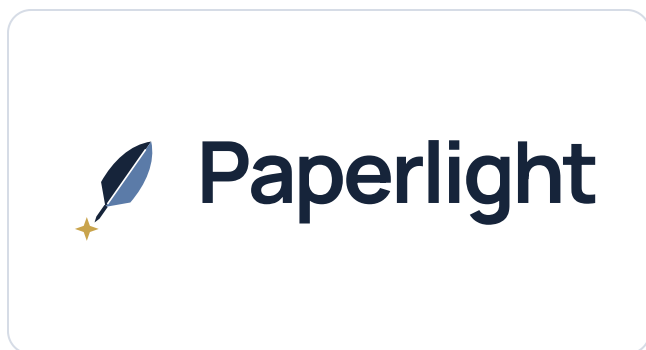
Brand guide

The Paperlight logo, colours, type and voice, for press, partners and anyone writing about us.

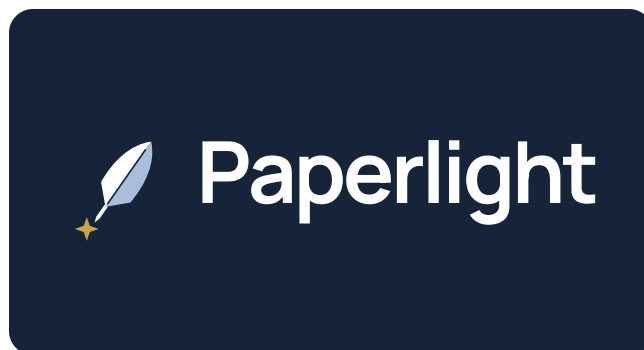
THE LOGO

A quill, writing a spark of light.

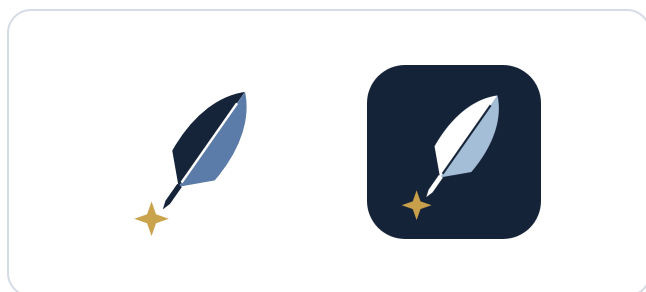
Paper, and light: a writer's tool and the moment a manuscript becomes a book. The mark is a two-tone quill in navy and slate with a gold spark at its tip; the wordmark is Manrope Bold.



Primary: on white and light backgrounds.



Reverse: on navy and dark backgrounds.



The quill alone and the app icon: for avatars, favicons and small spaces.

Clear space. Keep a margin round the logo at least the height of the wordmark's capital P.

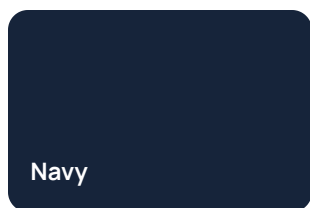
Minimum size. Logo 120 px (1 in) wide; the quill alone 16 px.

Please don't

- Recolour, outline, stretch, rotate or add shadows or effects to the logo.
- Put the primary (navy) logo on a dark background, or the reverse logo on a light one.
- Set "Paperlight" in another typeface in place of the logo, or write it as "PaperLight" or "Paper Light".

COLOUR

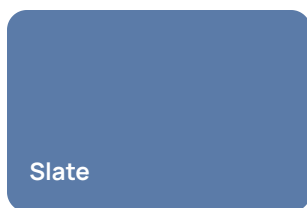
Deep navy, slate, sky and a touch of gold.



Navy

#16243A

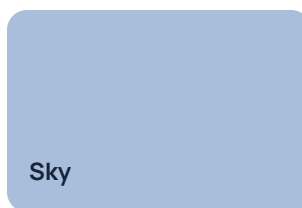
RGB 22 36 58



Slate

#5B7BA8

RGB 91 123 168



Sky

#A9BEDB

RGB 169 190 219



Gold

#C9A44C

RGB 201 164 76

Navy is the ground: most Paperlight pieces are navy with white type. Slate and sky are the quill's second tone and quieter text. Gold is an accent only: the spark, a highlight, a rule. Use it sparingly.

TYPE

Manrope, Bold and Medium.

Headlines in Manrope Bold with slightly tight letter spacing (-0.03 em); body copy in Manrope Medium. Manrope is free under the SIL Open Font License. The books Paperlight makes use their own typefaces (91 of them); show those as they are.

VOICE

Plain, warm and exact. We talk to writers as fellow writers: short sentences, real numbers, no hype. We say what Paperlight does, not what it might do. Our promise is in every footer: *"We set your words on the page. We never write them for you."*

Tagline: Write it. Format it. Publish it.

IMAGERY

Show real book pages and real screens. Every page in our materials is genuine Paperlight output; please don't mock up pages or screens.