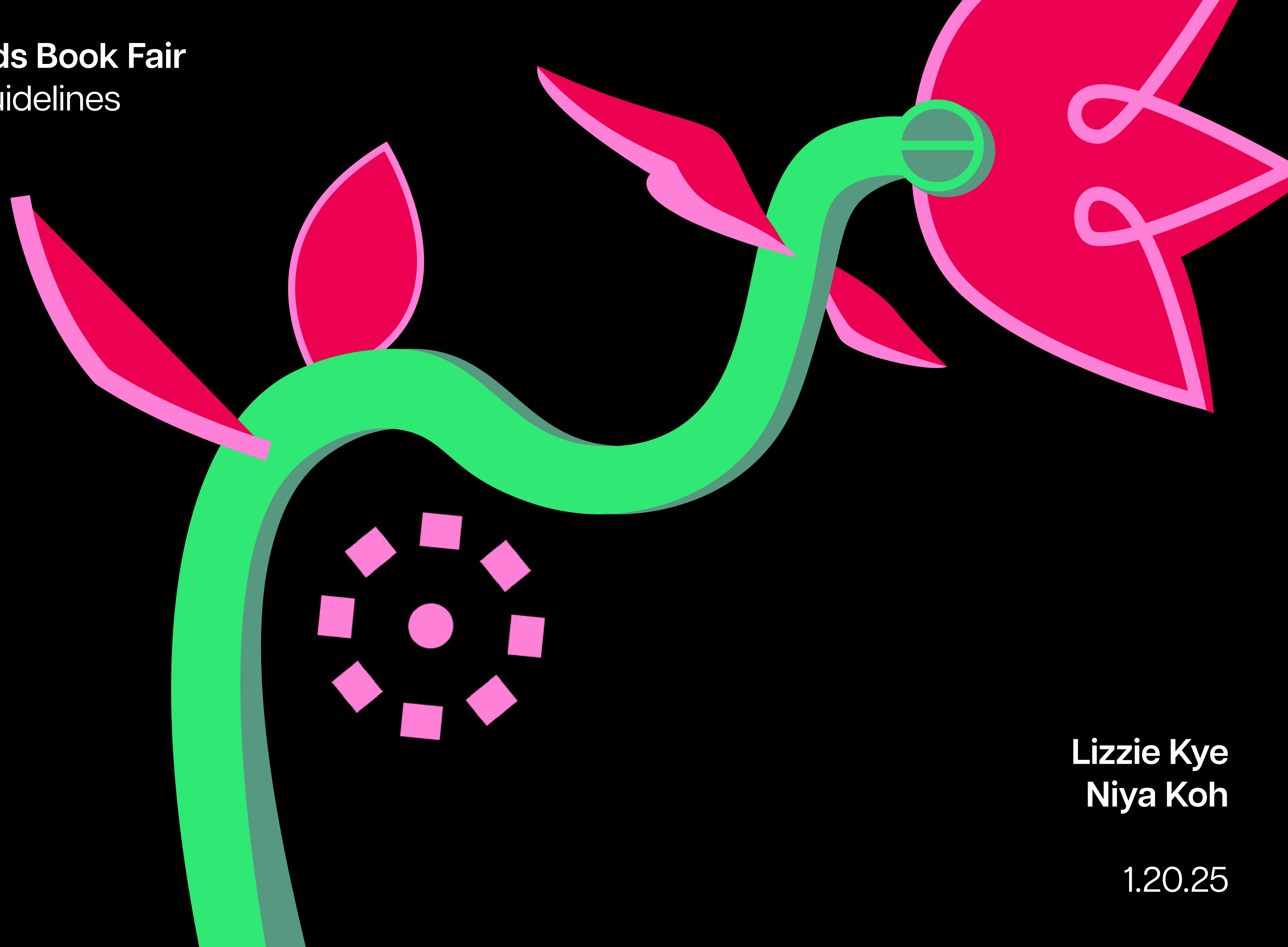


Other Islands Book Fair
Branding Guidelines



Lizzie Kye
Niya Koh

1.20.25

Table of Contents

Introduction

1. Logo

- 1.1 Logo
- 1.2 Logo chart
- 1.3 Logo on white
- 1.4 4-color logo
- 1.5 Additional elements
- 1.6 Wordmark variations

2. Typography

- 2.1 Typefaces
- 2.2 Typography Use

3. Color

- 3.1 Color Palette

4. Applications

- 4.1 11x17 Wall Posters
- 4.2 24x36 A-Frame Signage
- 4.3 Instagram Posts & Stories
- 4.4 Long/Short Sleeve T-shirt Option 1
- 4.5 Long/Short Sleeve T-shirt Option 2

5. Toolkit

Introduction

An Oasis of Creation

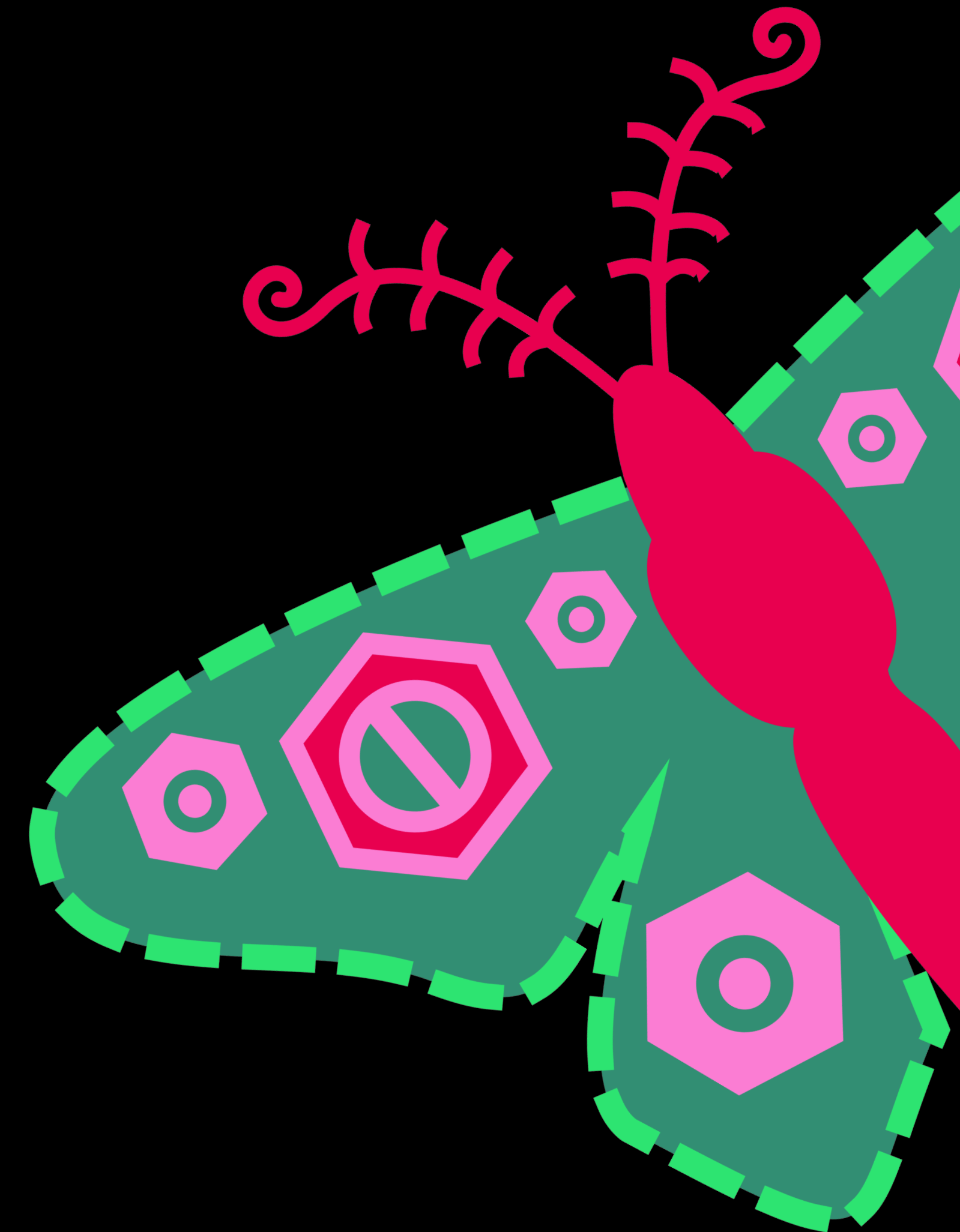
Other Islands Book Fair is organized by Pratt's Graduate ComD Department each year. It is a collective effort to uplift and highlight independent publishers from the community, along with hosting artists' works and activities that explore new ideas.

Throughout the creative process, our goal was to emphasize the value of working together to cultivate a safe space - an island. We based our concept on the idea of a pop-up book representing the "Other Islands". Additionally, the motion logo takes on a whimsical approach inspired by the growth of a garden.

Each element housed on the island represents what the book fair stands for. They have the ability to stand alone or collaborate to create different versions of the logo or promotional material.

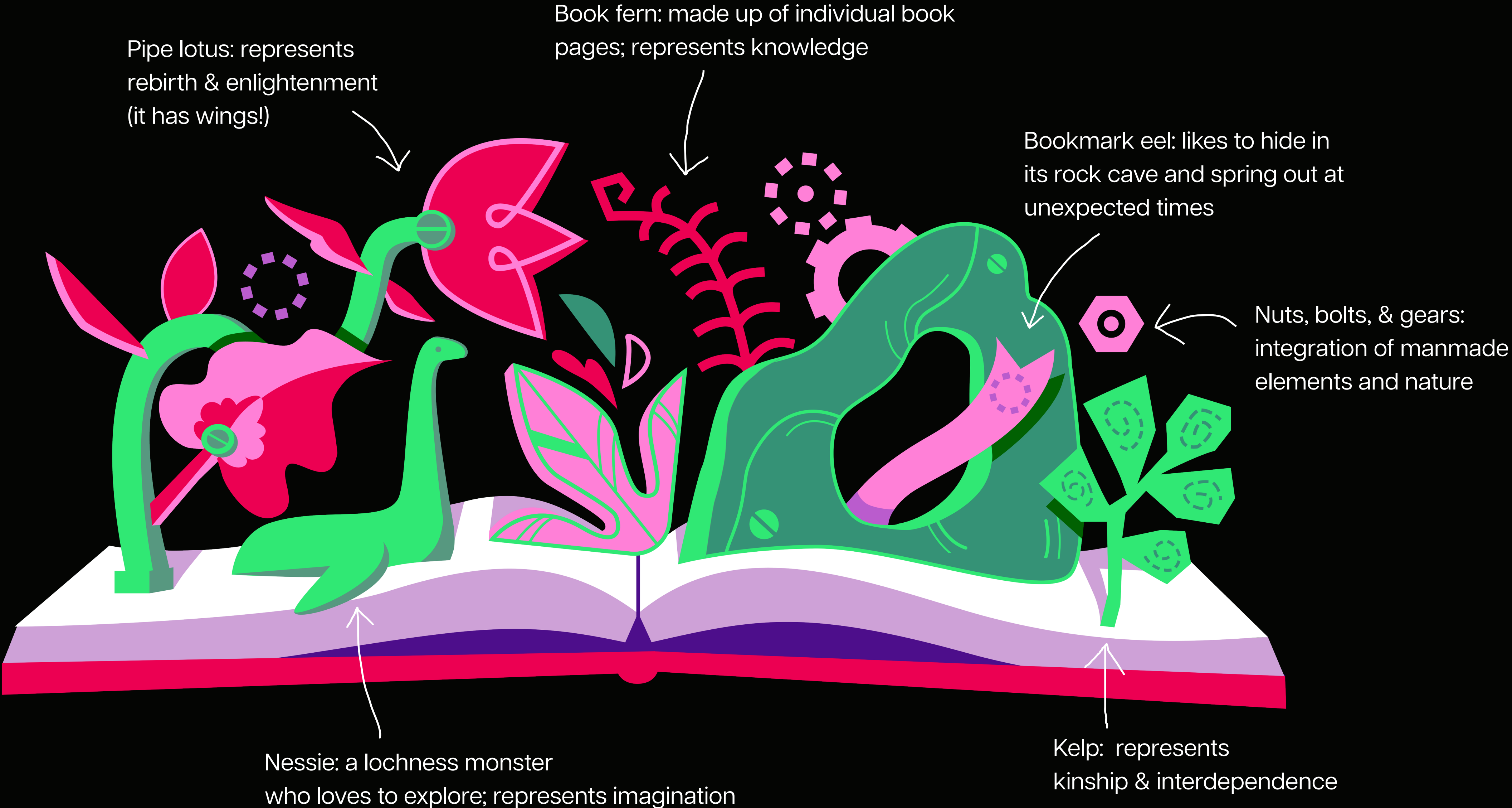
Through the incorporation of industrial hardware, we wanted to communicate touches of the Anthropocene presence to which the book fair's title refers to. We decided to create a transcorporeal representation of how humans are interconnected to the environment.

Our hope is to highlight the dialog of how society is shaped by the environment, and how individuals come together to critique the established ideas within our cultures. Like the book fair itself, our branding is designed to facilitate community, creativity, and a dash of imagination!



1. Logo





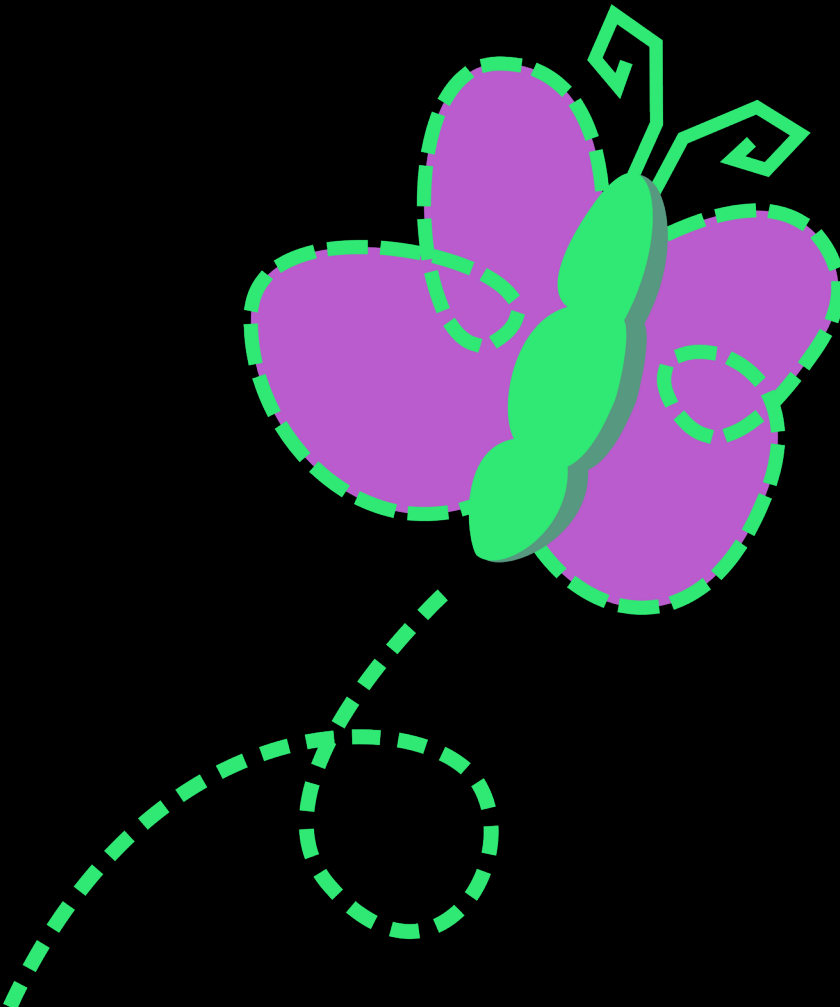




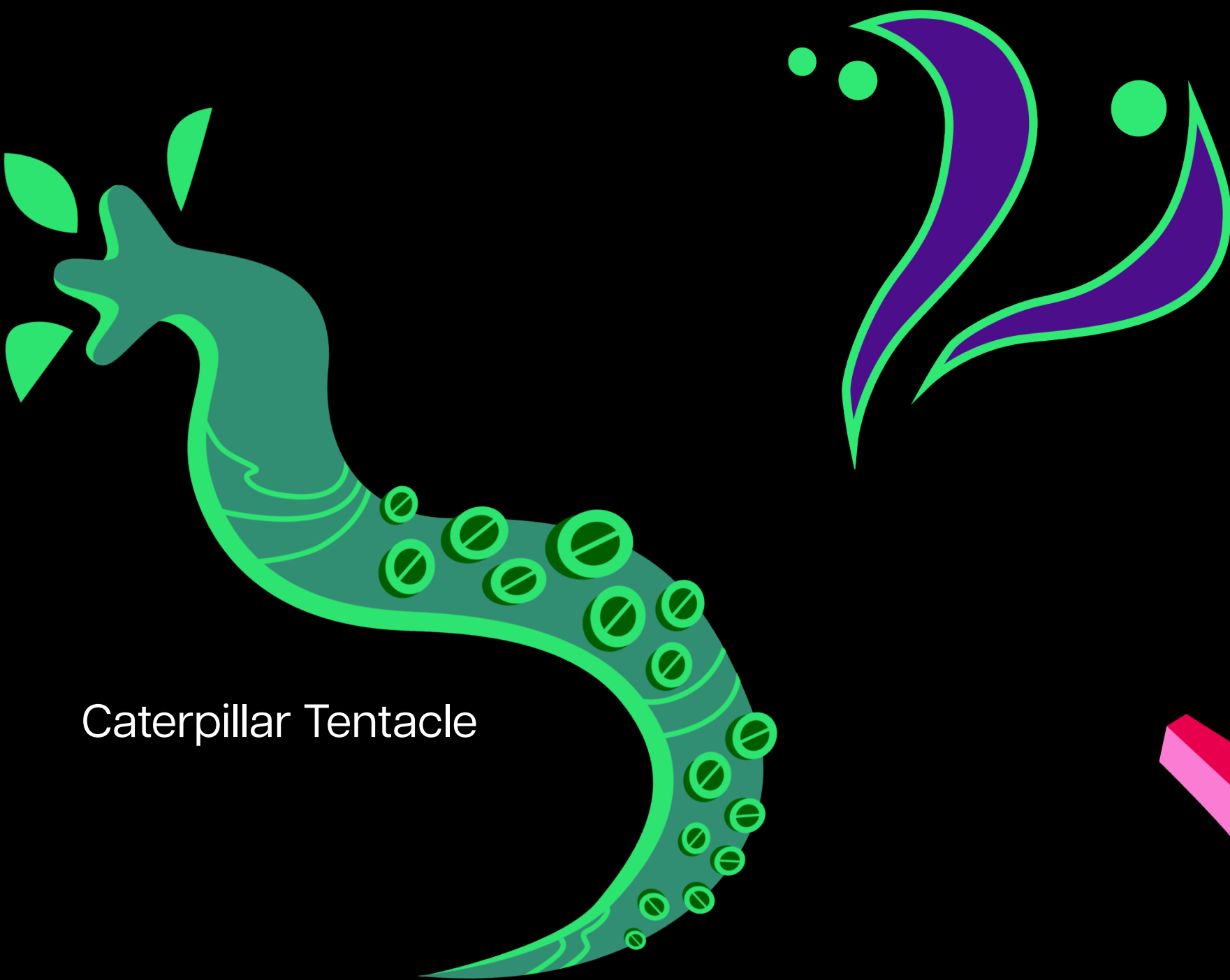
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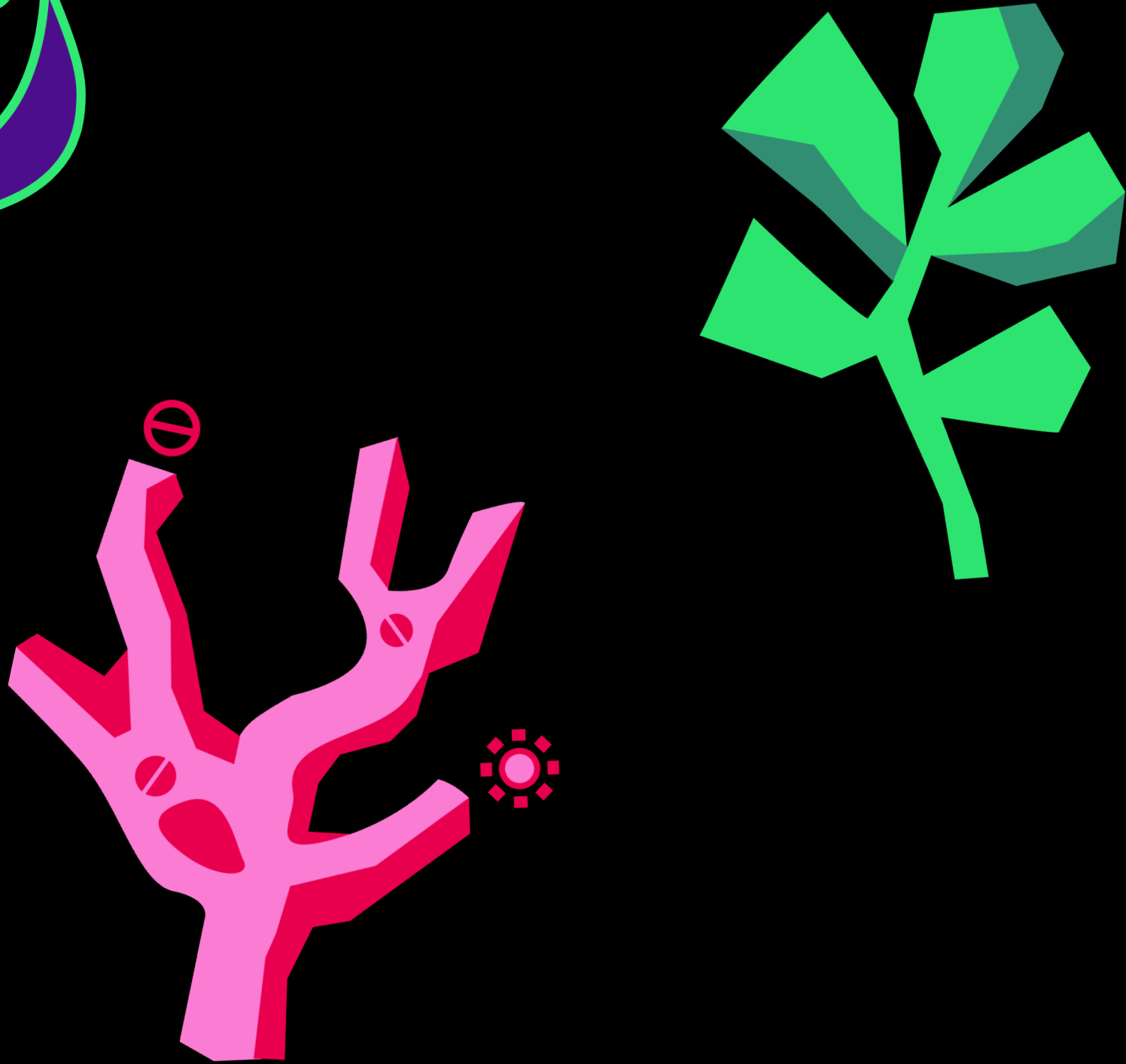
2



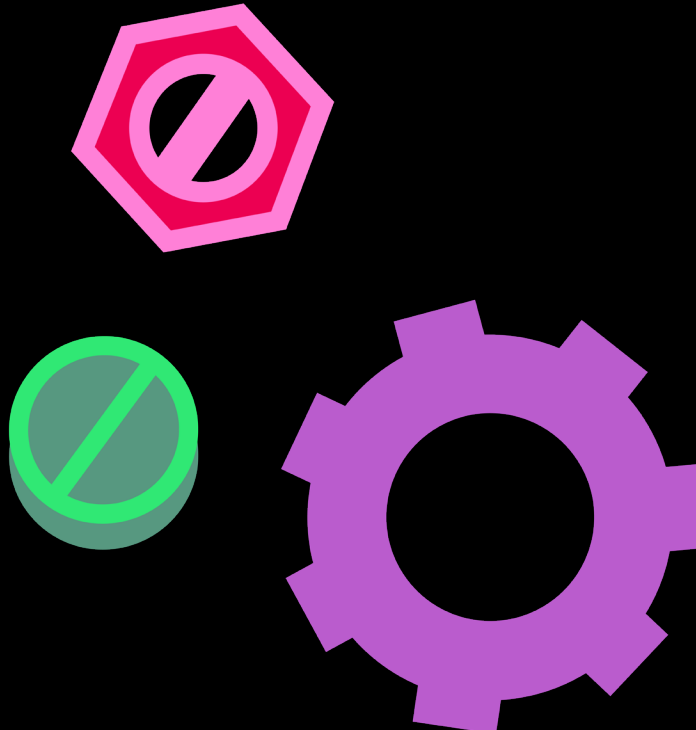
Elusive Butterfly



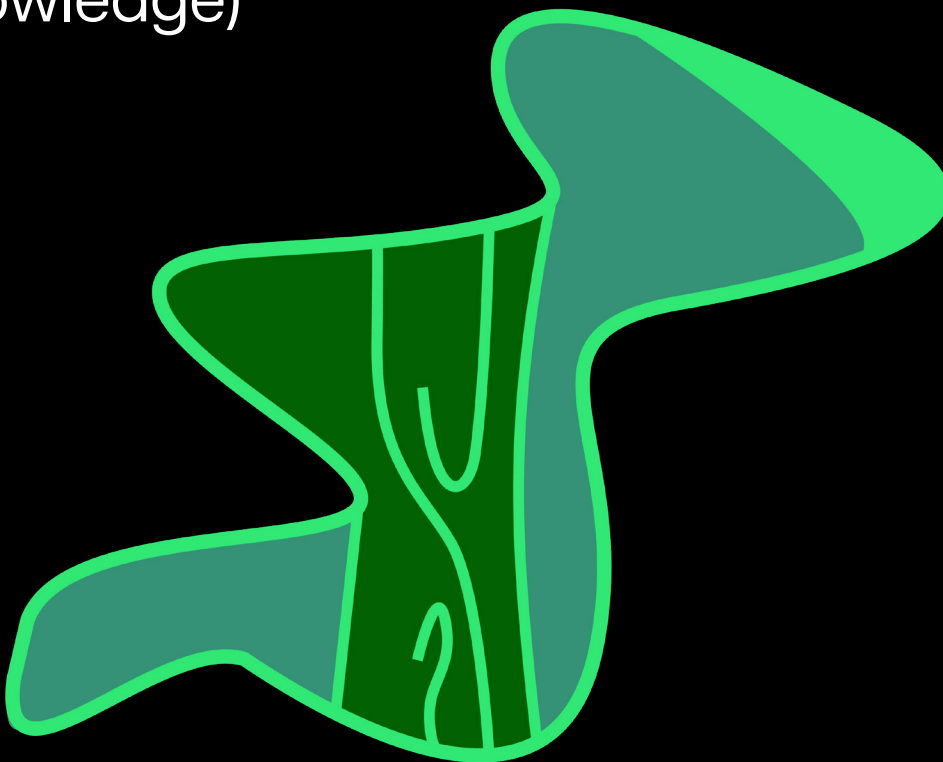
Caterpillar Tentacle



Coral (Roots of Knowledge)



Book Fern Moth



Cavern of Mysteries



2. Typography

2.1 Typefaces

PRIMARY TYPEFACE

Decoy (regular) by Mark Caneso, sourced from Adobe Fonts

Decoy (regular)
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890
!@#\$%^&*()

Inspired by the phrase “Other Islands”, which suggests a magical, faraway land, we selected a robust yet softly curved font to represent the brand logo and to use for headings.

SECONDARY TYPEFACE

Articulat CF (medium) by Connary Fagen, sourced from Adobe Fonts

Articulat CF (medium)
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890
!@#\$%^&*()

Since the promotion of Other Islands Book Fair spans across both digital and print media, Articulat CF was selected as a clear and friendly font that will communicate distinctively across those platforms.

TITLE/HEADERS

Size: 72pt Leading: 47.5pt Tracking: 10

Other Islands Book Fair

About

Exhibitors

Open workshops

Map of Pratt’s Campus

Contacts

Instagram

Credits

BODY COPY LARGE / BODY HEADERS

Size: 60pt Leading: 65pt Tracking: 10

Open to the public and free

Saturday 4/26, Sunday 4/27/25

Pratt Student Union

Get your ticket!

BODY COPY REGULAR

Size: 40pt Leading: 48pt Tracking: 10

Other Islands Book Fair celebrates independent publishing, cultivating communities, and the many activities in between. The event brings together the work of local publishers, community builders, designers and artists on Pratt’s historic Brooklyn campus.

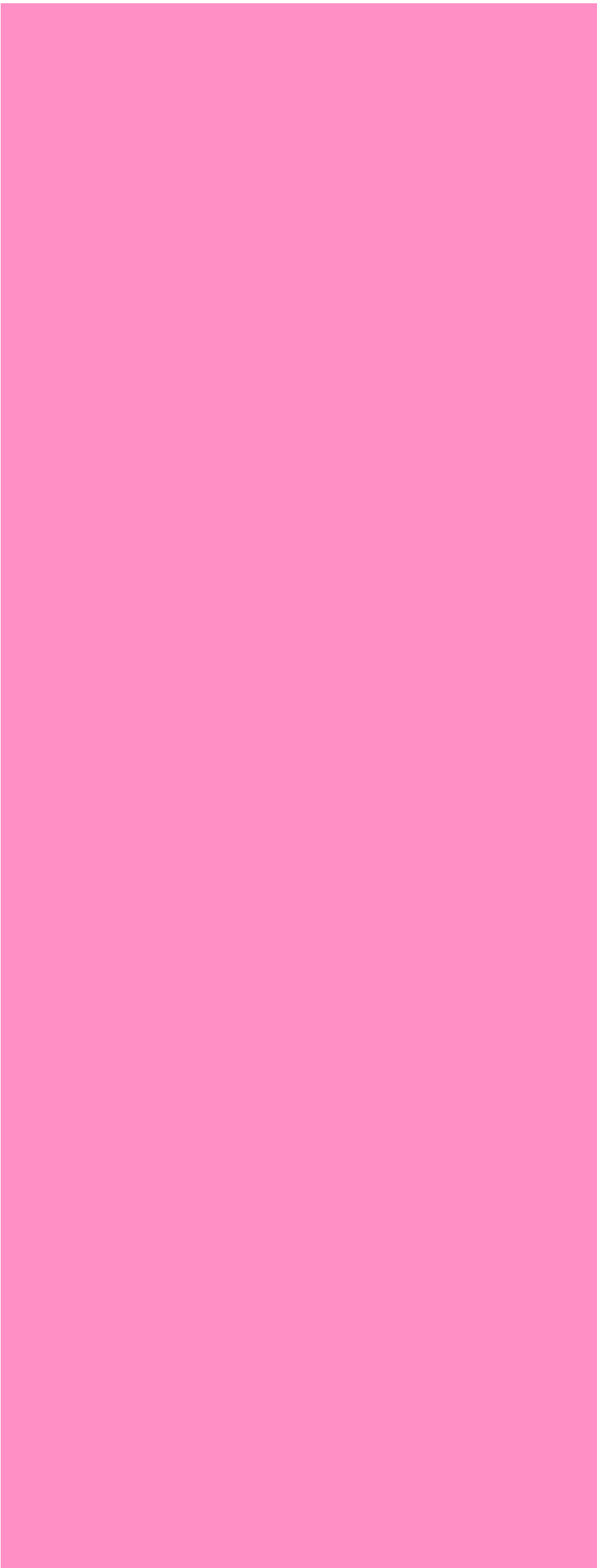
3. Color

3.1 Color Palette

*colors for neon pink and green may need to be adjusted accordingly for CMYK prints



HEX#EB0052



HEX#FF8FC5



HEX#32E875



HEX#359276



HEX#BA5CCD



HEX#CEA1D7



HEX#4D0E8B

4. Applications

4.1 11x17 Wall Posters

Open to the public and free
Saturday April 26th, Sunday April 27th
Pratt Student Union

Get your
tickets online





OTHER ISLANDS
BOOK FAIR

EXHIBITORS

Are Not Books & Publications
Aventures LTD
Bungee Space
Center for Urban Pedagogy (CUP)
Colombia Books on
Architecture and the City
Edition Patrick Frey
Gong Press
8 Ball Community
Endless Editions
Harpy House Press

KGP Monolith
La Revista - Chilean Creatures
Magazine
Lelsure Labor
Head HI
J&L Books
Max Pepper
Open Projects Press
Pioneer Works
Raw Meat Collective
Space Type Co

Pratt's Graduate Communications
Design Department

10x10 Photobooks
TXT Books
Ugly Duckling Presse
Vera List Center
Water With Water
Wendy's Subway

Pratt

Graduate
Communications Design

Open to the public and free
Saturday April 26th, Sunday April 27th
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OTHER ISLANDS
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Max Pepper
Open Projects Press
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Raw Meat Collective
Space Type Co

Pratt's Graduate Communications
Design Department

10x10 Photobooks
TXT Books
Ugly Duckling Presse
Vera List Center
Water With Water
Wendy's Subway

Pratt

Graduate
Communications Design

4.2 24x36 A-Frame Signage



4.3 Instagram Posts & Stories



4.4 Long/Short Sleeve T-shirt Option 1



4.5 Long/Short Sleeve T-shirt Option 2



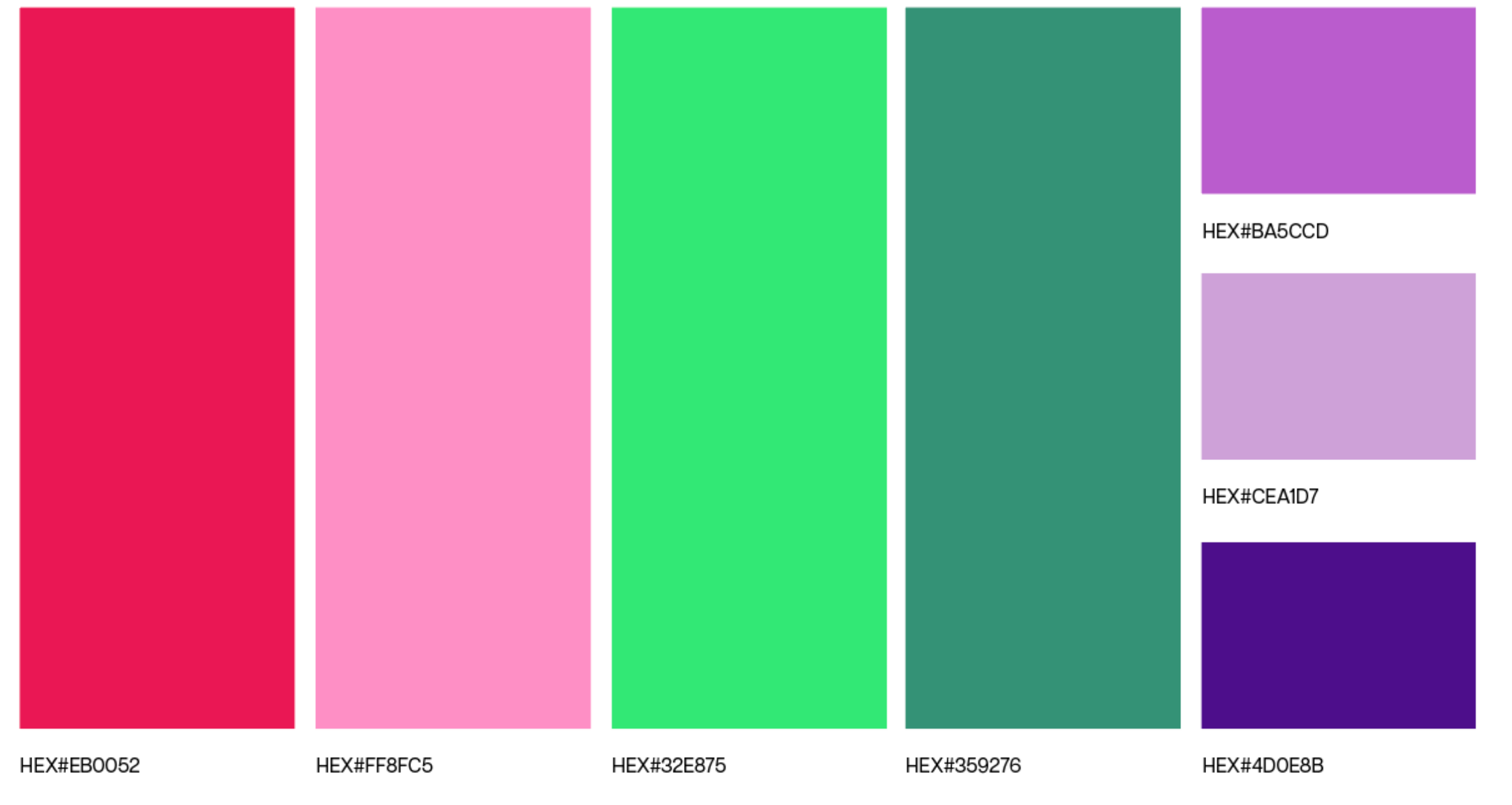
5. Toolkit



About

Other Islands Book Fair celebrates independent publishing, cultivating communities, and the many activities in between. The event brings together the work of local publishers, community builders, designers and artists on Pratt's historic Brooklyn campus.

Primary: Decoy (regular) Secondary: Articulat CF (medium)



Sources

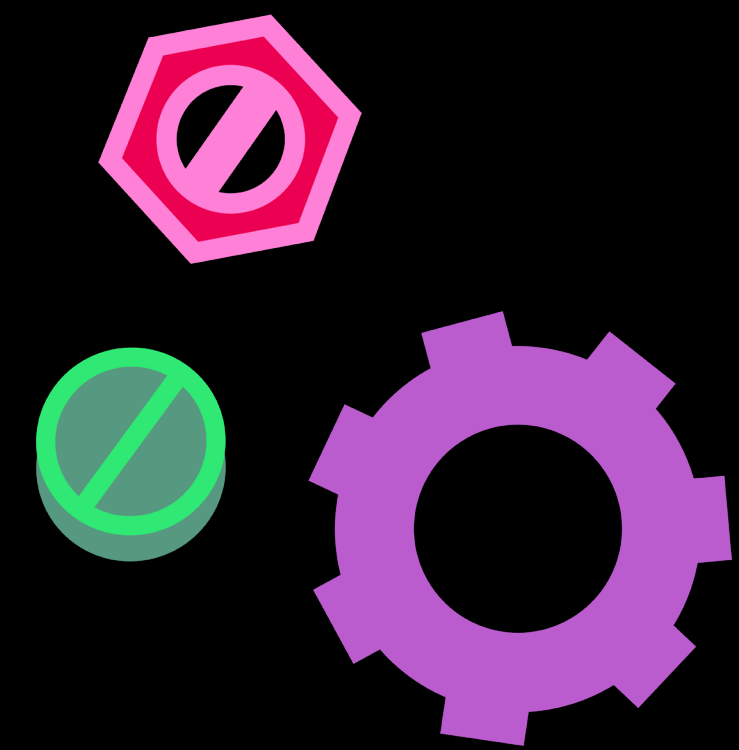


Image assets for the photo mockups were found on Adobe Stock:

- https://as2.ftcdn.net/jpg/03/79/93/41/1000_F_379934132_aWaWmLiVyvaOgAdyAyneEATAR8lr2UIS.jpg
- https://as1.ftcdn.net/v2/jpg/08/79/73/64/1000_F_879736494_mxzvdxEwqpF3Pj0tRQUCZYvErvOUWYMX.jpg
- https://t3.ftcdn.net/jpg/09/01/35/70/360_F_901357070_hKaz36DTzURXOornRmxYbXHck92Lcg95.jpg
- https://as2.ftcdn.net/v2/jpg/09/58/92/07/1000_F_958920787_4QBUZ5sXBDrp8hpjpLNEXppzDnODCp58.jpg

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