

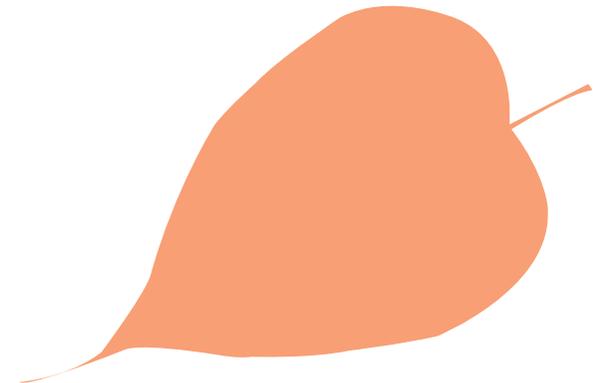
The logo features a dark grey, stylized leaf shape with a stem on the right side. The text "Woodland Story Time Press" is centered within the leaf in a white, serif font.

Woodland
Story Time
Press

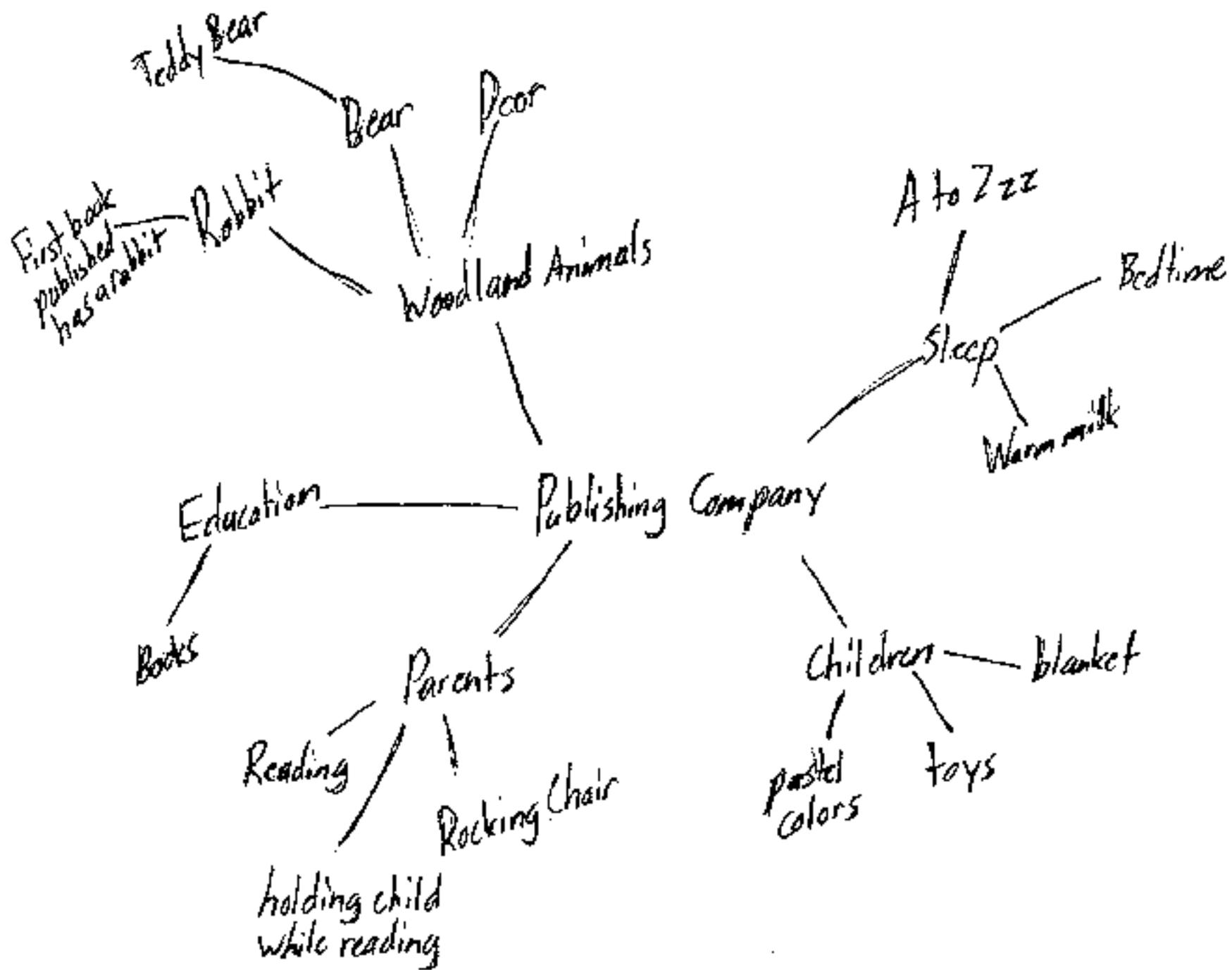
A Branding Guide

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My start-up publishes books
that put toddlers to sleep
within five minutes.



Sleepy Time Press

Teddy Bear Brigade

Rocking Chair Press

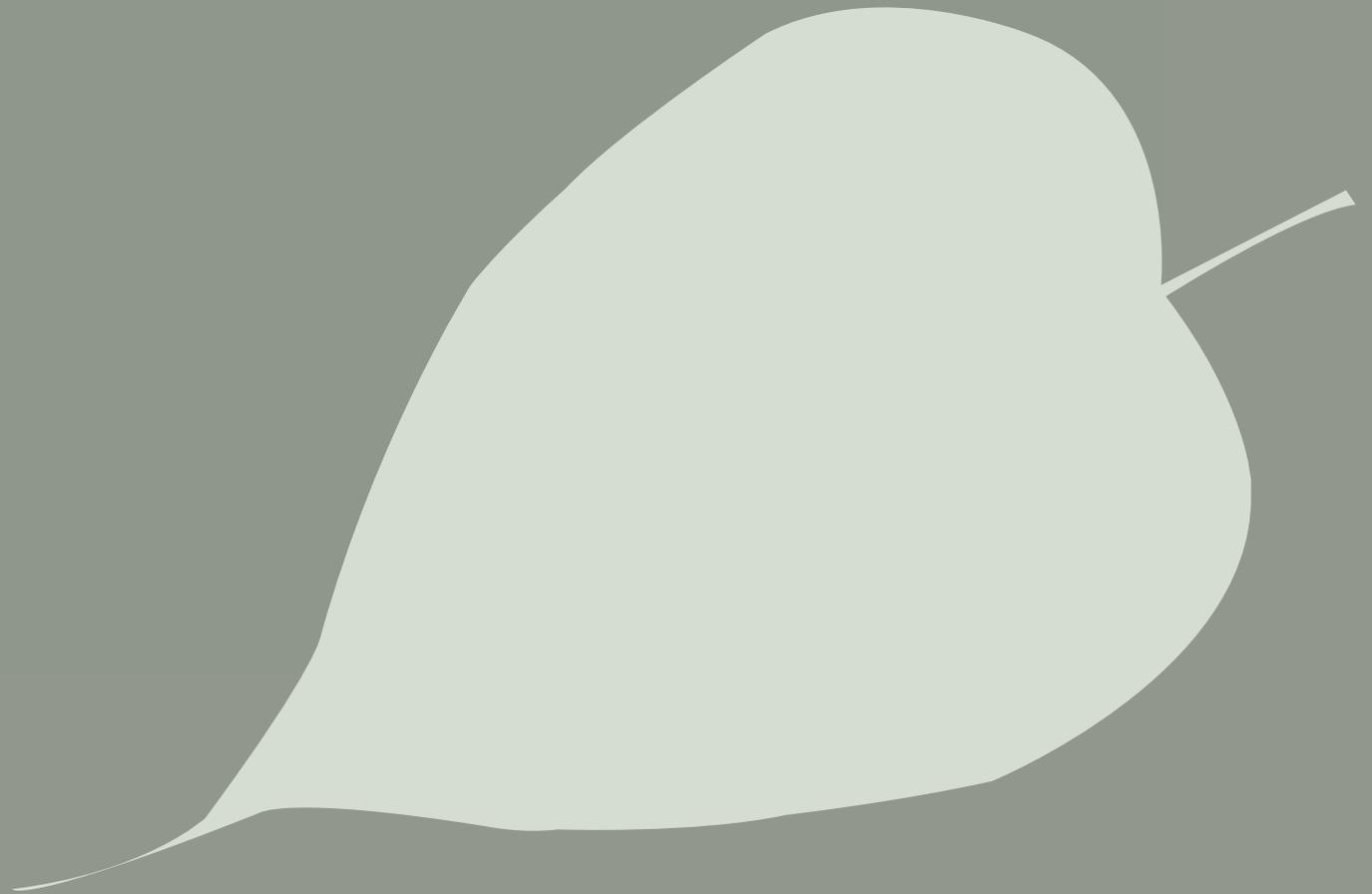
Woodland Story Time Press

Green Rabbit Press

1. Whimsical

2. Imaginative

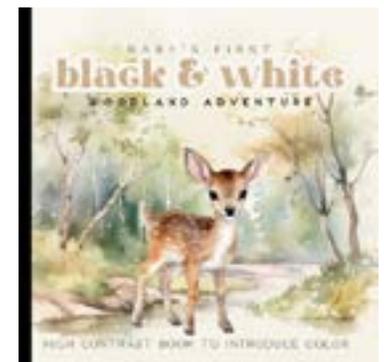
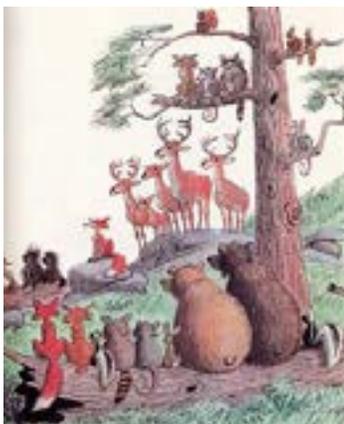
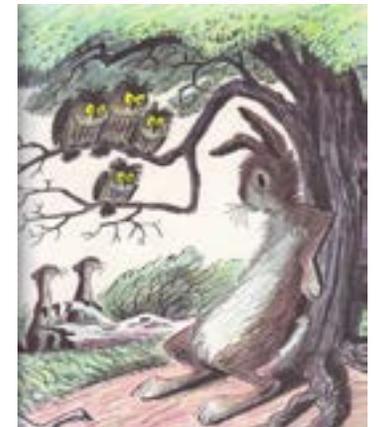
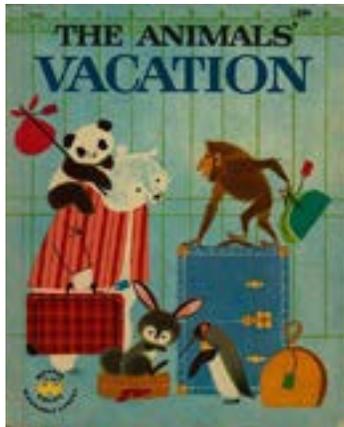
3. Educational



Contemporary References



Historical References



Woodland Story Time Press

Woodland
Story
Time
Press



W
S
T
P



Woodland Story
Time Press



Woodland
Story Time Press

Woodland
Story Time Press

WSTP
PRESS



Woodland Story
Time Press

WOODLAND STORY TIME PRESS

Woodland
Story
Time
Press

WOODLAND
STORY TIME
PRESS



Woodland Story Time Press

Woodland
Story Time Press

WSTP



WOODLAND STORY TIME PRESS

Final Five



Woodland
Story
Time
Press

Woodland Story Time Press

Woodland
Story
Time
Press



Woodland
Story Time
Press

Logotype in Black and White



Color Story



TOYO 0251



TOYO 0627

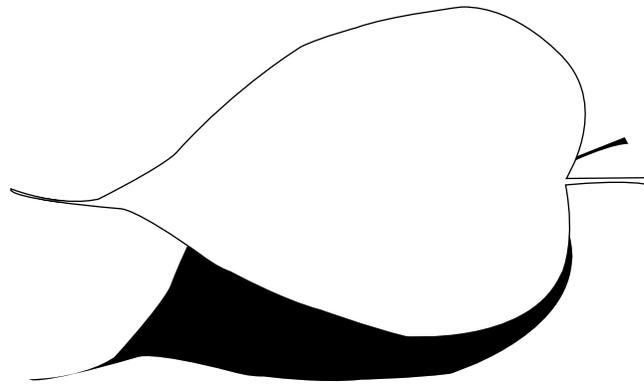
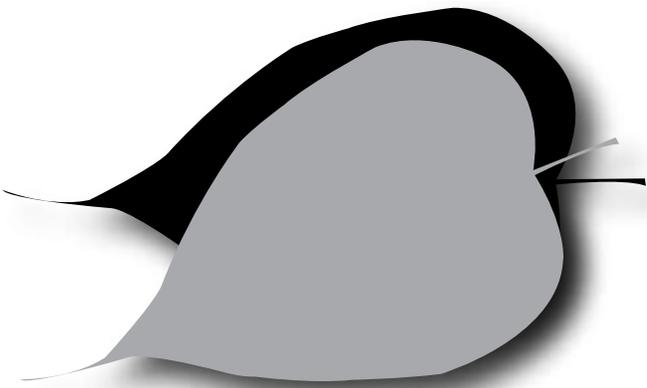
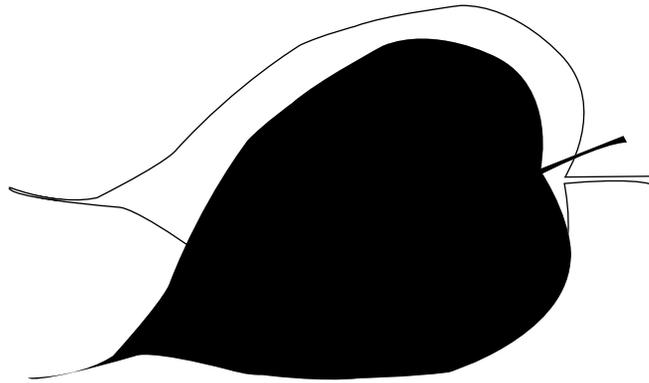
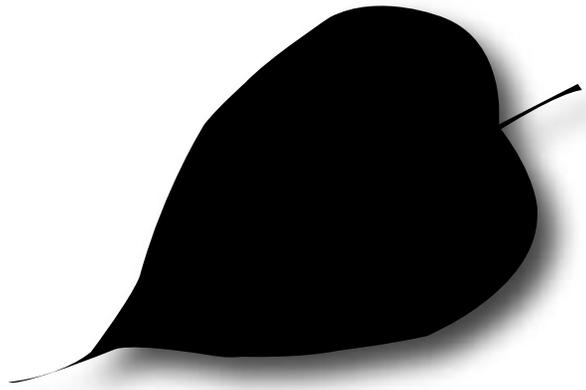
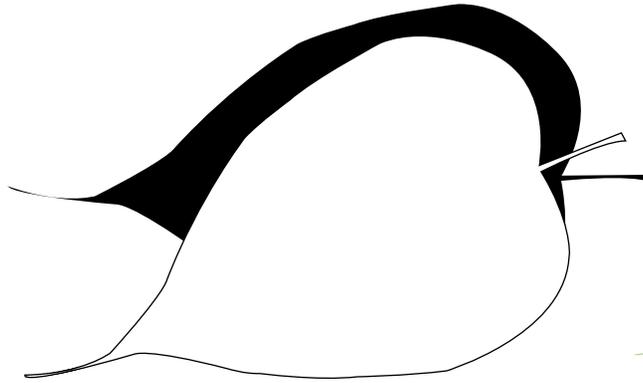


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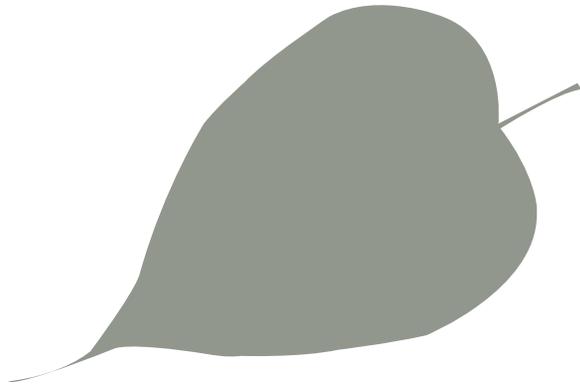
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Woodland
Story Time
Press

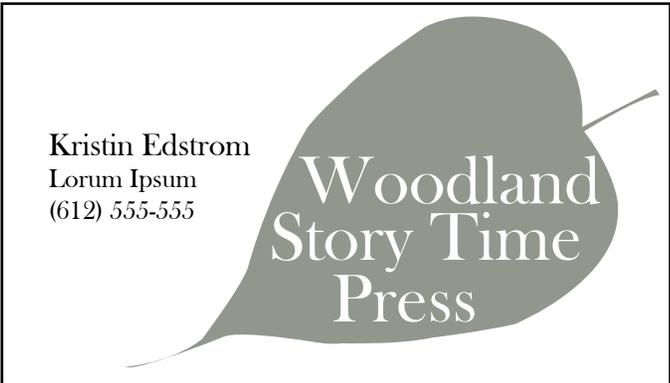
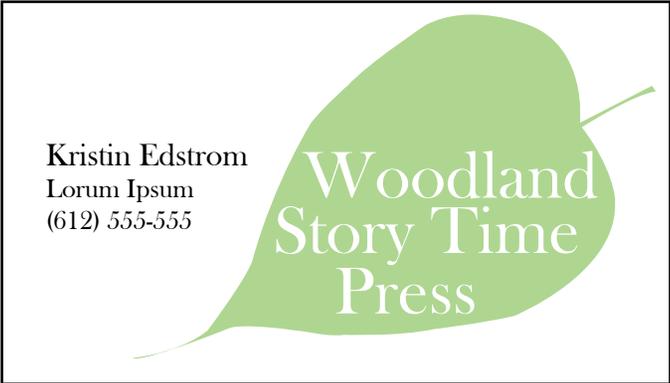
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When creating marketing copy use Baskerville Old Face, and a drop cap when it allows. This gives the impression that the reader is reading a storybook. First letter should be twice as large as the rest of the copy.

Use only the leaf icon when the text of the logo is not legible (smaller than 9pt font in print and web).

Application 1



Application 2

Application 3

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Little Brown Rabbit Kristin Edstrom

Little Brown Rabbit

by Kristin Edstrom



Application 4



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