

# **Anisfield-Wolf Book Awards\***

Brand Guide v\_0.1

# Typefaces

## Source Serif Pro

An open source font by Adobe, available for free through [Google Fonts](#).

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\*

## Source Sans Pro

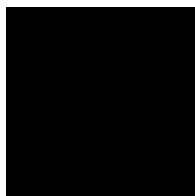
An open source font by Adobe, available for free through [Google Fonts](#). Designed to work well in user interfaces and a companion to Source Serif Pro.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\*

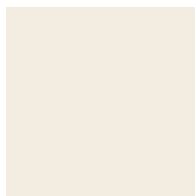
# Colors

For digital/screen only (colors for print media coming soon)

## Primary



**Black**  
Hex: #000000  
RGB: 0, 0, 0



**Beige**  
Hex: #F2EDE0  
RGB: 242, 237, 224



**Red**  
Hex: #D15140  
RGB: 209, 81, 64



**Yellow**  
Hex: #EDCC57  
RGB: 237, 204, 87

## Secondary



**Orange**  
Hex: #EF874B  
RGB: 239, 204, 87



**Green**  
Hex: #86BD7D  
RGB: 134, 189, 125



**Blue**  
Hex: #4A7993  
RGB: 74, 121, 147



**Violet**  
Hex: #43496D  
RGB: 67, 73, 109

# Asset Matrix

Image assets currently available only for use on digital media. All assets are in PNG format with a transparent background.

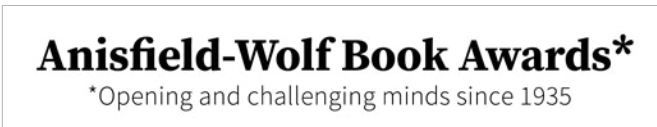
Assets to use on white or light colors  
(shown on white)



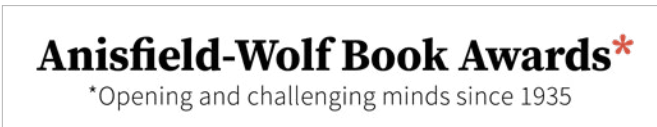
logotype-black.png



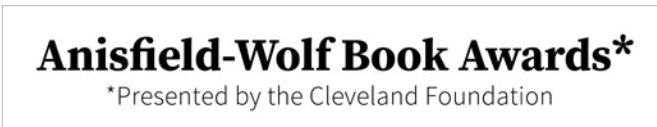
logotype-black-red.png



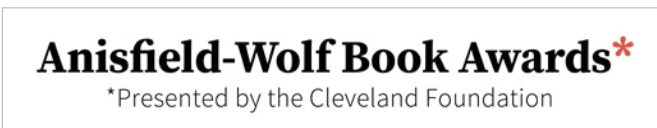
lockup-tag-black.png



lockup-tag-black-red.png



lockup-cf-black.png



lockup-cf-black-red.png



monogram-awba-black.png



monogram-awba-black-red.png



monogram-aw-black.png



monogram-aw-black-red.png

Assets to use on black or dark colors  
(shown on black)



logotype-white.png



logotype-white-yellow.png



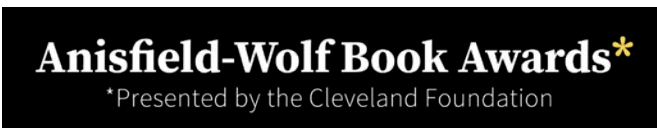
lockup-tag-white.png



lockup-tag-white-yellow.png



lockup-cf-white.png



lockup-cf-white-yellow.png



monogram-awba-white.png



monogram-awba-white-yellow.png



monogram-aw-white.png



monogram-aw-white-yellow.png