



BRAND GUIDELINE.

Creative Brand
Guideline

Sweetheart Publishing is committed to encouraging the art of creating with both passion and heart. Our mission is to empower creators by providing them with the platform to share their work with the world. Through a blend of innovative publishing strategies and personalized support, we strive to bring, meaningful, diverse, and inspiring content to many. At sweetheart, publishing, we believe in the power of creativity to connect hearts.

MISSION STATEMENT.

PRIMARY LOGO



Our logo is an elegant representation of our name Sweetheart Publishing. We created this logo with the thought of continuation and emergence. As you can see the drawing is shaped as a candy (representing sweet) and the ends of the candy wrapper are shaped as hearts.

SECONDARY LOGOS

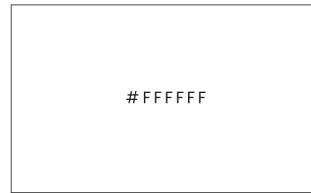


BRAND FONTS

Sheila Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Sabon LT Pro Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

COLOR PALETTE



IN USE

