

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](#).

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMONPQRSTU
VWXYZ
1234567890*

Source Sans Pro

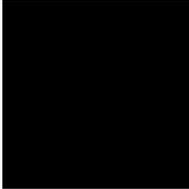
An open source font by Adobe, available for free through [Google Fonts](#). Designed to work well in user interfaces and a companion to Source Serif Pro.

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMONPQRSTU
VWXYZ
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