abiblio

reading made simple.

abiblio

Abiblio is a brand built on the idea that reading should be accessible to all and is developed especially with Dyslexic high school students in mind. The logo is simple and avoids capital letters and italics to help with readability issues.

abiblio

#28448D

abiblio

#231f20

abiblio

#ffffff

abiblio ☐ 1 inch or 96 pixels wide

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Abiblio's tagline is an important part of the brand's positioning. Design choices should prioritize simple, accessible user experiences. The logo variation including the tagline should be used larger than the primary mark (see sizing guidelines).

abiblio

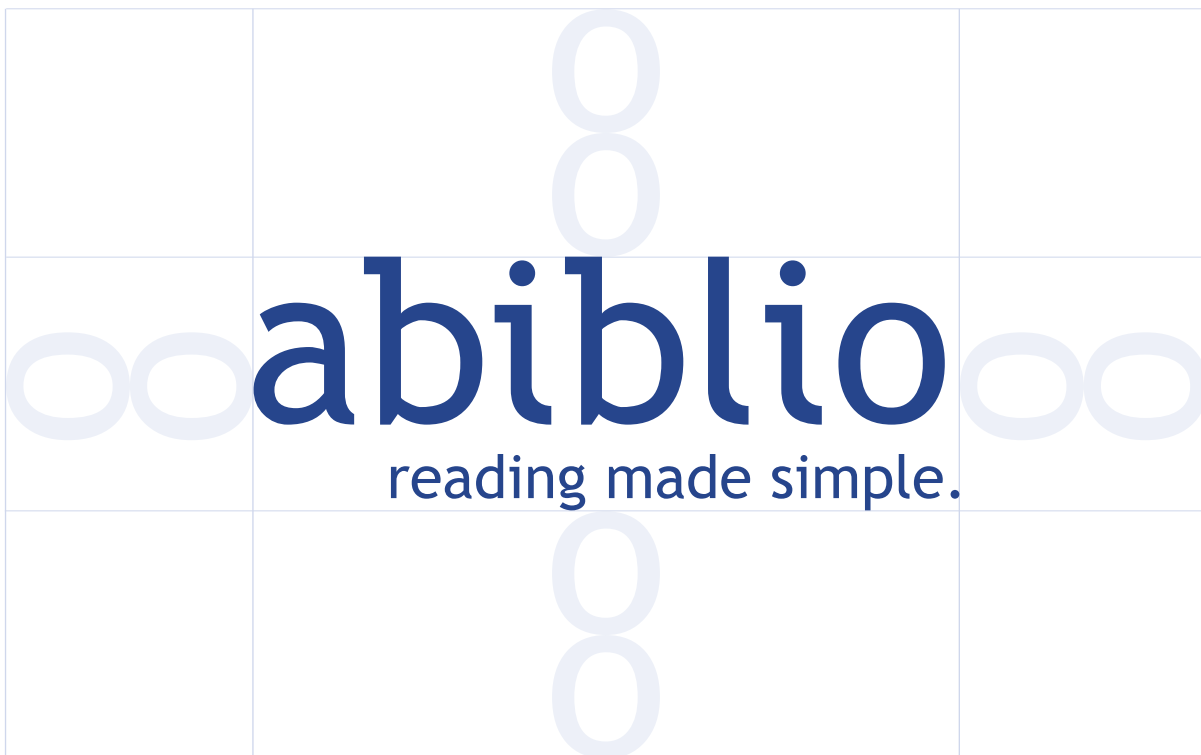## reading made simple.

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Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trebuchet MS Regular was chosen as the brand typeface and as the base for the logotype because its unique letterforms and wide counters make it very readable and more accessible to those with Dyslexia or visual impairments, and more.

Hex: 28448D

C: 97   R: 39
M: 85   G: 69
Y: 12   B: 141
K: 2

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Please avoid these, and any other, distortions of Abiblio's logo including incorrect color, proportions, and spatial relationships. This is not an exhaustive list, but includes some of the most common distortions to avoid when designing.

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