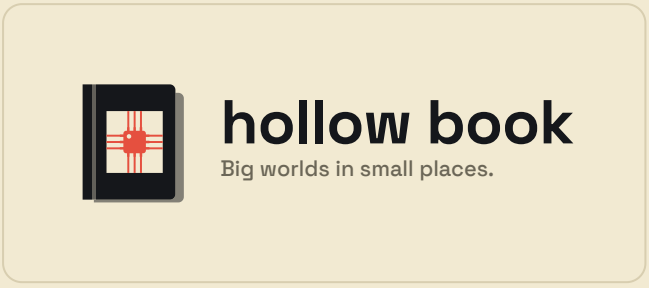
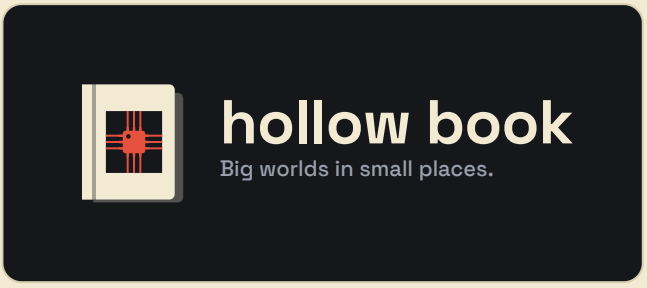
Brand guide

How to show the Hollow Book name and logo. For press, platforms and partners.

01 The mark

A closed hardcover with a rectangular hollow cut through it and a red chip inside, wired to the edges of the hollow. It comes from the film prop of a hollowed-out book hiding something valuable, and it says what we make: **big worlds in small places.** The chip is always signal red. The hollow and the chip's pin-1 dot are real holes, so whatever is behind the mark shows through.





02 Logo versions



Primary lockup · light



Primary lockup · dark



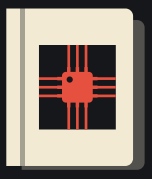
Wordmark · light



Wordmark · dark



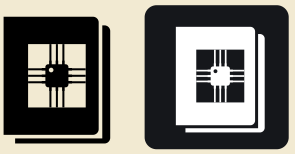
Mark · light



Mark · dark



App icon tile

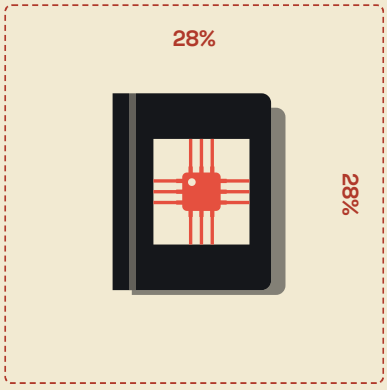


Mono black / white

VERSION	USE IT FOR
Primary lockup	Default. Mark, name and slogan. Light version on light backgrounds, dark on dark.

Wordmark	Mark and name, no slogan. Headers, footers, credits, anything under 240 px wide.
Mark alone	Avatars, favicons, app icons, anywhere the name is already shown nearby.
App icon tile	Stores and home screens only.
Mono	One-colour print, engraving, embroidery, watermarks. Not for screens.

03 Clear space and minimum size



Clear space = 28% of the mark's height, on every side



16 px / 5 mm
mark



120 px / 30 mm
wordmark



200 px / 50 mm
lockup

Nothing else, including other logos, text or the page edge, comes inside the clear space. Below the minimum size, step down to the next simpler version.

04 Colour

Bone
`#f2ead2`
242 234 210
Primary background

Charcoal
`#15171b`
21 23 27
Dark background

Signal red
`#e5503f`
229 80 63
The chip, nothing else

Muted · dark
`#9aa0ad`
154 160 173
Slogan on dark

Muted · light
`#6b6657`
107 102 87
Slogan on light

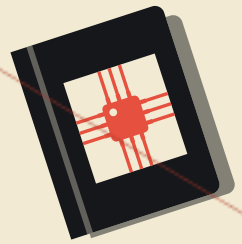
Only these colours appear in the logo. On photographs or busy backgrounds, put the logo on a solid bone or charcoal panel, or use the mono version.

05 Typography and the name in text

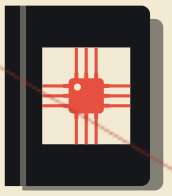
The wordmark is set in **Space Grotesk Bold**, the slogan in Space Grotesk Medium (SIL Open Font License). The wordmark is artwork: use the SVG, never retype it. For your own text around the logo, use your own typeface.

- Write **Hollow Book**, two words, both capitalised, in running text. The logo is lowercase; prose is not.
- Never ”Hollowbook”, ”HollowBook”, ”Hollow-Book” or ”HB”.
- The slogan is ”Big worlds in small places.” with the full stop. Use it verbatim or not at all.
- Legal line when needed: ”Hollow Book and the Hollow Book logo are trademarks of Hollow Book (registration pending).”

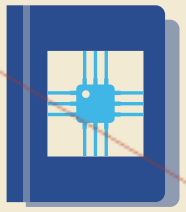
06 Don’t



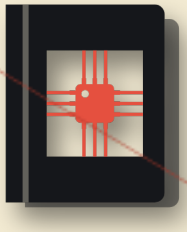
× Rotate or tilt



× Stretch or squash



× Change colours



× Add shadows or effects

hollow book

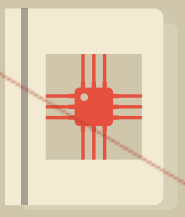
× Outline or hollow the type

Hollow Book

× Retype in another font



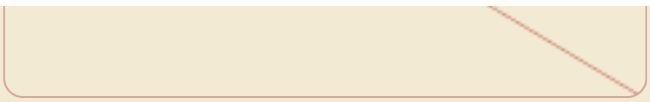
× Busy backgrounds without a panel



× Low contrast (wrong version)

Made by for you

× Use the mark as a word or icon in a sentence



Also: don’t rearrange the mark, name and slogan; don’t merge it with another logo into one shape; don’t animate it without asking; don’t use earlier marks or working names. Only the files in this repository are current.

07 Co-branding and social

Place the Hollow Book lockup and a partner logo side by side with at least two clear spaces between them, at similar visual weight. Our logo keeps its own background colour. ”Published by”, ”In partnership with” and similar text goes above or between the logos in your typeface, never inside our clear space.

For social media use the files in `media/social/`. Avatars keep the mark inside the central 60% so circular crops are safe; do not crop or resize them yourself. Banners already respect each platform’s safe area.

08 Permissions

You may use the logo and name to refer to Hollow Book and its games in reviews, news, store listings, event materials and platform features without asking, as long as you follow this guide and do not imply endorsement or partnership. Merchandise, co-branded products, modified logos and any use that suggests a relationship with Hollow Book need written approval.

Files: vector masters in `brand/`, ready-made sizes in `media/`. Prefer SVG for print and web, PNG where SVG is not accepted.
