



**BLOOM**  
BOOKS

# BRAND IDENTITY



Bloom Books

Designed by: CD Creative



# OVERVIEW

Welcome to Bloom Books, where every story is a journey and every reader is part of our community. Whether you're a long-time romance reader or just beginning your literary love affair, we're here to celebrate the **magic of storytelling**, the thrill of falling for fictional characters, and the joy of sharing beloved books. This brand refresh embraces the **elegance, romance, and timeless charm** that define Bloom Books, refining our visual identity while staying true to the heart of our brand. By modernizing our logo and enhancing our imagery, we aim to create a more sophisticated and cohesive look that speaks to our audience's passion.

While maintaining the signature color palette, this redesign introduces a more **polished aesthetic** with refined typography, delicate yet evocative visuals, and a logo that embodies warmth and sophistication. The new identity ensures that every touchpoint, from book covers to social media, reflects the emotions found within our stories—**inviting, aspirational, and unmistakably Bloom Books.**

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01

# INTRODUCTION



# ABOUT US

Bloom Books is a **romantic brand** dedicated to **women** who cherish love stories, strong heroines, and swoon-worthy moments. Focused on authors with established community platforms, Bloom Books offers a unique publishing approach that allows writers to retain creative ownership while benefiting from the power of a top publisher. With strong retail partnerships and deep distribution networks, we help bring compelling, heartfelt romances to the readers who adore them. Our mission is to **elevate romance literature** by giving authors the freedom to tell their stories authentically while ensuring their books reach a **passionate**, engaged audience.

At its core, Bloom Books is more than a publisher—it's a celebration of romance and the women who love it. We create a space where readers can indulge in their favorite love stories, connect with fellow romance fans, and stay close to the authors who inspire them. Whether you're a devoted reader or just beginning your journey into the genre, Bloom Books invites you to be part of a community that **embraces passion, fantasy, and the timeless magic of love.**

# LET'S START

## What are we doing and why?

- **Outdated Logo & Visual Identity** – The previous logo and branding no longer aligned with the modern romance publishing industry or the expectations of today's readers. It lacked the sophistication and elegance that define Bloom Books.
- **Lack of Emotional Connection** – The old imagery and design failed to evoke the warmth, passion, and immersive experience that romance readers seek in their favorite books and publishers.
- **Missed Opportunity for Brand Recognition** – With the rise of digital and social media marketing, the outdated branding didn't translate effectively across platforms, making it harder to establish a strong, recognizable presence.
- **Need for a More Cohesive Identity** – The previous brand elements lacked a clear, unified direction, making it challenging to create a seamless experience across book covers, marketing materials, and online engagement.

This refresh ensures that Bloom Books presents itself as a sophisticated, romantic, and timeless brand—one that resonates deeply with its audience and strengthens its position in the romance publishing industry.

# BRAND TONE

Elegant  Playful

Femenine  Masculine

Timeless  Trendy

Casual  Professional

Brand tone is a key element when reworking a brand identity. As a romance focused publisher, for Bloom Books we wanted to make the assets a timeless mark that represents the work they do.

From colors, to imagery, to font styles, our goals was to keep the tone of the brand more so elegant with a hint of playfulness, a complete feminine identity, but leaning more towards the professional brand look.

This tone will carry through not only the logo, but the branding, marketing, and website design.



02

**LOGO**





# LOGO DESIGN

The logo is designed to be timeless, elegant, and seamlessly integrated with the brand's identity.

The logo stamp modernizes the signature "B" by transforming its top curve into a vase for a blooming flower, symbolizing storytelling. Subtle marks on the left resemble a shelved book, reinforcing Bloom Books' publishing roots while maintaining a minimalist look.

For the horizontal logo, we use an elegant, legible typeface with "BLOOM" as the focal point. Here, the "O" becomes the vase for the blooming flower, creating a cohesive, sophisticated design that marks every Bloom Books publication with distinction.



# CLEAR SPACE AND FORMAT

To maintain clarity and balance, the Bloom Books logo requires clear space equal to the height of the blooming flower on all sides. This ensures legibility and prevents visual clutter. The structured proportions and precise alignments create a harmonious, classic design, reinforcing the brand's elegance and sophistication across all applications.





03

# COLOR



# BRAND COLORS

Bloom Books' color palette blends boldness with elegance, staying true to its original identity while introducing fresh accents. The signature black and hot pink shades honor the brand's long-standing presence, maintaining its recognizable and vibrant aesthetic. Light pink and yellow serve as complementary accents, adding warmth and contrast to balance the bold tones, creating a sophisticated yet dynamic visual identity.

## BLACK

#000000

RGB: 0 0 0

CMYK: 60% 40% 40% 100%

## BOOKISH PINK

#EE346F

RGB: 238 52 111

CMYK: 0% 93% 34% 0%

## BLOOM PINK

#E92063

RGB: 233 32 99

CMYK: 2% 98% 42% 0%

## FLOWER PINK

#F8BFD0 RGB: 248 191 208 CMYK: 0% 31% 4% 0%

## DAFFODIL YELLOW

#FFD54D RGB: 255 213 77 CMYK: 0% 15% 81% 0%

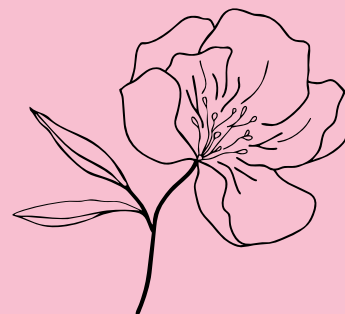
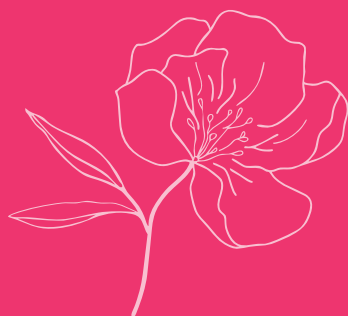
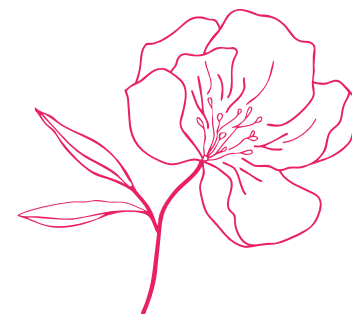
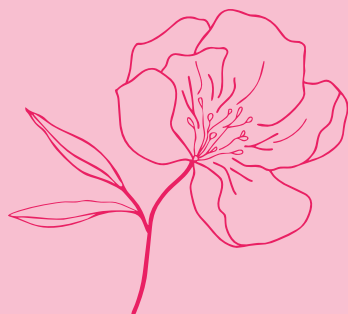
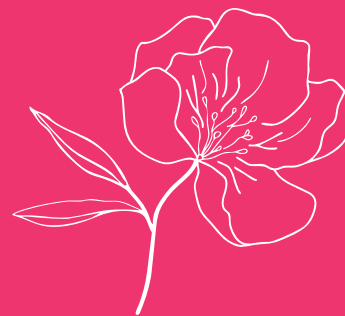
## WHITE

#FFFFFF RGB: 255 255 255 CMYK: 0% 0% 0% 0%

# COLOR USAGE

To maintain consistency in Bloom Books' visual identity, specific color combinations should be used thoughtfully.

When layering over black or the two dark pinks, only white and light pink assets should be used for contrast and readability. Conversely, when layering over light pink, yellow, or white, use hot pink or black assets to ensure a bold and cohesive look.



A vibrant red background featuring a repeating pattern of stylized floral motifs in a lighter shade of red. The flowers are detailed with leaves and stems, creating a dense, textured effect.

**BLOOM**  
BOOKS

A bright yellow background with a repeating pattern of stylized floral motifs and stacks of books. The floral elements are in a light yellow, while the book stacks are in a slightly darker yellow, creating a subtle contrast.

**BLOOM**  
BOOKS

A bright yellow background with a repeating pattern of stylized floral motifs in a slightly darker yellow. The pattern is consistent with the other designs, featuring detailed flowers and leaves.

**BLOOM**  
BOOKS

A soft pink background with a repeating pattern of stylized floral motifs in a slightly darker pink. The pattern is consistent with the other designs, featuring detailed flowers and leaves.

**BLOOM**  
BOOKS

The background is a solid light pink color. There are two white line-art illustrations of flowers. One is in the top-left corner, and the other is in the bottom-right corner. Both flowers have five petals and a central cluster of stamens. The top-left flower has a stem with two leaves extending to the left. The bottom-right flower has a stem with two leaves extending to the right.

04

# TYPOGRAPHY

# LOGO TYPE

The Bloom Books logo features a carefully selected type pairing that balances elegance with modernity.

“BLOOM,” the focal point of the logo, is set in Stardom, a serif font with a unique edge that adds character. Its refined yet distinctive style makes the logo feel both timeless and bold.

To complement this, “BOOKS” is set in Cabinet Grotesk, a clean, modern sans-serif font that provides balance and contrast.



## Stardom

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-+()

Aa

## Cabinet Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-+()

Aa



# BRAND TYPE

Bloom Books' typography balances timeless elegance with modern versatility. Libre Caslon, a refined sans-serif font, was chosen for its superior legibility across digital and print media. Its classic yet clean design reinforces Bloom Books' identity as a sophisticated, enduring publisher while ensuring readability on websites, social media, and marketing materials.

Cabinet Grotesk adds a touch of personality while maintaining clarity. Its unique yet modern feel makes it a perfect choice for body text or alternate headings, bringing a fresh edge to the brand's visual identity.

## Libre Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-+()

Aa

## Cabinet Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-+()

Aa

# TYPE FORMAT

**HEADING 1**  
Libre Caslon Caps Bold

**HEADING 2**  
Cabinet Grotesk Caps Bold

Heading 3  
Cabinet Grotesk Medium

Heading 4  
Libre Caslon Regular

Paragraph  
Cabinet Grotesk Regular

The background is a solid light pink color. There are two white line-art illustrations of flowers. One is in the top-left corner, and the other is in the bottom-right corner. Both flowers have five petals and a central cluster of stamens. The lines are thin and elegant.

05

# STATIONARY





06

# WEB DESIGN





**WELCOME TO BLOOM BOOKS**

Be a part of a community that will help you reach your goals. Bloom Books is a community of readers and authors who are passionate about books. We are looking for authors to join our community and help us grow our community of readers. If you are interested in becoming a part of our community, please contact us at [info@bloombooks.com](mailto:info@bloombooks.com). We would love to hear from you.



**OUR BOOKS**



**MEET OUR authors**

The Bloom Books team offer a range of services to help you get started. We are looking for authors to join our community and help us grow our community of readers. If you are interested in becoming a part of our community, please contact us at [info@bloombooks.com](mailto:info@bloombooks.com).

**JOIN OUR community**

Don't miss out! Be a part of our growing community of readers and authors. We are looking for authors to join our community and help us grow our community of readers. If you are interested in becoming a part of our community, please contact us at [info@bloombooks.com](mailto:info@bloombooks.com).



Working with Bloom Books is like working with family. Competent, enthusiastic, absolutely great at their jobs. They're as invested in my success as I am.

**-LUCY SCORE**





  
**BLOOM**  
BOOKS

**THANK  
YOU**

