



paperpie

brand guide

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to our StoryMakers...

**Our story is our brand,
and our brand is our story.**

You are a very important part of that! We are honored that you have chosen to partner with us to share our brand and hope this guide will be helpful as you do so. The various pieces of our brand are in place so that, when used properly together, our full story communicates not just what we do and all we offer, but who we are.

– Your Home Office



mission:

We gather for good around literacy and learning.

vision:

We create products and opportunities that enrich, inspire, and nourish the mind, heart, and imagination. We believe stories are made to share. We transform lives – one story, one book, one family, one child at a time.



Possibility

Possibility is the place where opportunity and actuality come together. Here possibility is around every corner: not only in the many experiences and adventures our creative learning products open to children but through the entrepreneurial door opened to our StoryMakers. People thrive in our dynamic culture here - where it's positive, ethical, and built on the idea that everything is possible.



Joy

While books and creative learning products inform, instruct, and entertain, they can also be portals to something higher and even 'sweeter'—namely, the uniquely human experience of joy—as when fresh discoveries are made between the covers of a book, when caregivers bond over a charming story, beautiful words, or a delightful illustration, or when StoryMakers capture hearts and minds through literacy and learning. We believe books should be spellbinding, bringing joy and magic to everything they touch.



Community

We foster gatherings. We celebrate individuality, diversity, and togetherness—by enabling literacy and education in the literal and social sense. Exchanging ideas and reading aloud together bonds families and builds communities. The 'books and mortar' of literacy bind people, of all backgrounds, together. Our products enlighten and delight, they enrich the human experience, and contribute to the creation of deeper, more compassionate communities.



Enthusiasm

While books should absolutely be 'fun,' we are devoted to the serious intellectual development of children. We take energy, excitement, and passion to the next level with our mission of spreading literacy and learning - from releasing new books, to sharing StoryMakers's milestone moments, to equipping caregivers and educators with creative ideas we believe in the power each person holds to share their part of our collective story and how together we can learn - and lead - louder.

our

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Brand Pillars



Exceptional

We pride ourselves on excellence, on the care, thoughtfulness, research, and innovation that goes into the design of every product. We create, discover, share, and sell what's important to children. Things that are not just educational, but inspiring, and beautiful. The truth is: you are what you read. Books—consumed and enjoyed—are intellectual and moral nutrition.



Kindness

Kindness is a platform over which good things can be delivered well. It is more than a corporate virtue—it is a pervasive ethos here. It reigns at our Home Office. It dwells among and shines through our StoryMakers. It permeates who we are—our products, our people, and our purpose. We deeply believe that people - all people - matter. Their stories and their sense of possibility come alive, whether in the pages of a book or in the realizing of entrepreneurial successes.



Connection

People don't just read books, they experience them... together. People share books, discuss books, exchange books, buy-and-sell books, and read them aloud. We understand books aren't 'just' books they're a form of social currency, a medium of conversation—they're 'glue.' The stories and creative learning tools found here deepen connections showing we're all more alike than different, more unified than alone, and more bonded in purpose when brought together around literacy and learning.



Influential

When taken together, the fostering of intellectual development, the kindling of shared experience, and the capacity to delight through word, image, and idea, describe a company designed to deliver meaningful experiences that help families, educators, and caregivers foster development in children. Through the shared experience of collective impact, our business opportunity empowers people to serve, lead, and learn around a mission of positive change. We bring life to the idea that "readers make leaders." Stories influence character, form community, and help bring out the best in each of us.

These words define who we are and how our mission is lived out.

PaperPie is for memory-making, creative learning, and unlimited possibilities, all within the context of togetherness.

When writing the name, remember:

- Each word should be capitalized resulting in "PaperPie"
- PaperPie is a new, compound word and should never be separated into "Paper Pie"

**name &
tagline**

***"Stories
made to
share."***



symbols

for Home Office use



Electronic files of the PaperPie logos are available in various formats. The following file types are made available for you to download through our Resource Library:

- .png file: Transparent background – used for web and programs such as Canva
- .jpg file (RGB): This logo will have a white box around it. It can be used on white backgrounds for the web.
- .jpg file (CMYK): This logo will have a white box around it. It can be used on white backgrounds for printing.

logos

for **Brand Partner use**



Blue/Green: This is for use ONLY on white backgrounds. For example, a white booth banner or sign where you'd like the logo to be the closest match to the main PaperPie logo.



Green: This is for use on light backgrounds. For example, in a graphic where you'd like to place a logo over a lifestyle photo showing a light-gray colored blanket.



White: This is for use on dark backgrounds. For example, the corner of a cover image graphic for a team training where there is navy behind it.



Black: Use this logo for black and white print projects only; do not use it in digital designs. For example, an order form or an event flyer printed in black and white as opposed to grayscale.

Below you will find our primary and secondary branding colors:

- Primary: Green, light blue, and white will be the main color emphasis of our brand
- Secondary: Jewel tones including purple, yellow, navy, and red create a strong secondary palette, but should not be used too heavily

colors

R:3 G:86 B:58
C:90 M:40 Y:84 K:38
#03563A
PANTONE 3425 C

R:89 G:177 B:208
C:62 M:13 Y:12 K:0
#59B1D0
PANTONE 2985 C

R:115 G:20 B:114
C:65 M:100 Y:22 K:9
#731472
PANTONE 255 C

R:251 G:191 B:56
C:1 M:26 Y:89 K:0
#FBBF38
PANTONE 123 C

R:5 G:31 B:96
C:100 M:95 Y:31 K:28
#051F60
PANTONE 3597 C

R:182 G:11 B:49
C:20 M:100 Y:84 K:11
#B60B31
PANTONE 1797 C

SUBHEADINGS

Poppins SemiBold
Uppercase, Tracking 40

HEADINGS

Poppins SemiBold
Tracking -10

BODY COPY

Poppins Regular

EYEBROW TEXT

Poppins Bold/Medium
Uppercase, Tracking 150

THIS IS A SUBHEADING

Poppins Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce at eleifend felis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Cras mollis urna ac enim maximus, id sagittis lorem aliquet. Fusce nec ultrices orci. Aliquam in mi odio. Fusce at nisi eget lacus tincidunt dictum a ut augue.

POPPINS DOWNLOAD: [FONTS.GOOGLE.COM/SPECIMEN/POPPINS](https://fonts.google.com/specimen/Poppins)



Social media graphics created by Brand Partners MUST HAVE the Brand Partner logo. This will differentiate graphics that are created by Home Office and those that are created individually.

Images and Graphics created by Home Office are to be used for their intended purpose only. They may not be used on apparel, merchandise, etc.

Book and product covers and spreads are to be used in their entirety. Legally, they may not be altered or changed in any way (i.e., cutting characters out, changing words on a page, etc.). Please ensure that if you are featuring a Kane Miller book you don't refer to your business or the books as "Usborne."

Graphics/photos created by Home Office may NOT be used on any material that will be reproduced for resale. You may use these images in their entirety on print materials or online/social media graphics along for the use of PaperPie business only.

Except as otherwise noted in the full policy, it is inappropriate to use the PaperPie corporate name, the tagline, any trademark used by the Company or any derivation of such as part of advertising or publicity for your business; for instance: "Usborne," "Usborne Books," "Kane Miller," "SmartLab," "SmartLab Toys," "Learning Wrap-Ups," "stories made to share," etc. as part of advertising or publicity for your business. The exception to this is using these words in hashtags. Use of "Usborne Books," "Kane Miller," "SmartLab Toys," and "Learning Wrap-Ups" should be used correctly based on books and products advertised or discussed. Use of "PaperPie" should be used in mentions of the books or the business in a positive light.

Use of PaperPie must be accompanied by your name, i.e., Belinda Brown, Brand Partner with PaperPie.

Respect Images:

- Intellectual property refers to creations of the mind, such as literary and artistic works, designs, images, and symbols used in commerce.
- Be cautious when using 'found' images from the internet, especially social media.
- Always ask permission if the graphic you want to use is not created originally by you or the Home Office.
- Never use an existing graphic from another business and just change the logo to reflect PaperPie. This is a violation of copyright laws.

FAQs

Can I add information to or edit a graphic that Home Office created?

Home Office created graphics may not be altered in any way by Brand Partners. They must be used in their entirety.

If I make a graphic that has PaperPie books/products or the logo on it, can I only use the colors in the brand guide?

We encourage Brand Partners to use our company branding colors (that is what makes our company consistent and recognizable). However, we understand the need to use other colors especially for holidays and special events. We ask that you use our company logo in only the approved colors and remember that on all social media graphics, you will need to use the Brand Partner logo.

If I create a graphic for my business, does it always have to have the Brand Partner logo on it?

- *If a graphic you create refers to your business, or features any product photos or company offers – yes, the graphic needs the Brand Partner logo on it.*
 - *If an image is generic such as “Happy birthday” or “Thanks” and does not feature products, it does not need to have a logo.*
-

If I take a photo for my business, does it need a PaperPie logo on it?

No, it does not. Photography that shows lifestyle images, family photos, or pictures of PaperPie books or products without text, design elements, or book covers added to create a graphic does not need the Brand Partner logo.