The refresh of the Indie Next List (INL) brand is based on a natural, rustic design style meant to evoke the overall warmth and charisma found at indie bookstores. The logo was designed with a handmade stamp aesthetic similar to the previous logo, but now including a subtle compass graphic that points in all directions, suggesting how bookstores are pillars of their communities throughout the country. The main message is “Booksellers Recommend,” a clear directive to consumers that these book titles are suggestions straight from the booksellers themselves. “Your Next Great Read” is a tagline that may be used as the context allows.

Logo to be used in its entirety and can be downloaded here.

Logo for white or light backgrounds
Optional tagline
Copyright line to appear with all logos:
© 2021 American Booksellers Association. Used with permission.
No smaller than 6-point font.

Logo Variations

White circle at 50-100% opacity behind logo for darker and textured backgrounds
Black version to use for one color print options
Knockout version can be used for darker backgrounds
**Primary Logo Colors**

- C81 M58 Y36 K15 R63 G94 B120 #3F5E78
- C17 M93 Y100 K8 R193 G49 B0 #C13100
- C48 M61 Y72 K40 R99 G74 B58 #634A3A

**Secondary Color Palette**

- C49 M29 Y25 K0 R138 G160 B174 #8AA0AE
- C15 M52 Y70 K2 R212 G137 B92 #D4895C
- C32 M32 Y40 K0 R176 G163 B148 #B0A394
- C47 M31 Y40 K1 R142 G156 B149 #8E9C95
- C23 M16 Y16 K0 R196 G200 B202 #C4C8CA
- C11 M21 Y40 K0 R228 G198 B157 #E4C69D
- C16 M18 Y22 K0 R213 G201 B190 #D5C9BE
- C36 M23 Y46 K0 R170 G175 B145 #AAA9F1

**Typography**

- Veneer
  - Buckwheat TC Sans
  - Roboto Bold • Roboto Medium • Roboto Condensed

Visit bookweb.org/indie-next-list for more info
Kids’ Indie Next List Logo

INL logo is on a 12º angle

Kids’ INL logo for white or light backgrounds

Transparent, knockout Kids’ INL logo for dark and textured backgrounds

Reading Group Logo

INL logo is on a 12º angle

Reading Group logo for white or light backgrounds

Transparent, knockout Reading Group logo for dark and textured backgrounds

Category logos to be used in lieu of main logo only when presenting or referring to the Kids’ Indie Next List or the Indie Next List for Reading Groups, as applicable.
INDIE NEXT LIST (INL) Branding Style Guide

Logo Don’ts

Don’t make logo colors too bright that don’t fit within the brand color palette

Don’t use knockout versions on white or light backgrounds

Don’t place logos on similiary-colored backgrounds

Don’t change INL logo orientation beyond 12°

Don’t add effects such as drop shadow, bevel, emboss, or glow

Don’t put logos on busy photographs or patterns

Visit bookweb.org/indie-next-list for more info
INL Imagery

These logos are intended to be used on photographic, abstract backgrounds. But it’s important when choosing an image to give careful thought that it appropriately reflects the INL brand.

Tips:
• Choose an image that works with the logo colors so that they stand out and are legible.
• Make sure the image has natural, rustic or weathered characteristics. Textured backgrounds work great!
• Use transparent overlays if necessary.