INDIES CHOICE BOOK AWARDS

Presented by the American Booksellers Association

ABA
American Booksellers Association

BRAND STYLE GUIDE

ABOUT

Reflecting the spirit of independent bookstores and the IndieBound movement, the Indies Choice Book Awards are nominated and **selected by booksellers from over 3,000 independent bookstores nationwide**. They celebrate the best and brightest titles by authors and illustrators in the indie channel, showcasing the remarkable range of talent indie booksellers champion and share with readers every day.

The award categories include **Adult Fiction, Adult Nonfiction, Indie Press Fiction, Indie Press Nonfiction, Picture Book, Middle Grade, Young Adult, Debut Adult**, and **Debut Children's**.

The awards showcase the **487 titles** that appeared on the ABA's Indie Next List, Kids' Indie Next List, and Indies Introduce list in 2026. The Indie Next List program features bookseller-recommended favorites for adults and kids from indie bookstores across the country. Indies Introduce is a twice a year list of 20 standout debuts — 10 adult titles and 10 titles for young readers.

LOGO VARIATIONS



Logo with blue type used on lighter backgrounds



Logo with gold type used on darker backgrounds



Black and white version used for one colored formats or imprints

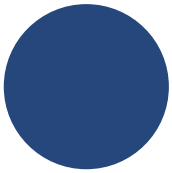


Secondary logo of just star for a simplified version

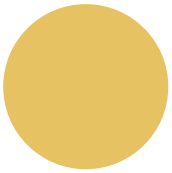


Alternative version used in smaller spaces

COLOR PALETTE



R47 B72 G122
C92.5 M80 Y26 K10
#2F487A



R230 B194 G99
C10.5 M21 Y72 K0
#E6C263

TYPOGRAPHY



← **Brother 1816 Bold**

← **Brother 1816 Medium**

LOGO DON'TS



Don't display logo on a background with similar color tone as the text



Don't add effects such as a drop shadow or glow



Don't change the logo's orientation



Don't distort the logo