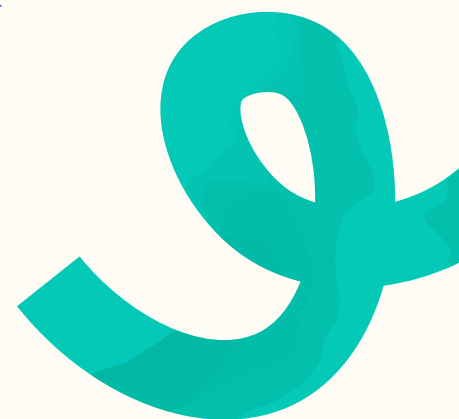
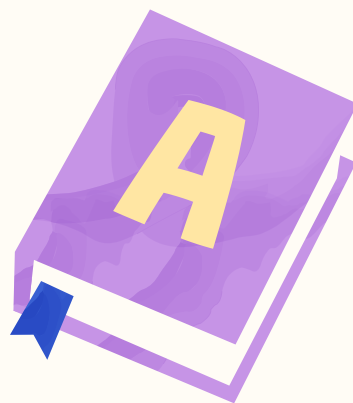


Brand Guideline



Preface

Usage

This guideline aims to assist users in understanding Me Books as a brand and emphasizes the importance of maintaining brand consistency to preserve the integrity of Me Books. For any inquiries or concerns, please refer to the provided contact information.

Final Artwork

This guideline offers directions for all aspects of implementating the brand identity, encompassing elements like logo, templates, marketing tools, and more. All final artworks should follow the guides to maintain brand consistency.

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Prepared by :



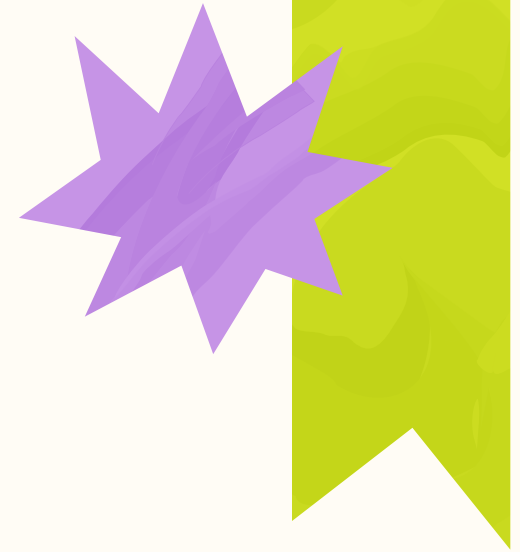
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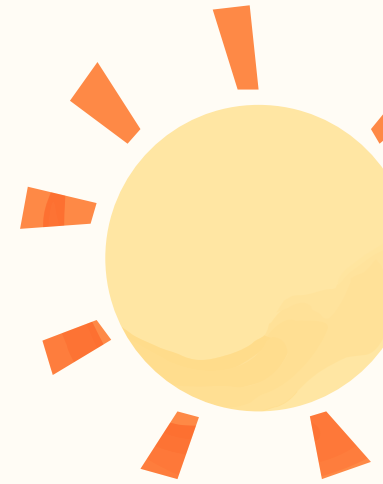
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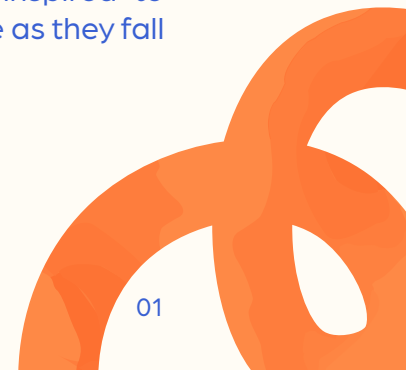


ABOUT me books



Me Books is a digital reading and learning platform designed for children aged 4-12. The company's mission is to make education accessible, affordable, and enjoyable for every child in the world. The platform offers interactive storybooks that come to life with voiceovers, animations, and touch-based interactions. Me Books also utilizes AI-powered reading tools that adapt to each child's pace and support comprehension, vocabulary growth, and emotional literacy.

Unlike typical e-book platforms, Me Books transforms stories into immersive experiences and features localized and multilingual content, including Malaysian and Southeast Asian stories and languages, which are rarely offered by global platforms. The brand aims for children to feel inspired to become storytellers, have fun, and build confidence as they fall in love with reading.





THE IDEA OF...

The Storytelling Journey

This branding concept for Me Books is built around "The Storytelling Journey," a grand adventure that invites children to explore the vast world of stories. This is playfully purposeful journey of cultural discovery. The compass for this journey is the platform's user-friendly interface, which guides children through a rich and diverse landscape of narratives, including culturally grounded stories from all around Southeast Asia. As they embark on this adventure, children learn new vocabulary, knowledge, and perspectives. The ultimate goal of this journey is to build creative confidence, empowering children to become explorers who don't just consume stories but actively chart their own course, mapping their own narratives and sharing their discoveries with the world. This brand positions Me Books not just as a tool, but as a gateway to a lifetime of adventure and learning.





Main Logo



Alternate Logo

Logotype

me books

Logo Icon



9:41



Me Books



Calendar



Mail



Notes

Logo Details: Logotype

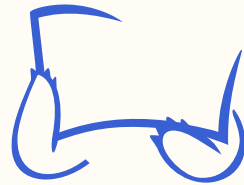


The first logo option is a visual invitation to a world of adventure. The soft, rounded sans-serif font is friendly and approachable. Its confident curves communicate warmth and fun, ensuring the brand feels welcoming and inspiring to young readers. Each element is crafted to reflect the core mission of making learning a joyful journey.

The "m" Swirl: The fluid, connected stroke of the "m" symbolizes the playful and continuous path of "The Storytelling Journey." It represents the unfolding narratives and the dynamic adventure of learning.

The Aha! Mark: The mark above the letter "o" is inspired by the shape of an open book, also the jolt of inspiration. This represents the new worlds, vocabulary, and perspectives that open up to every child on our platform.

Logo Details: Logo Icon



Act of reading



Abstract representation of book

The logo icon features our sun bear guide not as a passive character, but as an active participant completely absorbed in a book. By intentionally obscuring his face, the icon shifts the focus to the **act of reading itself**, representing the magical experience of being "lost in a book." This posture of focused discovery is the state we wish to inspire in every child. The book he holds is abstract, signifying our modern, digital platform.

●●●○ BELL

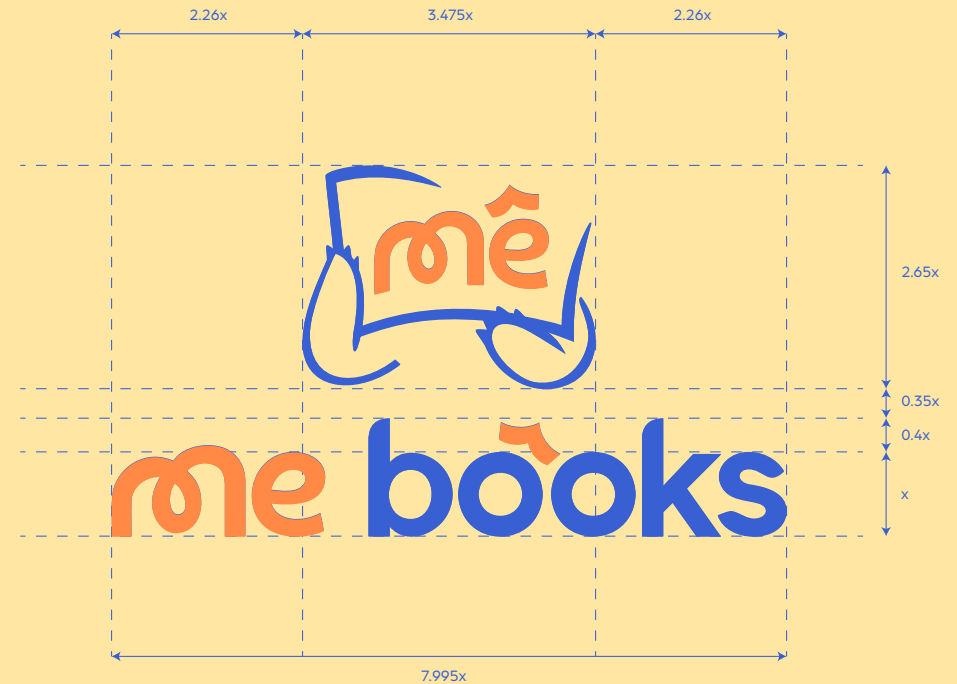
4:21 PM

100%

Welcome to
 me books

Logo Proportions

Me Books's Logo has been designed to ensure the balance of the logo. It's important to maintain proper spacing around the logo to maintain consistency and avoid overcrowding. It is strictly prohibited to change the proportion of the logo and any elements within the logo, as this will disrupt the balance, visibility, and readability of the logo.

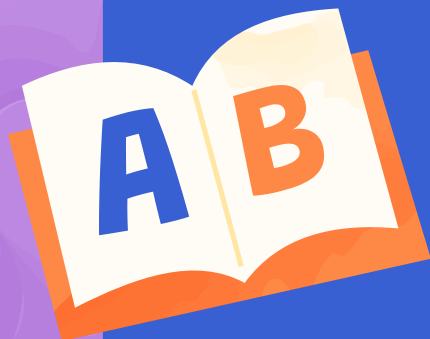




Minimum Clear Space

When circumstances require the logo to be displayed in smaller scale, please ensure the logo does not go down in height or width beyond the specified limits for both print and digital media.





Minimum Scale

When circumstances require the logo to be displayed in smaller scale, please ensure the logo does not go down in height or width beyond the specified limits for both print and digital media.

PRINT



2 CM

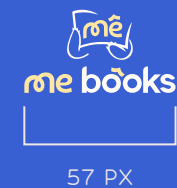


4 CM



5 CM

DIGITAL



57 PX



114 PX



142,5 PX

Logo Usage

Use this guide when placing the logo on colored backgrounds to ensure the logo's visibility on designs. The logo should be placed and used properly in any media. Here are some correct usage and placements of the logo.

Logo on white background



Logo on blue background



Logo on light background



Logo on dark background



The logo should be placed on a free background (not crowded or colliding with any object).



The logo may be used in black or white color in order to maintain the photo concept.

LOGO Misuses



DO NOT use drop shadows or any other effects



DO NOT use drop the opacity of the logo



DO NOT recreate the logo using any other typeface



DO NOT recolor the logo outside of the color palette



DO NOT outline the logo



DO NOT stretch or alter the logo in any way



DO NOT add stroke to the logo



DO NOT rotate the logo



DO NOT use background with not enough contrast



DO NOT place the logo on crowded background





Color Palette



15



Primary		Secondary				
#3960D2 C:80 M:66 Y:0 K:0 R:57 G:96 B:210	#FFFCF5 C:0 M:1 Y:3 K:0 R:255 G:252 B:245	#FFFCF5 C:69 M:0 Y:38 K:0 R:4 G:201 B:183	#D1E025 C:22 M:0 Y:98 K:0 R:209 G:224 B:37	#FE8946 C:0 M:57 Y:78 K:0 R:254 G:137 B:70	#FFE6A3 C:1 M:8 Y:42 K:0 R:255 G:230 B:163	#C694E6 C:25 M:45 Y:0 K:0 R:198 G:148 B:230



Typo Graphy



17



HEADER FONT

We selected Grandstander Bold for primary headers to create visual synergy with our logo. This playful display font is written with initial capitalization.

For the secondary headers, we utilize Hubballi Regular to add a sense of cute & playfulness to the brand. This font should be styled with initial capitalization. This contrast of fun and more structured font guarantees the brand's readability while still incorporating the unique characteristic of the brand to its overall visual.

GRANDSTANDER BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Hubballi Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789



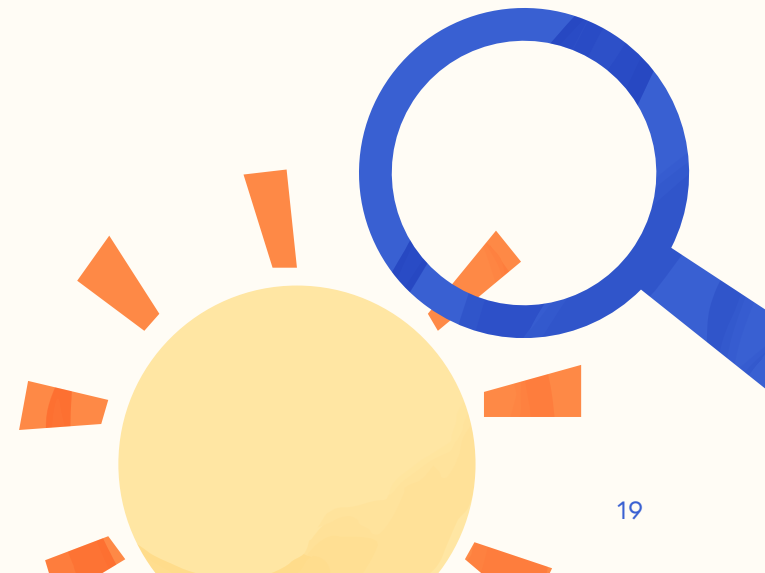
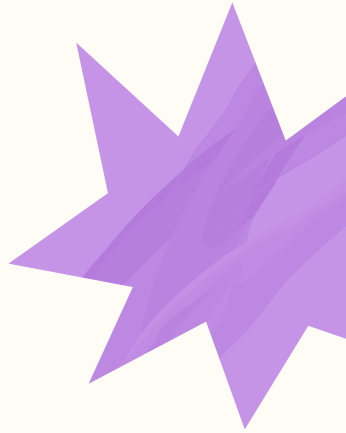
BODY FONT

Arboria Book is used for small sized long text format, such as body text, description, and other small details.

Arboria Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789



FONT PAIRING

HEADING
Grandstrander Bold

THIS IS HEADING

SUBHEADING
Hubbali Regular

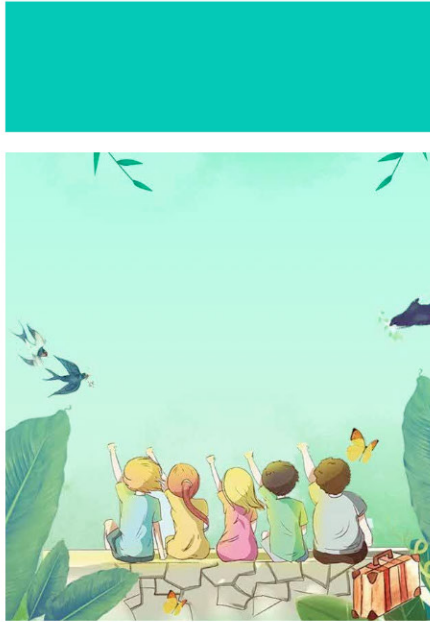
THIS IS SUBHEADING

BODY TEXT
Arboria Book

This is body text, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum

ACCENT
Hubbali Regular

This is accent. Like a quote.





Super Graphic



22





Supergraphic elements should only use colors from the approved brand color palette. Color usage must maintain high contrast to ensure strong visibility and legibility across all applications.



This guide is prepared by HenShu Studio.

If you need further information or guideline on how to use the brand,
please send an email to office@henshu.studio for assistance.