Cover to cover.
This is who we are.
It’s no secret that a brand can be a company’s most valuable asset. But what is a brand?
A brand is not merely a logo, a tagline or a fancy website. It’s the overall perception a person has of the brand after experiencing it, whether directly or indirectly. It’s a thinking and feeling thing all rolled up into one irresistible package. It’s both tangible and intangible, product and process. Few companies get this right. Some just want to talk function, leaving consumers a bit chilly, while others want to expound on all the warm and fuzzy parts of a consumer experience, obfuscating the important attributes of the product. At Issuu, we aim to do both.

We understand that people see brands as an extension of self, and not just a collection of labels. If we want people to make the “right” choice (yay, Issuu!) — the choice that most closely aligns with how they see themselves — our brand must be crystal clear and deeply rooted. This brand guide serves as a way to ensure we’re all on the same page, no matter what our role is within the company. Whether it’s coding the site, communicating with the media or designing a sales brochure, each is another opportunity to connect with our audience on a deeper level. Consistency will get us everywhere.
we are issuu.

We are a bold, intrepid, highly passionate group of tech-loving geeks, Post-it-writing thought workers, change makers, doers and publishers who are obsessed with good stories, well told.
Great storytellers are at the heart of every fine publication.

They inform and entertain. Teach and inspire. They engage. Amaze. And connect us to our world.

So here’s to the authors, photographers, poets, designers, illustrators, journalists, brand strategists, editors and artists who combine their passions and talents to deliver the stories we love. Here’s to their late-night copy edits and early-morning photo shoots. Here’s to carefully selected fonts and artful type treatments (and knowing the difference between the two). Here’s to making it to press on time, every time (even if just barely).

And, without a doubt, here’s to publishers of all stripes who bundle up this content into artfully crafted publications filled with page after page of absorbing text, beautiful artwork and thoughtful layout.

We admire publishers, for not only acting as the stewards of great storytelling, but for giving us our raison d’être.
As we all know, the publishing industry has evolved drastically over the past 15 years. No longer is it necessary for readers to hit newsstands to access stories they love.

They demand the freedom to consume great content whenever, wherever and without limitations.

Publisher: lamono magazine
Publication: lamono #101 NOSTALGIA
Photographer: Michael M Koehler
Publishers have a choice when it comes to the digital distribution of their content.

Since day one, we have been driven to make their decision a no-brainer.
Being the highly passionate group of tech-loving geeks we are, we realized long ago our talents and expertise would be wasted if all we did was offer publishers a platform on which to host their bundled content. By offering powerful tools they can use to enhance, distribute, measure and monetize their work, we have become true partners in the process. And we’re constantly imagining, developing and refining new ideas and technologies so they are always in the position to grow audiences, build communities and generate revenue — not only for themselves, but also for the faithful advertisers found among their pages as well.
Oh, and we make sure everyone’s hard work looks impeccably good in the process.
Not surprisingly, the results of our efforts make us feel pretty darn great.

Over 25 Million
Issuu Documents

Over 4 Billion
Monthly Page Views
Over 100 Million
Unique Visitors per Month

4:49
Average Read Times
Of course, without someone to appreciate all these amazingly good stories, they might as well not exist.

**We adore readers.**
(And love giving them reasons to keep coming back for more.)

We employ the latest data science to help them discover new content. We make sure they have access from anywhere, on any device. And we enable them to easily share content via their social channels.

Basically, readers rule.
This is our mission.

Empower creators to distribute, measure and monetize, while enabling readers to easily find and share meaningful content.
This is our tagline.

Connecting content to people.
Why we do what we do.

Imagine a world where instead of wading through a mailbox full of flyers and catalog waste, you can buy anything you want directly from the page you’re reading. Where trees are left for creating oxygen and shade. And printing is reserved for only the most precious, limited-run documents.

Imagine a world where a platform can open doors to ideas and learning tools with the potential to transform people’s lives — making their futures more successful — and the world a lot less intimidating.

Imagine a world where storytellers are free to create and connect without the boundaries of print or location. And where content collections with thoughtful story arcs are given the power to thrive.

Enriching lives through meaningful content.
This is our world. This is Issuu.
Other than sunshine, double rainbows, complex algorithms and table tennis, here are some things we value as a brand.
freedom
We value the freedom for our employees to craft solutions with accountability, and for publishers to thrive with their bundle mission. Freedom drives innovation.

respect
We value straight talk. We believe open communication is the most powerful way to build strong, positive relationships.

ownership
Actions (not intentions) demonstrate a commitment to our mission. We see missteps as a way to learn ... so long as they are followed by finding solutions, not pointing fingers.

energy
We nurture the type of positive, optimistic, powerful energy that consumes challenges and clears a path for growth.

collaboration
Manager to operator, peer to peer or team to team we pursue growth and embrace failures. Together we make better solutions.

people
From our multinational, multi-cultural staff to our publishers and readers worldwide, we appreciate diversity in thought, approach and perspective.

success
We view success through the lens of our publishers, our readers and our team. If they are reaching their goals, it means we are providing the best tools and the highest level of support. We strive every day to create maximum impact for everyone involved.

excellence
We hold ourselves to a higher standard in everything we do, every day and in every way.

support
Our loyalty runs deep. From our colleagues and community to our publishers and readers, we believe in helping each other be our best because we care deeply about everyone connected to our business.
If we had our mothers describe us, they would most likely say we are:
direct
creative
driven
passionate
authentic
accessible
bright
alive
energetic
smart
confident
witty
engaged

thanks, Ma
Issuu orange.

We use color as a way to be bold in our headlines. Hierarchy is king. Choose the most important element and make it have the most contrast.

Please use the 500 value as the main color, and the other values for rollovers and active states.

Issuu orange:
500: F36D5D R243, G109, B93 C0, M72, Y62, K0
   PMS 171C

600: E66153 R230, G97, B83 C5, M76, Y68, K0

700: DE5647 R222, G86, B71 C8, M81, Y76, K0
The nitty-gritty.

Words, images, colors and so much more.
This is how we sound (our voice).

As with all aspects of our brand, the voice we use should remain consistent and clear whenever we’re speaking with the people we love (storytellers, readers and our spouses). We never want them scratching their heads trying to figure out who we really are. We consider them friends, so it’s important to speak in a conversational manner that is uncomplicated and witty (but not sarcastic).
Like this.
Born just as the next great evolution in publishing was taking shape, Issuu is the home of brilliant storytellers and content creators (like you) who appreciate how easy we make it for hungry readers worldwide to enjoy your publication (which is quite good, by the way).

Not this.
Issuu is a digital platform where the world’s most innovative and forward-thinking content creators upload their material. Readers from every corner of the globe visit Issuu each month to read their favorite magazines, newspapers and catalogs.

Words we use in copy.
- storytellers
- content creators
- bundle
- discovery
- stacks
- measure
- engage
- optimized
- impact
- enhance
- readers
- seamless

- immersive stories
- monetize
- Clip
- monetization
- embed
- unlimited
- share
- readership
- eyeballs
- pixel-to-print control
**Tan.**

Use the tan range for light themes. Consider 300 as the optical white for all collateral.

Issuu tan:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB Values</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>300: FAF9F8</td>
<td>R250, G249, B248</td>
<td>C1, M1, Y1, K0</td>
</tr>
<tr>
<td>400: EFEC6</td>
<td>R239, G236, B230</td>
<td>C5, M5, Y8, K0</td>
</tr>
<tr>
<td>500: EODACF</td>
<td>R224, G218, B207</td>
<td>C12, M11, Y17, K0</td>
</tr>
<tr>
<td>700: C6C0B5</td>
<td>R198, G192, B181</td>
<td>C23, M20, Y27 K0</td>
</tr>
<tr>
<td>800: A49F96</td>
<td>R164, G159, B150</td>
<td>C38, M32, Y39, K1</td>
</tr>
<tr>
<td>900: 78756E</td>
<td>R120, G117, B110</td>
<td>C53, M46, Y52, K14</td>
</tr>
</tbody>
</table>
Boilerplate copy.

Issuu connects the world’s storytellers and content creators to an audience of active readers around the globe. Founded in 2006 in Copenhagen and headquartered in Silicon Valley, Issuu is an industry-leading ecosystem designed for those seeking digital distribution of their editorial, catalog and business publications. Visit Issuu.com.
**Copy usage — capitalization.**

We never use ALL CAPS in headlines, subheads or body copy. It just feels like yelling to us. Don’t get us wrong, nothing gets us more excited than talking about our great platform. We just like to convey our pride in a friendly, approachable manner.

We only use ALL CAPS for call-to-action buttons, navigation bars and the occasional short word header acting as a minor element on the page. This helps create a visual language that encourages user engagement.

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**Light grey.**

Light greys are for typography and a secondary shade range.

Issuu Light Grey:
200: F2F2F2 R243, G109, B93 C0, M72, Y62, K0

300: E6E6E6 R230, G97, B83 C5, M76, Y68, K0

400: D6D6D6 R222, G86, B71 C8, M81, Y76 K0

500: BBBBBB R222, G86, B71 C8, M81, Y76 K0

600: ADADAD R222, G86, B71 C8, M81, Y76 K0

700: 919191 R222, G86, B71 C8, M81, Y76 K0

800: 787878 R222, G86, B71 C8, M81, Y76 K0
Headlines, subheads and body copy should always be written in sentence case (only first word of the sentence is capitalized).

✔️ Publish everywhere in minutes.

We only use title case (every word is capitalized) when a headline is simplified to the point of calling out a the name of a product feature (Auto Detected Links), or as a simple direction at the top of a form (Sign In Below).

✔️ Auto Detected Links
Secondary colors.

When we want a user to click on a button, or be made aware of a warning, we use these strategic colors to draw eyes in like a hawk.

Copy usage — Issuu.

When writing about the company, “Issuu” should be written with a capital "I". Whereas our roots embrace the lowercase in our logo identity for our UX, product, and branding, when we write about Issuu for marketing, media & general UX copy via our site or various sites that write about us, balancing the harmony of this grammar usage with our lowercase logo, allows for our brand to be embraced and avoid those calls to the grammar police.
Copy usage — punctuation.

**PERIODS.**
We love them. At the end of every sentence in headlines, subheads and body copy. Period. The only times we don’t use periods are in navigation bars, call-to-action buttons and feature names when presented as a headline above a description.

**Here:**
Throw a launch party every week.
Publish as often as you like.
GET STARTED >

**Not here:**
Unlimited Publishing
Publish as often as you like. Unlimited storage and unlimited traffic means you can use Issuu for reliable distribution and storage of all your publications.

**COMMAS.**
We love these as well. However, we’re not fans of the serial kind. In other words, we like using them in lists, but not before the “and” separating the final two things in the list.

**Yup:**
Before uploading a publication, make sure you check for spelling, punctuation and grammatical errors.

**Nope:**
When you visit the publisher tools section, you can publish, enhance, and embed your publications.

We adhere to the AP Stylebook, and have access to the online version. The editor, who lives for this kind of thing, has a hard copy as well.
This is how we use our logo.

These logos are trademarks of Issuu Inc. Please respect them accordingly.
**Logo clear space.**

1. The Issuu logo is precisely proportioned. The size and position relationship between the symbol and logotype must remain intact.
2. The logo’s shape, proportion, color and orientation must not be altered in any way.
3. Clear space must surround the logo on all sides, so that no type, design or photographic elements encroach on the logo. The space may be white or a single background color, and at a minimum, must be the width of the symbol.
These original icons are to be used to help enhance our communication messages. They pretty much speak for themselves, but we have defined them here so there is no confusion about their meaning. Keep simple outlines, and use rounded corners to a half-circle as a means of stylizing and softening hard corners.

<table>
<thead>
<tr>
<th>Discovery</th>
<th>Interests</th>
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<tbody>
<tr>
<td></td>
<td><strong>ANIMALS</strong></td>
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<td><strong>ARTS</strong></td>
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<td><strong>COLOR PICKER</strong></td>
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<td></td>
<td><strong>FILTER</strong></td>
</tr>
</tbody>
</table>
Publisher / Reader.

- Clip
- Comment
- Edit
- Flag
- Follow
- Unfollow
- Follow stack
- Unfollow stack
- Following
- Like
- Link
- Publication
- Profile
- Publisher
- Related pubs
- Offline readlist (add to)
- Settings
- Share
- Stack
- Stack (add to)
- Trash
- Download
- Photo
- Video
### Navigation.
- **DOWN / NEXT**
- **UP / BACK / OPEN**
- **LEFT / BACK**
- **RIGHT / NEXT**
- **CLOSE**
- **OPEN**
- **PLUS**
- **MENU**

### Marketing.
- **IMPRESSIONS**
- **GLOBAL**
- **METRICS**
- **ALL DEVICES**
- **NETWORK**
- **PRIVATE / PROTECTED**
- **READERS / READS**
- **SCHEDULE**
- **API**
- **NUMBER OF PAGES**

### System.
- **ACTIVITY**
- **CHECK**
- **ERROR**
- **FOLLOWERS / FOLLOWING**
- **RELOAD**
- **WIFI**
- **WIFI ERROR**
- **LOADING**
- **POINTER**
- **AUDIO**

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**Publisher:** Boneshaker Magazine  
**Publication:** issue #14  
**Illustration:** Adams Carvalho
This is how we use photography.
Publisher photos.

With millions of awesome publishers featuring a wealth of incredible photography, we consider ourselves very lucky to have usage rights to all of these images. That said, it is our responsibility to always give the publication and publisher credit and use their images respectfully. Because of this, we never need to use stock photography.

Watch the resolution; many images are not big enough to run at larger sizes.

Publisher: Trisha Woodcock
Publication: Exposure: An Exhibition of Photography
Photographer: Vic Attfield
Image title: Wasn’t me
Nature, NYC, food, laughter, childhood memories, sunshine, space, traveling, shopping, DIYing, parents, grandparents, great-grandparents, friends, kindness, the news, gardening, the smell of fresh cut grass, drugs, love, exercise, junkyards, museums, dogs, community, cooking, yoga, science, walking, surfing, surfing the web, film, the zoo, religion, skateboarding, singing, alcohol, poetry, tea, reading, juggling, lectures, etc.

Inspiration can come from anywhere. We make sure your work is seen everywhere.
All together now.

When choosing a design treatment (type only, image or icon), think about the subject of the message. Keep it simple. If it’s a feature, icons work well; calls-to-action are nicely illustrated with singular images; and when trying to explain what Issuu is, a type treatment is a good solution — especially within a client’s publication.
Dear Brand Ambassadors,

Never underestimate the value of the good first impression. Every interaction, whether with our product, a visit to our office, at a conference or a random encounter on a train platform, is an opportunity to play the role of ambassador to our brand.
It’s a matter of pride. Be proud of where you work and what we are creating. Spread the word. Let your excitement show. Be evangelists — not only for your readers and publishers, but also for each other as well. We have great momentum as a company. It’s up to us to keep it going. ❤️
Connecting content to people.