

# BRAND & STYLE GUIDEBOOK

2023

**BARNES & NOBLE**  
BOOKSELLERS

# CUSTOMER JOURNEY

## The Barnes & Noble Customer Journey: Books for *Your* Shelf

As a brand, Barnes & Noble wants to ensure that your shopping experience is personalized, streamlined and enjoyable. We've added features that allow you to share with us what books you like (and what books you don't), the ability to create your own shelves and an easier way to find the books you're looking for when shopping in store.

### The Personalized Experience

We know the magic of walking through a bookstore and browsing the aisles of your favorite genres. We also know that shopping can be easier, more accessible and sometimes safer from the comfort of your own home. This is why we've created a way for you to online shop from Barnes & Noble with ease. Our new personalized algorithm, with the customers consent, will make the shopping experience personalized based on purchase behavior, browsing history, shelved books and reviews.

### New! Your Bookshelves

Our newest feature, Bookshelves, was created specifically for *you*. While you're online shopping, you can now bookmark all of the different titles you want – whether it's a want to read list, wish list or did not finish list, you can customize, organize and personalize the shelves you create on your Barnes & Noble account. You can even share shelves with friends and family, invite collaborators or make the shelves private for no one else to see but you.

### New! The In Store Map

While our focus has been to improve our online user experience, we don't want to neglect our in store experience either. This is why we've created a way for you to locate books while your shopping at a Barnes & Noble location. Just search the book you're looking for, or head to your shelves where you have the book saved, select the book, choose "locate" and input the store location where you're shopping. This will give you an in store map with the location of your book (if in stock) by telling you which aisle it is in, as well as a mark on the map.

We know the magic that comes with shopping for books, and we want you to feel it, too. Join us in finding all of the perfect books for *your* shelf.

# LOGO USE

## Primary Logo

The primary logo lettering is Novecento Sans DemiBold, the ampersand Times New Roman Regular. Below shows the layout and coloring of the logo when used in light and dark mode.

### Light Mode

**BARNES & NOBLE**

**BARNES & NOBLE**  
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### Dark Mode

**BARNES & NOBLE**

**BARNES & NOBLE**  
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## Secondary Logo:

The secondary logo is a shortened primary version to resemble the brand in a smaller area. The layout and coloring is shown again in both light and dark mode versions.

### Light Mode

**B & N**

### Dark Mode

**B & N**

## Do Not:

~~**B & N**~~

Overlap

~~**BARNES & NOBLE**~~

Incorrect letter spacing

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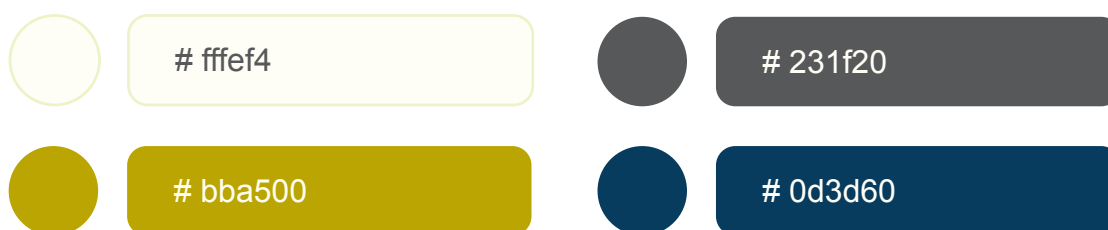
~~**BARNES & NOBLE**~~

Incorrect coloring, use of images or gradients

# COLORS

## Primary Colors

These are the base colors the brand uses in the logo, along with the accent colors for print, web, app and other digital materials.



## Text Colors

When using text, always use the **light (#fffef4)** or **dark (#231f20)** color for fonts on branded materials.



# TYPOGRAPHY

## Heading

**Area Normal Extra Bold**

## Subheading

**Area Normal Semi Bold**

Body Copy

Area Normal Regular

# PRODUCT

## Books

Hardcover, paperback and audiobooks should be displayed digitally with a 0.1 rounded corner in a standard 1:1.5 ratio.



## eBooks + Music

eBooks and music should be displayed digitally with a 0.1 rounded corner in a standard 1:1 ratio.



## Childrens Books

Childrens books face a unique exception to sizing due to the varying size childrens books come in, but must be displayed digitally with a 0.1 rounded corner. Sizing of digital cover will depend upon sizing of physical cover.



## Toys, Games + Stationary

All product images for toys, games, stationary, gifts and movies must be high quality, sized appropriately and accurately reflect the product listed. Image must still display 0.1 rounded corner.

