

PLAYAWAY LOGO

PLAYAWAY®

PLAYAWAY®

PLAYAWAY®

PLAYAWAY MARK



PLAYAWAY TYPEFACE

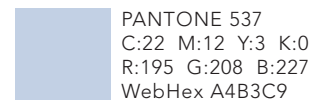
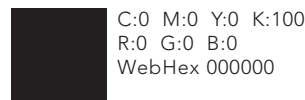
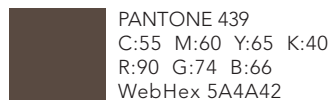
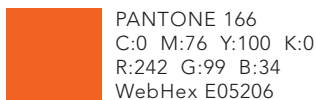
AVENIR PRIMARY

The primary typeface chosen to communicate the Playaway voice is Avenir because of its clean lines, easy readability and surplus of typefaces. Therefore, this typeface should be used in all graphic communications.

Avenir 35 Light
Avenir 45 Book
Avenir 65 Medium

Avenir 35 Light Oblique
Avenir 45 Book Oblique
Avenir 65 Medium Oblique

PLAYAWAY PALETTE



PLAYAWAY TAG LINES

GENERAL-USE

popular audiobooks. pre-loaded and portable.

one size fits all.

a novel idea.

the perfect travel companion.

CHANNEL-SPECIFIC

check it out. (Library)

custom-tailored. (Custom Publishing)

