

VISUAL IDENTITY • PUBLISHING • CREATIVE DIRECTION

Stories that feel like home.

Gubabooks is an independent children’s publisher I co-founded with my childhood friend Raya Rahman. We created bilingual books rooted in Bangladeshi culture and Muslim heritage, helping children growing up across cultures find themselves in the stories they read.

CLIENT
Raya Rahman

BUSINESS
Children’s publishing



The Identity

Guba was born between places, languages and cultures. The identity needed to hold all of that while still feeling joyful, curious and unmistakably for children. We created a colourful visual world that could grow across books, characters, languages and everything around them.

ROOTED HERE. AT HOME EVERYWHERE.

LOGO

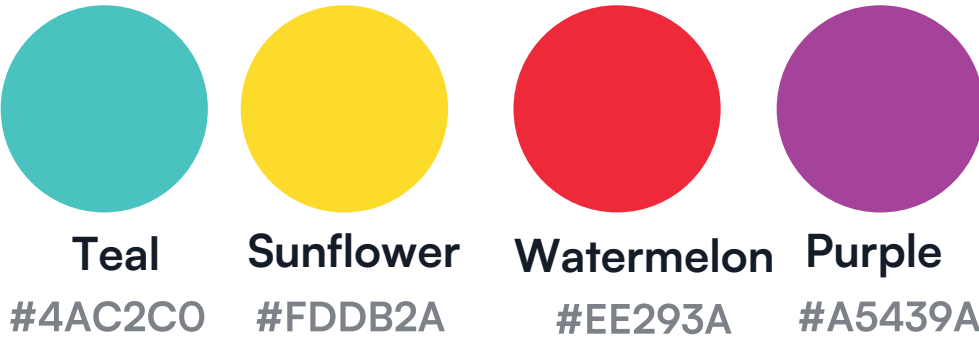


TAGLINE

A World of Different Perspectives



COLOUR PALETTE



TYPOGRAPHY

Futura
abcdefghijklmnopqrstuvwxyz

ITC Avant
Garde Gothic
abcdefghijklmnopqrstuvwxyz

ELEMENTS



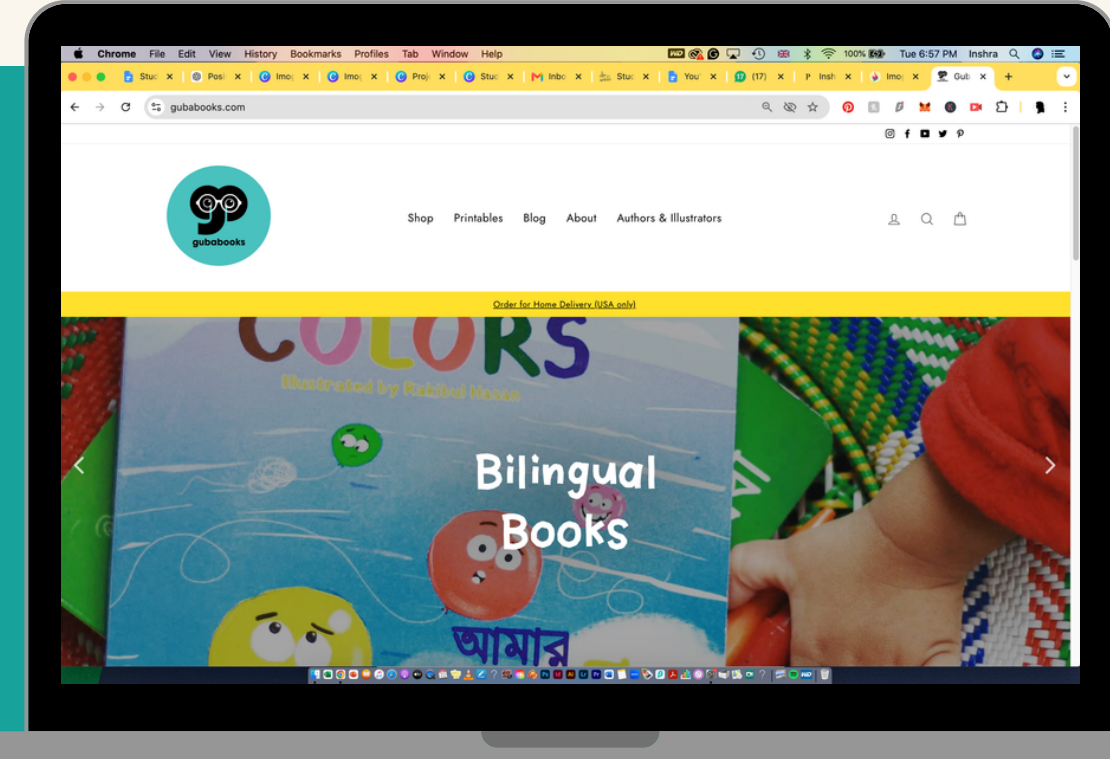
The Books

We made stories that reflected the cultures, languages and identities we wanted children like ours to grow up seeing. Bengali traditions, festivals, family, language and the joy of belonging to more than one world.



20+
Books published

The result: What began with our own books grew into collaborations that took us into new communities and stories.



“Out-of-the-box creativity and an infectious can-do attitude.”