

INFERNO BOOKSTM

Sword & Sorcery — Forged for the Modern Age

OFFICIAL MEDIA KIT

www.infernobooks.com

PUBLISHER OVERVIEW

Inferno Books™ is an independent publisher dedicated exclusively to Sword & Sorcery and heroic fantasy.

Founded on the belief that the genre has lost its edge in the modern era, Inferno Books exists to restore what once made Sword & Sorcery powerful: raw human stakes, grounded myth, brutal consequence, and heroes defined by action rather than prophecy.

Our books are forged in the tradition of Robert E. Howard, C. L. Moore, and the classic pulp era — but written and produced for modern readers who value authenticity, atmosphere, and timeless storytelling over trends.

Inferno Books publishes original works and carefully curated genre projects that honor the foundations of Sword & Sorcery while advancing it into a new era.

BRAND POSITIONING & FOCUS

Primary Genre:

Sword & Sorcery / Heroic Fantasy

Narrative Focus:

- Individual heroes over chosen ones
- Survival, honor, legacy, and consequence
- Grounded worlds with mythic undertones
- Brutal realism balanced with ancient myth

What Sets Inferno Books Apart:

- Exclusive dedication to Sword & Sorcery
- No genre dilution or crossover trends
- Heavy emphasis on atmosphere, setting, and physicality
- A publishing philosophy rooted in craft, not content volume

Inferno Books does not chase fantasy trends. It preserves and advances a genre.

IMPRINTS

Inferno Books™

The core publishing house focused on traditional and modern Sword & Sorcery novels, novellas, and limited editions.

FirePath Books™ (Imprint)

FirePath Books is an interactive fiction imprint under Inferno Books, specializing in choice-driven Sword & Sorcery adventures. FirePath titles allow readers to shape the story through meaningful decisions, while maintaining the tone, danger, and narrative weight of classic heroic fantasy.

(FirePath Books maintains a separate brand identity and platform.)

Inferno Originals™ (Imprint)

Original works of mythic and heroic fantasy—grounded in ancient worlds, forged in blood, fire, and legend. These are new tales told in the spirit of the old.

Inferno Classics™ (Imprint)

Curated reprints of legendary Sword & Sorcery and heroic fantasy—timeless works from the pulp age and beyond, restored and preserved for a new generation.

KEY PROJECTS

Tales from the Inferno (FirePath Books)

A flagship Sword & Sorcery series set in a harsh, elemental world forged by fire and legacy. The series follows a grounded warrior navigating survival, honor, and inherited power in a land shaped by ancient catastrophe.

Heracles Of Blood & Bronze (Inferno Originals)

A flagship Sword & Sorcery trilogy reimagining selected Labours of Heracles—tales of exile, burden, and endurance, forged in the harsh world of the Bronze Age.

Additional:

Original and classic-inspired Sword & Sorcery projects are in development.

FOUNDER & PUBLISHER

PAUL JENKIN

Founder & Creative Director

Paul is the founder of Inferno Books and curator of heroic fiction.

Driven by a lifelong passion for Sword & Sorcery, pulp fantasy, and mythic storytelling, Paul created Inferno Books to build the kind of publishing house he felt was missing — one that treats Sword & Sorcery not as nostalgia, but as a living, evolving genre.

His work emphasizes grounded heroes, elemental symbolism, and worlds shaped by fire, blood, and consequence rather than destiny.

VISUAL ASSETS INCLUDED

The Inferno Books media kit includes the following approved assets:

- Inferno Books™ wordmark (red-on-black and black-on-white)
- Flame mark (secondary icon)

Brand colors and typography are specified for reference within this document.

Logos and marks are provided in high-resolution PNG format.

LOGO USAGE

Inferno Books uses a restrained, two-variant logo system.

Approved Logo Versions

- Red wordmark on black background
- Black wordmark on white background

No other color variations are permitted. Do not recolor, rotate, stretch, or alter the logo in any way.

The logo must always be used in its original proportions and without effects, gradients, outlines, or texture overlays. For editorial and press use only.

BRAND COLORS

Inferno Books uses a minimal, high-contrast color system designed for clarity, authority, and longevity.

Primary Colors:

Inferno Red

Hex: #FF3131

Used exclusively in the primary red-on-black logo and for limited emphasis.

Inferno Black

Hex: #000000

Used as the primary background and structural color across digital and print media.

Accent Color:

Inferno Gold

Hex: #D4AF37

Used sparingly for ornamental elements, rules, and premium accents.

This color is not used in the Inferno Books logo.

Secondary Neutrals

Ash Grey (#2A2A2A)

Parchment White (#F5F5E6) may be used sparingly for layout and readability.

TYPOGRAPHY

Inferno Books employs a classical serif typographic system that reflects the heritage and gravitas of Sword & Sorcery literature.

Headings

Classical serif display fonts:

- Cinzel
- Cinzel Decorative
- Crimson Pro

Body Text

Literary serif fonts:

- Cormorant Garamond
- EB Garamond

Typography should remain restrained, readable, and authoritative.

Quick Facts

- Founded: 2025
- Focus: Sword & Sorcery / Heroic Fantasy
- Publisher: Inferno Books™
- Founder: Paul Jenkin
- Website: infernobooks.com

PRESS & MEDIA CONTACT

Media Inquiries:

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