

# **LENA AVETISYAN**

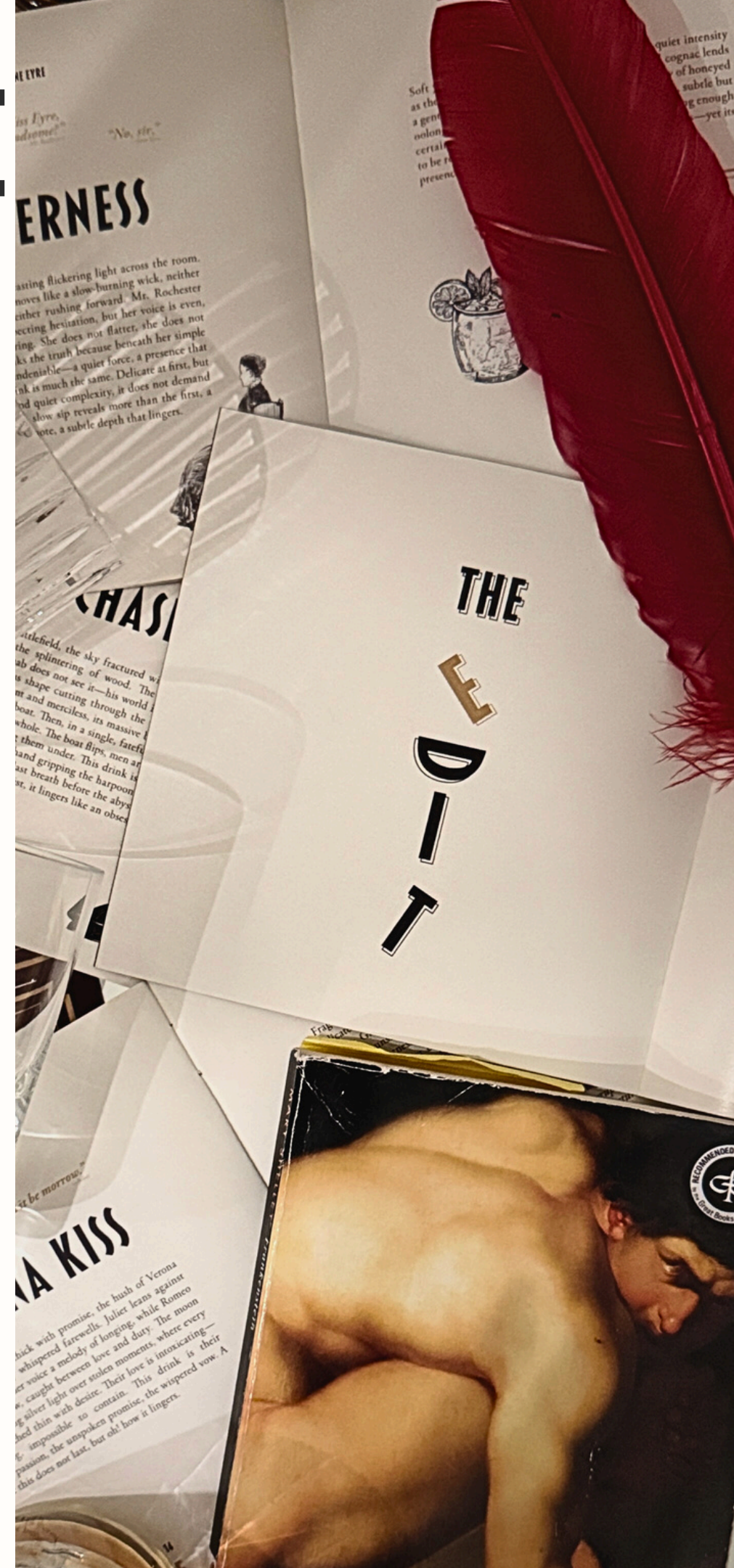
PROCESS BOOKS

# THE EDIT

WHERE STORIES UNFOLD

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**01 THE PROBLEM**

**04 THE IDEATION**

**02 THE CONCEPT**

**05 THE EXPLORATION**

**03 THE RESEARCH**

**06 THE DELIVERABLE**

# THE PROBLEM

CREATE AND DEVELOP A  
PERSONAL BRANDING  
PROJECT THAT'S BASED ON  
UNIQUE PERSONAL  
INTERESTS AND PASSIONS.

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- **NO DEDICATED SPACE FOR WRITERS AND READERS**
- **OVERSATURATED HOSPITALITY MARKET**
- **LACK OF ATMOSPHERE THAT ENHANCES CREATIVITY**



# THE EDIT

EVERY GREAT NOVEL BEGINS WITH A SINGLE SENTENCE. EVERY MASTERPIECE STARTS WITH A ROUGH DRAFT. AND EVERY UNFORGETTABLE NIGHT BEGINS WITH THE PERFECT SETTING. WELCOME TO THE EDIT—A LITERARY SPEAKEASY WHERE WORDS AND STORIES FLOW AS SMOOTHLY AS THE WHISKEY. HIDDEN BEHIND A BOOKSTORE, THIS IS NOT JUST A BAR BUT AN ESCAPE FOR POETS, READERS AND DREAMERS. WHETHER YOU'RE HERE TO WRITE YOUR NEXT CHAPTER, LOSE YOURSELF IN A BOOK, OR SIMPLY ENJOY A SIGNATURE COCKTAIL...

**THE EDIT IS WHERE STORIES UNFOLD.**

# THE STRATEGY

CREATE A SPACE THAT COMBINES THE **ELEGANCE** OF A BOOKSTORE WITH THE SECRECY OF A SPEAKEASY, MERGING **CREATIVITY, LITERACY, AND AMBIANCE** INTO AN **IMMERSIVE** EXPERIENCE FOR READERS, WRITERS AND THOSE WHO SEEK TO CREATE STORIES OF THEIR OWN.

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## DELIVERABLES

- LOGO DESIGN
- ENVIRONMENTAL DESIGN
- PRINT MEDIA
- SOCIAL MEDIA

# THE AUDIENCE

## PRIMARY

POETS, WRITERS, JOURNALISTS, SCREENWRITERS

**AGE:** 22-55 YEARS OLD

**VALUES:** SEEK AESTHETICALLY RICH, QUIET AND  
THOUGHTFUL ENVIRONMENTS

**INTERESTS:** INTELLECTUAL CONVERSATIONS, LITERARY  
CULTURE, LIQUOR

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## SECONDARY

ART AND LITERATURE ENTHUSIASTS

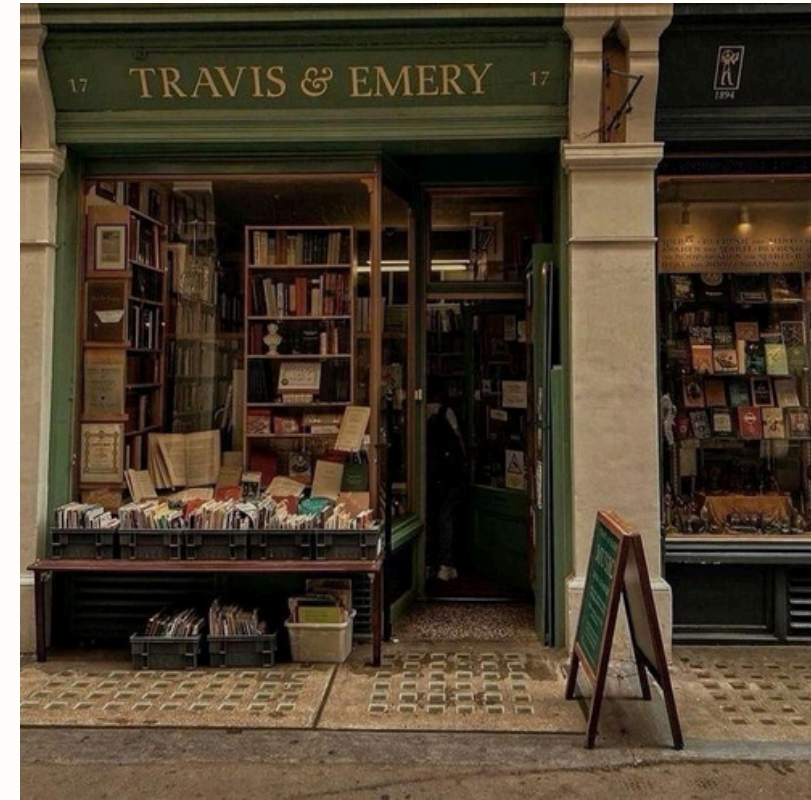
**AGE:** 22-40 YEARS OLD

**VALUES:** SEEK A UNIQUE ESCAPE FOR NETWORKING  
AND DISCUSSIONS

**INTERESTS:** EXCLUSIVITY, IMMERSIVE EXPERIENCES,  
CRAFT COCKTAILS

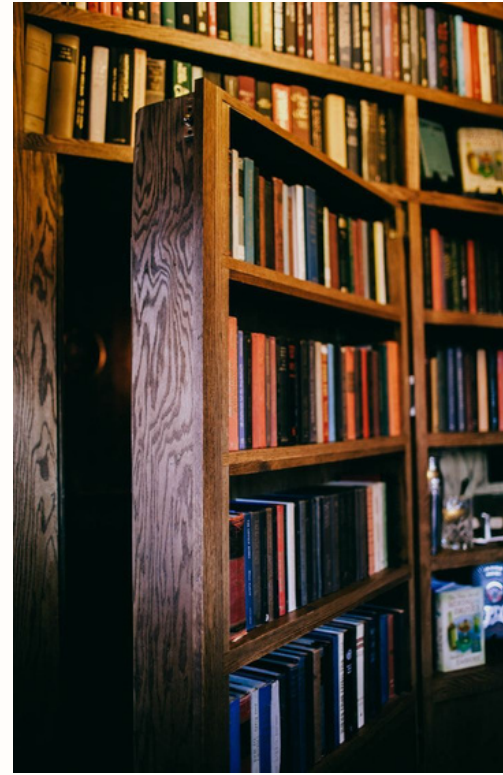
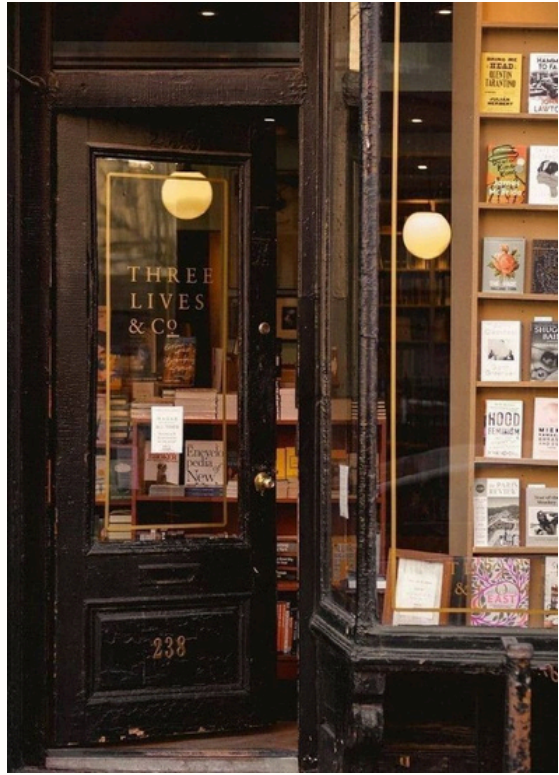
# THE RESEARCH

- **SPEAKEASIES WERE BORN IN 1920** AS SECRET ROOMS WITHIN ESTABLISHMENTS TO SELL ILLEGAL ALCOHOL.
- SPEAKEASIES ARE **BECOMING MORE POPULAR** DUE TO THE THEMED INTERIORS AND OFFERED SENSE OF SECRECY.
- BETWEEN 2020 AND 2021 PRINT **BOOK SALES INCREASED BY 13.2%** WITH **767 MILLION PRINT BOOKS SOLD IN 2023**
- ON AVERAGE, PEOPLE ARE BETTER AT SOLVING CREATIVE PROBLEMS WORKING UNDER **DIM LIGHT (150 LUX)**
- **DARK REDS, ORANGES AND BROWNS** ENCOURAGE LONGER STAYS AND WARM ENVIRONMENTS
- **ALCOHOL RELAXES AND DOWNREGULATES THE PREFRONTAL CORTEX (PFC)**
- A STUDY DONE BY ANDREW JAROSZ IN 2012 REVEALED THAT **WHEN USED IN MODERATE DOSES, ALCOHOL CAN INCREASE INDIVIDUAL CREATIVITY.**





# THE MOOD



- ELEGANT
- SOPHISTICATED
- TIMELESS





# THE FINAL LOGO

COLOR LOGO



BLACK & WHITE LOGO



# THE SECONDARY LOGO

COLOR LOGO

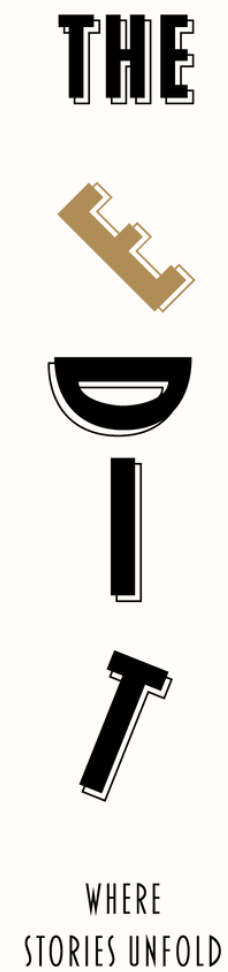


BLACK & WHITE LOGO

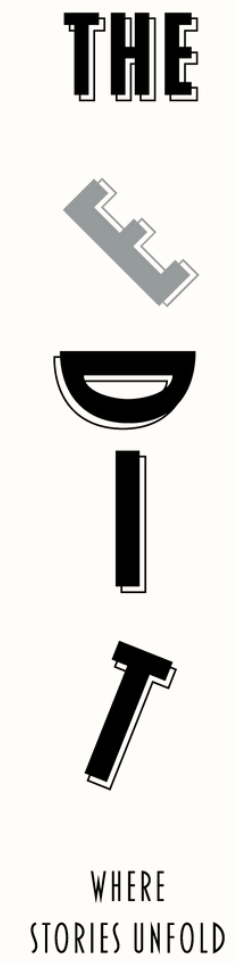


# THE VERTICAL LOGO

COLOR LOGO



BLACK & WHITE LOGO



# THE LOGO ABBREVIATION

COLOR LOGO



BLACK & WHITE LOGO



# THE LOGO VARIATIONS

MAIN LOGO



SECONDARY LOGO



VERTICAL LOGO



LOGO ABR

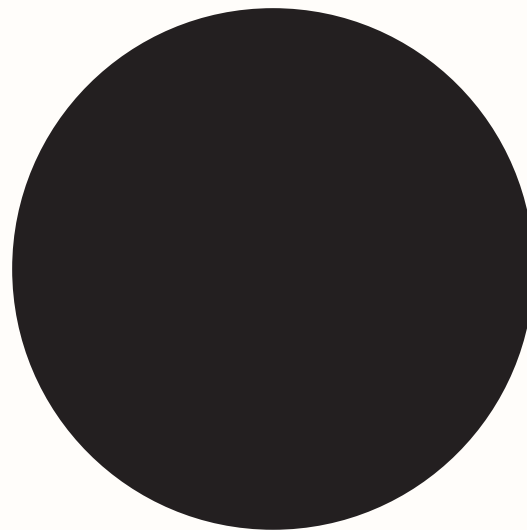




# THE COLOR

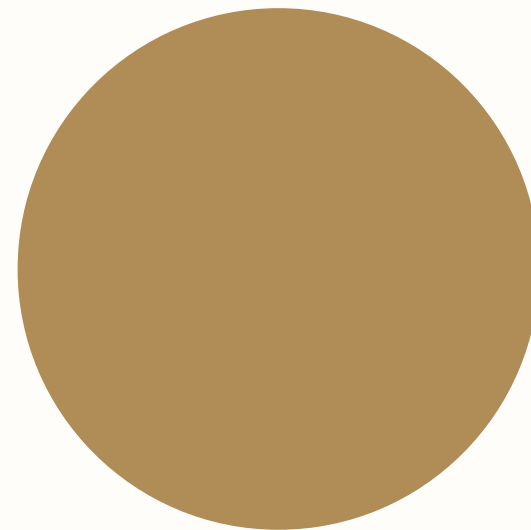
## PRIMARY

01



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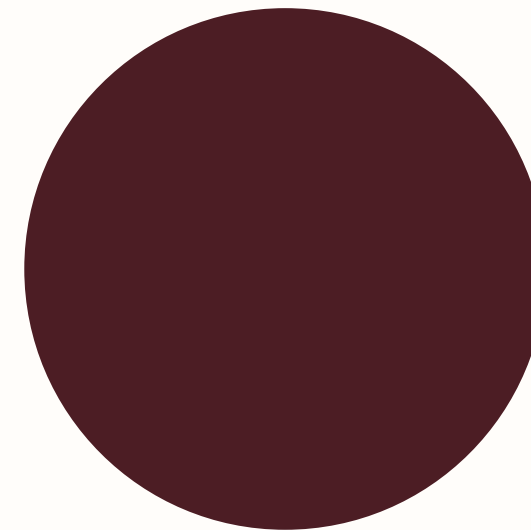
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## SECONDARY

03



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04



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# THE TYPE

PRIMARY

BLAKELY BOLD

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BLAKELY LIGHT

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MODIFICATION

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SECONDARY

Adobe Garamond Pro Regular

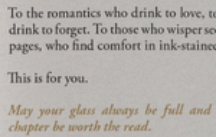
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Adobe Garamond Semibold Italic

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## 09









# THE BOOKSTORE







# THE INTERIOR



# THE SOCIAL MEDIA

