



PROCESS BOOKS

THE EDIT

WHERE STORIES UNFOLD

LN

THE
B
R
A
N
D



01 THE PROBLEM

02 THE CONCEPT

03 THE RESEARCH

04 THE IDEATION

05 THE EXPLORATION

06 THE DELIVERABLE

THE PROBLEM

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

- 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 **SECURITY** 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.

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

SECONDARY

ART AND LITERATURE ENTHUSIASTS

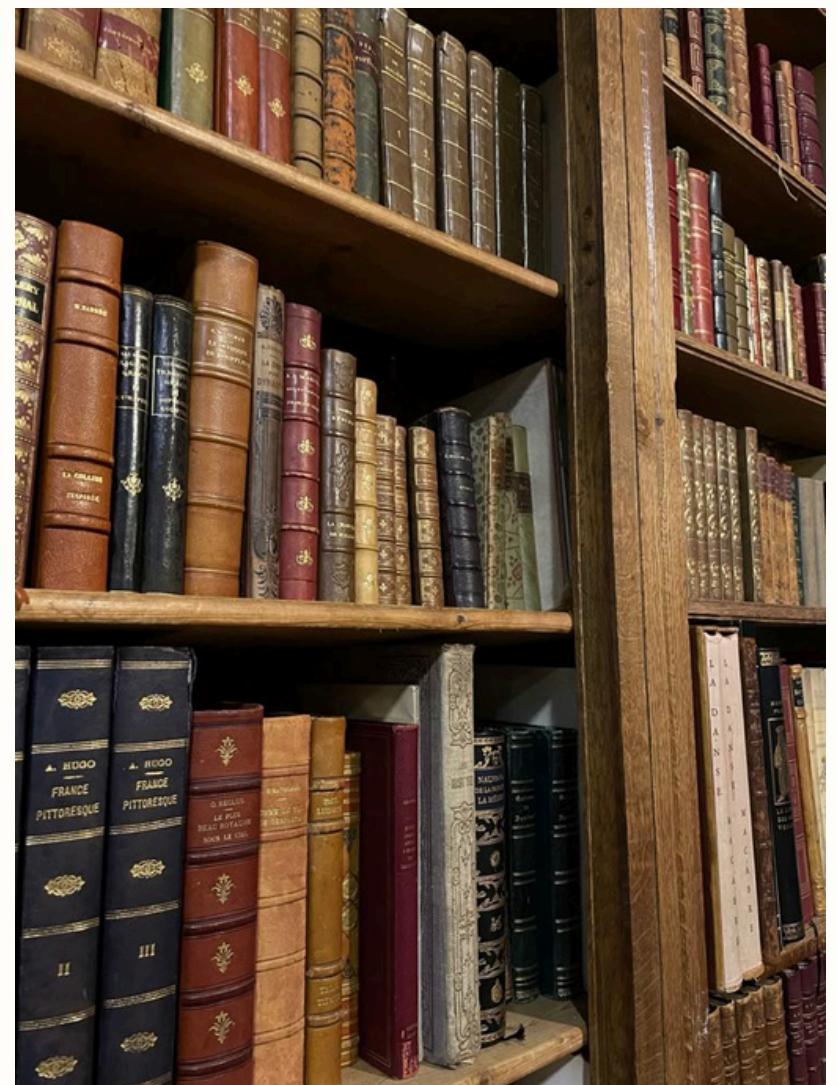
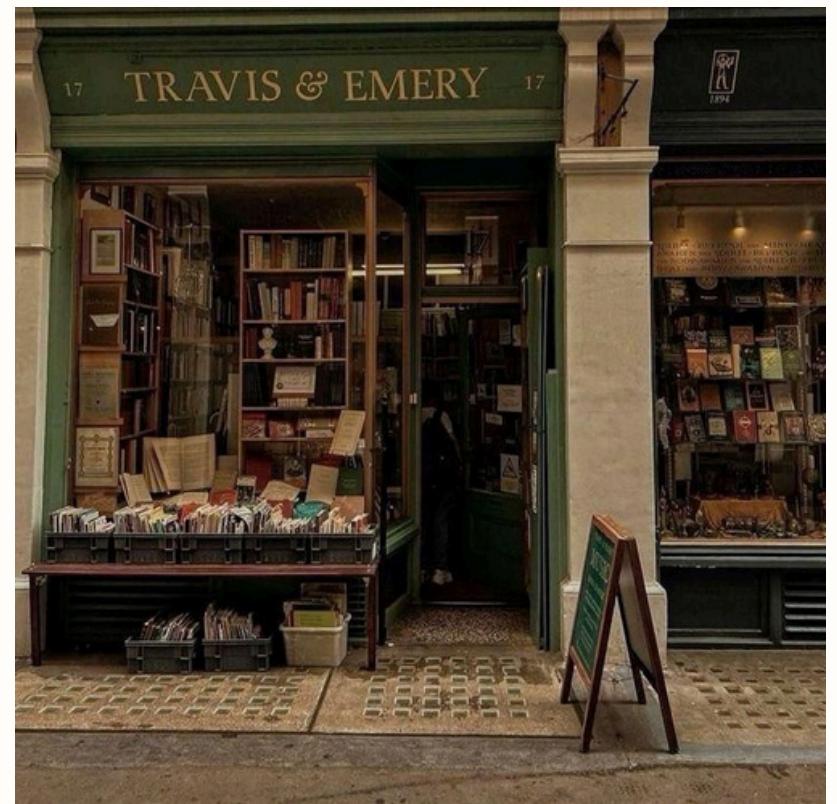
AGE: 22-40 YEARS OLD

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

THE



WHERE
STORIES UNFOLD

BLACK & WHITE LOGO

THE



WHERE
STORIES UNFOLD

THE LOGO ABBREVIATION

COLOR LOGO



BLACK & WHITE LOGO



THE LOGO VARIATIONS

MAIN LOGO



SECONDARY LOGO



VERTICAL LOGO



WHERE
STORIES UNFOLD



WHERE
STORIES UNFOLD

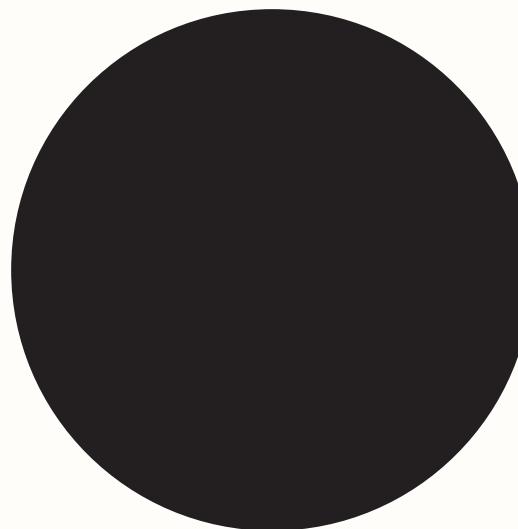
LOGO ABR



THE COLOR

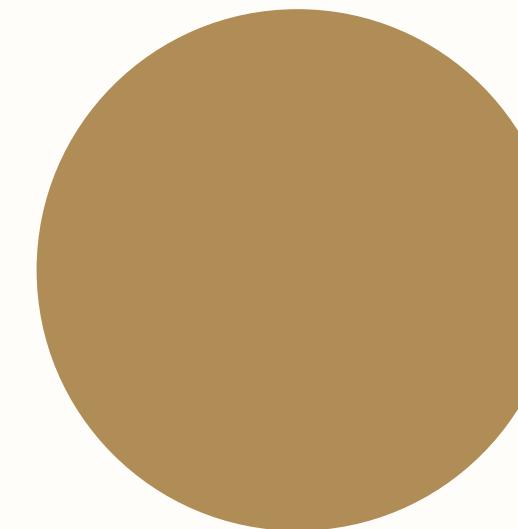
PRIMARY

01



#231F20

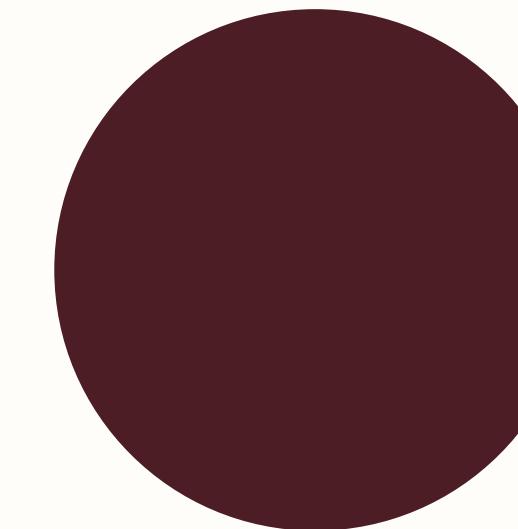
02



#B08D57

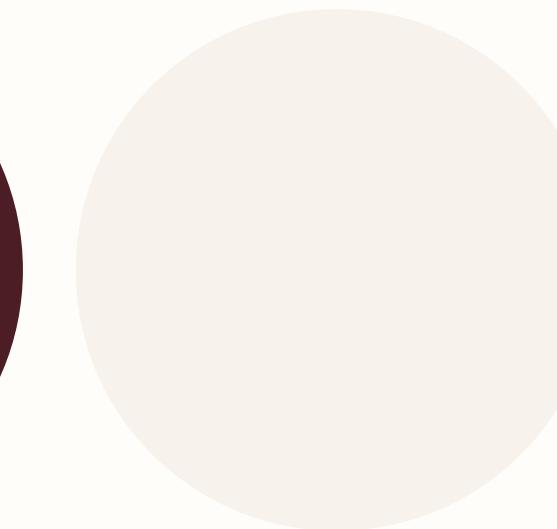
SECONDARY

03



#4C1D24

04



#F7F2EC

THE TYPE

PRIMARY

BLAKELY BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () _ + - = { } [] : ; ' " < > , . ? / \ | ~ ^

BLAKELY LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () _ + - = { } [] : ; ' " < > , . ? / \ | ~ ^

MODIFICATION

D → D

SECONDARY

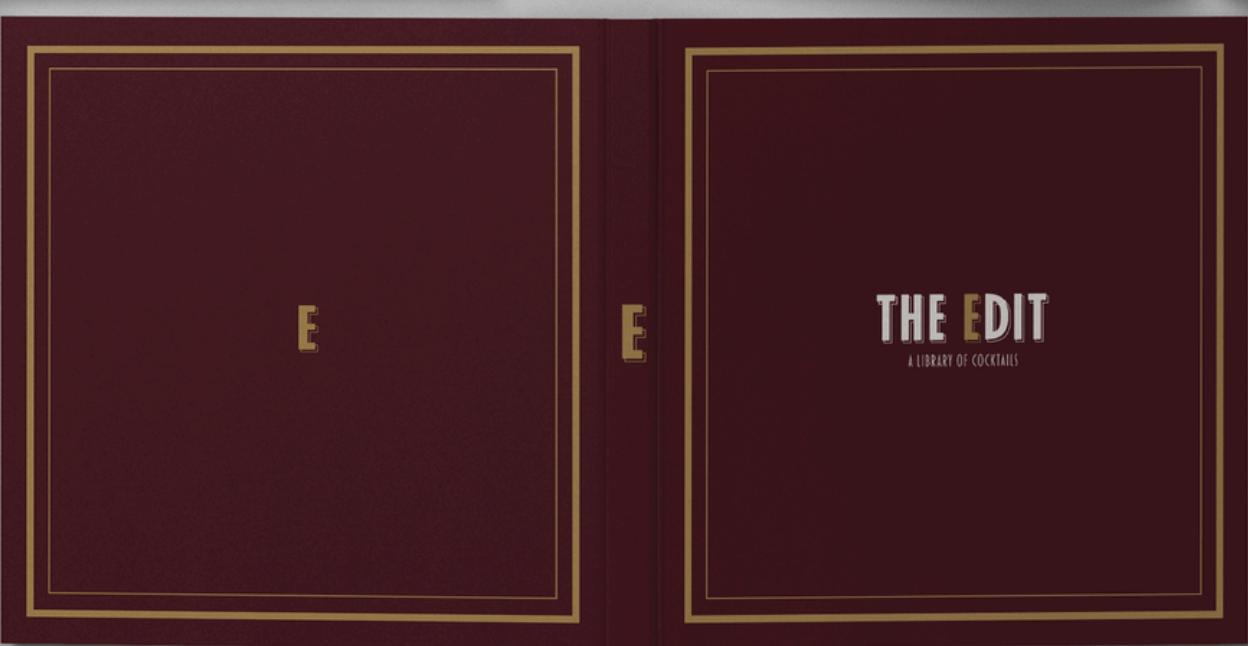
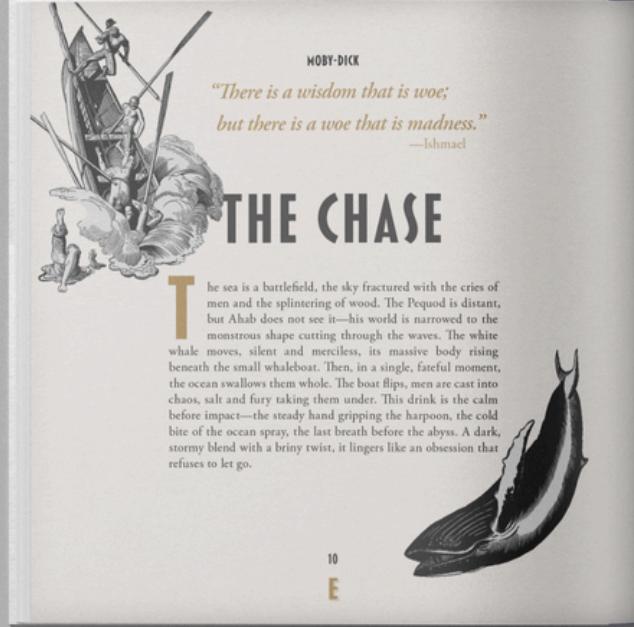
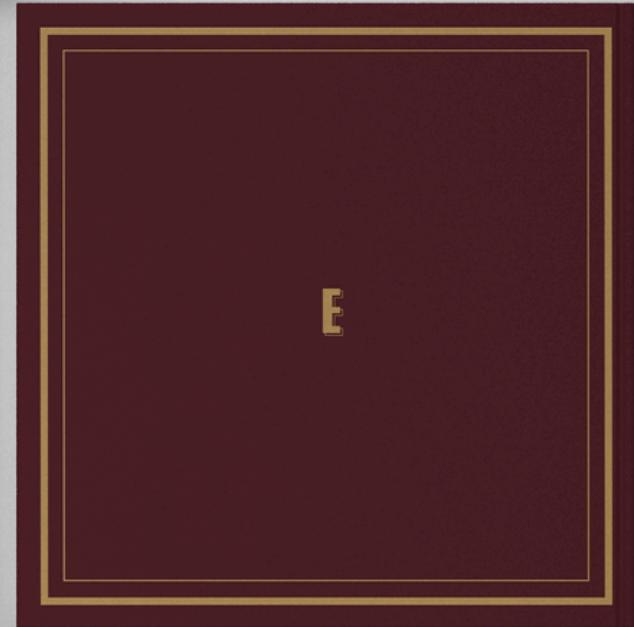
Adobe Garamond Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () _ + - =
{ } [] : ; ' " < > , . ? / \ | ~ ^

Adobe Garamond Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () _ + - =
{ } [] : ; ' " < > , . ? / \ | ~ ^

THE MENU



the romantics who drink to love, to
ink to forget. To those who whisper se-
iges, who find comfort in ink-stained

This is for you.

apter be worth the read.



THE BOOKSTORE



THE INTERIOR



THE SOCIAL MEDIA

