

# Client Brief

Wryd books is an independent locally owned bookstore located in Edgewater, Maryland. This cosy bookstore features a large verity of books, a café that serves, tea, coffee, and pastries, and hosts community centered events, such as local author spotlights and readings, book clubs, and other social events meant to bring the local community together through a mutual love of reading.

## Target Audience

Wryd Bookstore provides a welcoming and cozy atmosphere that encourages customers to sit down and stay for a while. The branding of the store caters to the trendy book aesthetic favored by many young women, while the dedicated area for children's play and reading attracts parents with younger kids

### Main Demographics

Women 18 - 25, Men & Women 30+, Professionals, Students, and Families

## Product Proposal

### Product 1 - 12 oz Cup with Sleeve - 11 x 5 in

Wryd Books features a café within the bookstore, offering paper travel cups for beverages. This presents a fantastic opportunity to enhance branding through these cups. Currently, the design consists of simple white paper cups with the Wryd Books logo. I propose creating three themed designs inspired by popular books and authors, which can be updated for holidays or other occasions to keep the look fresh. The themes will focus on Jane Austen, Alice in Wonderland, and The Lord of the Rings. Each design will include vector illustrations of elements related to these themes and a quote from either the book or the author. This approach will reinforce the literature theme throughout the brand and create a consistent brand identity that reflects a love for books.

### Product 2 - Large Cloth Tote Bag - 10 x 11in

Reusable cloth tote bag. This can be purchased at the bookstore instead of a plastic bag upon purchase or bought by itself. This tote bag will feature a whimsical book-themed design that best reflects the brand's values and includes the Wryd Books logo. This will act as advertising in addition to being a useful product.

# Type Study

## Header Font

Wreath - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Body Font

American Typewriter - Regular & **Semibold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0**

## Color Study

Hex #303c5b

C - 88	R - 47
M - 77	G - 60
Y - 40	B - 91
K - 30	

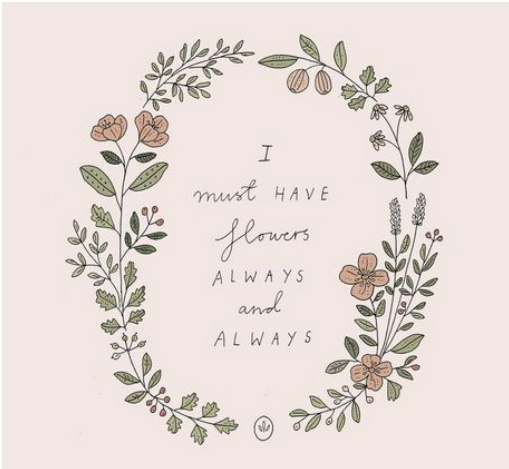
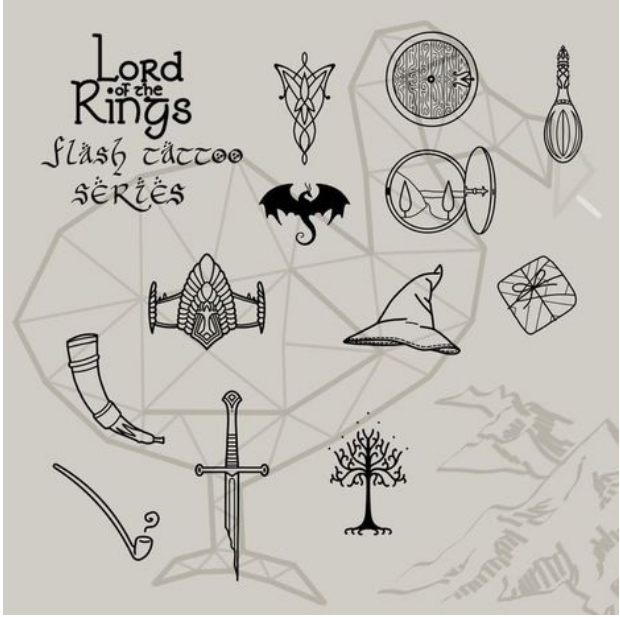
Hex #b0b5c1

C - 31	R - 177
M - 23	G - 182
Y - 16	B - 194
K - 0	

## Current Logo



# Creative Research





# Thumbnail Sketches & Mock-ups

