

Literati
Bookstore

Ex. 1 - Brand DNA
Cate Weiser
MADD 20200

"Curing brainrot since 2013."

The Background



Downtown Ann Arbor, MI



Opened in 2013.

A true mom-and-pop shop.



Independent, general interest
bookstore.

lit·e·ra·ti, noun.

/,lɪdərəˈdi/

Well-educated people who are interested in literature.



The Personality

Community

Connection

Curiosity

Endurance



The Meaning.

Literati Bookstore provides a space for community and connection in Ann Arbor. The local shop brings people together into a physical space to celebrate the joy of literature, learning, and human connection.

The Audit



Books ▾ Events ▾ Merch & Gifts ▾ About Us ▾



Books ▾ Search for your next favorite book 🔍

Due to weather, we're closed all day today, Jan 25th. See you Monday!

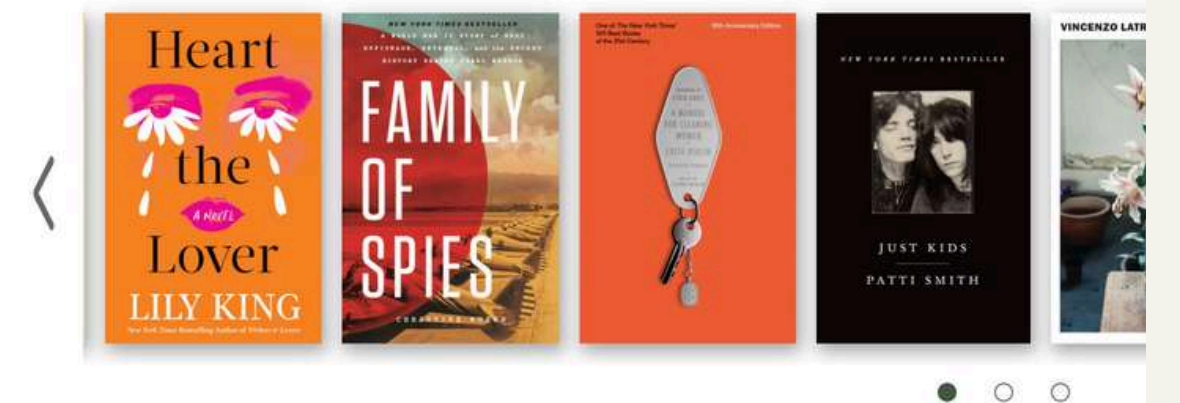
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SHOP BOOKS

SEARCH FOR YOUR NEXT GREAT READ

Books ▾ Search for your next favorite book 🔍

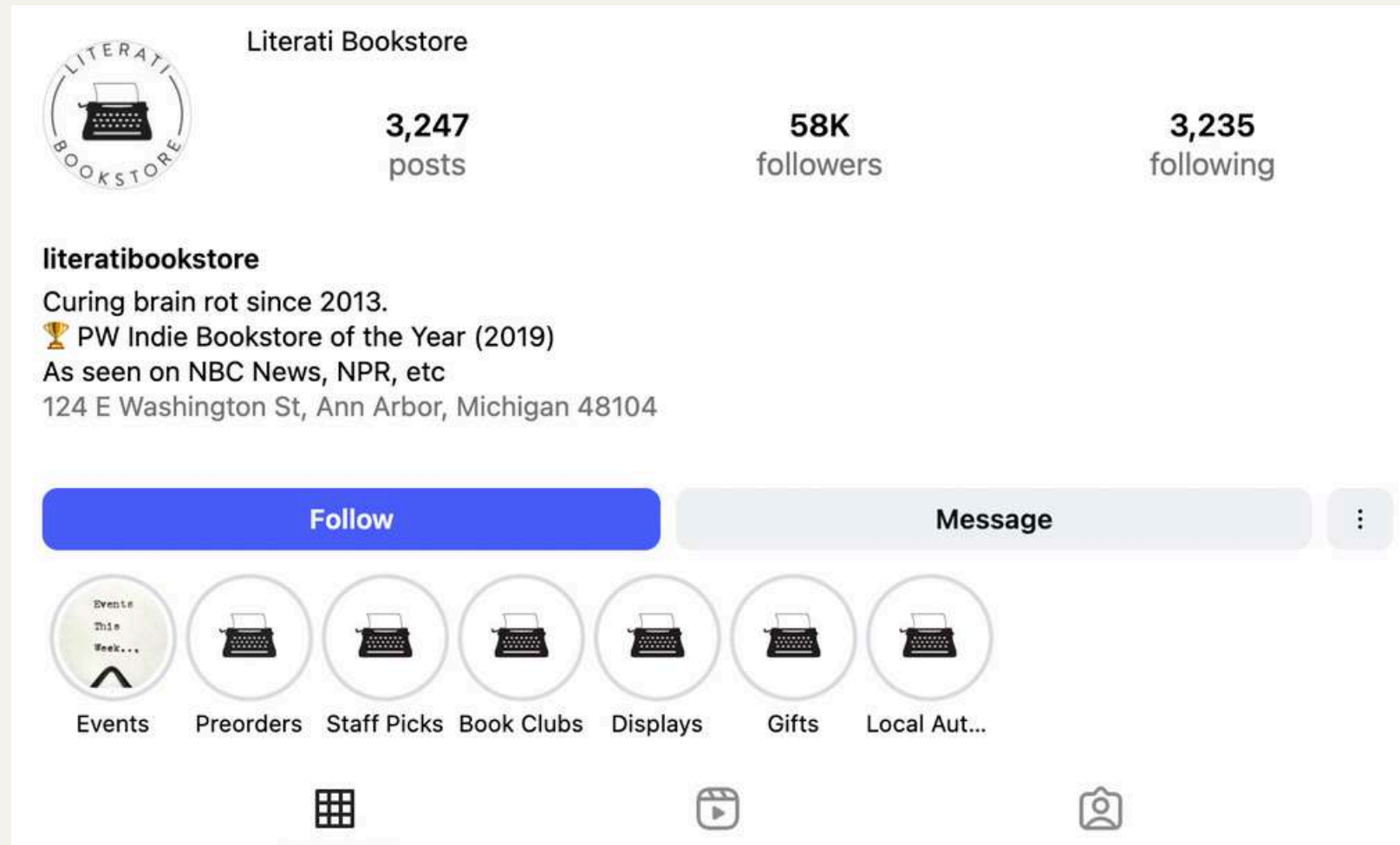
BEST BOOKS WE READ THIS YEAR



POETRY PICKS OF THE YEAR



The Audit



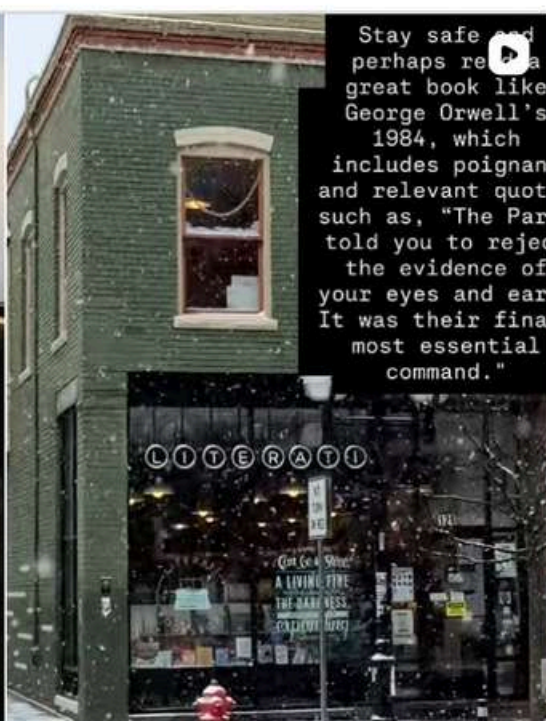
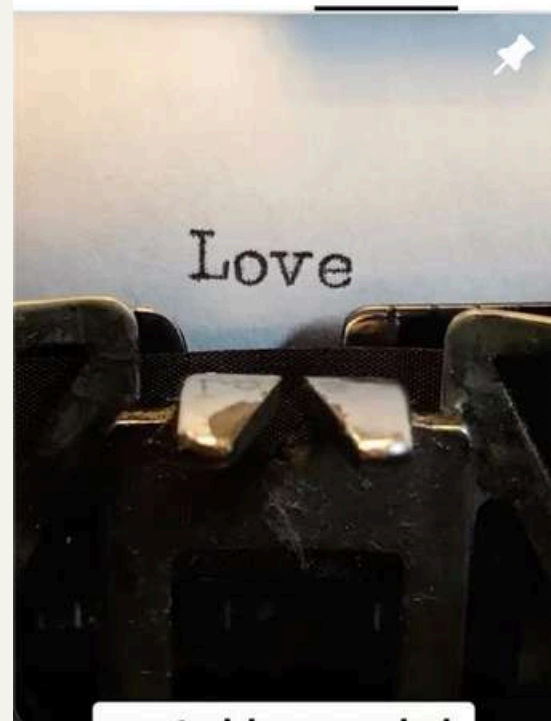
Literati Bookstore

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literatibookstore
Curing brain rot since 2013.
🏆 PW Indie Bookstore of the Year (2019)
As seen on NBC News, NPR, etc
124 E Washington St, Ann Arbor, Michigan 48104

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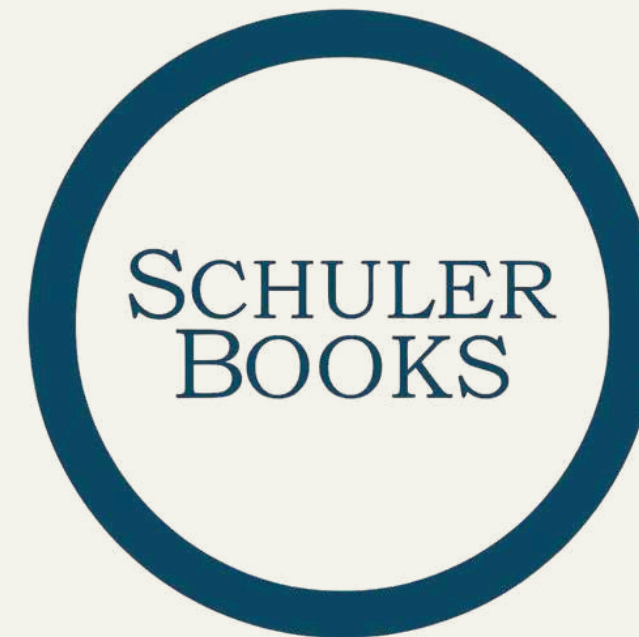
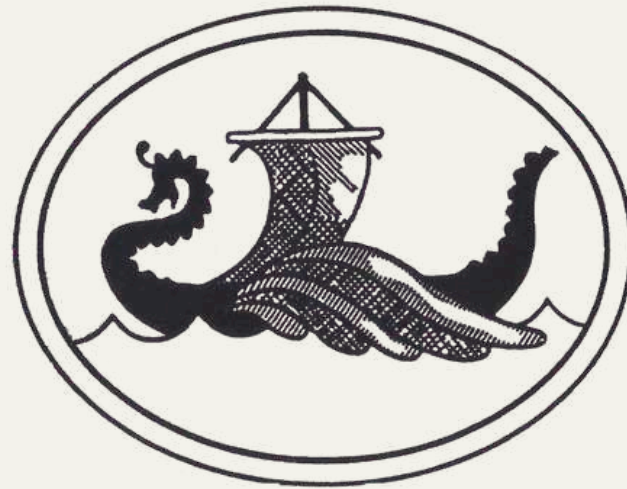
Events Preorders Staff Picks Book Clubs Displays Gifts Local Aut...



The Competition

**DAWN
TREADER
BOOKS**

Used and Rare Books
Bought and Sold



locust valley bookstore

BORDERS



Three Trees Books

Your local source for fresh new books.

The Vision

Text and Colors

Aa

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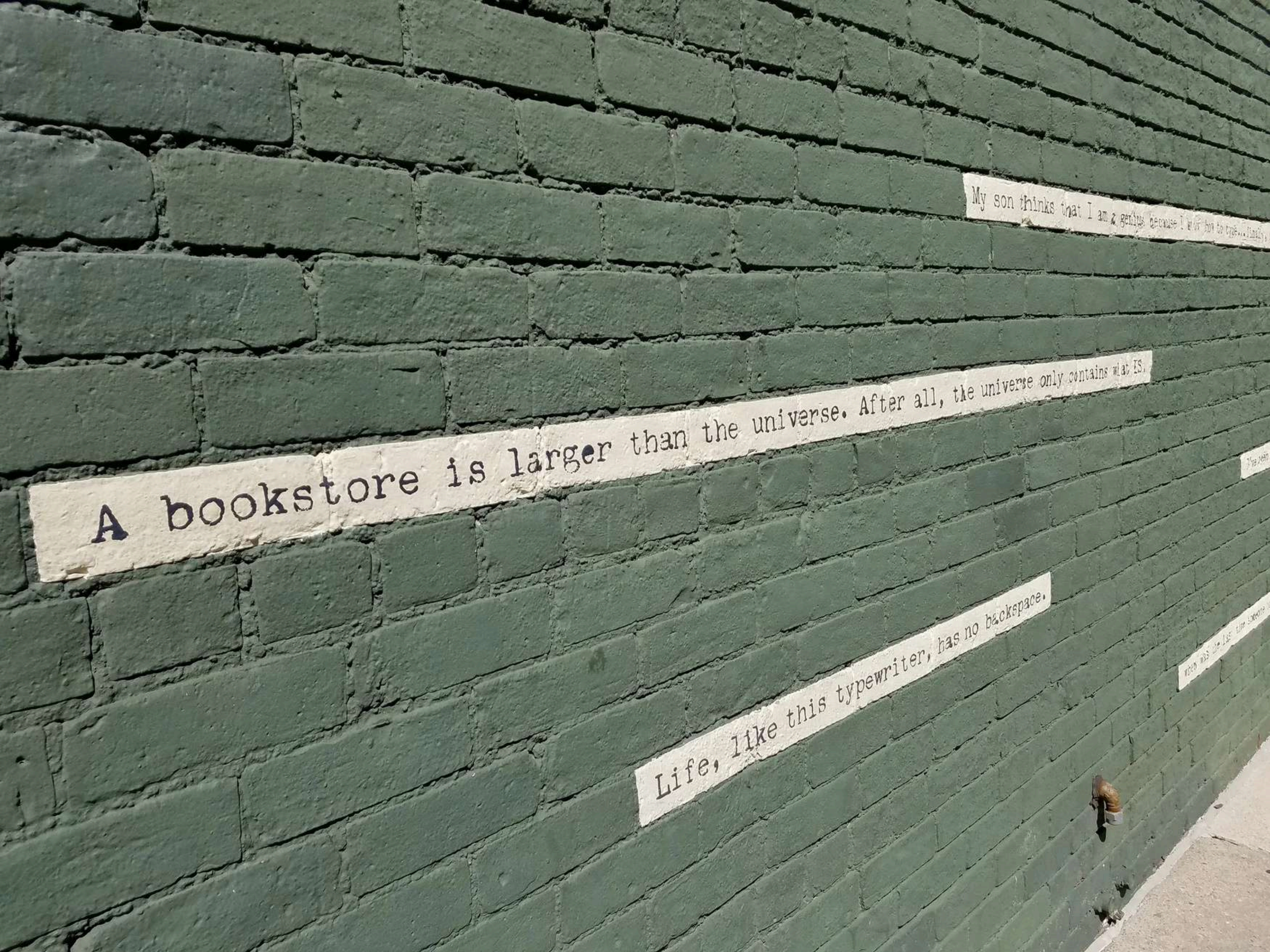
Aa



The
Everyday
Editor

Intimate Inquisitive

Community



My son thinks that I am a genius because I know how to type... finally.

A bookstore is larger than the universe. After all, the universe only contains what IS.

Life, like this typewriter, has no backspace.

Thank
You!