

LITERATI

BRAND REFRESH

STYLE GUIDE

BRAND STRATEGY

Literati: “Curing brainrot since 2013.”

Inquisitiveness

Intimacy

Community

lit·e·ra·ti, noun.

/,lidəˈrɑːdi/

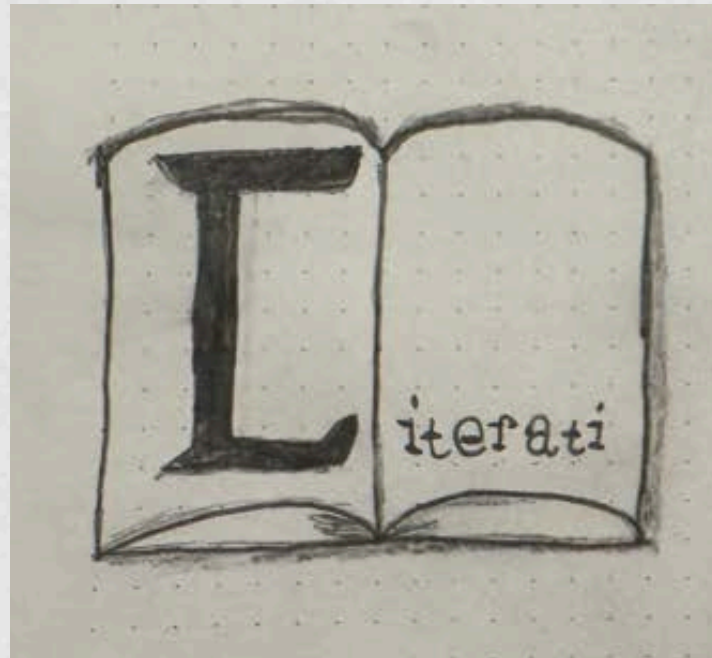
Well-educated people who are interested in literature.

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.

ORIGINAL LOGO



TIGHT COMPS



MARK ITERATION I

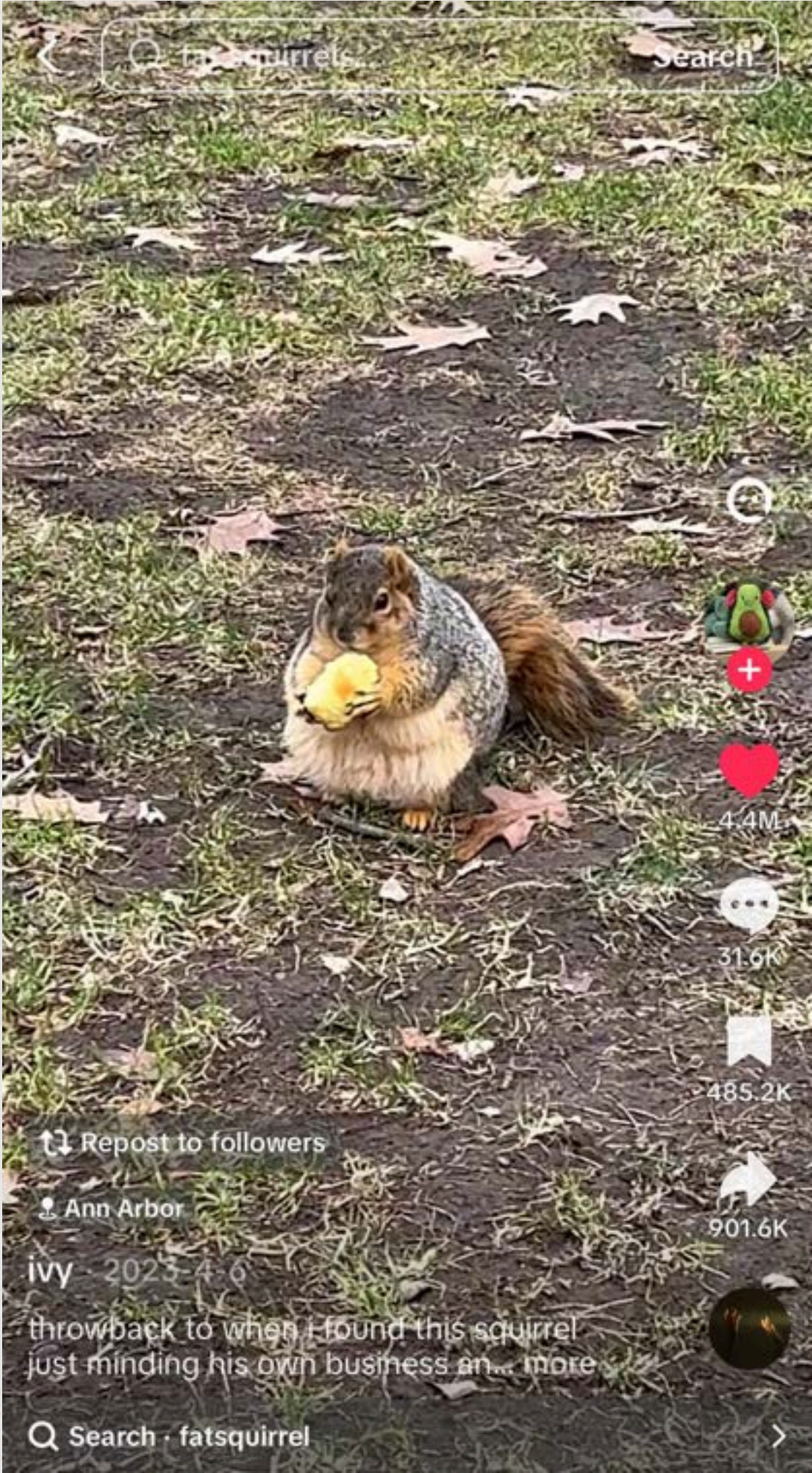


MARK INSPIRATION

ANN ARBOR

More 'chonky' squirrels are showing up everywhere at the University of Michigan

Updated: Nov. 16, 2022, 1:39 p.m. | Published: Nov. 16, 2022, 1:38 p.m.



MARK ITERATIONS II



MARK ITERATIONS III



FINAL



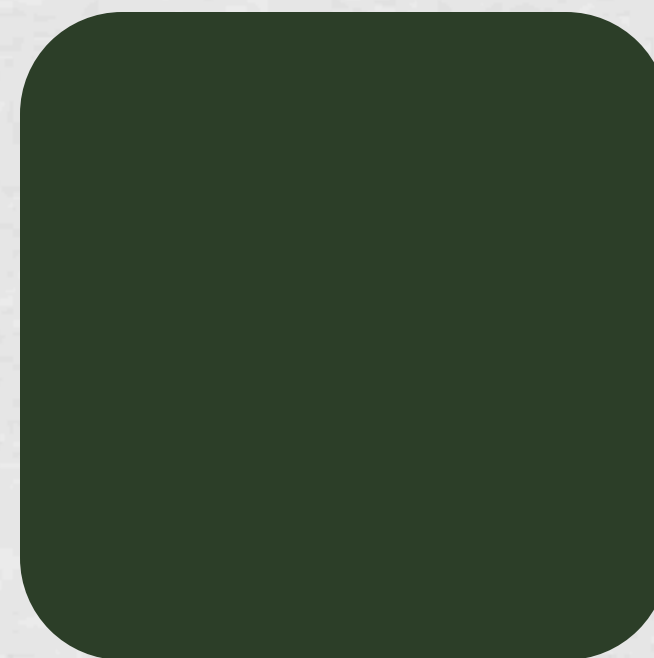
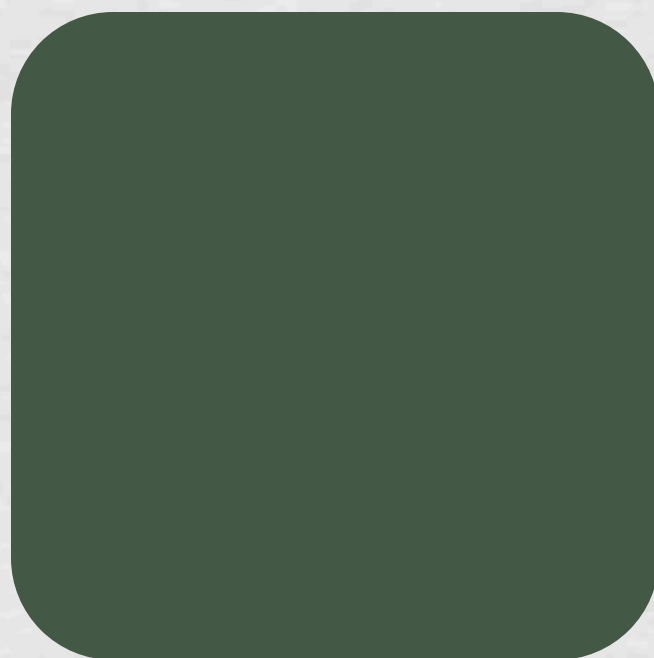
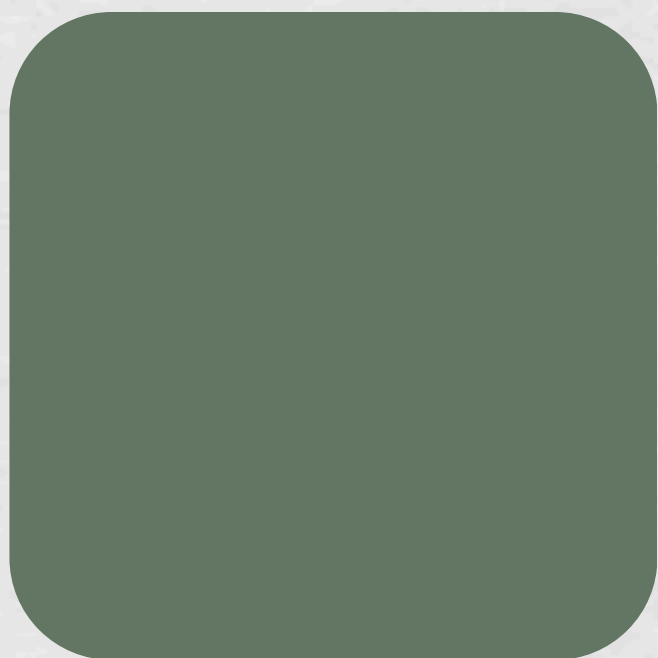
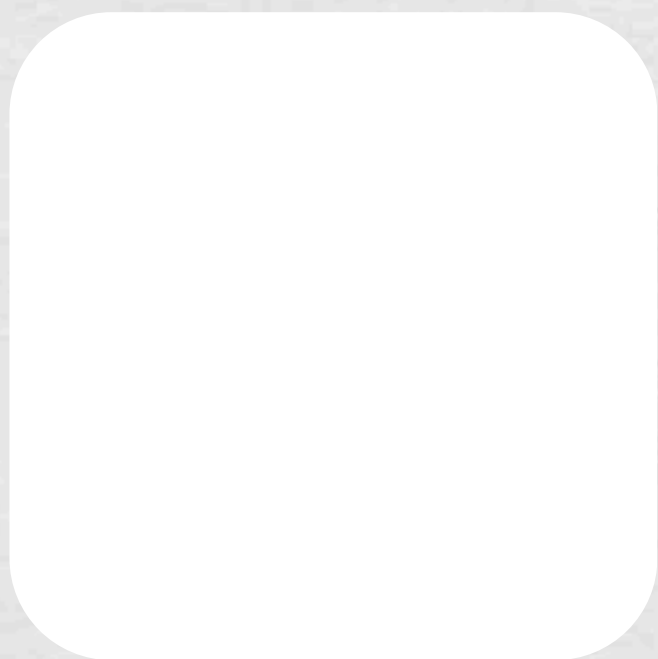
TYPEFACE

Literati Bookstore Heading
in Special Elite

Literati Bookstore Subheading in ITC
American Typewriter Medium

Literati Bookstore body text in Soloway

COLOR PALETTE



FINAL



Literati Bookstore

MOCKUPS



MOCKUPS



MOCKUPS

