

Morphobooks

PUBLISHING

PRESENTED TO:

CAROLYN KILDAY

ARTC 3304 BRANDING SYSTEMS

PROJECT ONE

ANDREA RAINES

09/01/2020



PROJECT OVERVIEW

The Task

Develop a branding identity system

The Goal

Develop a cohesive branding system through traditional and technological print/publishing techniques using design aspects and expansion touchpoints for Morphobooks

ZAG ANALYSIS

Who are you?

Morphobooks Publishing consists of books and other print media materials pertaining to writing, programming, poetry, music, math and science.

What do you do?

Morphobooks uses technology and traditional print techniques in collaboration with creators and authors to provide educational, informative, and fiction and non-fiction stories for customers.

What's your vision?

Providing authors customization of publishing, giving them a voice to share thier stories and experience through book events, festivals, and teaching store-level workshops.

What wave are you riding?

Making sure to provide authors with endless customization of printing and making thier dream book through the collaboration of technology and traditional Print techniques in publishing.

What make you the only?

Morphobooks Publishing focuses on the customer or authors experience

ZAG ANALYSIS

What should you add/subtract?

Adding a cafe, cozy seating areas, and a maker space to enhance the customers experience.

Who loves you?

Customers that enjoy genres of music, poetry, science, and programming.

Who's the enemy?

Other Publication companies such as Random House, Penguin, Harper Collins.

What do they call you?

An independent Publishing and Bookstore company.

Who share the brandscape?

Other publishing companies and bookstores

How do you explain yourself?

A publishing company featuring authors in genres of music, poetry, science, and programming.

How do you spread the word?

Social Media, Book Festivals, Bookstore Events & Subscription, store-level workshops

How do people engage with you?

Website/App, Store-Level, Social Media, Web/App Contact Form

What do they experience?

Customers can experience Morphobooks as a brand through a store-level, social media presence, website/app, book festivals, bookstore events, and advertisements

ZAG ANALYSIS

How do you earn their loyalty?

Available for the customer feedback, Author support in process of book publishing

How do you extend your success?

Looking for new ways to communicate and publish stories, books, and using technology to connect.

How do you protect your portfolio?

Through the experience of what Morphobooks is.





BRAND MESSAGE

Morphobooks Publishing consists of books and other print media materials pertaining to writing, programming, poetry, music, math and science. Morphobooks is always looking to evolve in innovative ways to improve print media, an authors and customers experience through technology and traditional publishing techniques.

BRAND PILLARS

Purpose

Create and publish an authors dream book

Value

Having access to technological and traditional printing methods as well as paper sources.

Difference

Provide authors the ability to engage in the full process of publications

Execution

Creating a network of authors and creators with morphobooks to engage with customers through app, web, social media, and localized events at our shops.

SWOT ANALYSIS

Strengths

Customer service
Authorship with publishers and creators
Access to multiple printing and publishing techniques

Opportunities

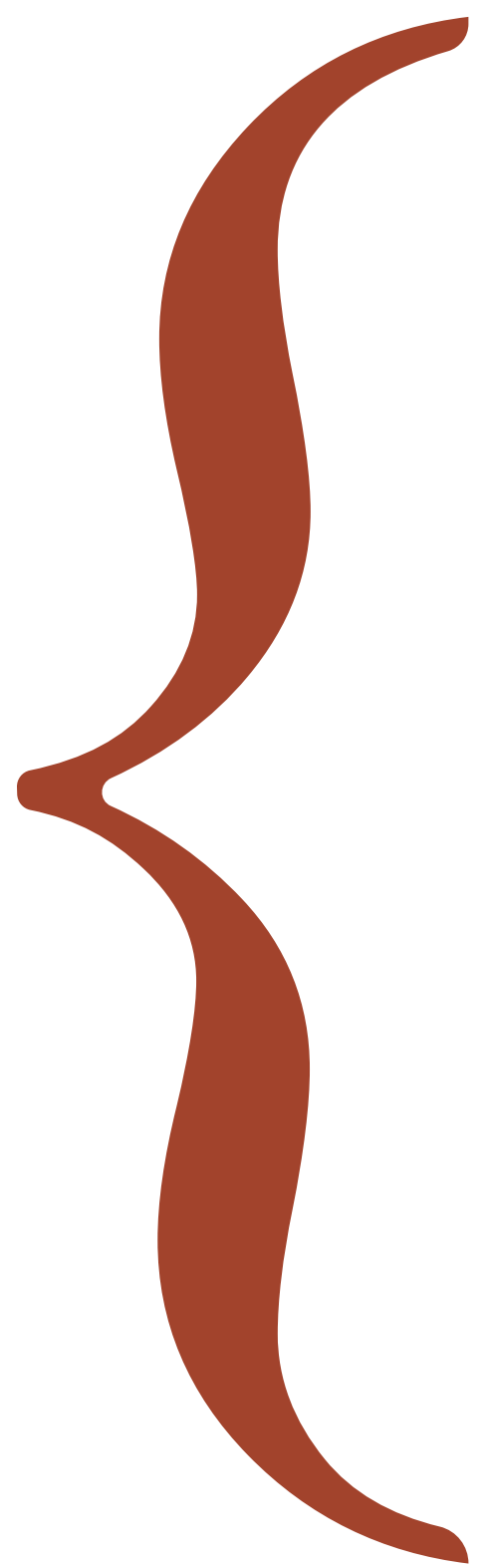
Creating a way for authors to engage in the full process of publications
providing authors with opportunities to teach workshop in our stores

Weaknesses

Genre specific publishing

Threats

Other publishing companies



COMPETITIVE AUDIT



10 Canal Street
Westerly, RI 02891
401-213-3901

Savoy Hours

8 AM - 5 PM Daily

About Savoy

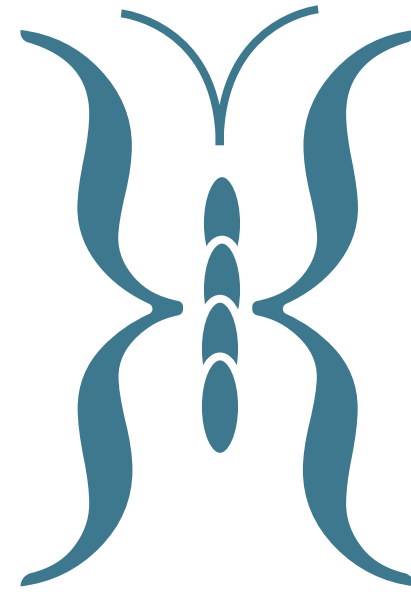
Savoy Bookshop & Café is a bookstore and cafe selling adult and children's books, toys, cards, journals and gifts. The bookstore features two floors of retail space and a café serving locally sourced coffee, tea, kombucha and pastries. Savoy opened in April 2016 as a partnership between Mystic Books Inc. and the Royce Family Fund. To contact the bookstore, email savoy@mysticbooksinc.com. To contact the café, email cafe@mysticbooksinc.com.

 HarperCollins Publishers



A PENGUIN FOR EVERY SHELF.





Morphobooks

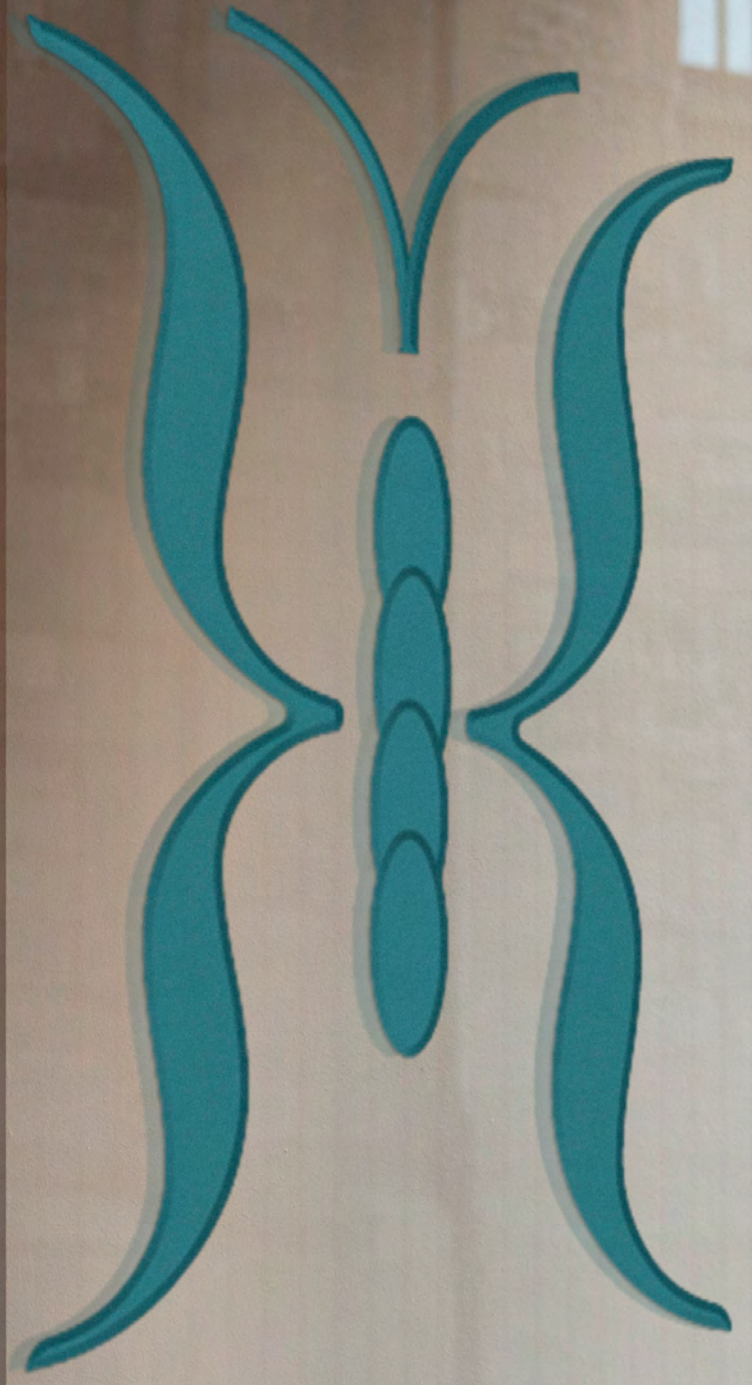
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Headline

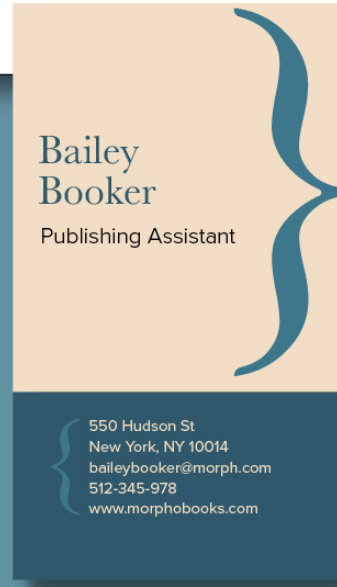
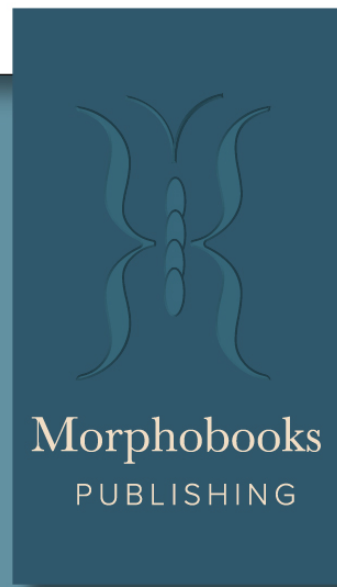
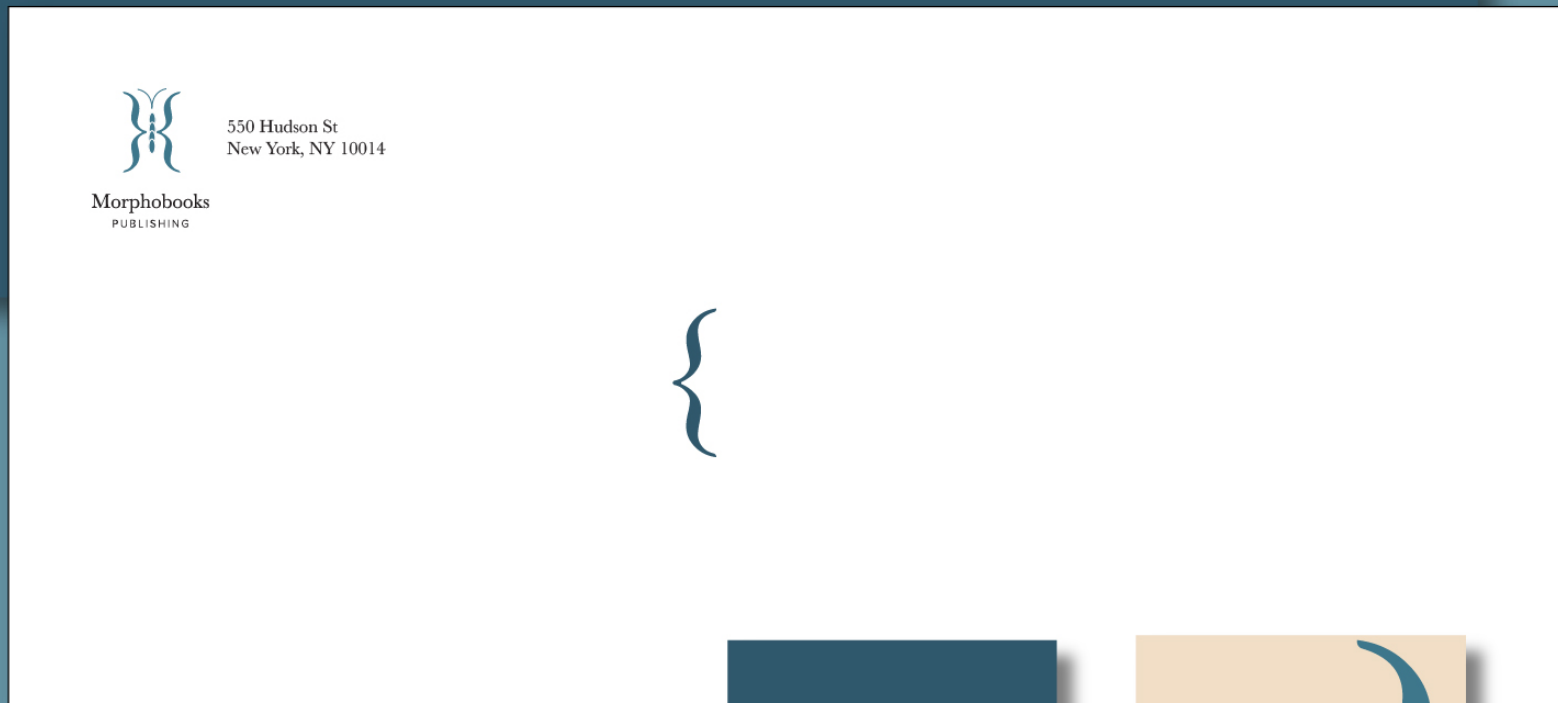
SUB HEAD

This paragraph is set in Proxima Nova Regular at 18/22. The Sub Head is Proxima Nova Regular, all caps, set at 24/34. The logo is set in both of these typefaces. 'Morphobooks' is set at 54/64 'PUBLISHING'. It is set at 18/22 and tracked out to 140.





Morphobooks
PUBLISHING



October 14, 2020

Annabelle Arthur
Editor

Jenkins Group Inc.
1129 Woodmere Ave.Suite B,
Traverse City, MI 49686

Dear Annabelle,

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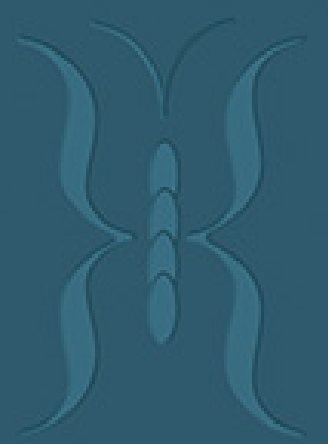
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Sincerely,
Jane Doe
Morphobooks Publishing, Founder

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Station

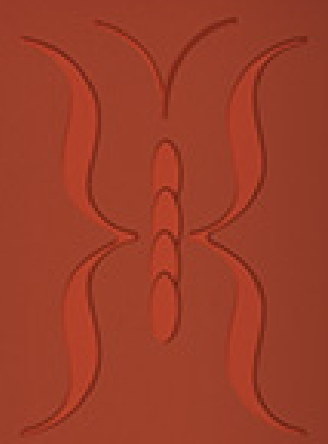


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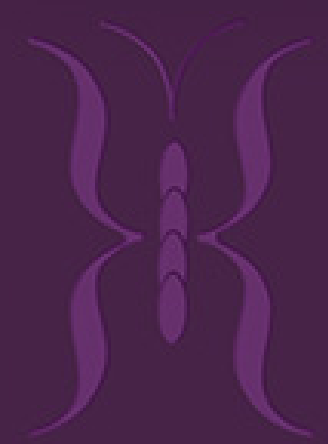


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Morphobooks Presents: Author Talks

Oliver Jeffers

This Author Talk will be based on Oliver Jeffers' latest book, **WHAT WE'LL BUILD**. An enchanting story of a father and a daughter who set about laying the foundations for their life together, building memories to cherish, a home to keep them safe and love to keep them warm.

Oct. 15, 2020
Virtual Event
4pm-6pm

LEARN MORE AT
morphobooks.com/events



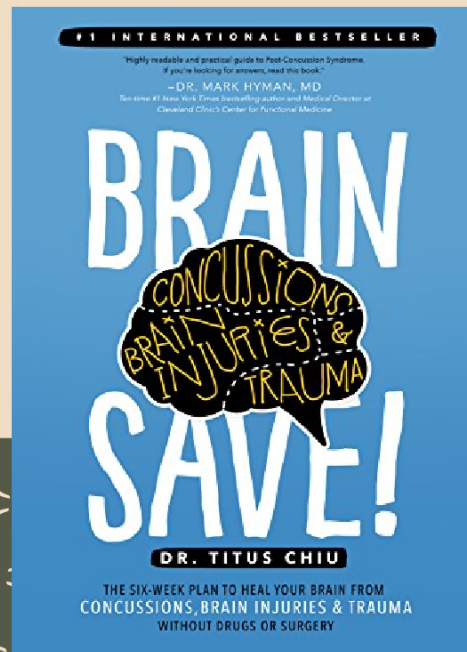
Morphobooks Presents: Author Talks

Dr. Titus Chiu

This Author Talk will be based on Dr. Titus Chiu's latest book, **BRAIN SAVE**. Titus is a #1 Best-Selling Author, award-winning International Speaker, and leader in the field of Functional Neurology who helps people struggling with Post-Concussion Syndrome and other chronic neurological conditions get their brains and their lives back.

Oct. 27, 2020
Virtual Event
3pm-5pm

LEARN MORE AT
morphobooks.com/events



Morphobooks Presents: Author Talks

Elizabeth Acevedo

This Author Talk will be based on Elizabeth Acevedo's latest book, **WITH THE FIRE ON HIGH**. From the New York Times bestselling author of the National Book Award winning *The Poet X* comes a dazzling novel in prose about a girl with talent, pride, and a drive to feed the soul that keeps her fire burning bright.

Oct. 25, 2020
Virtual Event
2pm-4pm

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