

BRODIE'S

Books

A presentation by Philip J

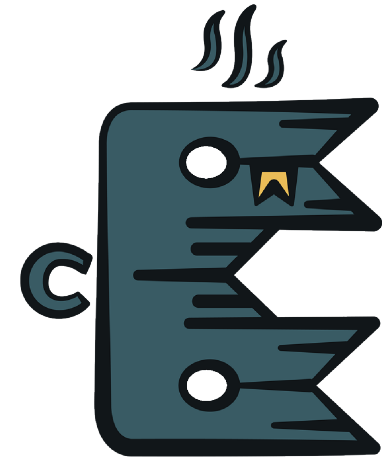


**OUR GOAL IS TO BUILD A NEW
VISUAL IDENTITY THAT...**

- **BUILDS A COMMUNITY**
- **ATTRACTS PEOPLE ACROSS THE WORLD**
- **BEHAVES LIKE A GATEWAY TO RELAXATION
IN A BUSY DAY**

BRAND STATEMENT

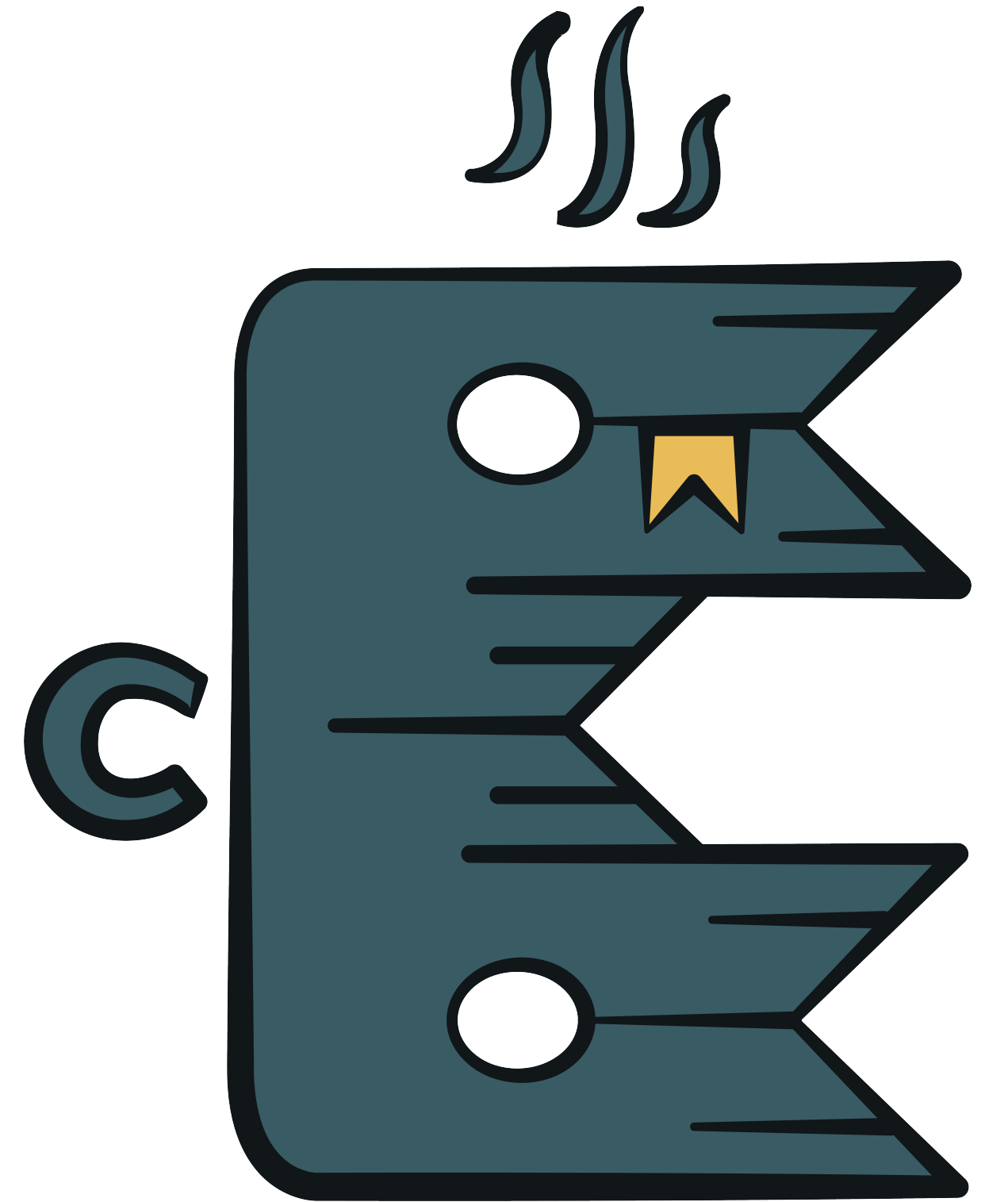
**"BRODIE'S BOOKS OFFERS A GATEWAY TO RELAXATION AND THE EXPLORATION
OF NEW WORLDS THROUGH A COLLECTION OF EXQUISITE, RARE BOOKS."**



"Rare Books & Coffee Brews"

BRODIE'S

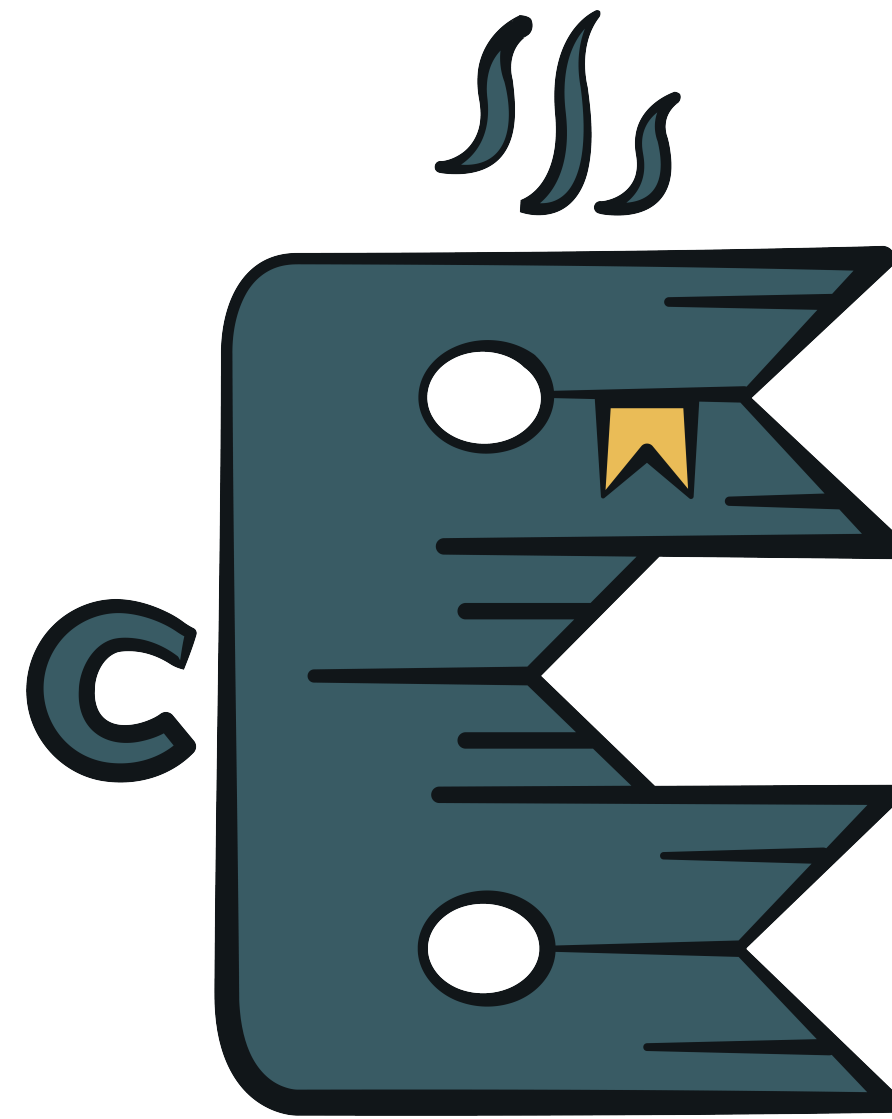
Books

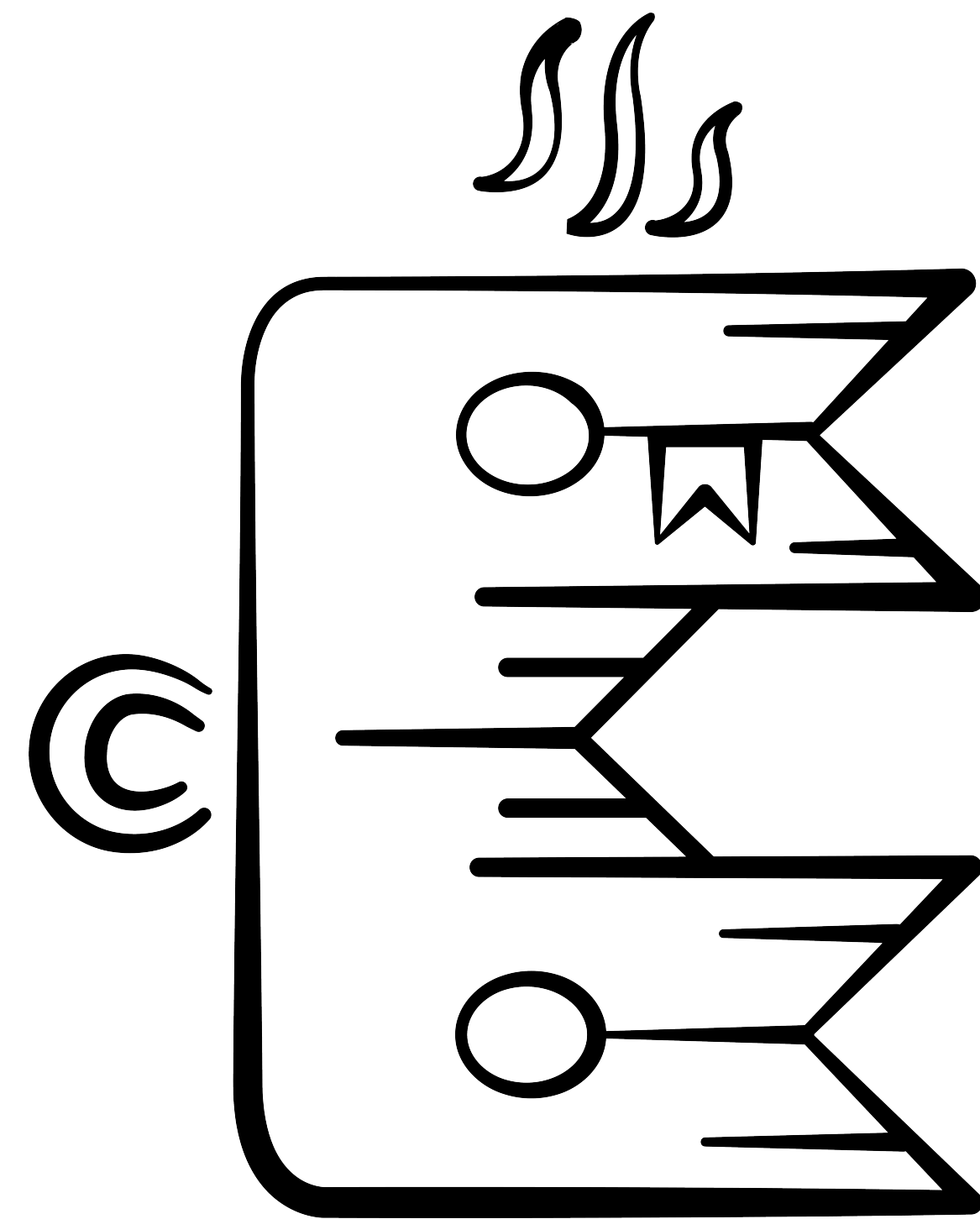
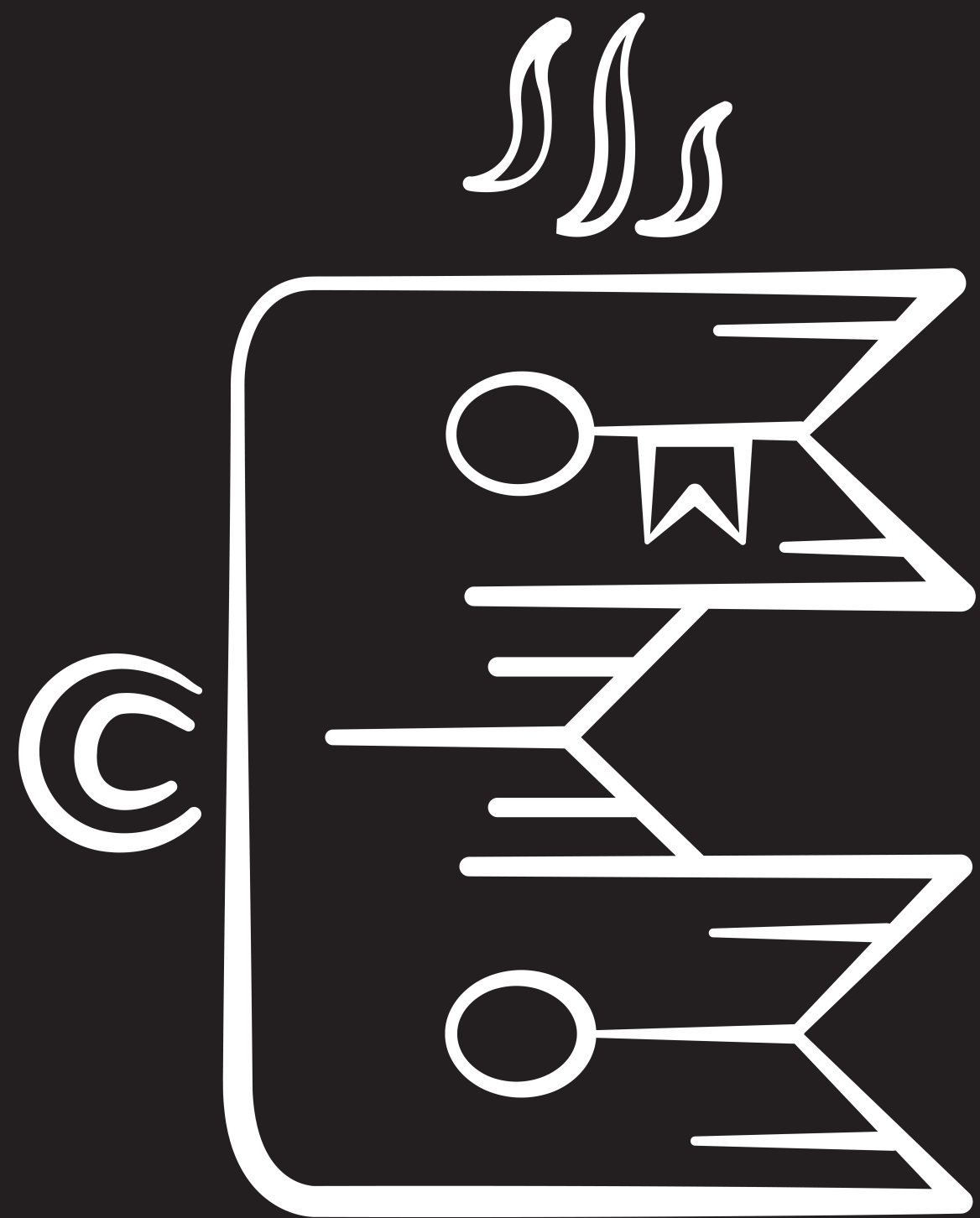


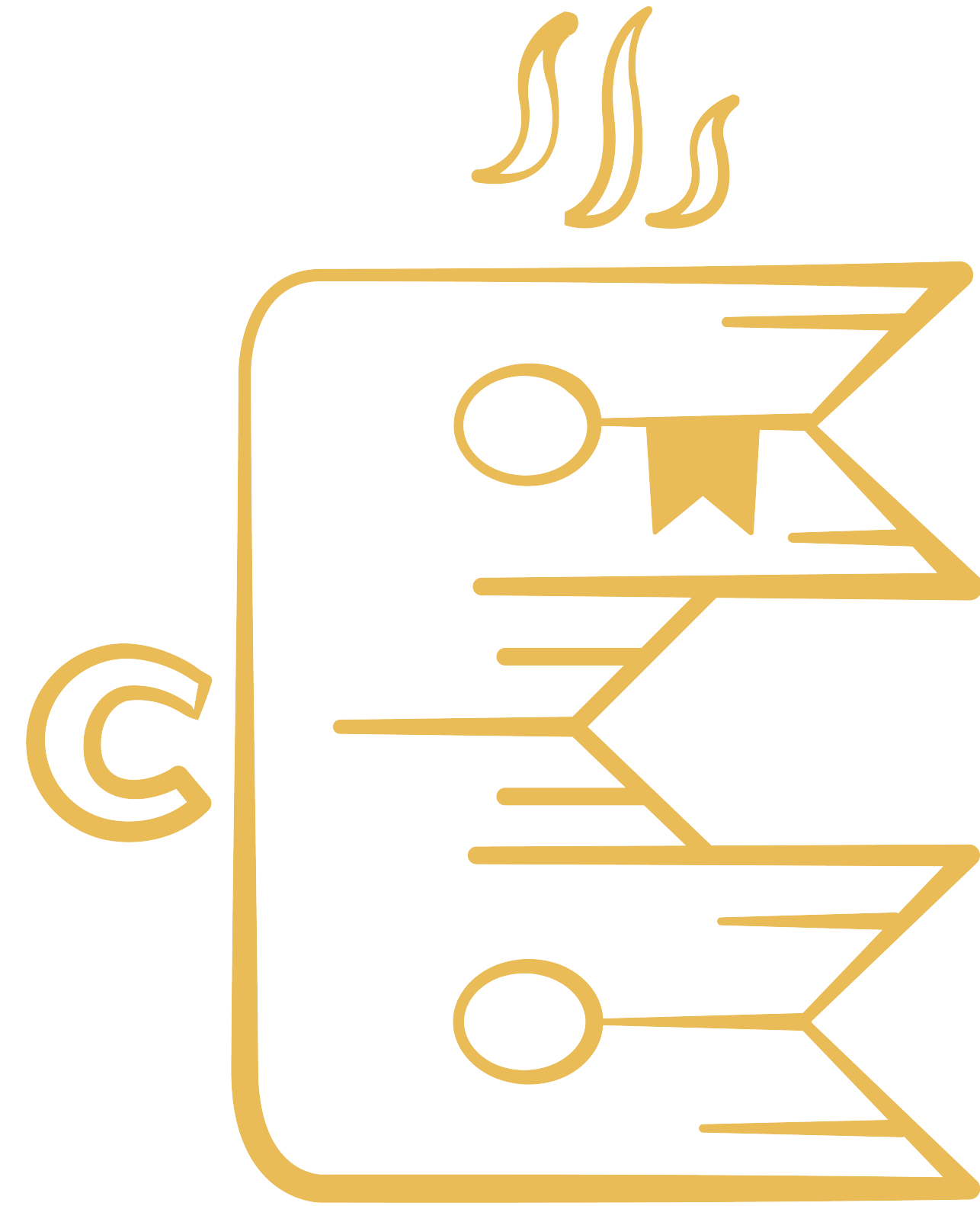
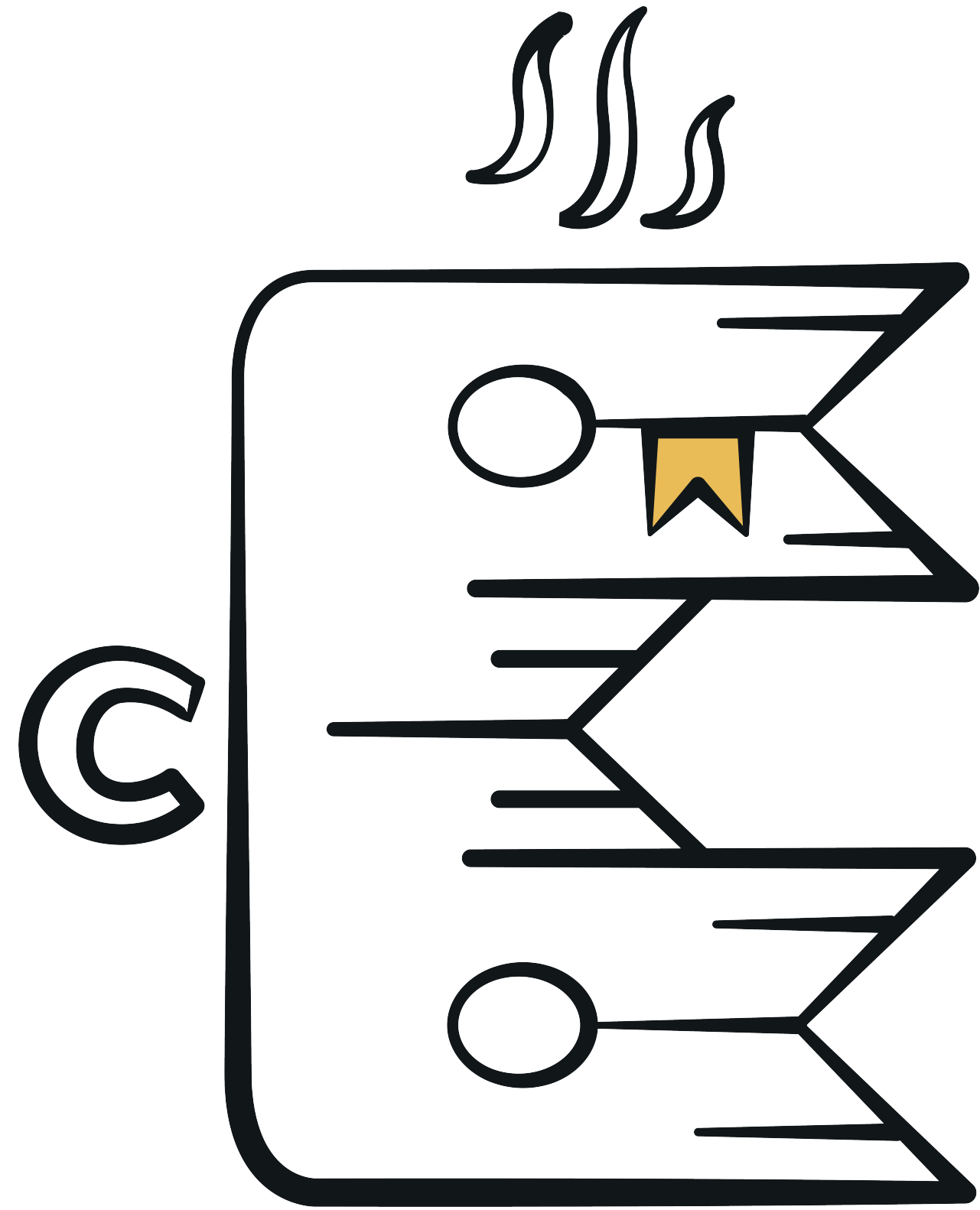
"Rare Books & Coffee Brews"

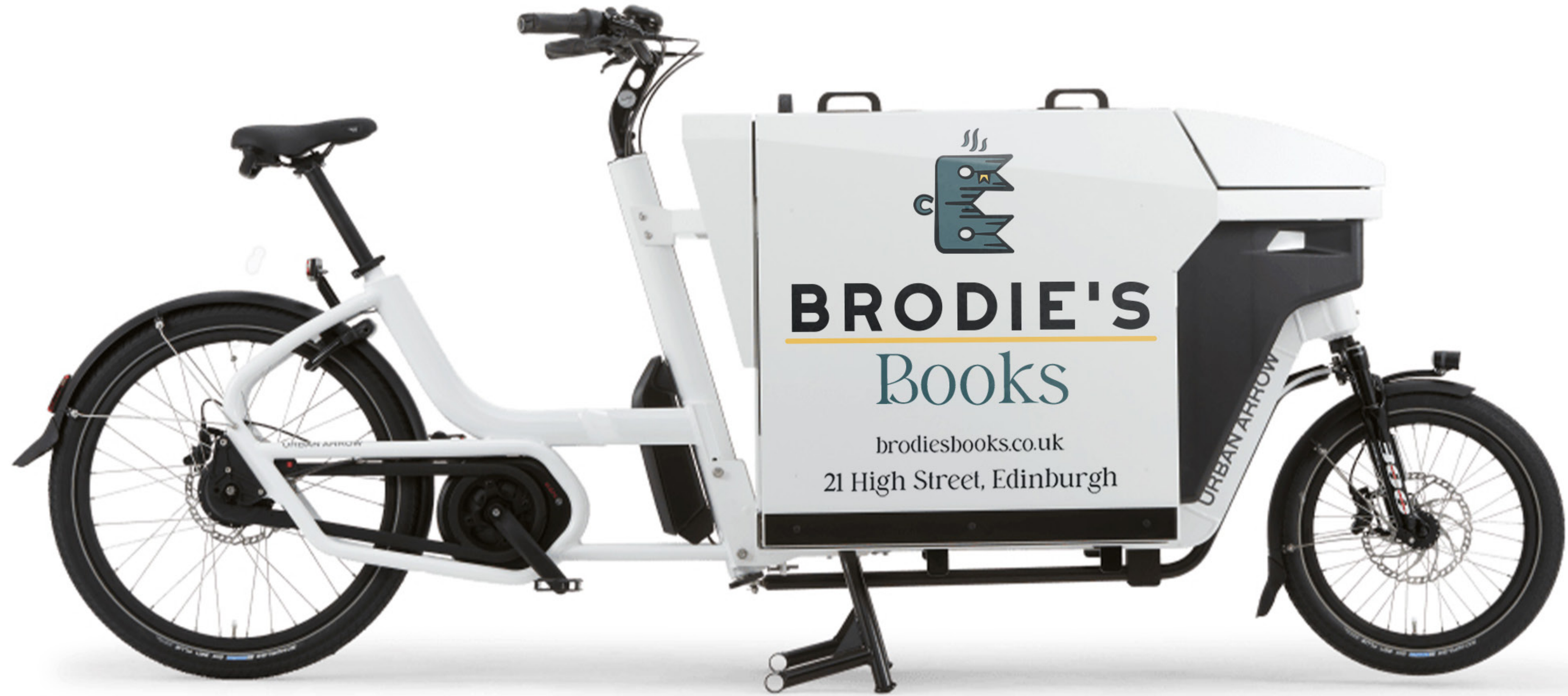
BRODIE'S

Books

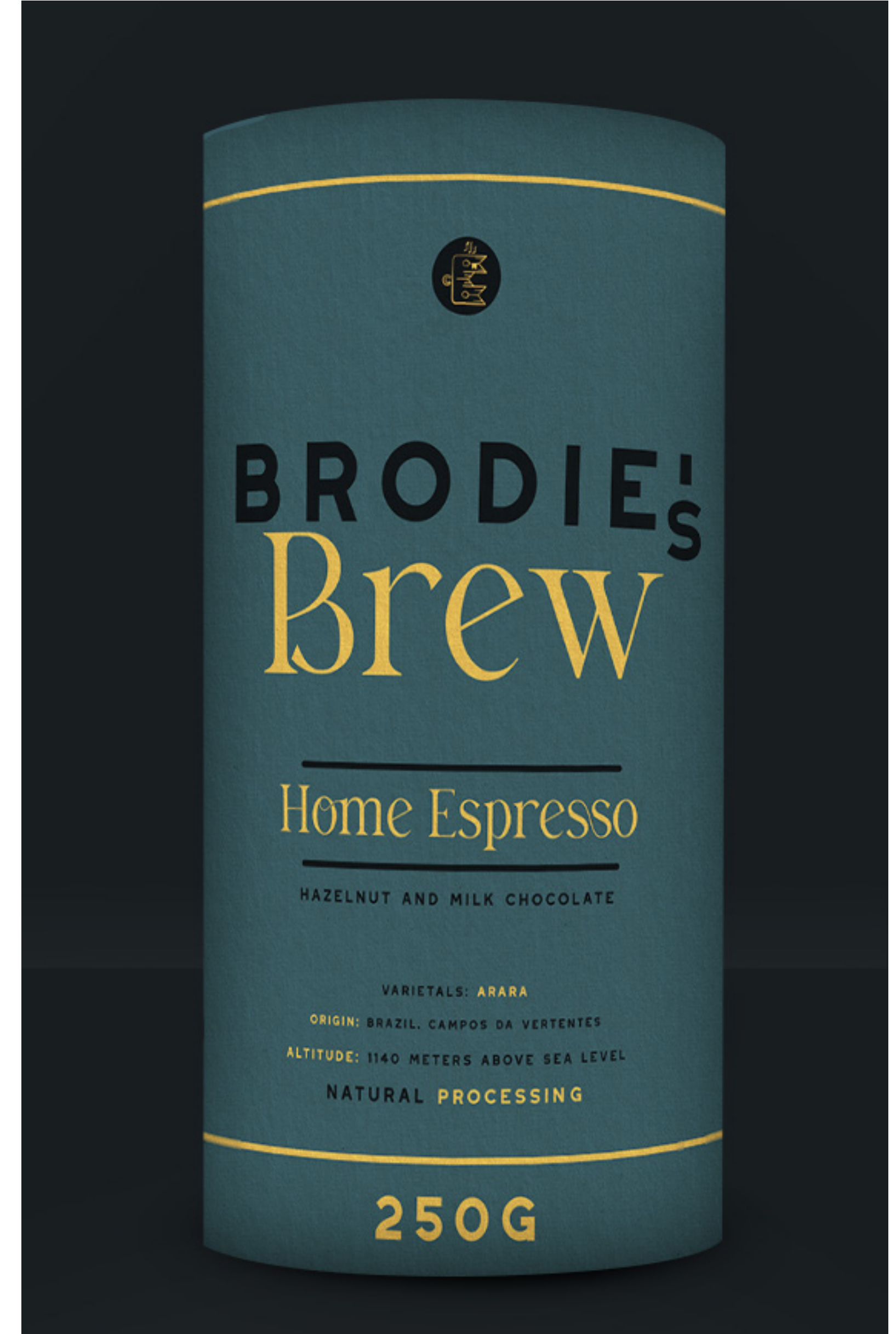


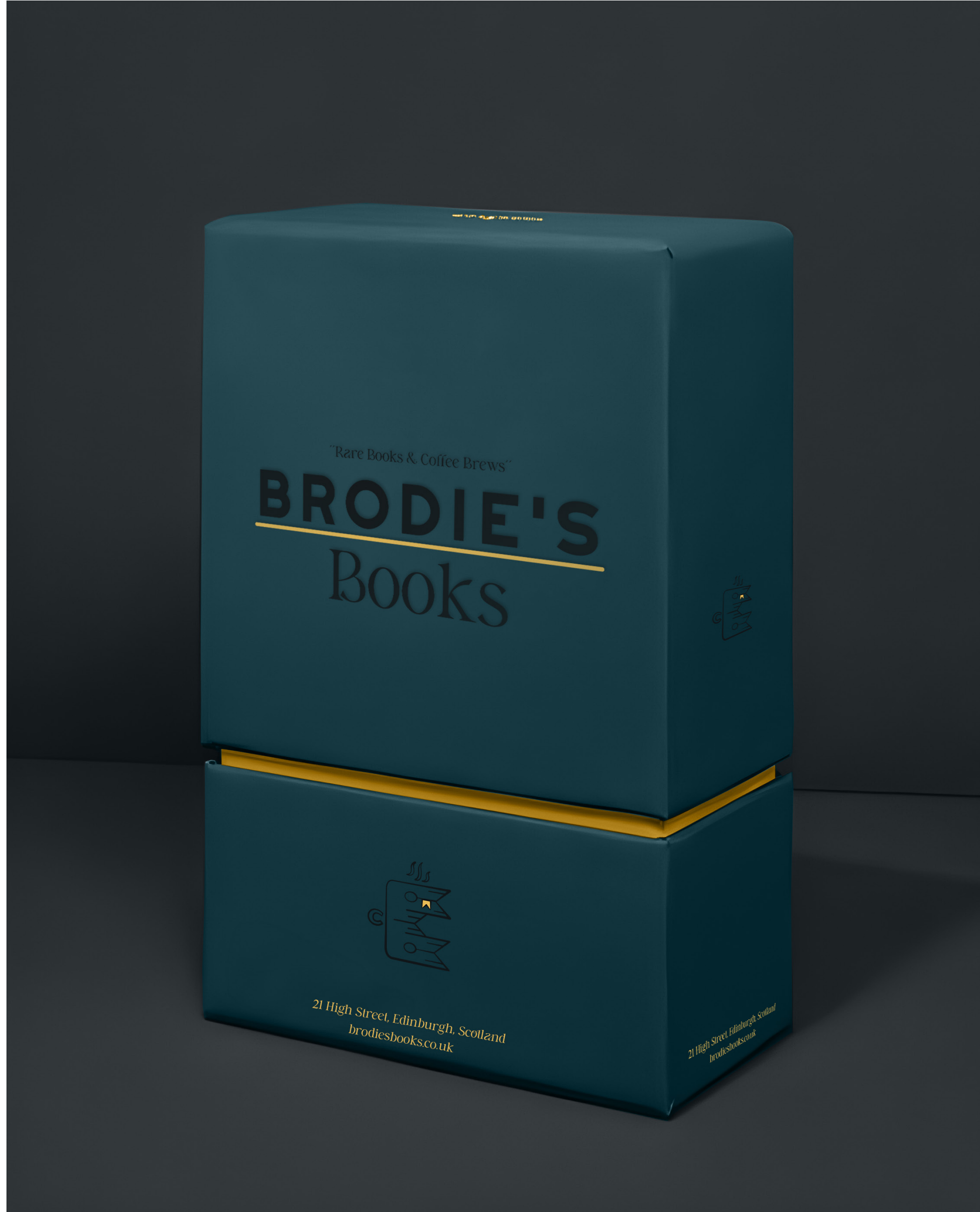




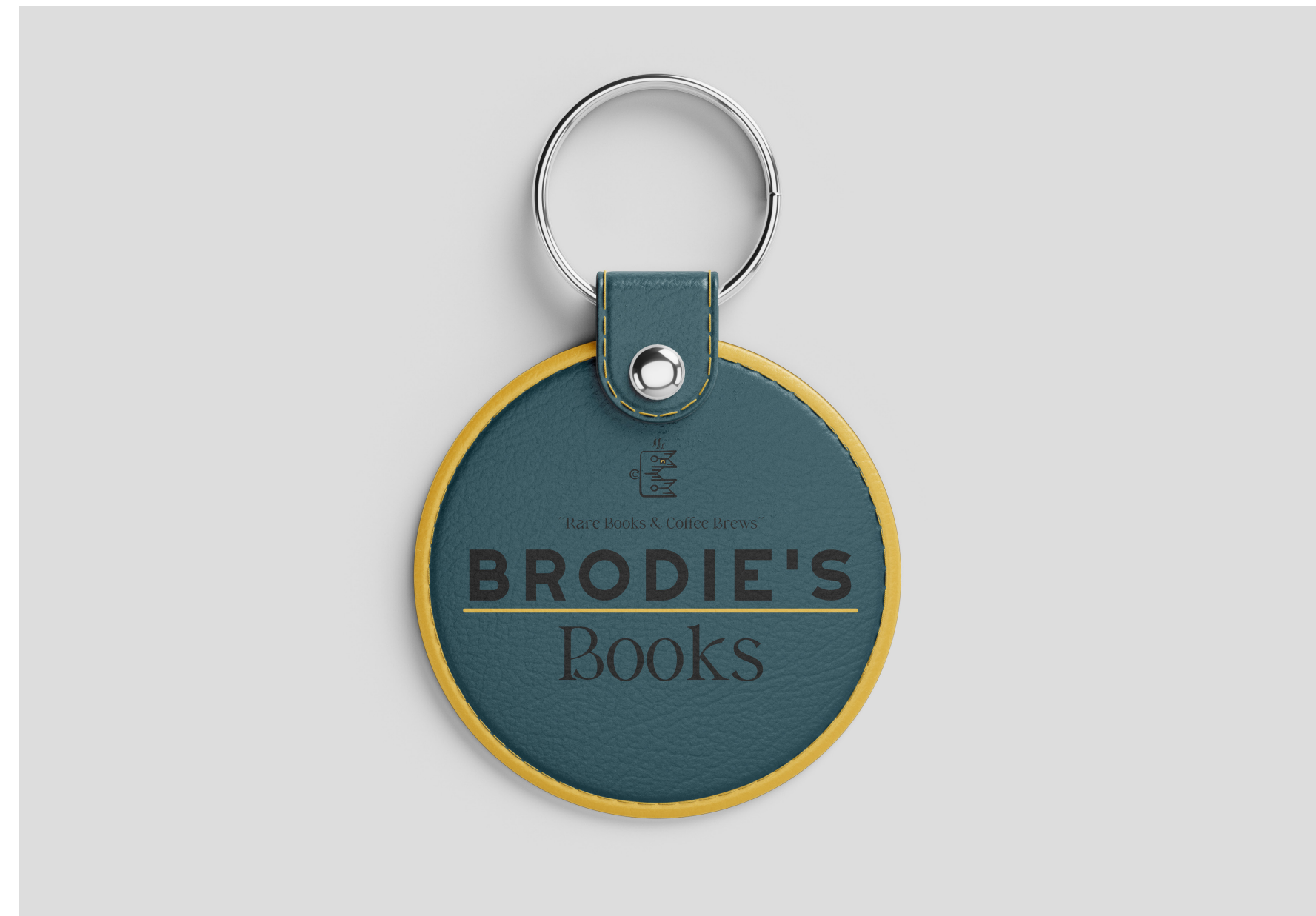
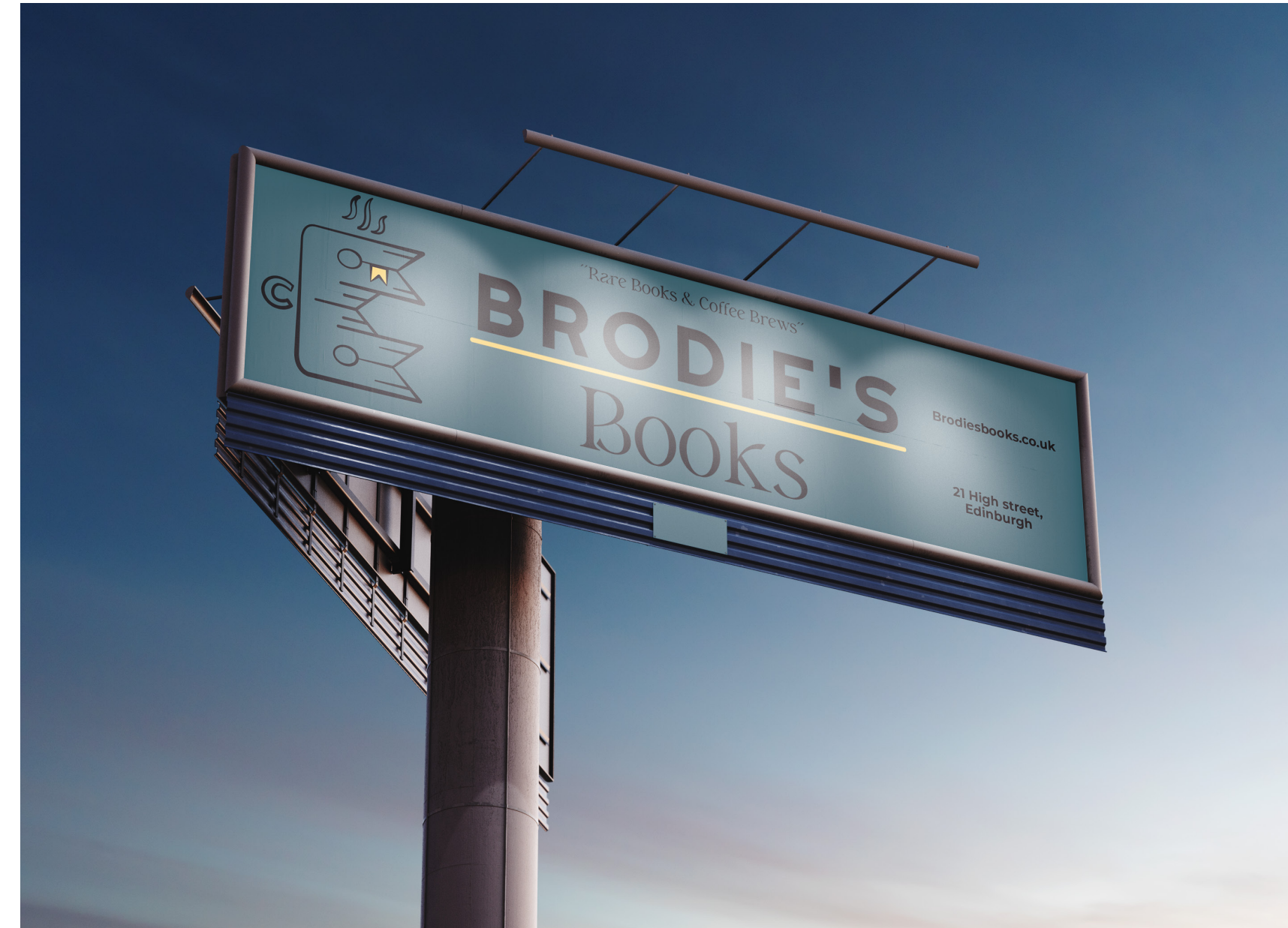












**SO... DID I MISS THE MARK
COMPLETELY?**

**DO YOU THINK THE CUSTOMER
PROFILES WILL LIKE THIS NEW
IDENTITY?**

**LAST BUT NOT LEAST...
IS THERE AN DIRECTION WE
CAN CROSS OFF THE BOARD
STRAIGHT AWAY?**