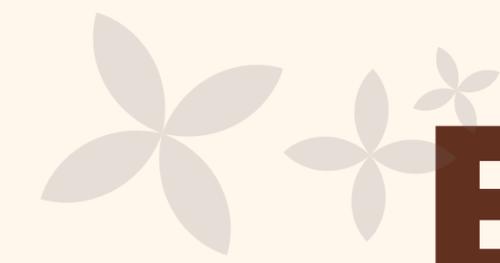


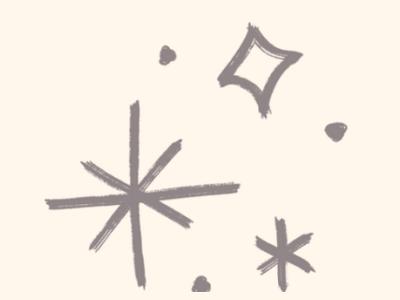
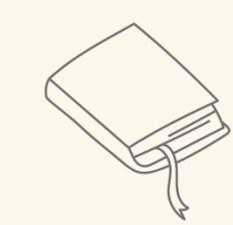
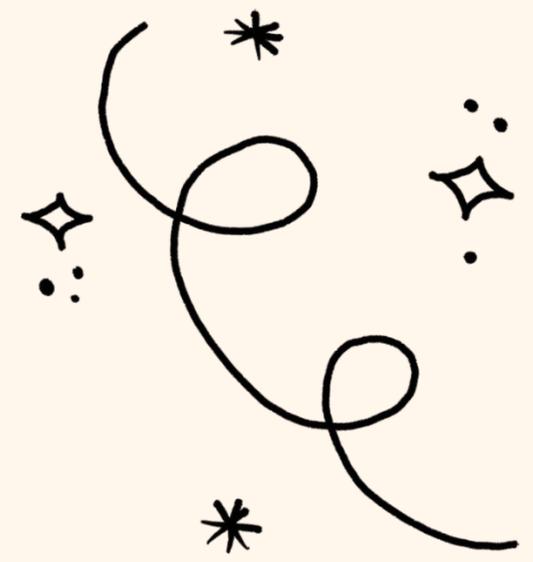


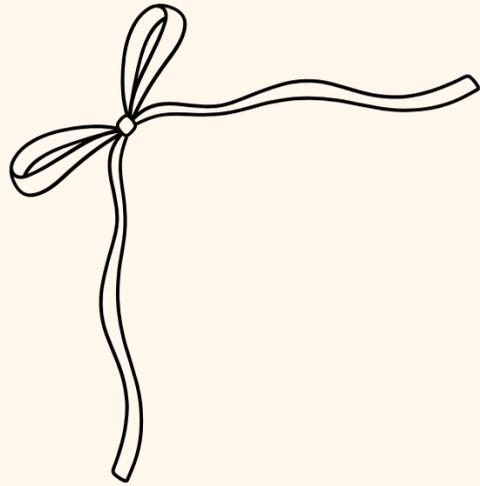
Ella Han



BOOKMAN

Rebrand

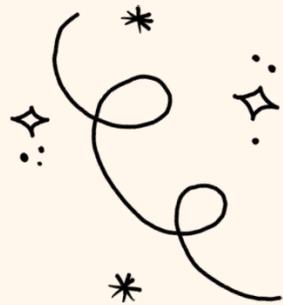
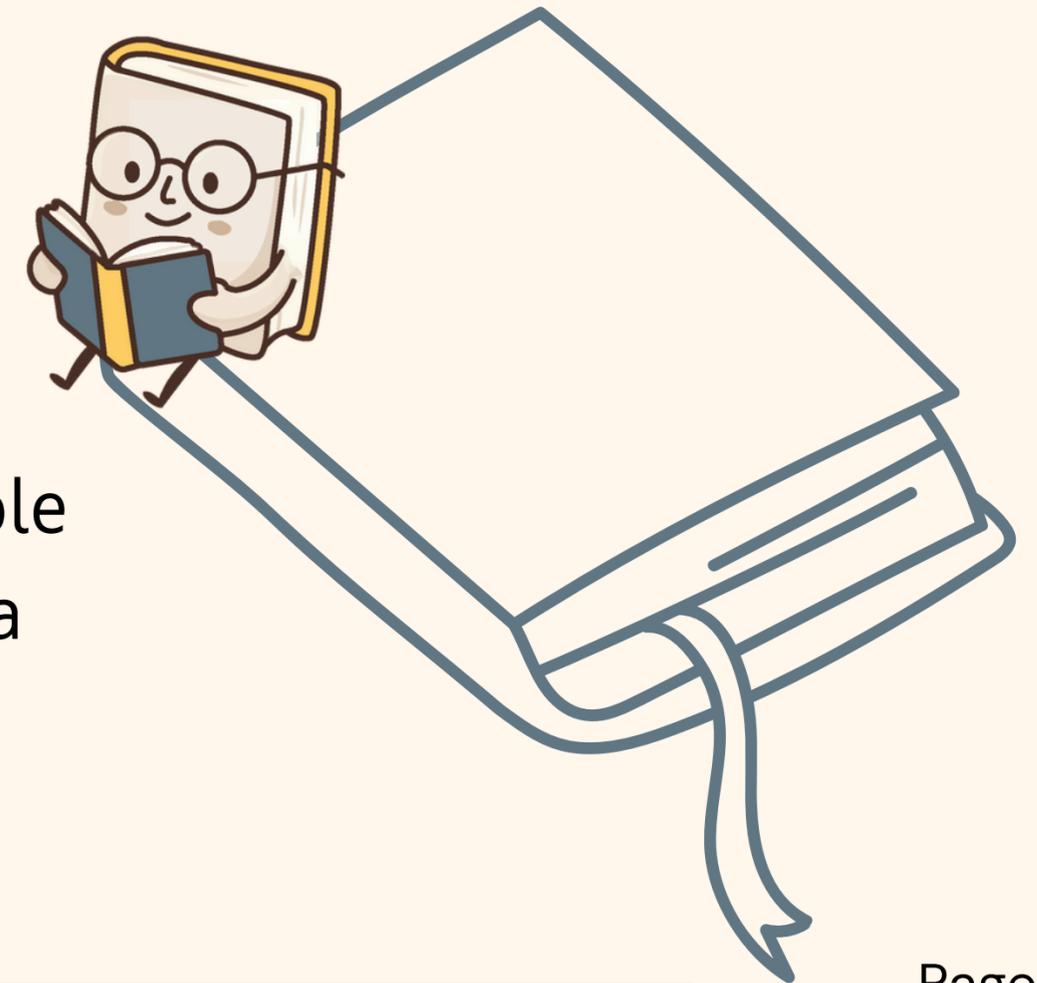


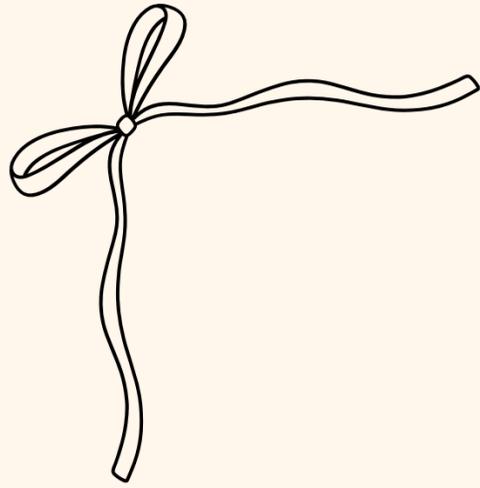


ABOUT BOOKMAN

Bookman is a community-rooted used and rare bookstore in Orange, California, operating since 1990.

Known for its warm personality and recognizable mascot, Bookman brings people together through books, conversation, and a shared love of classic stories.





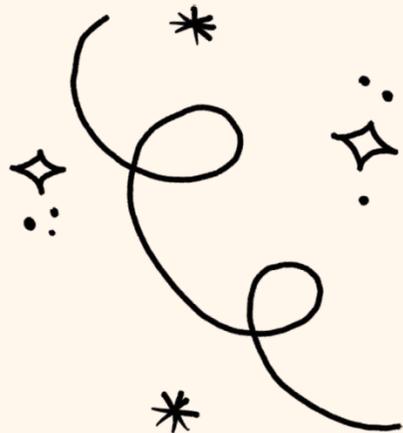
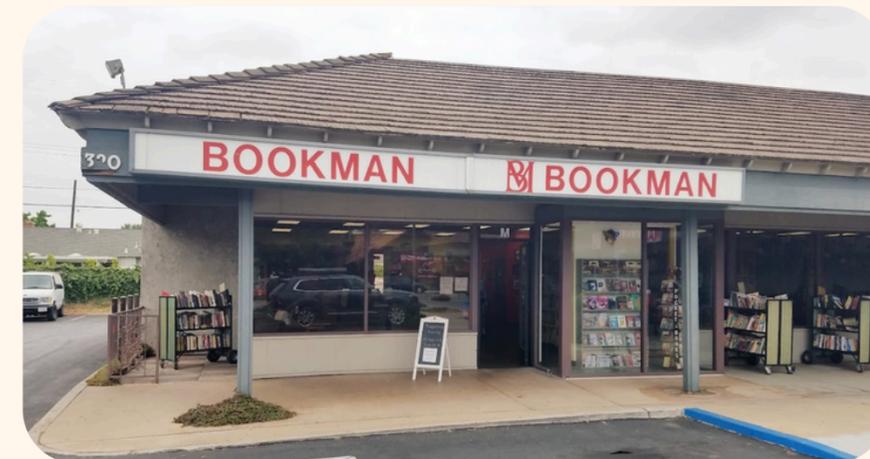
DESIGN CHALLENGES

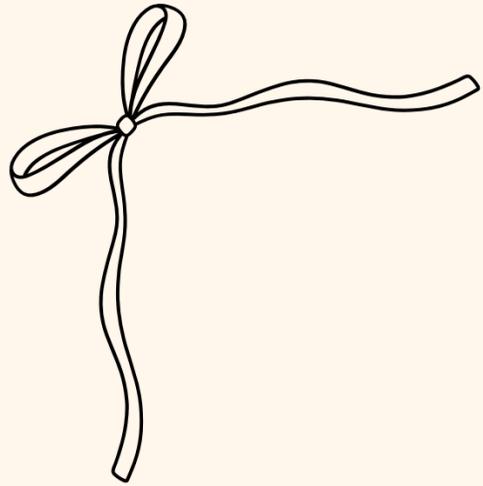


Bookman's current visual identity feels inconsistent across touchpoints, from digital platforms to physical signage.



This lack of cohesion makes it harder for the brand to clearly express its warmth, personality, and community focused values.

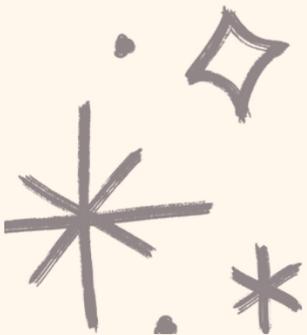
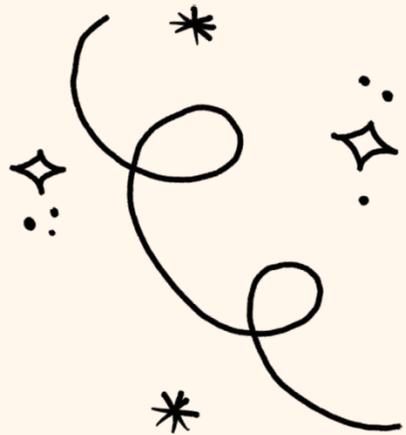




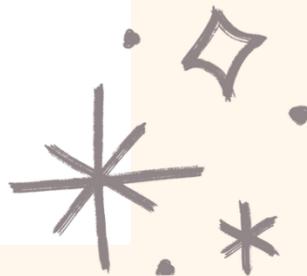
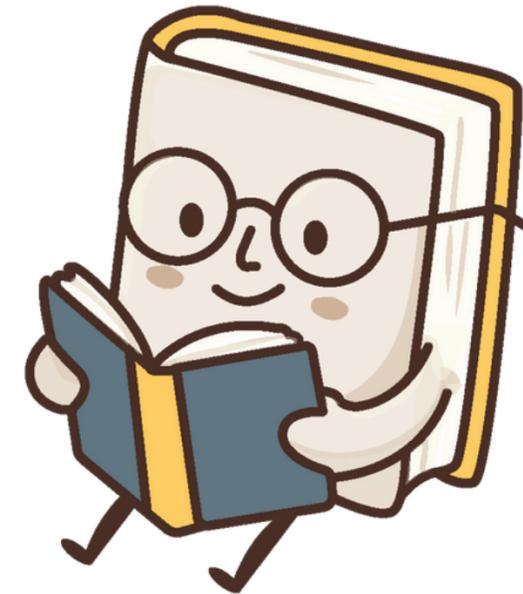
PROJECT GOALS

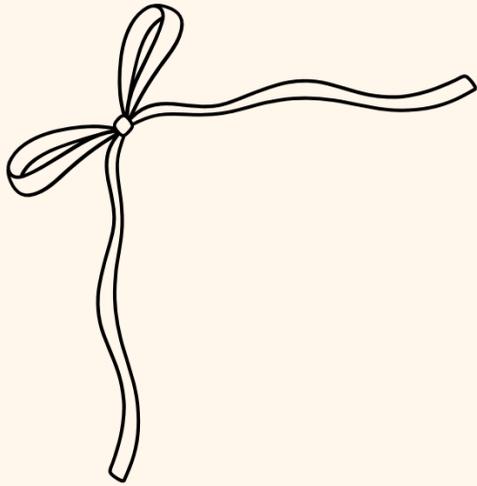


- 1** Establish a cohesive and consistent visual identity
- 2** Strengthen brand recognition through refined branding and merchandise
- 3** Support community engagement with clear, approachable promotional design

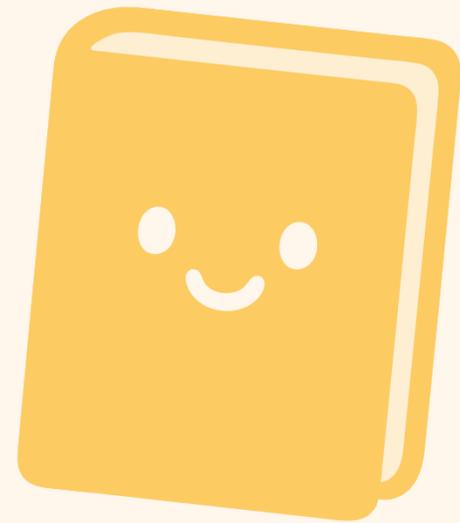


LOGO VARIATION

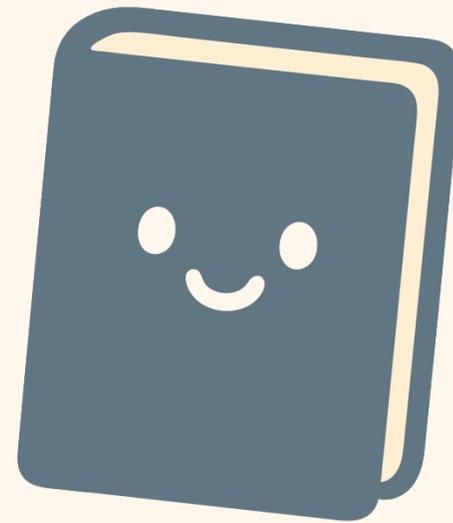




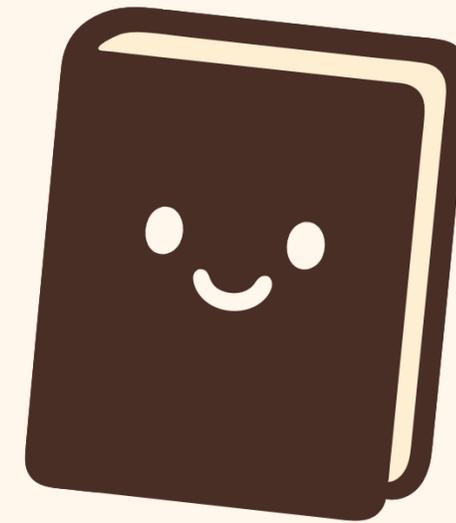
PALETTE



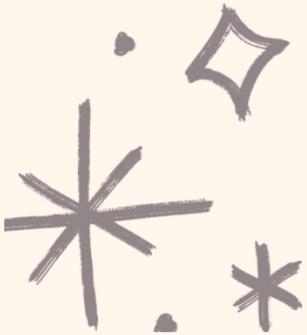
#FCCB62

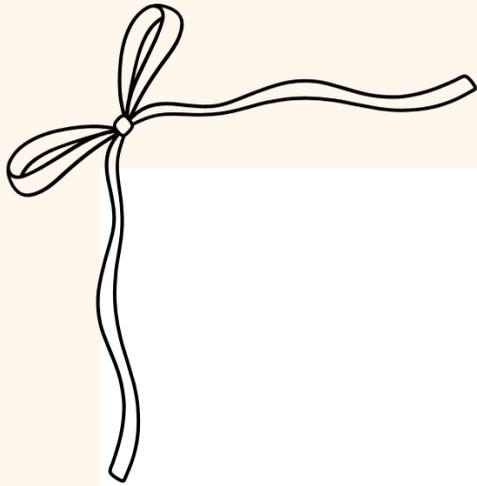


#607683



#482e25





TYPEFACE

HEADER FONTS

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

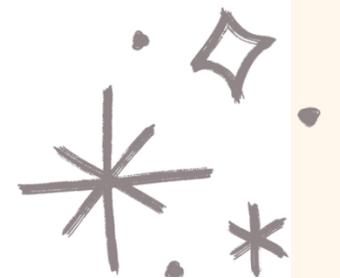
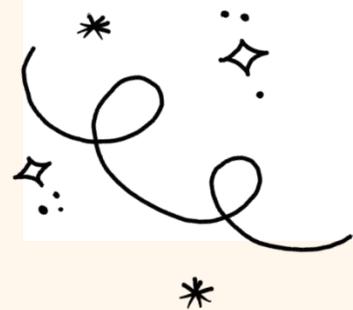
BODY FONTS

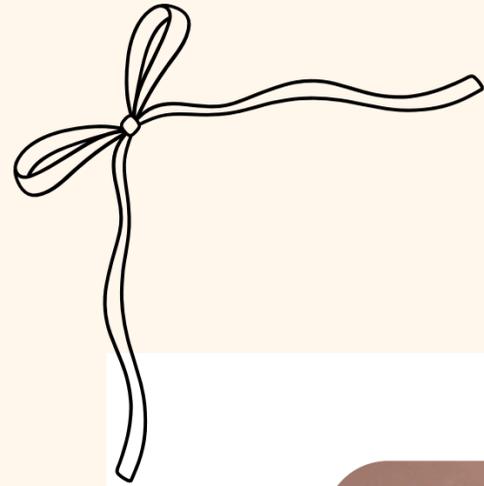
SQUAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890





DESIGN ASSETS Merchandise



Bookman

800 538 0166

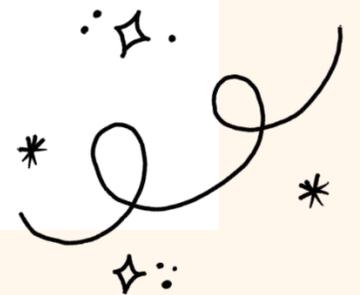
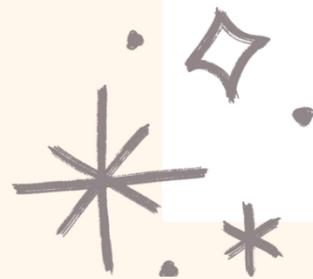
Orange, California

info@ebookman.com

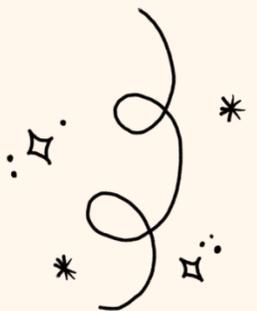
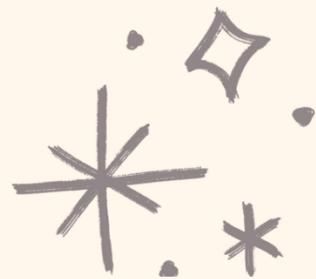
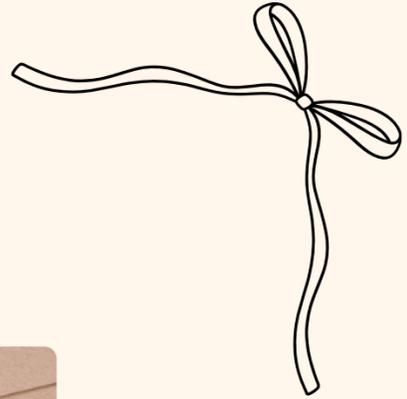


Bookman

YOUR NEIGHBORHOOD USED BOOKSTORE

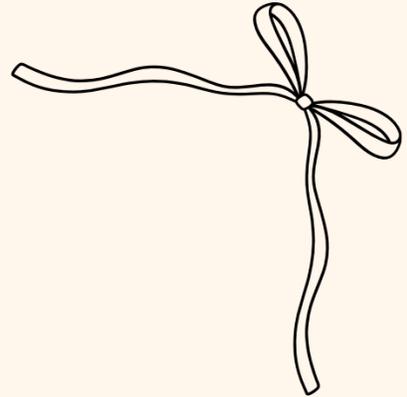


DESIGN ASSETS Store Sign



DESIGN ASSETS

Social Media



 **Bookman**

Community Event

NOCHES BUENAS

A Night of Poetry with QnA
and booksinging



 At **Bookman**
Friday, Oct 24, 2025
6PM - 7:30PM

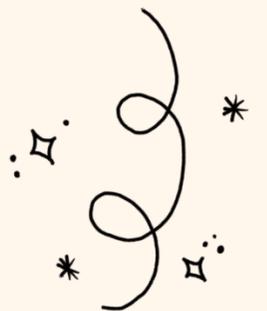
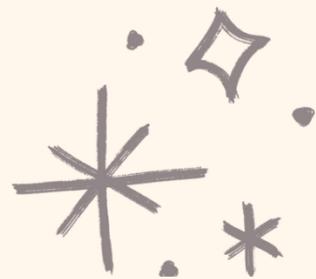
 **Bookman**

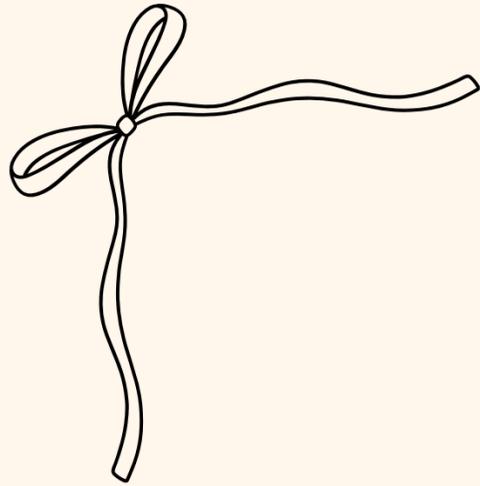
Community Event

POETRY READING AND SPOKEN WORD



AT BOOKMAN
Friday, Oct 24, 2025
6PM - 7:30PM





APPENDIX



Brand Audit and Research: <https://www.figma.com/board/q2cnYCVCXiB4qpOzMaO5k8/Untitled?node-id=6-166&t=2ZCrohKZFicXYzub-1>

Initial email: <https://www.figma.com/design/0khwL9fnttALEFe0wAPaNG/Untitled?node-id=0-1&t=ttqkC196aWkiISWT-1>

Proposal & Contract: https://www.canva.com/design/DAG26e9cMZE/ATXns0ArPIHqiyyzpt526g/edit?utm_content=DAG26e9cMZE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Stakeholder survey: https://docs.google.com/forms/d/e/1FAIpQLSch7PbjedrDur7ry_7Fv-GVARfJyZwQAcbpto1bPFPDU0dE8w/viewform?usp=dialog

Customer survey: https://docs.google.com/forms/d/e/1FAIpQLSdsULy3-jq5yozD86oxLulgl7dMn9_tBeeUbGtjV_1X0X0UVw/viewform?usp=sharing&oid=115643975815524389980

Creative Brief : <https://www.figma.com/slides/JMIQutjul38Pmoa5VpgFv1/Bookman-Creative-Brief?node-id=1-37&t=2ZCrohKZFicXYzub-1>

Project Management: <https://www.notion.so/Bookman-Project-Management-Plan-2aeaed84e89e8016befce386f2c814d4>

Stylescape: <https://www.figma.com/design/xhWAid18U85yNRDinl2maR/Stylescape?node-id=0-1&t=fACr14YSBP2Rbod2-1>

Invoice: <https://www.figma.com/design/VmBxsec4CnUqplDaTB9t10/Invoice?node-id=0-1&t=FyfKhS4wupWMWdNg-1>

