

BOOKMAN

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CREATIVE BRIEF

THE CLIENT

Overview

Bookman is a used, rare, and out-of-print bookstore located in Orange, California. Founded in 1990, it remains a long standing community favorite.

The brand is warm and approachable, supported by a recognizable mascot named “Bookman,” a simple character reading a book that appears consistently across the website and social media.

The owner frequently appears in short-form videos recommending books, adding a friendly and personal tone. Bookman maintains an active presence on Instagram, Facebook, and its official website.

Mission

The store primarily attracts local residents who enjoy reading and participating in community-centered activities, such as small gatherings where people discuss books and share recommendations.

While Bookman does not explicitly state its mission, the content they share suggests a commitment to celebrating the joy of classic and vintage books, fostering meaningful connections, and creating a welcoming environment for people who love stories and want to engage with others in their neighborhood.

THE GOAL

Overall Goal

The goal of this project is to create a cohesive visual identity that clearly communicates Bookman's values and strengthens its overall brand presence across digital and physical touchpoints.

Specific Goals

Refresh Bookman's visual identity

Refine the existing logo system to create a cleaner, more cohesive look that reflects Bookman's personality while improving consistency across platforms.

Develop branded merchandise that reinforces Bookman's identity

Design items such as bookmarks, notebooks, tote bags, and apparel featuring the Bookman mascot to enhance brand recognition and provide memorable bookstore-inspired goods.

Create promotional posters that support Bookman's community engagement

Produce visually engaging event posters that promote the store's programs and seasonal activities, maintaining a consistent and easily recognizable brand presence.

TARGET AUDIENCE

Primary Target Audience

Bookman's primary audience consists of **local residents in Orange, California**. These readers enjoy spending time in neighborhood bookstores and taking part in small community activities. Many of them look for a place where they can connect with people who share similar interests in literature, personal growth, and classic or rare books. Bookman's book discussions, friendly environment, and community centered events naturally attract individuals who value meaningful conversations and a sense of belonging.

Secondary Target Audience

The secondary audience includes **people who enjoy exploring local shops, collecting unique items**, and supporting independent bookstores. As the project expands into branded merchandise such as bookmarks, notebooks, tote bags, and apparel, Bookman is also positioned to appeal to customers who appreciate well designed, collectible goods that reflect their love of reading and small bookstore culture.

COMPETITORS

Speakeasy Books

Libro Mobile

Lido Village Books

Bookoff

Barnes & Nobles

SWOT ANALYSIS

Strengths

Bookman has been part of the Orange community since 1990 and is well recognized by local residents. Its friendly atmosphere and the unique Bookman mascot help create a warm, approachable, and memorable brand identity.

Opportunities

Interest in independent bookstores and community centered experiences continues to grow. Updating the visual identity and expanding merchandise offers a strong opportunity to deepen customer engagement and reach new audiences.

Weaknesses

The current visual identity is not fully consistent across platforms and shows signs of being outdated. This makes it more difficult for the brand to stand out against more modern or visually polished bookstores.

Threats

Large online retailers and national bookstore chains create strong competition for small local stores. The increasing shift toward digital reading and convenience focused shopping may reduce foot traffic over time.

SCOPE OF WORK

This project will provide cohesive design solutions that strengthen Bookman's brand identity across merchandise, print materials, and promotional assets.

Logo Redesign

This includes a refined logo system featuring an updated Bookman mascot and cleaner typography. The goal is to create consistent logo variations suitable for print, digital use, and merchandise applications. Final logo files will be delivered in AI, PNG, and PDF formats.

Merchandise Design

This scope involves creating branded merchandise such as bookmarks, notebooks, tote bags, and shirts. Bookman illustrations and related visual elements will be adapted for various product types. All merchandise assets will be delivered as print ready and web optimized files.

Event Poster Design

A set of promotional posters will be developed for seasonal events and community programs held at the store. Final posters will be provided in both print ready and digital formats to support Bookman's community presence.

PROJECT TIMELINE

This project focuses on elevating Bookman's brand presence by refining its logo, developing Bookman brand merchandise, and creating visually engaging promotional assets.

Week 1-2 RESEARCH & CONCEPT DEVELOPMENT

Analysis of current logo, mascot, and brand presence brand and competitor analysis Visual research and moodboard creation Establishing concept directions

Week 3-4 DESIGN DEVELOPMENT

During this phase, logo redesign concepts were developed, exploring updated mascot styles and typography. Merchandise design drafts were created for bookmarks, notebooks, tote bags, and shirts. Event poster layout concepts were also explored, focusing on clarity, hierarchy, and visual impact.

Week 5-6 FINALIZATION & DELIVERY

High-fidelity mockups for the logo system, merchandise items, and event posters Preparation of print-ready and digital assets (AI, PNG, PDF) Final presentation and project documentation.

AGREEMENT FORM

By signing below, you acknowledge that the project goals, scope of work, timeline, and deliverables listed in this brief accurately represent your expectations. Any changes or additions may require further discussion and approval.

Client Name: _____

Signature: _____

Date: _____