

EVOLVE OR DIE



SOLUTION

If people are no longer going to the library;
bring the library to them.

SOLUTION

An **app/online retail store** to access all the books in your **local library**.

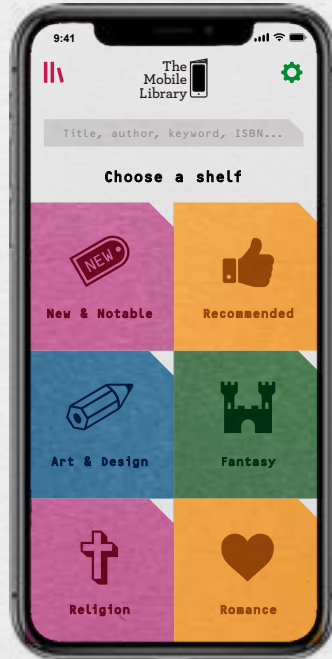
Choose a book, **any time of day, read reviews** and get book **recommendations**.

Books are **conveniently delivered to your home**, through your letterbox, ready to be read.

Through the **app**: extend your **renewal time** and become part of the **online community**.

Return the book to your **corner shop** for **free**.

SOLUTION



SOLUTION

IDENTITY

**LIBRARY
MOBILE**

BRARY

MOBILE

TYPOGRAPHY

HEADINGS

For Headings either use **Typewriter_Condensed_Demi** or **Rubber Stamped Type**.

TYPEWRITER_CONDENSED_DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,:;

Rubber Stamped Type Example

KEEP IT
ALL HUSH-HUSH!
CHECK THIS OUT!

BODY COPY

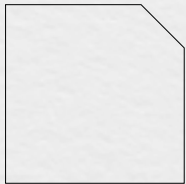
TYPEWRITER_CONDENSED_REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,:;

COLOUR PALETTE & IMAGERY

COLOUR PALETTE

PRIMARY



FFFFFFFF



333333

SECONDARY



3F7551



5E72A9



D07BA6



DA9C5E

IMAGERY



BRAND MESSAGE

Libraries are **dying off**.

With **limited opening hours** people **don't have the time** to visit anymore.

Thousands of books sit there every year, **collecting dust**.

With people not going to the library anymore; **we bring the Library to you**.



LANGUAGE

BOOK UP YOUR WEEKEND!

CHECK THIS OUT!


DON'T OVERDUE IT!

KEEP IT ALL HUSH-HUSH!

SSSHH H... BOOKS ARE ON THE WAY

ADVERTISING


CHECK THIS OUT!
FROM THE LIBRARY STRAIGHT TO YOU



MOBILE LIBRARY
STARBOW

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DOWNLOAD THE APP TODAY


DON'T OVERDUE IT!
QUICK RENEWALS ON THE APP



MOBILE LIBRARY
STARBOW

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BOOK UP YOUR WEEKEND!
BROWSE THE LIBRARY, WHEREVER YOU ARE




MOBILE LIBRARY
STARBOW

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ADVERTISING

CHECK THIS OUT!
FROM THE LIBRARY STRAIGHT TO YOU




MOBILE LIBRARY
THROW

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BOOK UP YOUR WEEKEND!
BROWSE THE LIBRARY, WHEREVER YOU ARE




MOBILE LIBRARY
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KEEP IT ALL HUSH-HUSH!
BOOKS DELIVERED, SWIFT TO YOUR DOOR



MOBILE LIBRARY
THROW

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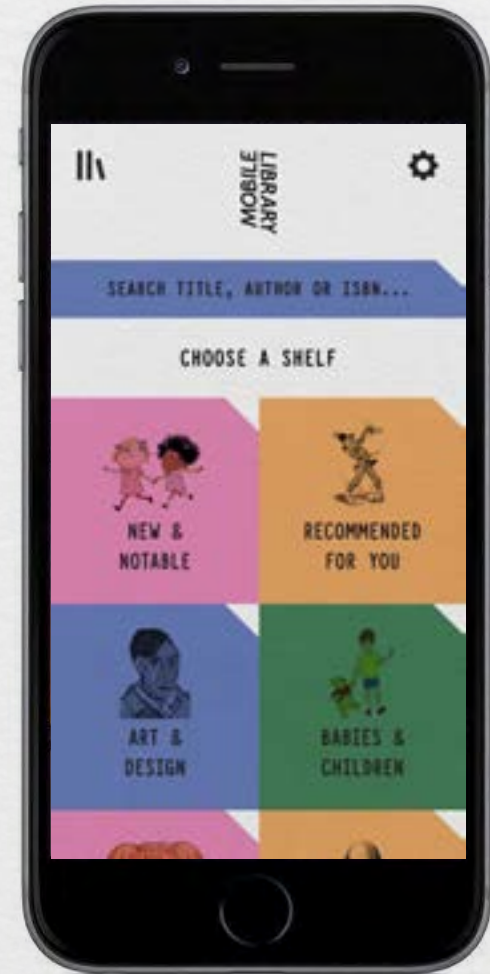
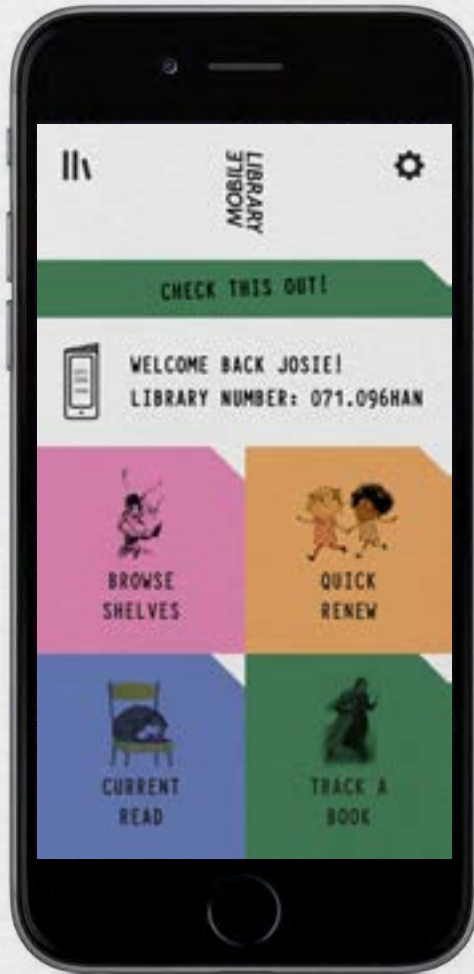
DOWNLOAD THE APP TODAY

DIRECT MAILER

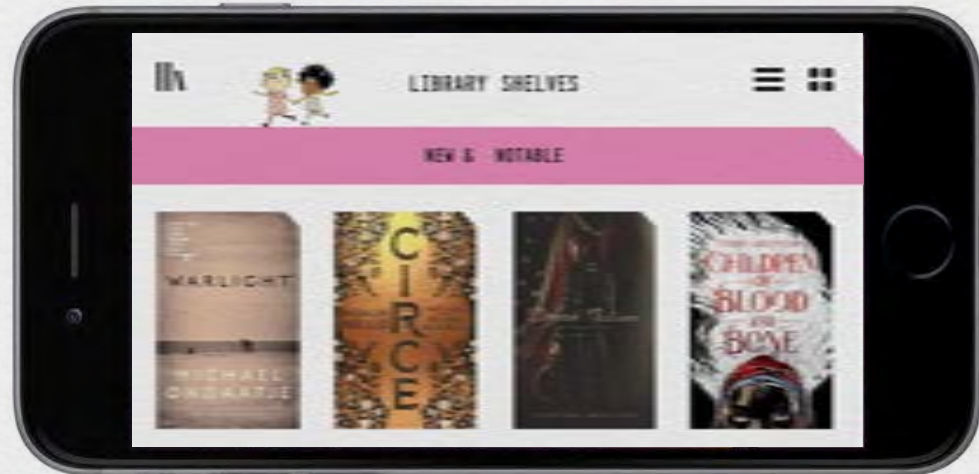


	<p>LIBRARY MOBILE</p>	<p>CHECK THIS OUT!</p> <p>FROM THE LIBRARY STRAIGHT TO YOU</p>	<p>KEEP IT ALL HUSH-HUSH!</p> <p>BOOKS DELIVERED, SWIFT TO YOUR DOOR</p>	<p>DOWNLOAD THE FREE APP TODAY!</p> <p>SEARCH "MOBILE LIBRARY" IN YOUR APP STORE</p>
<p>HOW THE MOBILE LIBRARY APP WORKS:</p> <ol style="list-style-type: none"> 1. SIGN UP 2. START BROWSING 3. CHOOSE A BOOK 4. ADD IT TO YOUR BAG 5. REQUEST DELIVERY 6. SIT TIGHT 7. GREAT BOOKS WILL COME TO YOU 	<p>DON'T OVERDUE IT!</p> <p>QUICK RENEWALS ON THE APP</p>	<p>HELPING KEEP THE PAGES TURNING AT YOUR LOCAL LIBRARY</p> <p>LIBRARIES ARE DYING OFF. WITH LIMITED OPENING HOURS PEOPLE DON'T HAVE THE TIME TO VISIT ANYMORE.</p> <p>THOUSANDS OF BOOKS SIT THERE EVERY YEAR, COLLECTING DUST.</p> <p>WITH PEOPLE NOT GOING TO THE LIBRARY ANYMORE, WE BRING THE LIBRARY TO YOU.</p>	<p>BOOK UP YOUR WEEKEND!</p> <p>BROWSE THE LIBRARY WHEREVER YOU ARE</p>	

APP



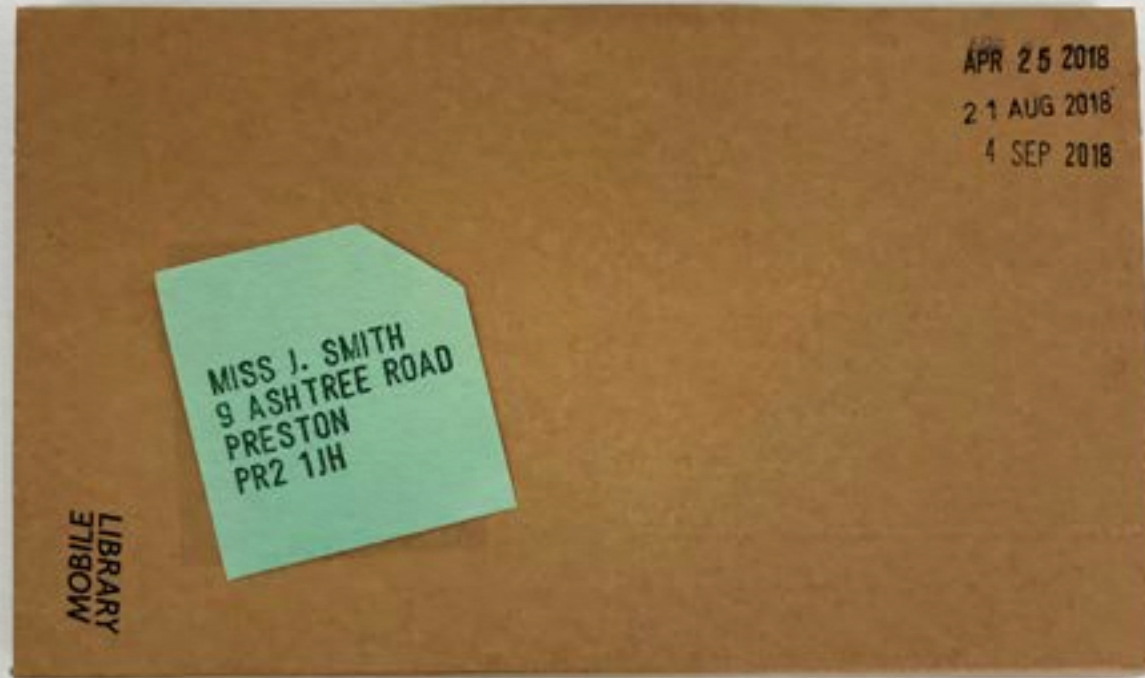
APP



APP



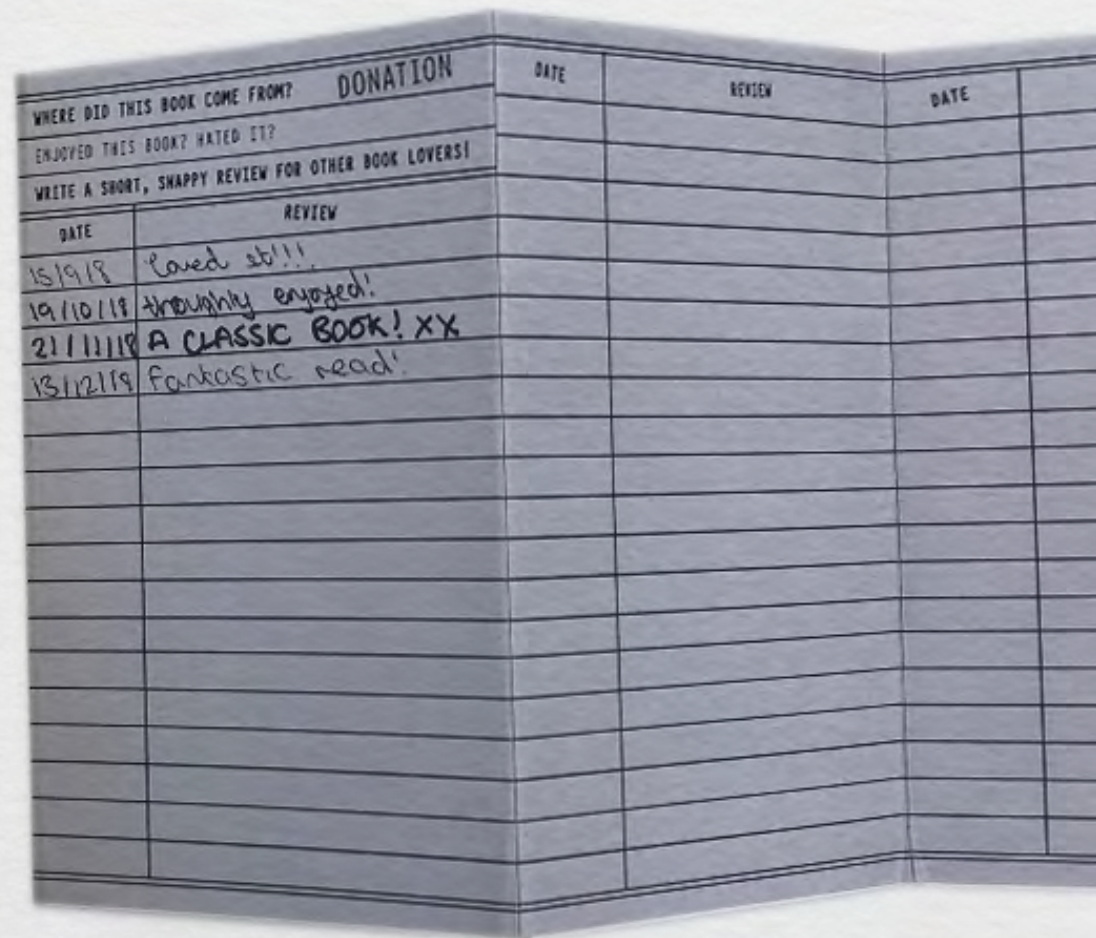
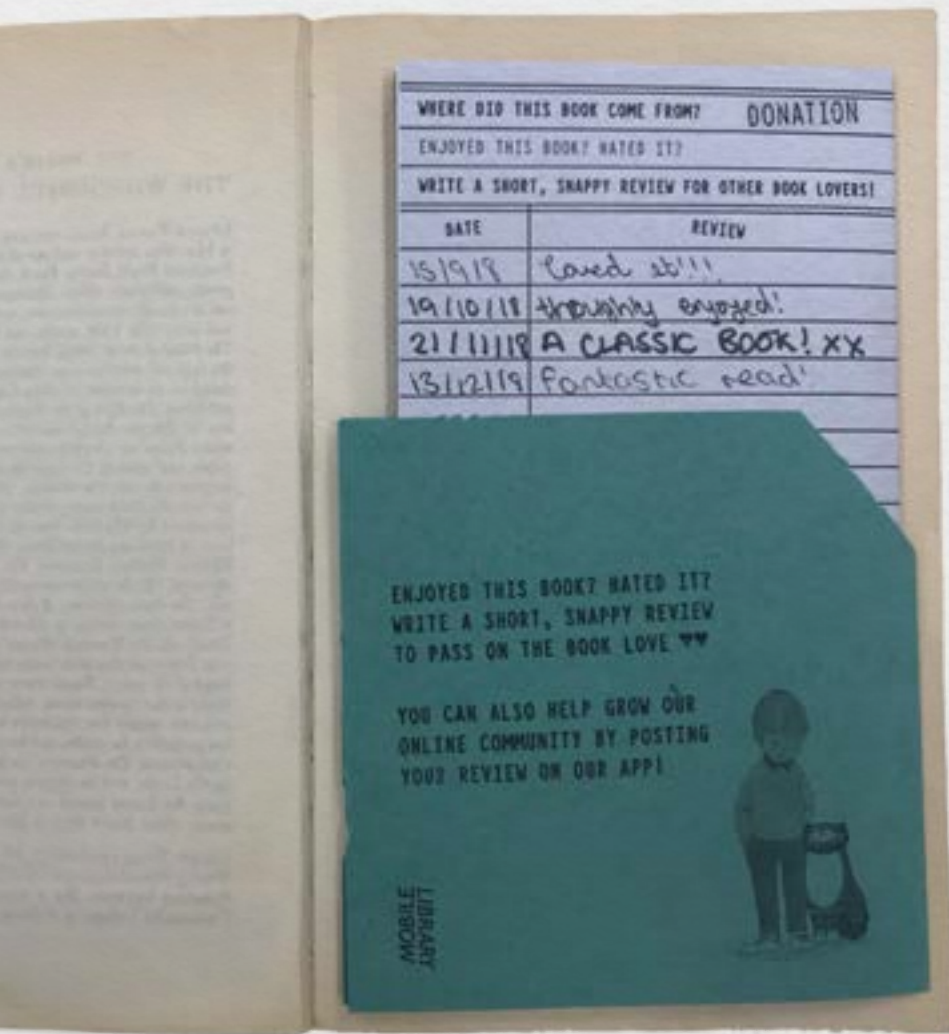
PACKAGING



PACKAGING



REVIEW CARD



DELIVERY VEHICLE



MISSED DELIVERY CARDS



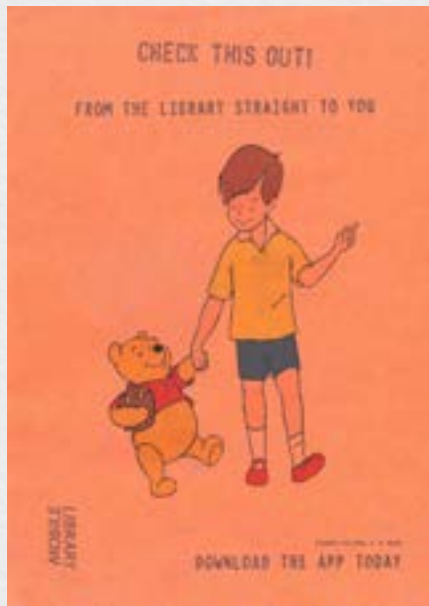
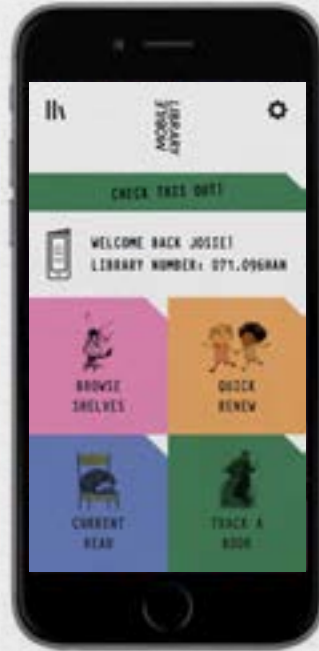
MISSED DELIVERY CARDS



SUMMARY

SUMMARY

LIBRARY
ETIQUETTE



THANK YOU