

**luneattic stories**

**brand strategy  
document**

the whys, hows, dos, don'ts, and pretty much  
everything you might ever need to know

# once upon a time,

an idiot who has never touched a single book in their entire life came up with the groundbreaking notion that **reading is dead.**

they can't be blamed, though. with the way things are now looking, there seems to be no room for reading anymore. but we're not happy about this situation, and want to change it big time.

we want to do what needs to be done to prove that idiot wrong.

we want to **#bringreadingback.**

# but wtf happened to reading?

everyone's hustling, all day and all night, so there's literally no time to do anything else

everyone is in a committed, unbreakable relationship with their phone

the average human's attention span today, for the lack of a better word, is non-existent

**to make things worse,**

there's also a wave of rampant elitism, puritanism, gatekeeping, and global commercialisation in the books & publishing 'industry'.

the only way to uncomplicate this big fat mess, we realise, is to focus on telling good stories, without a larger-than-life objective.

**because reading shouldn't be that hard.**

# luneattic stories

*what?*  
an indie books &  
zines press

*how?*  
bringing writers'  
visions to life and  
telling readers great  
stories in traditional,  
experimental, and  
interactive formats

*why?*  
to make reading  
fun and easy like it  
used to be before

**because reading  
shouldn't be that hard.**

reading should be

**convenient • entertaining  
uncomplicated • fulfilling**

reading shouldn't be

**a productivity factor  
a source of self-loathing  
a measure of intellect**

# brand personality

luneattic is a natural helper, a good listener, and an exceptional storyteller with an irresistible life-of-the-party vibe. she's always up for a challenge—taking unexpected turns along the way just to see where it leads.

she's the **cool, rebellious older sister** who refuses to fit into boxes and labels—the one you go to when you need advice or comfort, the one who encourages everyone to explore their creativity, passions, and dreams to the fullest.

# brand personality

guide, but also a  
close friend

emotion-led  
yet practical

creative daredevil

ball of  
infectious  
energy

candid & chill

badass with  
compassion and  
kindness at heart

# **we exist for the**

creative, carefree, confused, and  
curious folks who need someone to  
listen, give practical advice, and  
have their back in their every step

ex-readers  
doom-scrollers  
binge-watchers  
reel-addicts  
procrastinators  
easily-distracted  
broke baes  
aspiring readers  
book-bf hunters

notes app poets  
self-critical shakespearees  
daytime doodlers  
insane caption-writers  
sherlock stuck in corporate  
fanfiction writers  
hyper-imaginative cousins  
bathroom booker winners  
ghosted-by-publishers

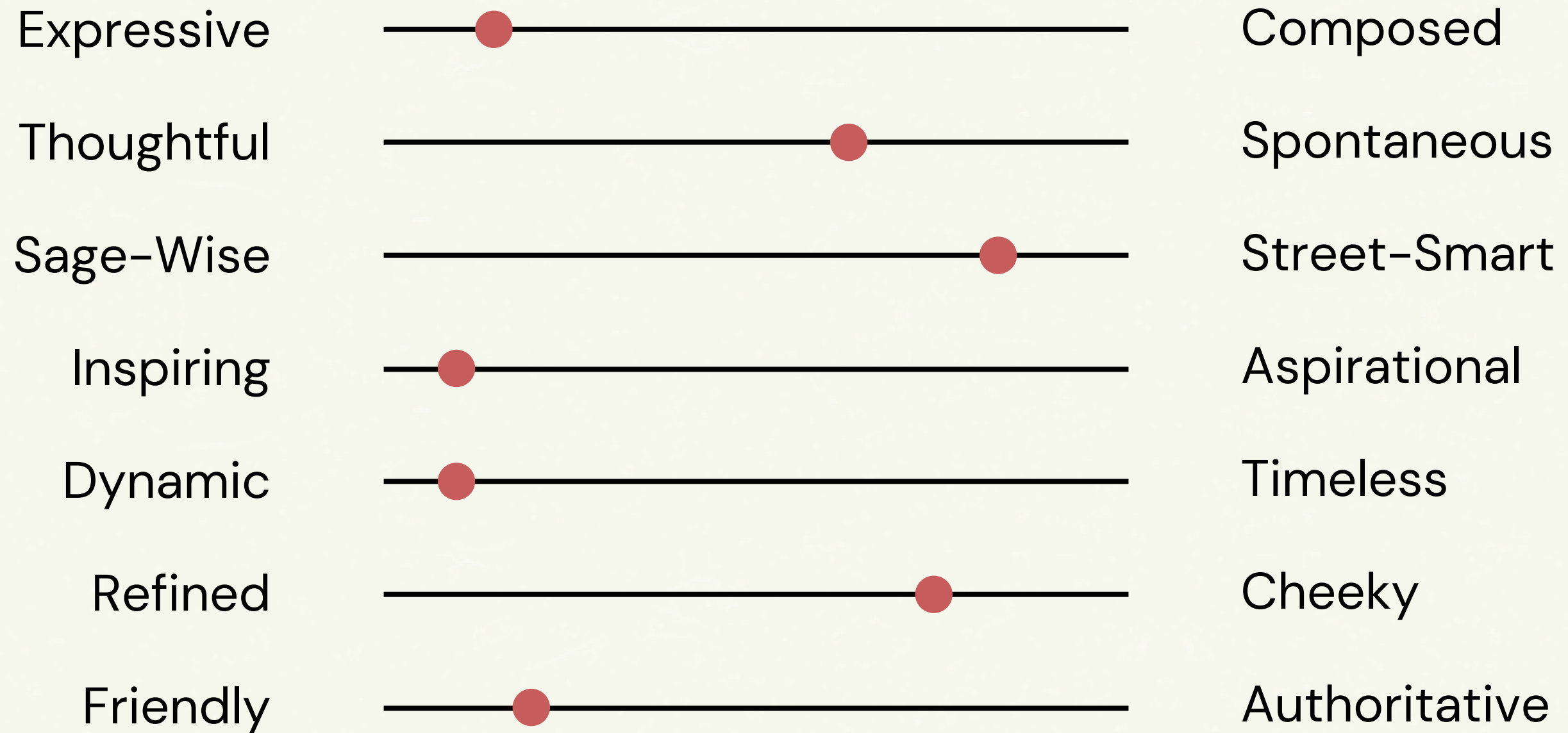
we are

**priyanka chopra**  
**cheap vodka**  
**volkswagen beetle**  
**high school drama**  
**truth or dare**

we are not

**emma watson**  
**fine wine**  
**morris garages comet**  
**documentary**  
**football**

# brand tonality scale



# brand communication guidelines

*yes*

playful dialogue  
platonic flirting  
mild cuss words  
puns & poor jokes  
encouragement

*no*

preachy statements  
productivity mentions  
tasteless profanity  
insensitive humour  
obnoxious motivation

## instead of

“turn the page. every story has the power to shape your mind and soul.”

we're super excited to announce the launch of <book name> on <date>!

welcome to <book club name>. a space to meet and make friends with other readers!

flat 75% off on all our titles!

## we say

stop bullshitting and go read your book! you'll thank me later.

new golden retriever book boyfriend alert! clear your tbr for <book name>, coming <date>.

no reader friends irl? no problem! find your tribe at <club name>!

buy anything, pay 75% less. that's practically free! what's your excuse now?

*the hero  
campaigns*

#bringreadingback campaign on major online marketplaces and bookstores to increase visibility

a campaign featuring big-name celebrities telling their favourite childhood memory as a story

*hub*

**new book announcements,  
book recommendation videos,  
relatable funny reels, bookish  
quizzes, mood boards,  
trending book spotlights**

*hygiene*

**publishing guidelines,  
magazine submission  
guidelines, faq sections, brand  
about page on website**

remember, there is only one rule: **don't be a douche.**

be firm. be playful. get to know the reader personally.  
make mistakes. make jokes. put the megaphone down.  
be an empath first, guide second, and know-it-all, never.  
trust your instincts, even when it clashes with logic.  
be emotional. be a feeler. be brave even when you fear.  
dare to express what often goes unnoticed.  
dare to be imperfectly real. we're all human, after all.

oh, there's the second rule: **be unapologetically human.**

**let's #bringreadingback :)**