

99 PUBLISHING OUR MISSION...

BRAND VOICE & TARGET AUDIENCE

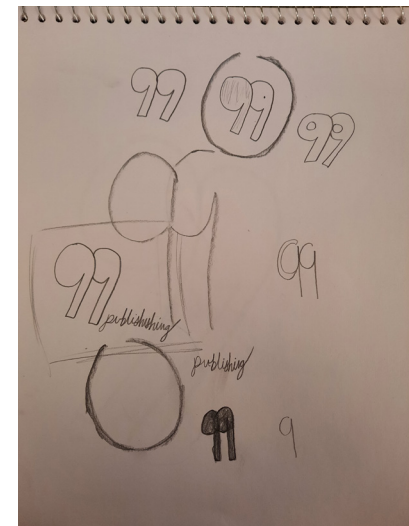
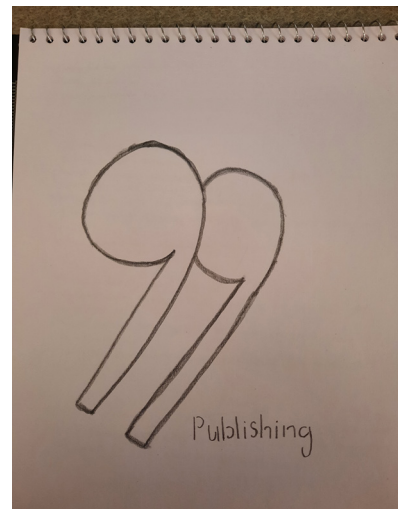
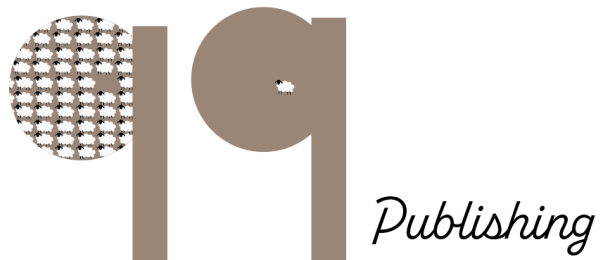
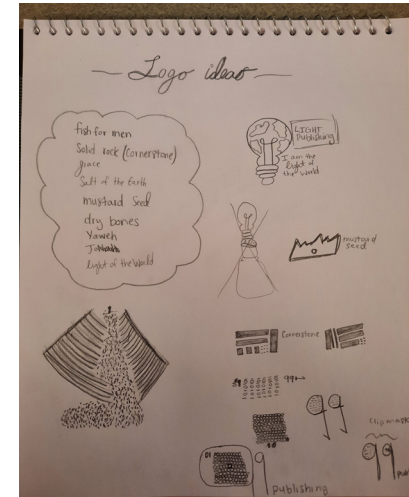
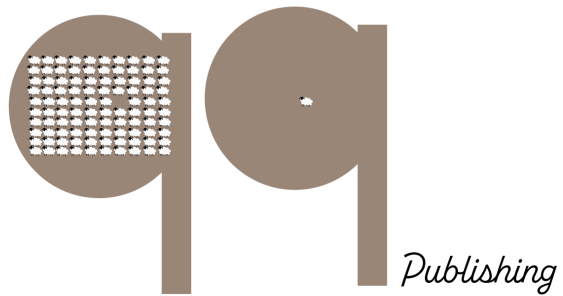
99-Publishing aims to inspire and encourage readers. To help them grow in their faith, connection with God, and with one another.

Our voice is caring, real, and full of faith. We speak with honesty and humility, sharing fictional and real testimonies that reflect God's love.

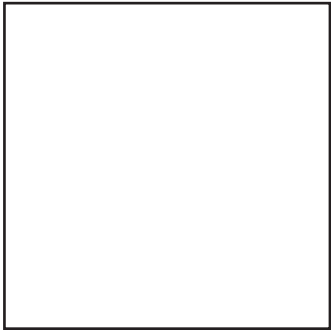
We aim to publish content that reflects genuine positivity. Our target audience includes those seeking clean and encouraging fictional content, as well as Christians seeking spiritual growth and families in search of uplifting material.



SKETCHES



COLOR...



#FFFFFF



#060809



#8A6036



#C4A584

STYLE GUIDE

TYPEFACES...

PRIMARY DISPLAY TEXT:
MASQUALERO STENCIL

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

SECONDARY & PARAGRAPH TEXT:
MASQUALERO REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

BOLD ITALIC
LIGHT

OUR DESIGN

A.



B.



D.

99-PUBLISHING

E.



C.



UNDERSTANDING OUR LOGO...

We are a Christian publishing company that focuses on producing literature pieces with positive content in all genres. The goal is not just about the possibility of bringing a spiritual impact through an author's writing but to print faith-based and moralistic literature. 99-Publishing drew its name from the biblical parable of the lost sheep. We wanted to be able to incorporate the character of God into our logo design while also maintaining a simplistic and elegant look. Within the story, there is a shepherd (God) who has 100 sheep, and one goes missing. The shepherd leaves the 99 others and searches high and low for the lost sheep. This story relays the amount of love that God has for us, and He relentlessly chases us down even when we are lost and missing, as well as the joy that He has when the lost sheep does return to Him. Looking at our choice of color scheme, a lot of the life of Jesus was humble, so we wanted to reflect this characteristic as well.

The colors we chose remain neutral and simple, embodying the personalities of friendliness, honesty, sincerity, and genuineness. The simplicity of the color scheme also allows for a focus on the message of love and redemption that is central to the story of the lost sheep. By keeping the design simple, we hope to emphasize the powerful emotions and themes at play in this biblical narrative.

IN REAL LIFE...

