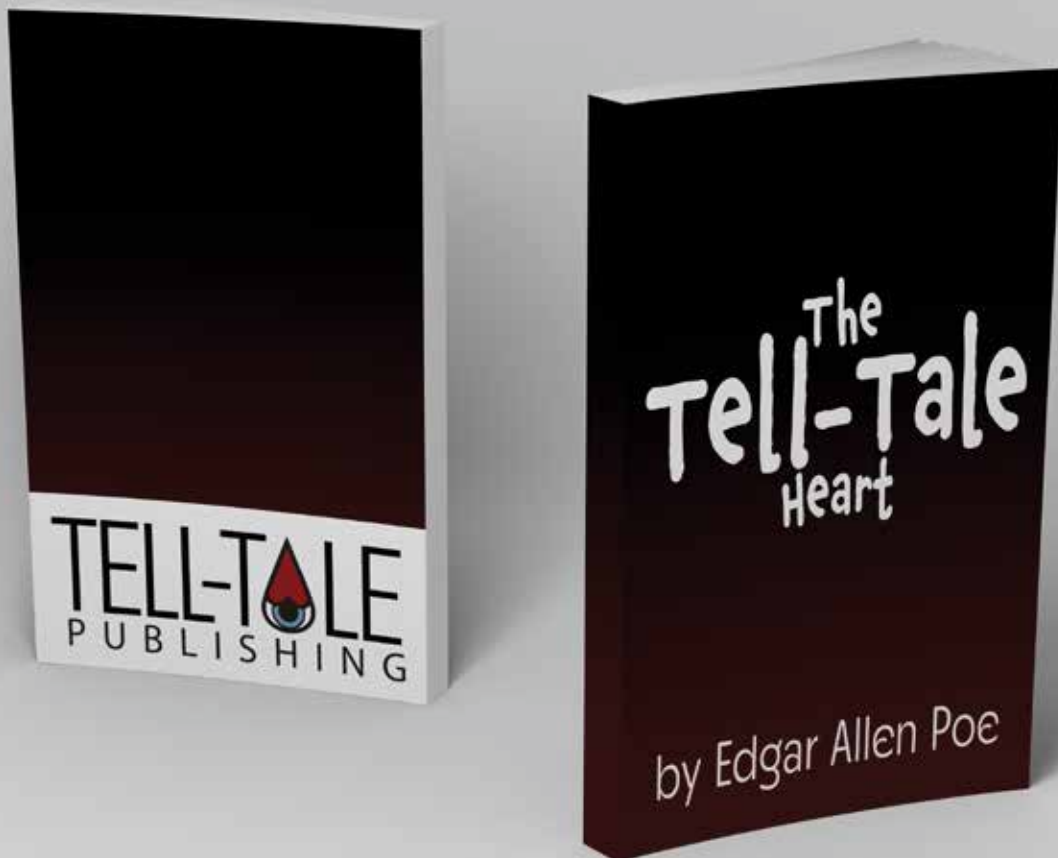


# TELL-TALE PUBLISHING

"Stories that make your heart race."

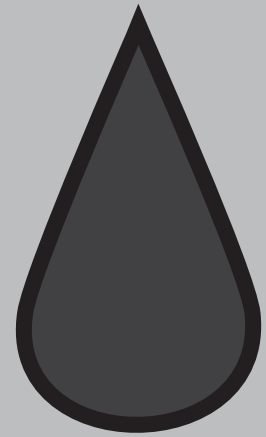
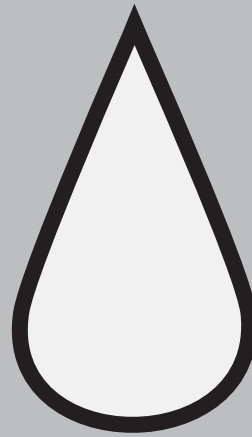
# OUR STORY

TELL-TALE Publishing is the perfect place to find your favorite scary stories. From Edgar Allan Poe to H.P. Lovecraft, our new editions of classic scary stories are sure to get your heart racing...hopefully not too loudly.



# OUR BRAND

## Color Palette:



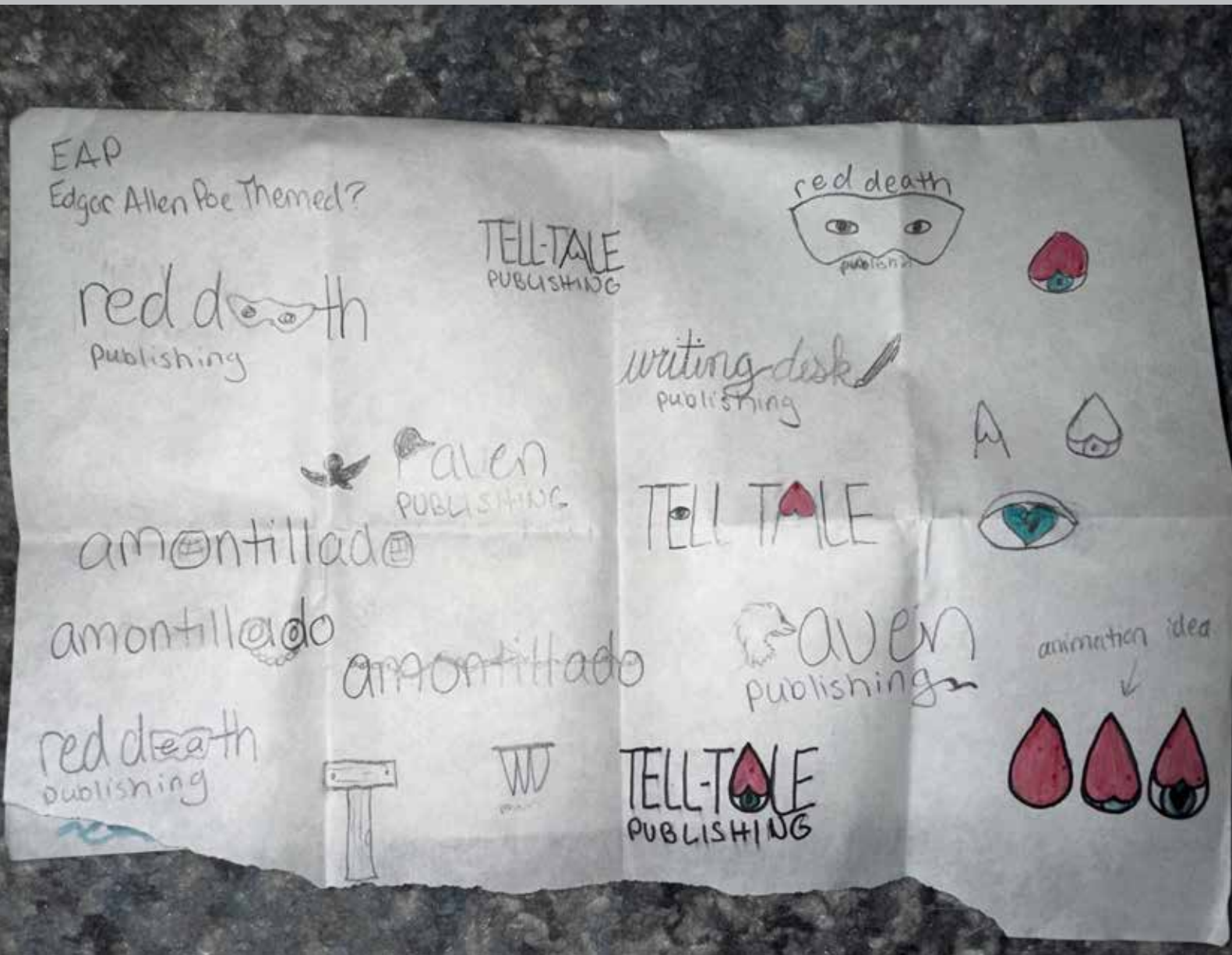
## Font Family: Neighbor Brand Identity

The overall feel of the company should be "modern macabre". Since the publishing company republishes older horror novels, the brand should reflect that. The stories themselves might be vintage, but the minimalist, modern look of the brand creates a juxtaposition to the stories. Hopefully, this will bring in a new audience of people who might not read them because they are "old". Some of the scariest stories were written decades ago, and our company will help widen the number of victims....I mean readers.



# INSPIRATION

My idea for the logo came from the Edgar Allen Poe story itself. I had an idea for a publishing company that specialized in the macabre. I knew I wanted the logo to be sleek and modern since the company republishes older scary novels, but I wanted it to still feel a bit off-putting. The heart and eye are based on Poe's story, with the heart being the heart the narrator hears thumping throughout the story and the striking blue eye of the man he kills. The logo is a drop of blood and includes a heart and a pale blue eye, and I flipped the "A" over in "Tale" because the body in the Poe's story is hidden under the floor boards and I wanted to add something off-putting to the type.



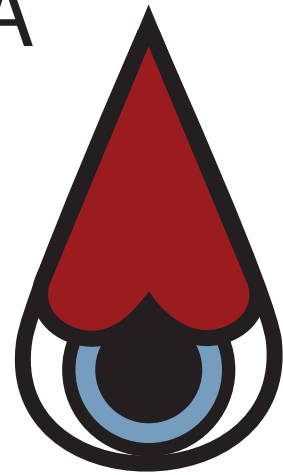
B



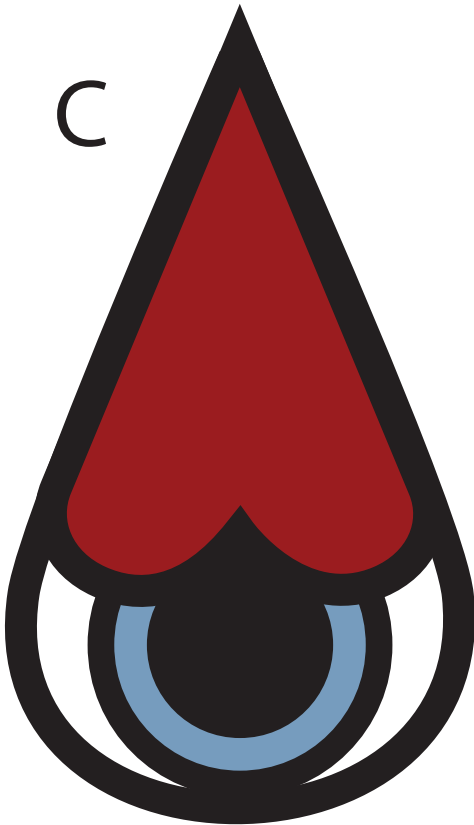
D



A



C



E