

lucille publishing

Brand Guide



bringing you **closer** to your favorite art.

Mission Statement

Lucille Publishing aims to make art more personable, approachable, and accessible. Through our publication of personalized coffee table books, consumers are not only able to tangibly access many types of art, but also read the story about the piece directly from the artist. This aspect makes every one of our books unique and special to the consumer. We hope that this promotes community and conversation as people are able to connect to their favorite pieces of art.



Design Explanation

Lucille Publishing's logo highlights the two L's at the end of the word "Lucille", turning them into books, viewed from the side. The lines that represent that books are very thin and almost unable to see unless you look closely. We chose to make the lines in this manner to express the personable aspect of our books; you don't fully understand unless you take a closer look. When the books are within the word "Lucille" they are complete. When they are standing alone, the books are incomplete; not because they are missing Lucille, but because they are missing you. The different types of books that we publish all offer different levels of personalization into what art + stories you choose to include. The space is left open to create room for the unknown.

Lucille publishing

Sketches



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Elements

Helvetica Light

 #AF3135

Graphic



Variations

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In the Wild

