

**BASS PUBLISHING**

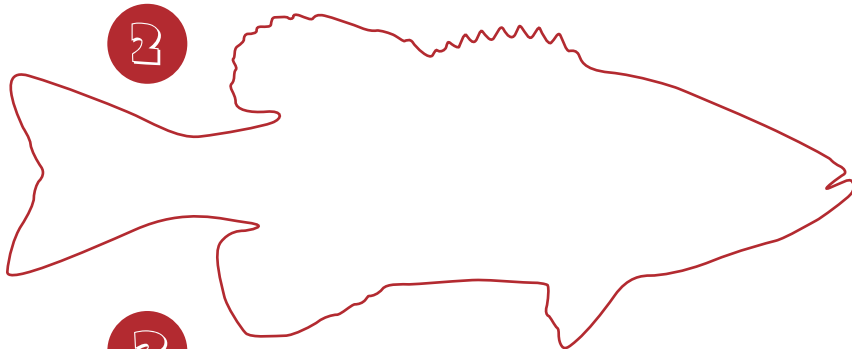
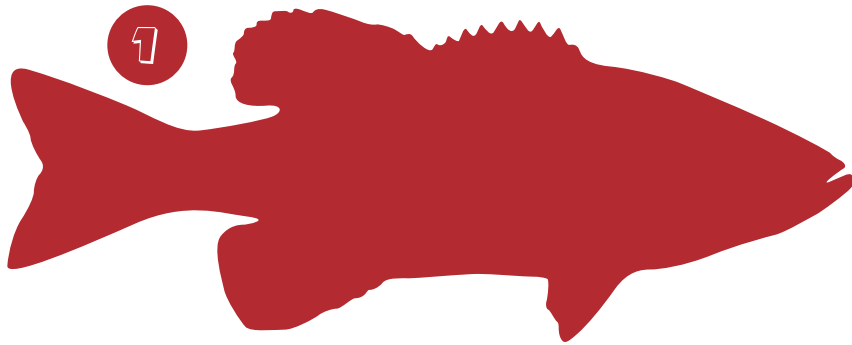
# ABOUT US

Our mission is to empower readers and encourage reading with the purpose of self improvement. We publish and promote "BAD ASS" authors, narratives, and companies. We hope that the books we publish make our readers feel like the "BAD ASS"! BASS supports the reader.

We aim to target adults and college students.



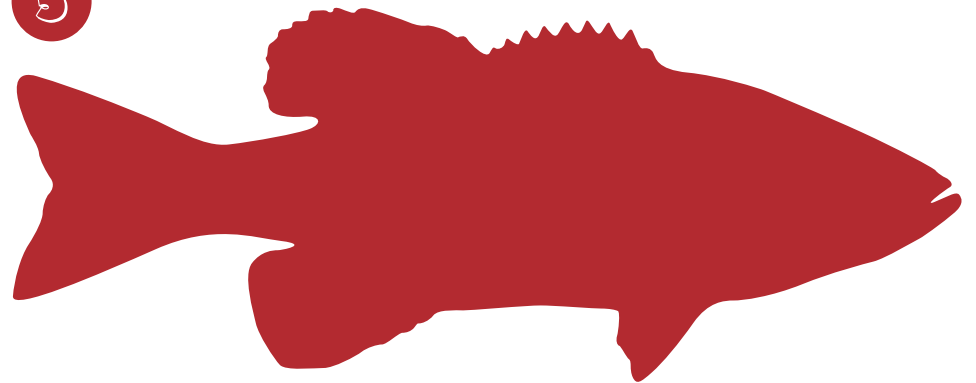
# OUR LOGOS



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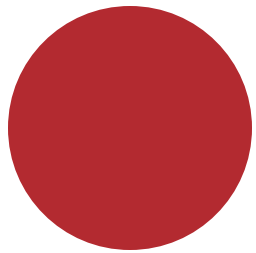


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**BP**

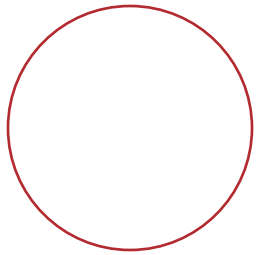
# TYPOGRAPHY AND COLOR



#b32a30

Zubilo

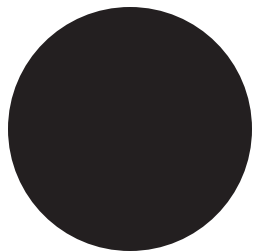
Primary logo and display



#FFFFFF

**Polymath Text Bold**

Secondary branding



#231f20

Polymath Text Regular

Paragraph text

# APPLICATIONS



# SKETCHES

I explored many different names for my publishing company before settling on BASS. Initially, I considered names like HORIZON, POPPY, SUNSET, and GRASS, but ultimately, BASS stood out to me. I only included the sketches I did for BASS, as I felt they were the most valuable.

The idea for BASS came to me right after considering GRASS. A few weeks ago, I was reminded of the company Big Ass Fans, which I found clever and amusing. Inspired by them, I thought of GRASS, which was going to be Great Ass Publishing. However, I eventually landed on BASS because it was unique, and I liked how the fish logo turned out.

Although the motto is a bit profane, I believe it aligns with the mission and company values. They don't target a young audience; instead, they aim to empower adults and readers through the narratives they publish. That is truly badass!

