

Love More

— PUBLISHING —

PUBLISHING AGENCY

NEW YORK | SAN FRANCISCO | CHICAGO | AUSTIN

WHO WE ARE & OUR MISSION

Love More Publishing is a publishing agency where we believe in the power of stories to inspire, heal, and transform. Our mission is to amplify voices that promote mental wellness, resilience, and personal growth through meaningful literature. We are dedicated to publishing works that break the stigma around mental health and encourage self-love. With every story we share, we aim to remind our readers that their journey is not over; it's just beginning, just like a semicolon in a sentence.

Our logo features a butterfly, a symbol of transformation, hope, and renewal. Just as a butterfly emerges from its cocoon, every individual has the strength to overcome challenges and embrace their next chapter.

“We recognize that every person’s story is still unfolding. The semicolon in our logo isn’t just a punctuation mark—it’s a promise. A promise that your journey continues, that there is more to be written, more love to give, and more hope to find. Our goal is to create a space where words uplift, stories heal, and every individual feels seen. Together, we turn pages of resilience, one story at a time.”

-CEO & Founder Love More Publishing

LOGOS

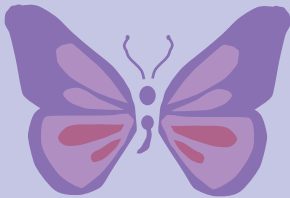
A



B



C



D



E



TYPOGRAPHY

Primary Typeface: Georgia Regular

A classic serif font that conveys warmth, elegance, and a timeless literary feel.

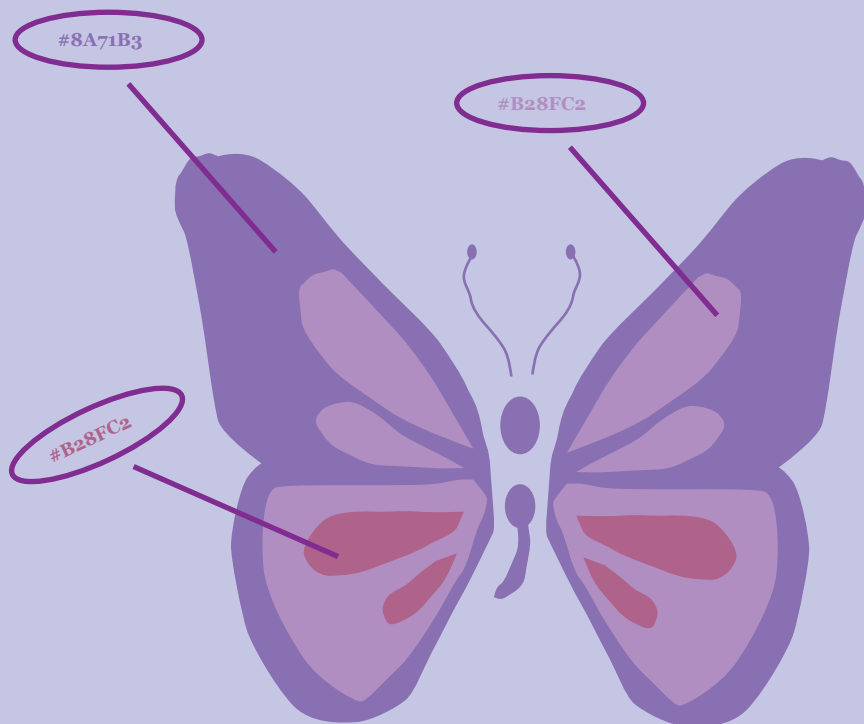
Used for the main text in "Love More Publishing" to create a sophisticated yet inviting look.

Weight & Style: Regular

Use Cases:

1. **Logo Text:** "Love More Publishing"
2. **Headings & Subheadings:** Maintains consistency and readability across branding materials.
3. **Body Text:** Can also be used for mission statements and brand messaging.

COLOR GUIDE



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#662D91

DESCRIPTION

The concept behind Love More Publishing came from a wish to create place that shares powerful narratives and promotes awareness about mental health. From the beginning, I aimed for the brand's identity to carry significance, warmth, and symbolism, embodying themes of growth and hope.

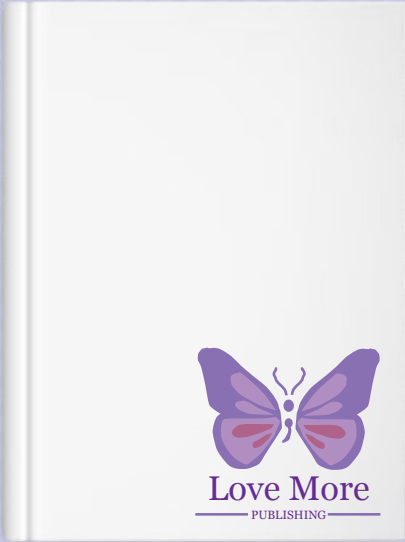
The semicolon was a crucial aspect from the very beginning, as it symbolizes mental health awareness and conveys that a person's story is not finished. To enhance this symbolism, I chose to include a butterfly, a widely recognized symbol of transformation, healing, and renewal. Much like a semicolon in a sentence, a butterfly signifies continuity, a fresh chapter and a new start.

The project began with several concept sketches to discover the ideal combination between the semicolon and the butterfly. I investigated various methods to seamlessly yet meaningfully integrate the semicolon, testing its placement as part of the butterfly's body and antennae.

Color played a significant role as well, I opted for shades of purple since this color is often linked to mental health awareness.

The final logo for Love More Publishing goes beyond just visual identity, it conveys a powerful message. It embodies hope, resilience, and the strength of narratives to support individuals through their journeys. By merging the semicolon and butterfly, the logo narrates a story of continuity, transformation, and self-love, which perfectly encapsulates what Love More Publishing represents.

APPLICATION



Book cover.

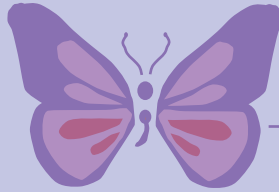


Inside of book.

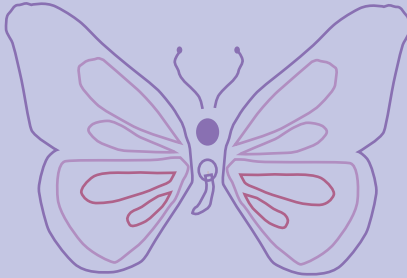


Bus stop outdoor ad.

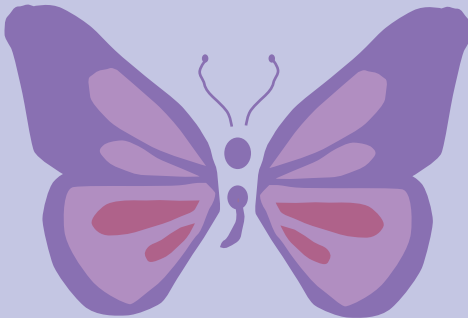
SKETCHES



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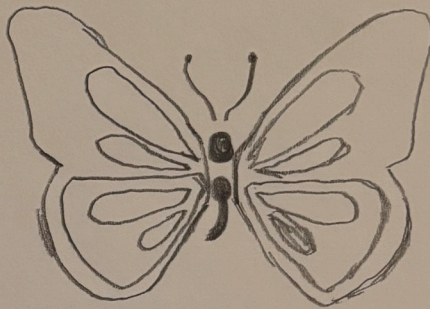
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SKETCHES (on hand)

; Love



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