



EYE LEAF PUBLISHING



Our Mission:

At EyeLeaf Publishing, our mission is to cultivate stories that encourage new ways of seeing the world. We seek to publish works that spark imagination, embrace inclusivity, and offer fresh perspectives across fiction, nonfiction, and poetry. Our focus is on nurturing emerging voices and providing a platform for stories that resonate and inspire.

Brand Voice:

Insightful, Welcoming, & Organic

Target Audience:

1. Readers drawn to literature that expands perception and offers fresh perspectives.
2. Writers and creators exploring themes of vision, wisdom, nature, and transformation.
3. Artists and thinkers inspired by organic, symbolic, and deeply reflective storytelling.

Typography:

HEADER TYPE: BELOVED SANS

AA

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z

1 2 3 4 5 6 7 8 9 0

MODERN, WARM, AND APPROACHABLE.

Body Type: MONTERRAT

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Clean and easy to read.

EyeLeaf Publishing:

A book publishing house dedicated to fostering curiosity, storytelling, and creative expression. Rooted in the themes of growth, vision, and insight, our brand nurtures diverse voices and perspectives. Like a leaf reaching for light, we believe in expanding knowledge and opening minds through literature that inspires, informs, and connects readers.

Colors:



#485324

growth, wisdom, & grounding



#F4F7DC

organic, creativity & clarity

Design & Creative Process:

The EyeLeaf Publishing logo blends the symbolic eye and nature elements, representing insight, creativity, and transformation. The eye symbolizes perception and storytelling, while the leaf conveys growth and connection to nature. The modern yet inviting typography ensures accessibility with a touch of sophistication.

The final design balances simplicity and elegance, with the eye at the center for awareness and deep storytelling. The organic leaves and petals reflect the nurturing nature of books, while the ink droplet is a subtle nod to publishing—a reminder that every story begins with a single drop of ink.

Logo(s)

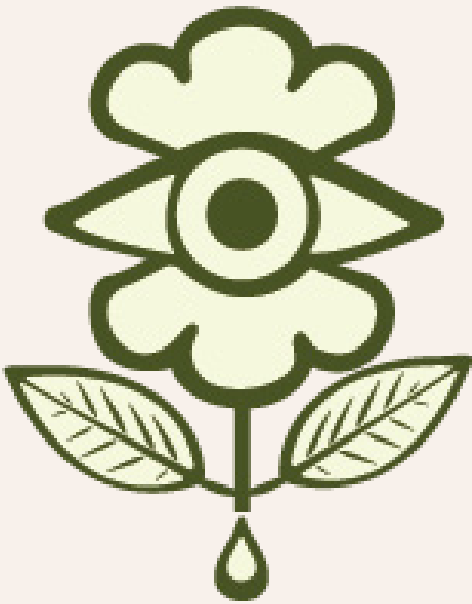
A)



B)



C)



D)



E)



F)



Mockups



Digital Sketches

A)



B)



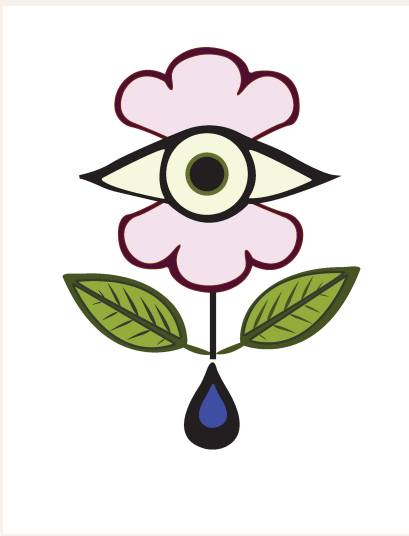
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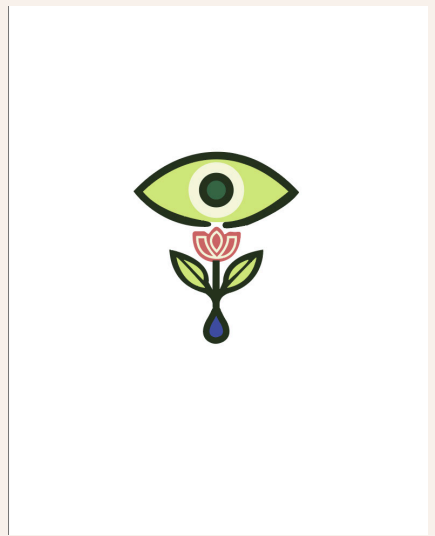
D)



E)

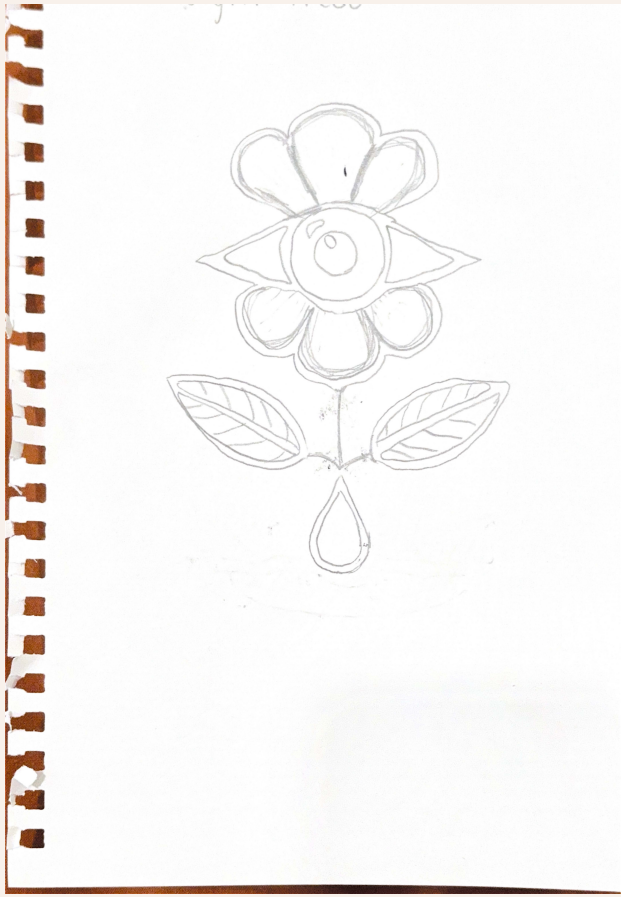


F)



Sketches

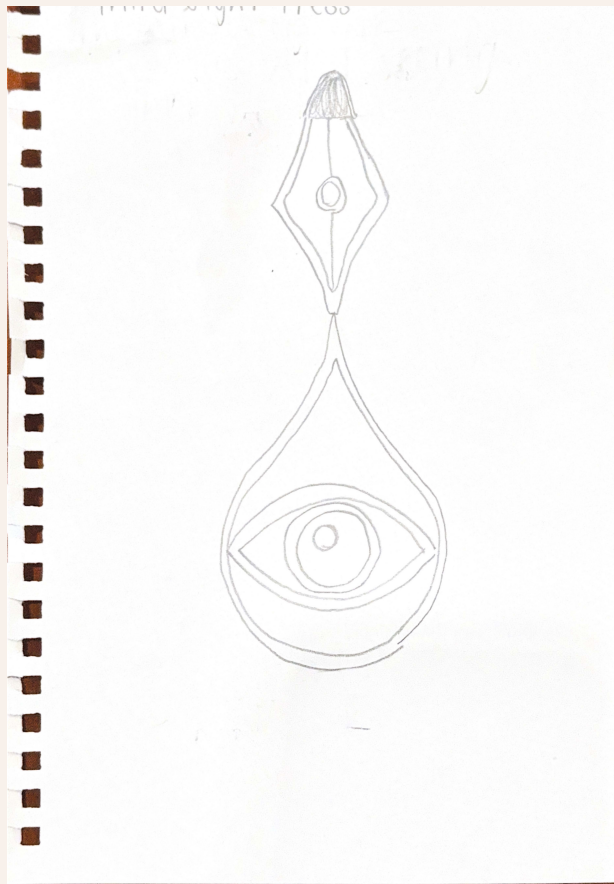
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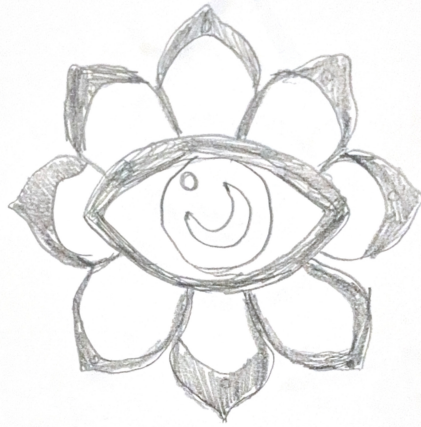
B)



C)

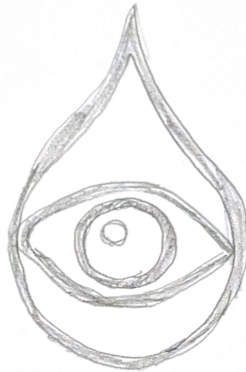


D)



Insightful Bloom
Press

E)



ALL SEEING INK