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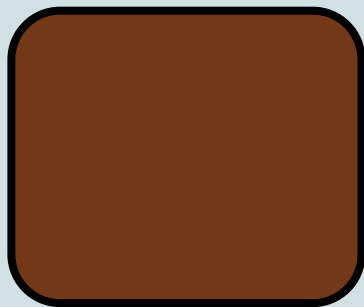
The best way to

experience thrifted books!

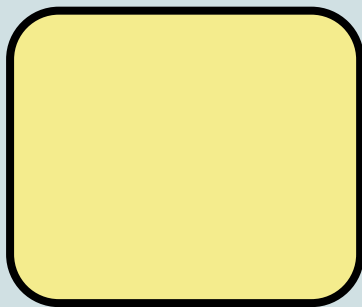
## Audience:

- Young adults who enjoy reading! Specifically, people who want new books but don't have the energy to thrift them/ the money to buy new ones; people who enjoy being surprised; people who want to branch out from their current favorites but don't know where to start.

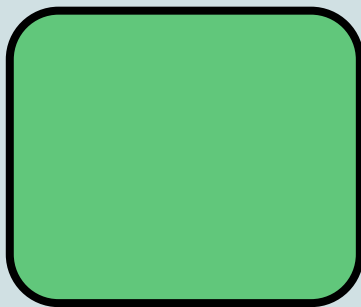
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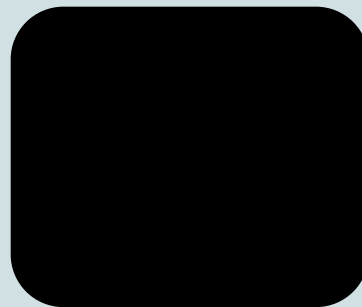
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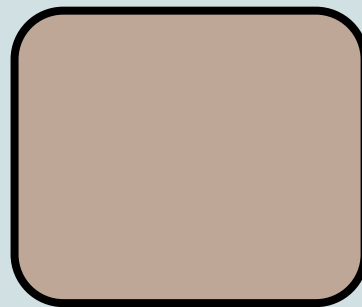
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# Style Guide:

- Message
  - We are affordable –
    - All boxes should offer a variety of pricing, based on how many books a customer wants to receive.
  - We are sustainable -
    - Emphasize that all books have been thrifted, and all packing materials are recyclable.
  - We are open to all genres –
    - Posted pictures should feature a variety of box themes, to prevent customers from feeling like their preferred theme is unwanted.
  - We are personable –
    - Emphasize that all books/items are hand-picked based on customer specifications. All boxes should include a note that expresses enjoyment at picking the themed items.

# Style Guide:

- Voice
  - Use the word “Genre” for book choices, and “theme” for additional items.
  - Use “&” in all logos and printed materials.
  - No communication should feature emojis, memes, or gifs.
  - Lists should use bullet points as opposed to numbered lists.
- Tone: high energy, personable, and fun
  - Use exclamation marks only for personable phrases, not for professional communication.
    - “So good to have you as a customer! Your box will arrive sometime next week.”
  - Use the customer’s name whenever possible.

# Social Media





# Social Media

## Instagram:

- 1x a month
  - Featured theme of the month (happy birthday, blind date, etc)
  - Promoted book (look at this cool book I got! Who wants it?)
  - Deals?
- 1x a week:
  - Featured box matching the TikTok packing video

## TikTok:

- 1x a week:
  - Pack an order matching the Instagram post
  - Haul video (books or items)

## Etsy:

- 1x a month:
  - Update product pictures to feature last month's books

# Social Media

