

Write  
Way

Pencil Brand

Available in all leading Stationery Stores

# SYNOPSIS

## Campaign Overview:

WriteWay symbolizes the journey from raw ideas to refined creations, encouraging users to embrace creativity without fear of mistakes. The brand name "WriteWay" embodies the idea that there is no wrong path in creativity—every scribble leads to success.

## Logo Typographic Font and Styling

The typography used for the WriteWay logo is KG Already Home, chosen for its playful, handwritten aesthetic that resonates with the essence of the brand. The addition of scribbles to the letters enhances this theme, symbolizing the early, imperfect stages of creativity—where ideas begin as raw, unrefined thoughts and slowly transform into something impactful.

## Brand/Product Information

What is WriteWay?

WriteWay is a pencil brand for creatives, students, and professionals who value the creative process. The brand promotes experimentation, turning mistakes into learning experiences, and encourages achieving excellence through practice.

## Logo and Color Specifications

The WriteWay logo is styled in black and white, maintaining a minimalist approach to allow the scribbles to stand out and communicate the core brand message effectively. The sketchy, playful texture reflects the creative and approachable nature of the brand.

## Font Specifications

The primary font is KG Already Home, customized with scribbles to blend structure, visually reinforcing the brand's focus on creativity.

## Unique Selling Proposition (USP)

WriteWay stands out by celebrating the creative process—from messy beginnings to polished outcomes. The pencils encourage users to embrace their journey from mistakes to success.

Write  
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# **STATIONERY**

LETTERHEAD

**Write  
Way**

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[www.writeway.com](http://www.writeway.com)



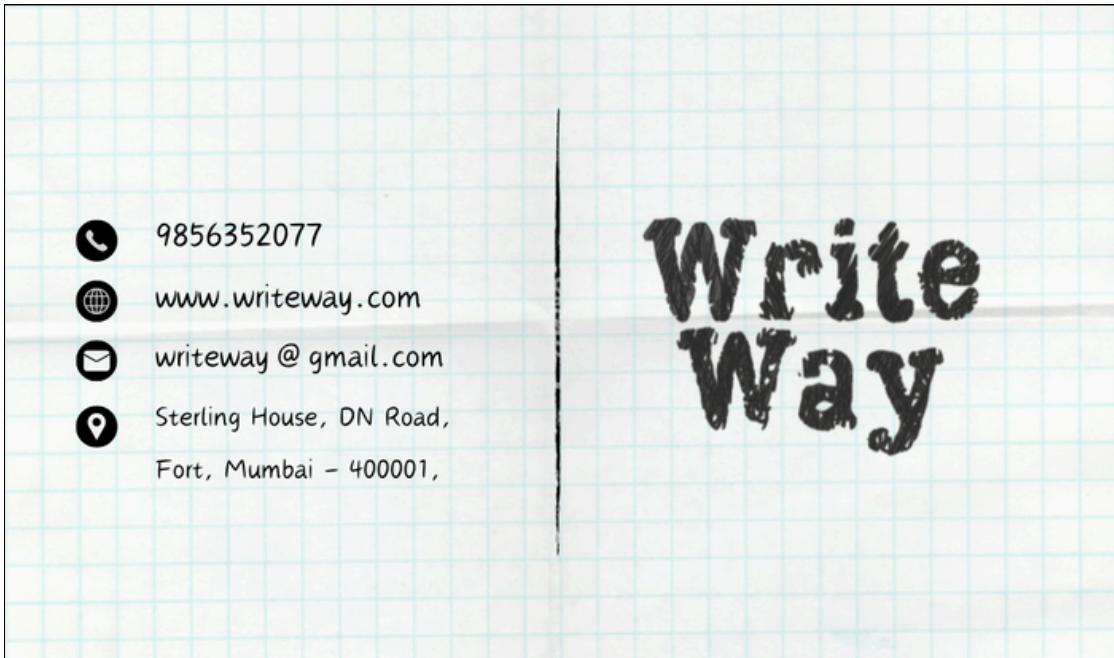
9856352077



[writeway@gmail.com](mailto:writeway@gmail.com)



Sterling House, DN Road,  
Fort, Mumbai - 400001,



## VISITING CARD

**Write  
Way**

ENVELOPE

Sterling House, DN Road, Fort,  
Mumbai - 400001,  
+919856352077  
writeway@gmail.com



# **NEWSPAPER ADVERTISEMENT**

with our education system!...We will affirm the high court judgement. We must stop this NRI quota business now. The judges know what they are dealing with. The high court has dealt with the case threadbare," the CJI said.

"Let us put a lid on this...what is this ward? You just have to say that I am looking after X ... We cannot lend our authority to something which is blatantly illegal."

Terming the high "absolutely right," he said, "Look at the consequences... those who have three tally marks will lose admission (in NEET-UG courses)."

Meanwhile, welcoming the SC decision, president of Odisha Parents' Federation, Basudev Bhatt demanded that all NRI admissions in institutions across the state in the past five years be investigated by a 'neutral agency' in order to stop such 'corrupt practices' in future.

He said the federation is aware that NRI quota admissions in private medical colleges has been going on in Odisha (and elsewhere in India) for a long time. "Rackets are operating in several private medical colleges to facilitate admission. In fact, the

Bengaluru, Sept 24: In a setback to Chief Minister Siddaramaiah, the Karnataka High Court Tuesday dismissed his petition challenging Governor's approval for investigation against him in a site allotment case.

The chief minister had challenged the approval given by the Governor Thaawareh and Gehlot for an investigation against him in the alleged irregularities in the allotment of 14 sites to his wife by the Mysuru Urban Development Authority (MUDA) in a prime locality.

After completing the hearings on the petition in six sittings from August 19, the single-judge bench of Justice M.N. Venkateswaran on Tuesday rejected the petition. During the hearings, the chief minister had sought to adjourn the case to October 12, 2014, to allow him to file a writ petition to the top court challenging the constitutionality of the petition.

Chief Minister Siddaramaiah had challenged the Governor's approval for investigation against him in a site allotment case.

He said that the high court had affirmed the high court judgement, which was to stop this NRI quota business now. The judges know what they are dealing with. The high court has dealt with the case threadbare," the CJI said.

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## From SCRIBBLES

## to SUCCESS

*start with a scribble,  
finish with a masterpiece,  
and let your  
success story  
unfold with  
each line.*

**Write  
Way**

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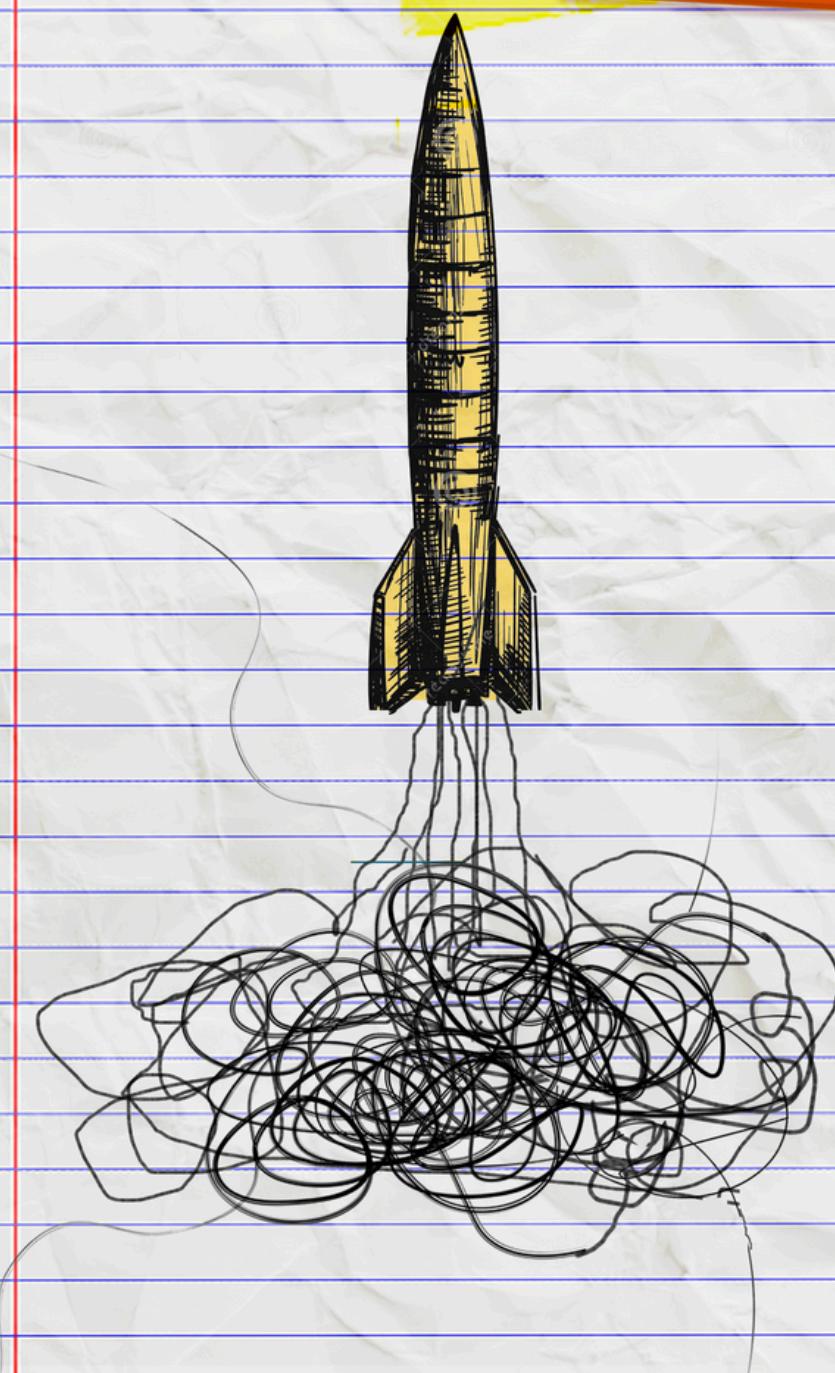




# **MAGAZINE**

From

# Scribbles to **SUCCESS**



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**Write  
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# RIOT MAGAZINE



From

Scribbles

to

**SUCCESS**

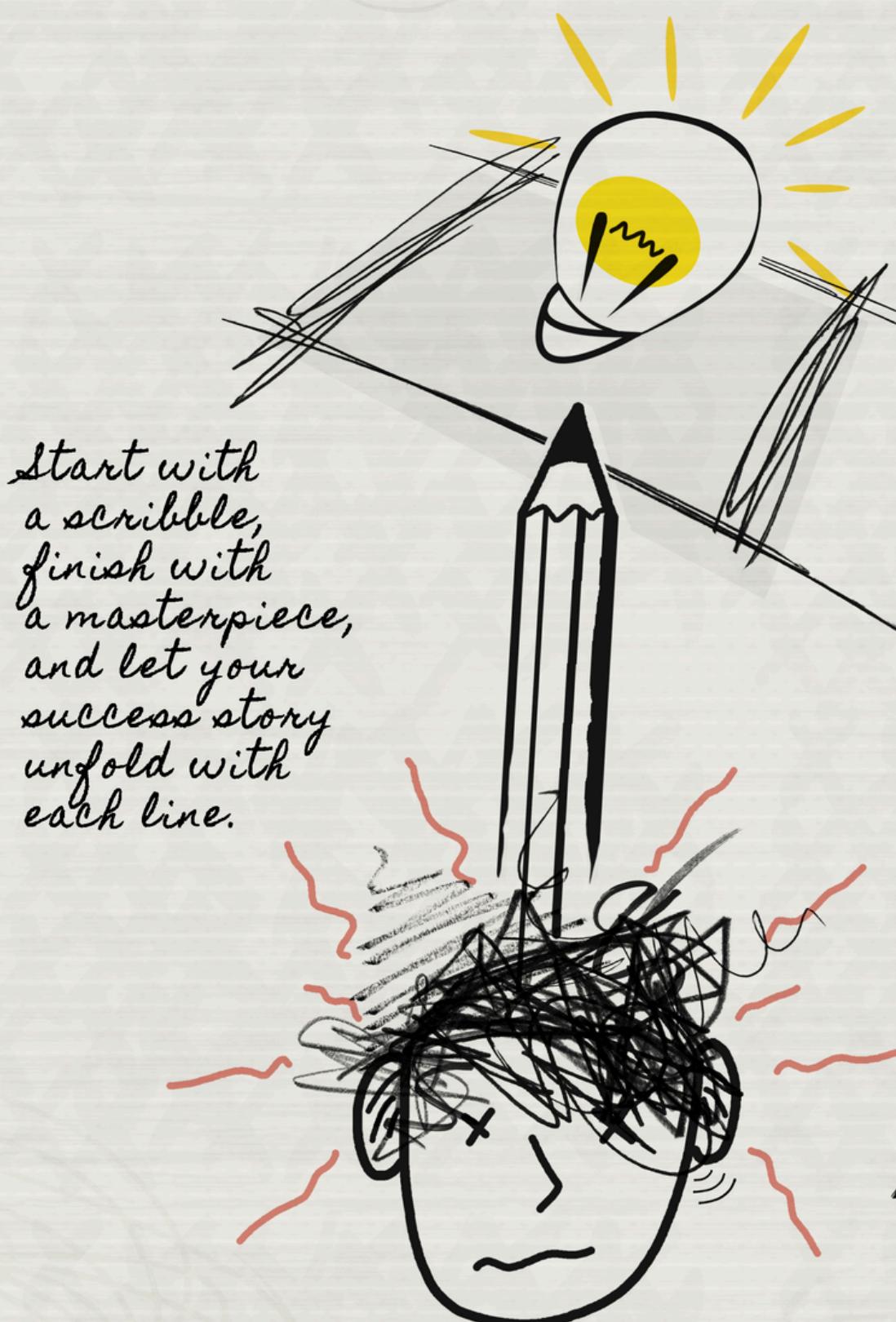


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# From Scribble To Success

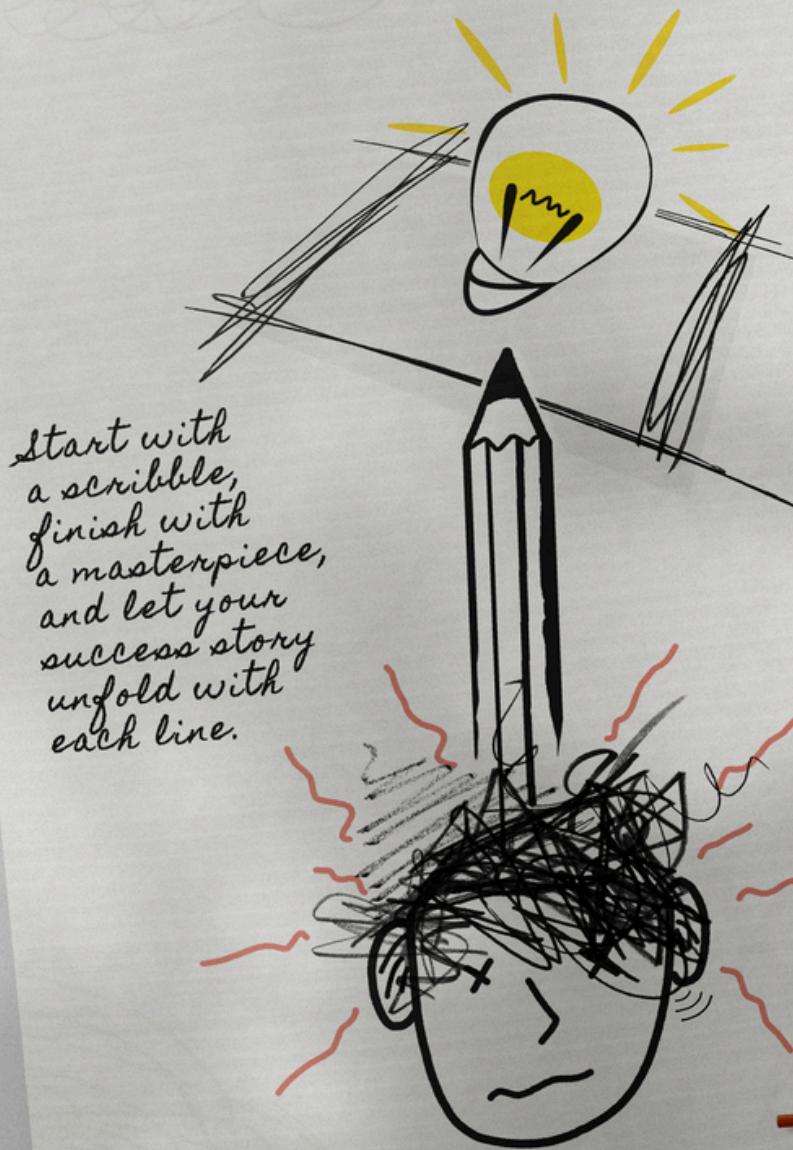


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# COURTESY MAGAZINE

From Scribble To Success

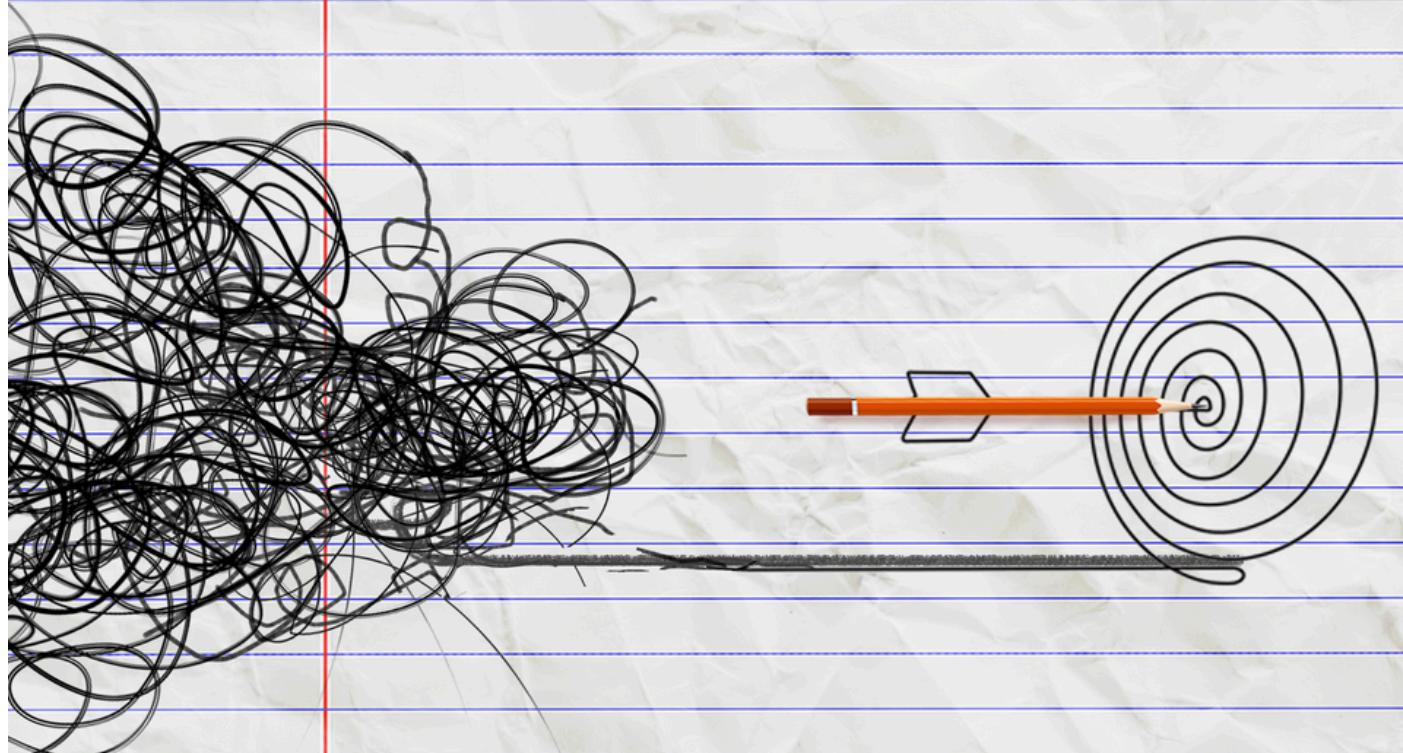


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# **POSTER**

from  
**SCRIBBLES**



To  
**SUCCESS**

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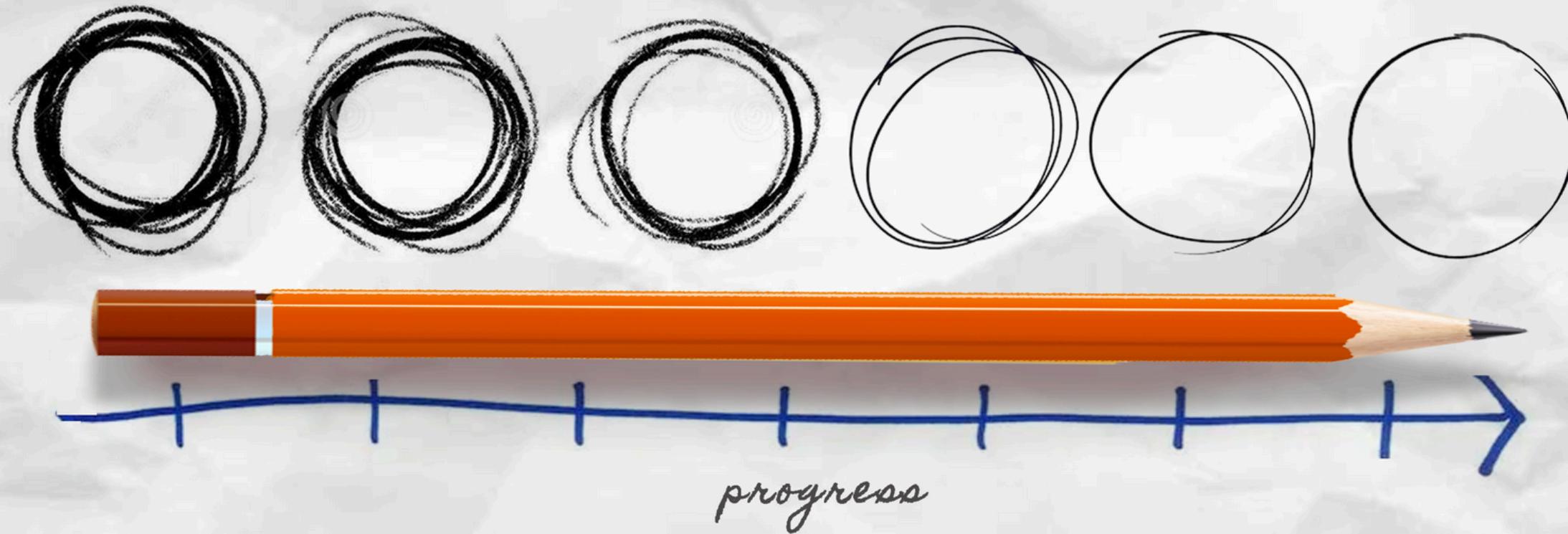
**Write  
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**BUS STOP PANEL**

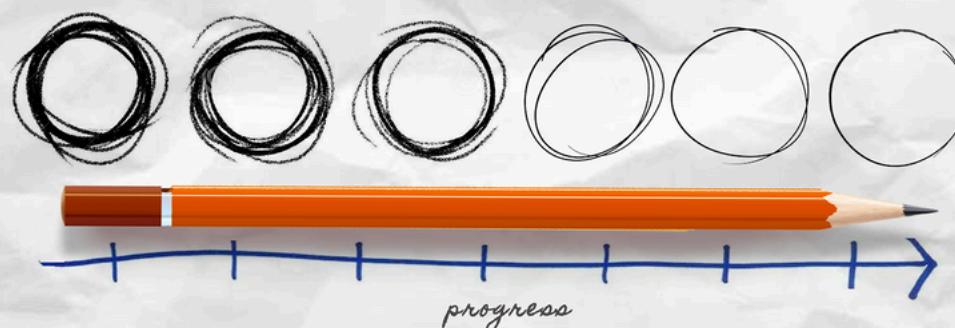
# From Scribbles to **SUCCESS**



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## From Scribbles to **SUCCESS**



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**TRANSIT MEDIA**



from SCRIBBLES  
to SUCCESS

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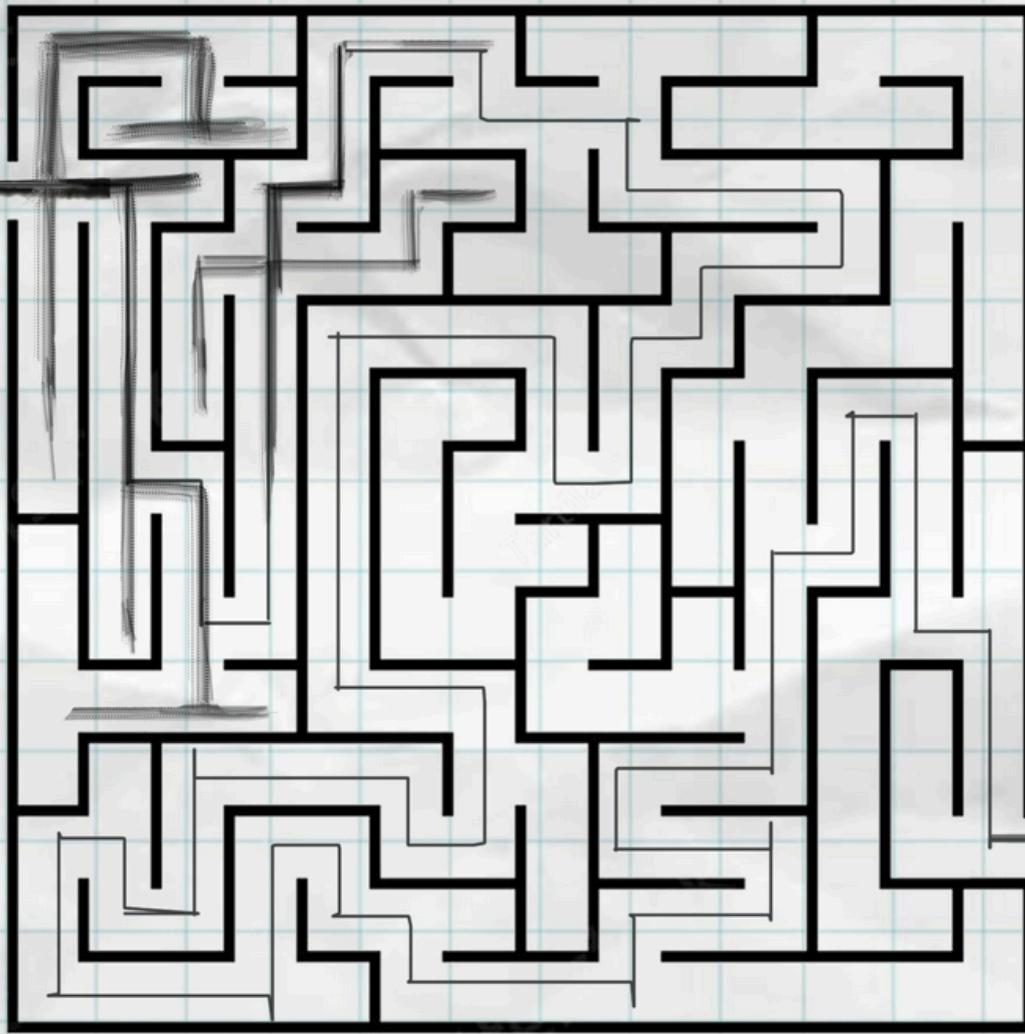


# **HOARDING**

Write  
Way

from

SCRIBBLES



to

SUCCESS



LOCATION: MARINE DRIVE



# **AMBIENT MEDIA**

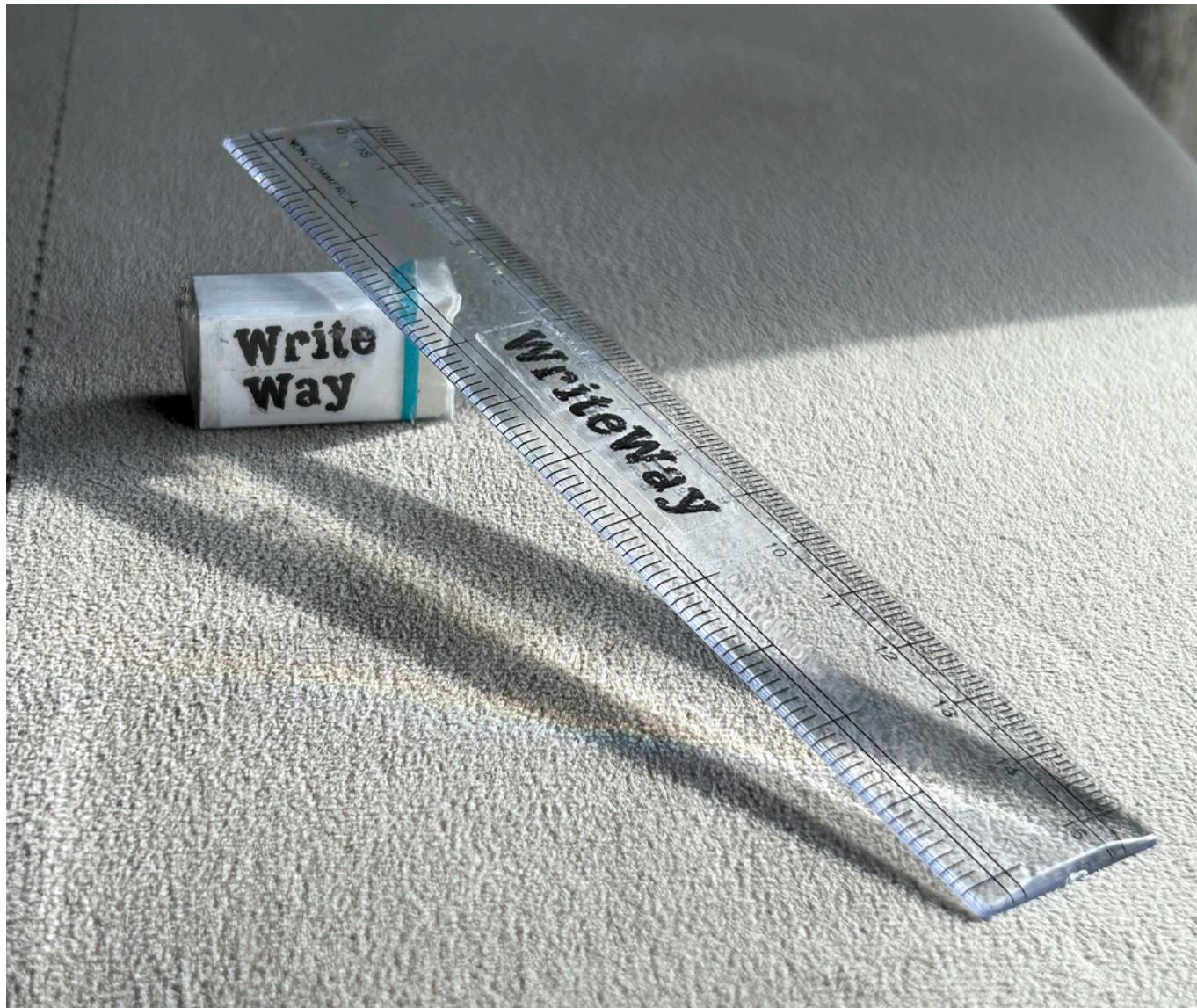






# **POINT OF PURCHASE**







# **MERCHANDISE**







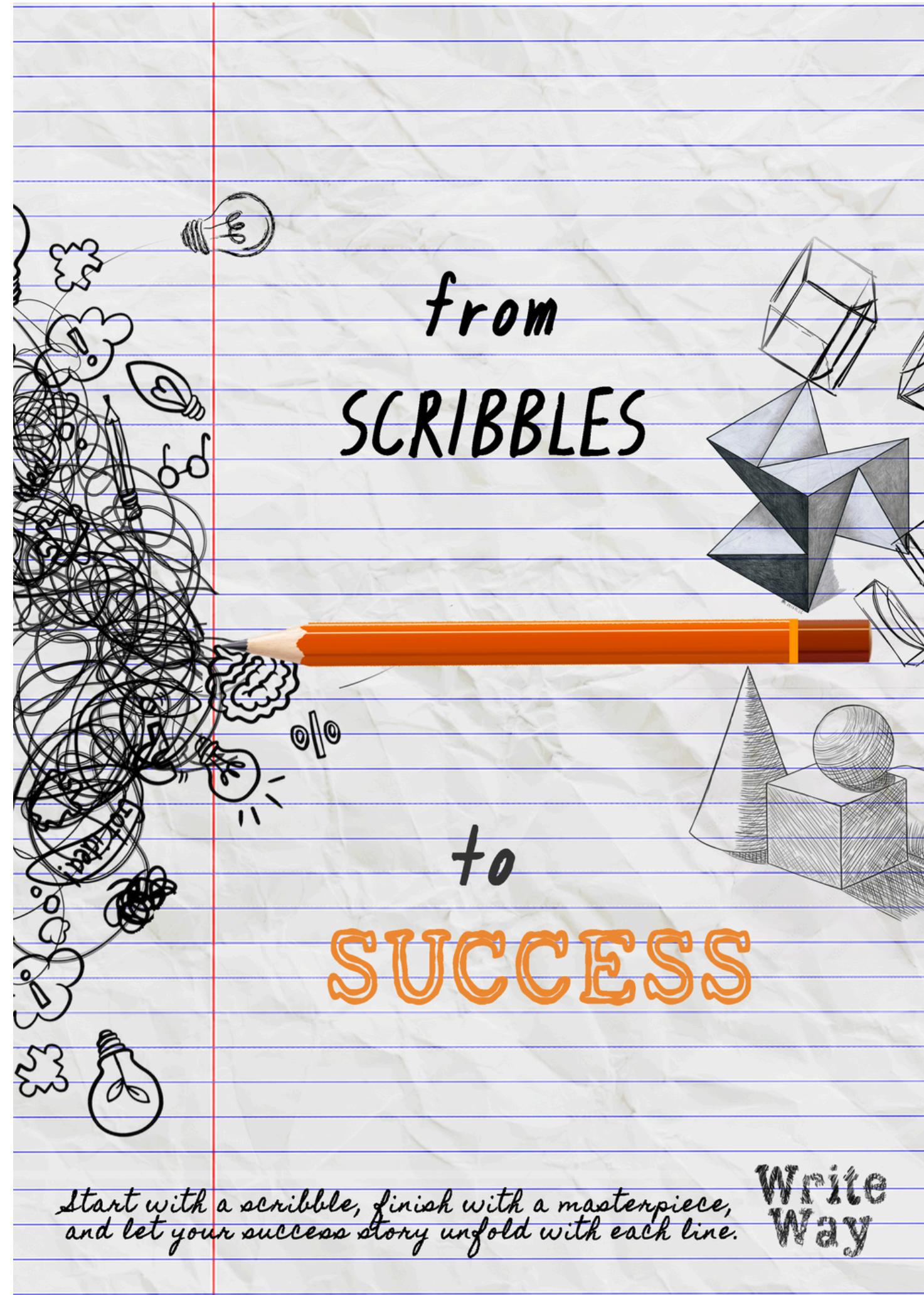
# **PACKAGING**







# **EXTRA MEDIA**



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SOCIAL MEDIA: INSTAGRAM



**THANK YOU**