





schew Obfuscation Coloring
Books, is currently located
in New York City, New York
and is looking to expand toW
have a headquarters in Los Angeles, California as well. The specialty
coloring book company operates
with a small batch release, limited
edition series business model with
reprints of popular books at certain
times of year. It is a smaller business
with its limited releases and speciality designs, but wants to be able to
operate for a large audience.

Eschew Obfusfaction portrays an image of a modern company that is both current and timeless. Their image has an understanding of what is trendy and popular and takes that into consideration but ultimately does something that is more enduring than a passing microtrend.

The coloring books allow one to set their mind at rest and focus on something that isn't marred by climate change, politics, capitalism or their school or work lives and is completely offline.

## **Avoid Confusion, Adopt Clarity**





