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Mission Statement

We at Paper Trail Publishing look to create an experience for our readers.
 To give them the feeling the what they are reading is not only fun, but also cool.

Design Rationale

The imagery represents a hand holding a stack of cash with some of the money blowing into the wind.
 This connects to the brand because it uses the double entendre of being about paper in books and paper as in money; which is cool.
 It connects to the target audience (book readers) because they consider reading to be cool, and this logo culturally represents that.
 It connects to the mission statement because book readers can find the logo as charming, funny, and cool.

Photoshop Example

