

kindleunlimited

BRAND STRATEGY PROPOSAL 2022

@nikkiso



PROBLEM STATEMENT

Since the creation of the Kindle Unlimited logo in July 2014, the parent Kindle brand and overall Amazon brand has evolved. Kindle Unlimited has grown to over 11 million subscribers world wide. We want Kindle Unlimited to be the world's most loved reading subscription. The purpose of this document is to provide a high-level overview of a proposed brand strategy externally and internally to improve and update our brand identity.

BRAND STRATEGY

PHASED APPROACH

EXTERNAL STRATEGY

Logo Update

- Refresh and stacked logo versions

Typography

- Header/subheader/why lines
- Marketing material copy
- Line height, spacing, etc

Color palette and color combinations

- Establish guidelines

Graphical elements

- Filters, textures/color blocking, icons, illustrations and any other graphical treatments
- Photography and photography styles
- Stock photography or new themed photo shoots
- Bookwall updates

INTERNAL STRATEGY

Brand purpose/mission/values

- Work with stakeholders/leadership to discuss and write this together

Establish a wiki for Designers and stakeholders

- KU global brand guidelines
- Creative templates
- Resource page: stock photography, logos, fonts, past campaigns, etc
- FAQ's

Marketing initiatives

- Brainstorm and come up with exciting marketing campaigns and how to integrate with social media, emails, newsletter, etc
- Create seasonal style guides for subscriptions and KU Deals. Continuously re-imagining how the brand evolves and adapts to the new design trends.

Own & Improve our current automation program

- We have a few automated templates we use in BannerX. We need to have dozens of options to use in different settings (e.g. one set for new releases, different sets per genre)

Brand bar raiser

- Work with current designers worldwide to establish a bar raising program for marketing visuals and graphics

**PREVIEW
OF UPDATES**

Q1 - Q2 OF 2022

KINDLE UNLIMITED LOGO REFRESH

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Kindle Brand Name	Program Name
Amazon Ember Regular	Amazon Ember Regular

LOGO SPECIFICATIONS

The Kindle Unlimited logos should be used for all brand communications and marketing needs.

Kindle Unlimited assets can be found [here](#).

UPDATED LOGO COLORS

		
Smile	Squid Ink	White
HEX: FF9900 RGB: 255, 153, 0 CMYK: 0, 45, 95, 0 PMS: 1375C, 2010U	HEX: 232F3E RGB: 35, 47, 62 CMYK: 53, 36, 0, 86 PMS: 432C, Black 6U	HEX: FFFFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PMS: 0C, 0U
White contrast: 2.14 Squid Ink contrast: 6.34	White contrast: 13.57 Squid Ink contrast: 1.00	White contrast: 1.00 Squid Ink contrast: 13.57

COLOR VARIATIONS

Primary:
Smile/Squid combination
Smile/White combination

Secondary:
Squid Ink
White
Color reversed

CURRENT LOGO

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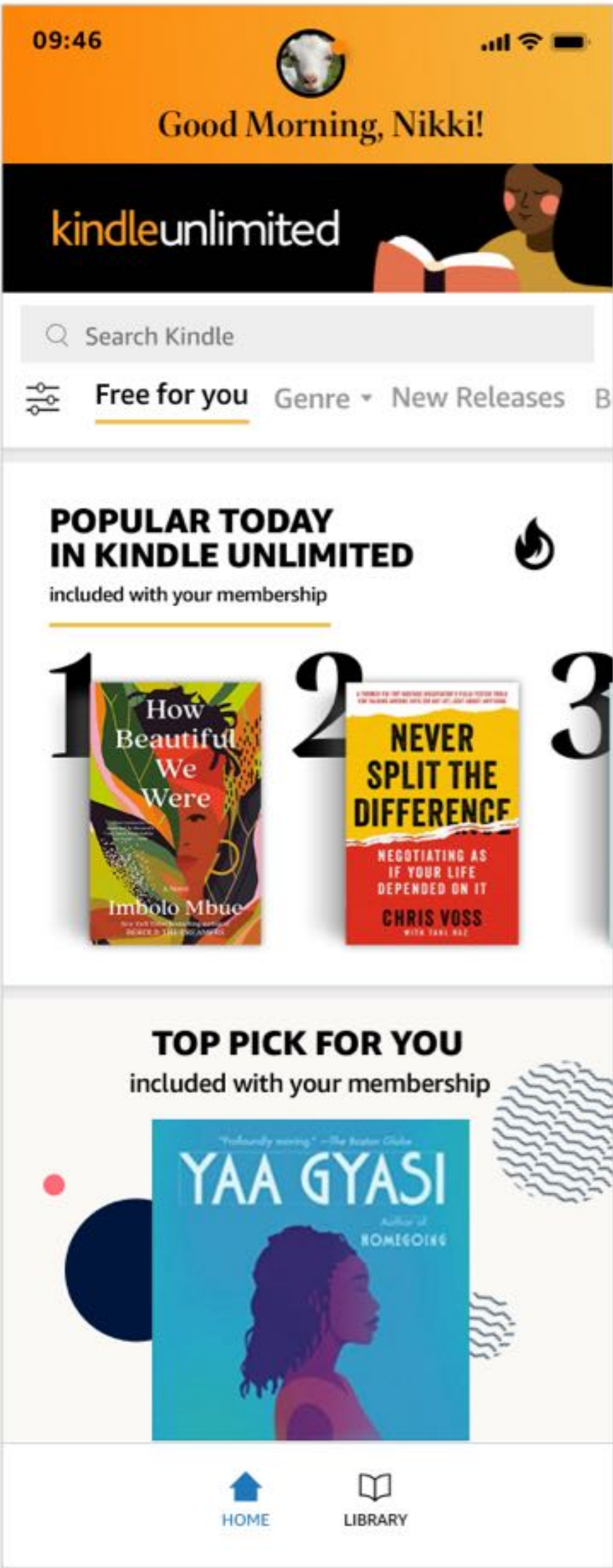
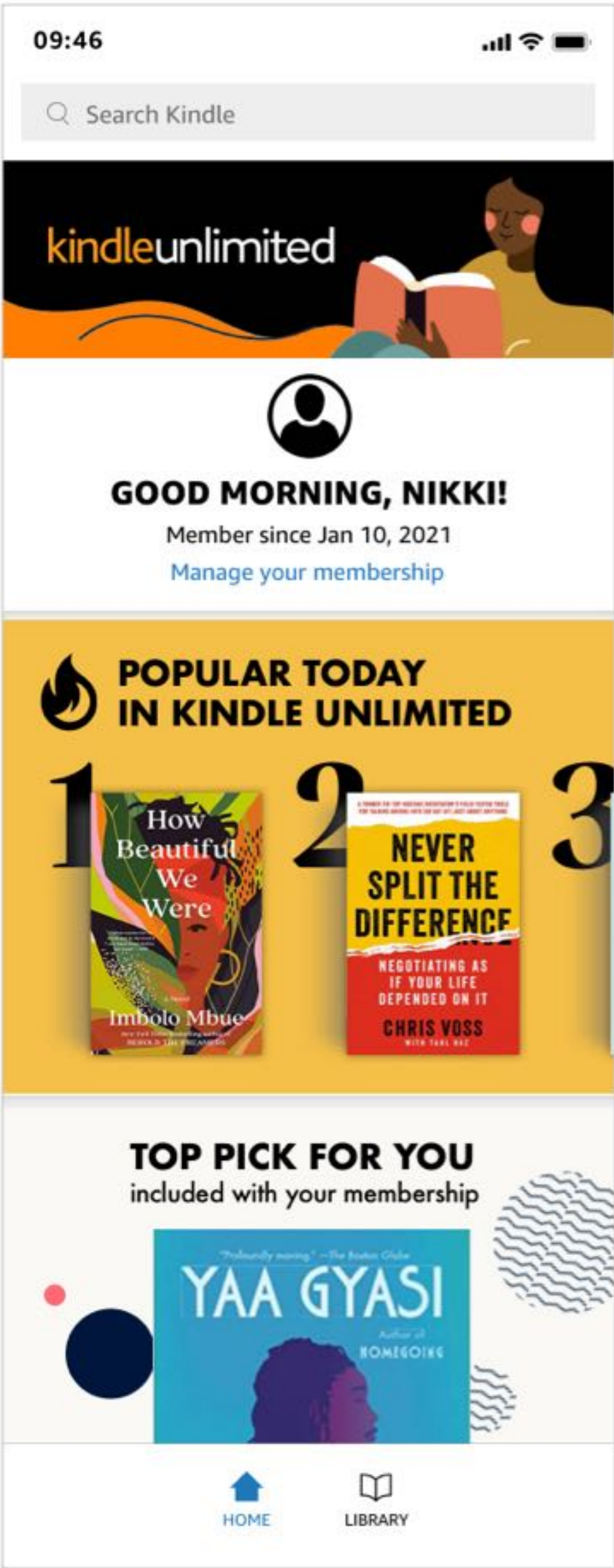
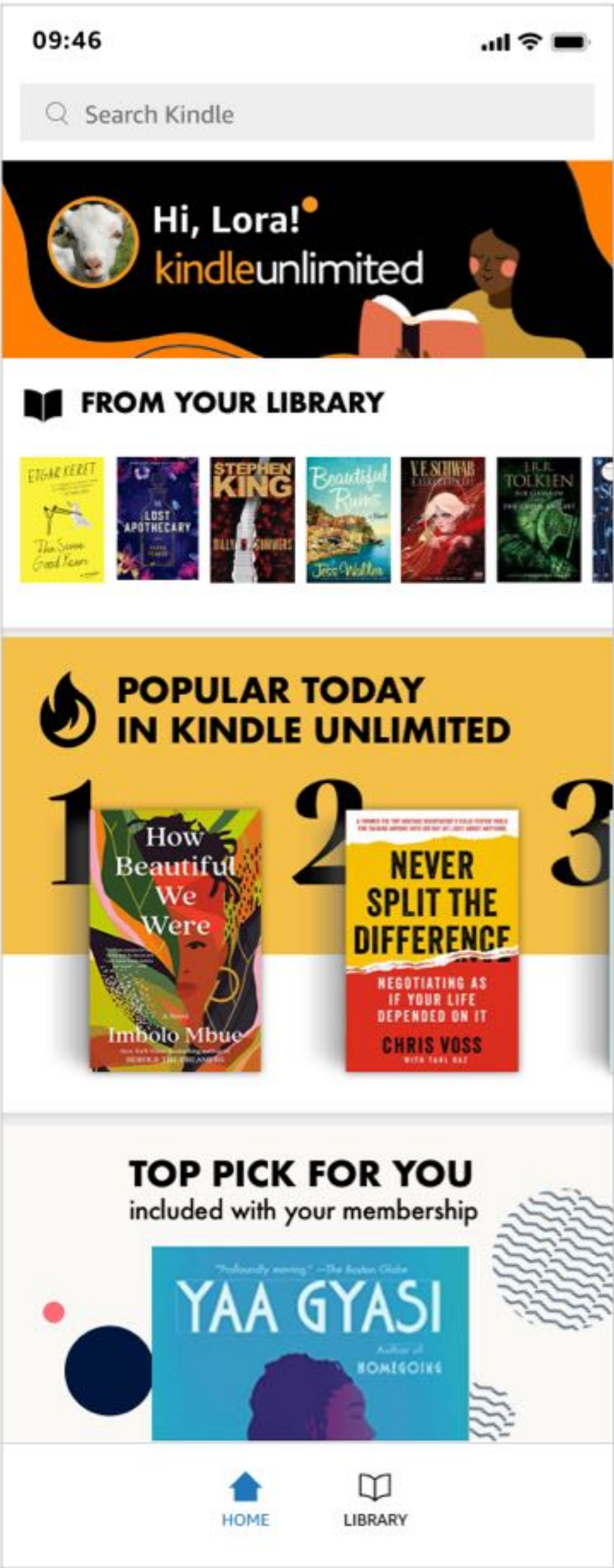
NEW LOGO

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**DIVERSIFY OUR
BRAND BY ADDING
ILLUSTRATIONS**



KINDLE UNLIMITED LP UPDATES



SOCIAL MEDIA CAMPAIGNS

#KINDLEUCANDIDS


Encourage readers through marketing campaigns to share on social media and then promote and integrate user generated content in our marketing materials and/or highlight in our email newsletters.



GLOBAL WIKI UPDATE

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GLOBAL WIKI



Things to note about sending a VXD request:

1. Please read this page in its entirety.

2. When requesting designs, **please allocate at least a week of lead time before assets are due.** I understand last minute requests arise, but my schedule is now divided working on UX requirements half the week so I can't guarantee I will be able to address your ticket right away. I will begin hard lining this position as my week gets very busy.

3. When filling out a SIM, provide any and all assets that I might need (logos, specific imagery, etc). Attaching past ad examples for reference is also helpful as well.

4. **NOTE: BE AS SPECIFIC AS POSSIBLE IN THE SIM.** Take the time to fill out the ticket as detailed as you can, as the only information I may have is what given to me there. I can't always recall past campaigns or previous SIMs without direct reference. **Size requests, copy hierarchy, and file types (.jpg is default) are particularly important.**

5. **Lastly, do not forget to set the assignee as "@nikkiso". I will not see the ticket if it is not directly assigned to me. TIA**

Are you looking for existing assets? Start here

If the links below do not satisfy your quiry, please reach out to me @nikkiso

1. [Kindle Unlimited Logos](#)

2. [Kindle Unlimited & Prime Reading stock imagery](#)

3. [Kindle Unlimited Styleguide](#)

4. [Prime Reading Style guide](#)

5. [Prime Reading Logos](#)

1. Office Hours & Weekly Schedule

When to book:

I will have open drop-in office hours. If you think you will need to attend, please let me know via Chime/email beforehand so I will have an idea if I need to extend office hours or set up a chime call. When attending, please use this time to discuss any upcoming requests that will need immediate prioritization or will need further discussion beyond SIM.

TIME/DATES: MONDAY AFTERNOONS 1PM PST - VAN VORST LOUNGE - **Start date tentatively 2/17/2020**

Please attend office hours if:

Given most information should be supplied by SIM, my office hours are fairly informal yet hopefully effective at delivering 1:1 personalized attention if needed. Example reasons to attend:

• A multi-deliverable (i.e. onsite placements, posters, swag designs, etc) that will need phasing and multi-SIM creation.

• A meeting, to discuss or intro me with background or program information for your project.

• If you want feedback on current creative and/or would like to discuss possibly creating new assets.

• ***Tip:** Book in office hours if the project is still vague/in idea phase before creating a SIM. This discovery meeting can greatly cut down on the requirements/length of time to produce the final result, as well as help convey the importance of the project.

• **I will update with further examples as necessary**

Current Weekly Schedule

[Current projects/Tickets can be viewed here:](#)

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**STRATEGIZE
AND PLAN NEW
PHOTOGRAPHY**

