

Key elements of brand Amazon Kindle

amazonkindle

The logo features the word "amazon" in a bold, black, lowercase sans-serif font. Below the "amazon" text is the iconic orange curved arrow that points from the letter 'a' to the letter 'z'. To the right of the arrow, the word "kindle" is written in a bold, orange, lowercase sans-serif font.

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ATTRIBUTES OF BRAND

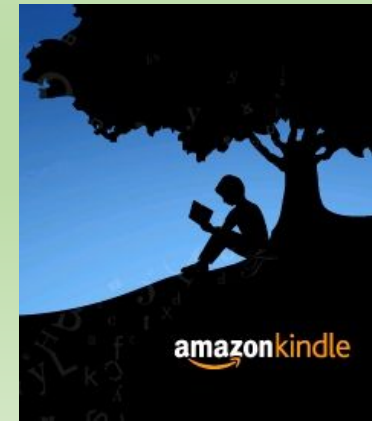
The Amazon Kindle is a series of e-readers designed and marketed by Amazon. Amazon Kindle devices enable users to browse, buy, download, and read e-books, newspapers, magazines and other digital media via wireless networking to the Kindle Store.

Kindle devices have e-ink based displays

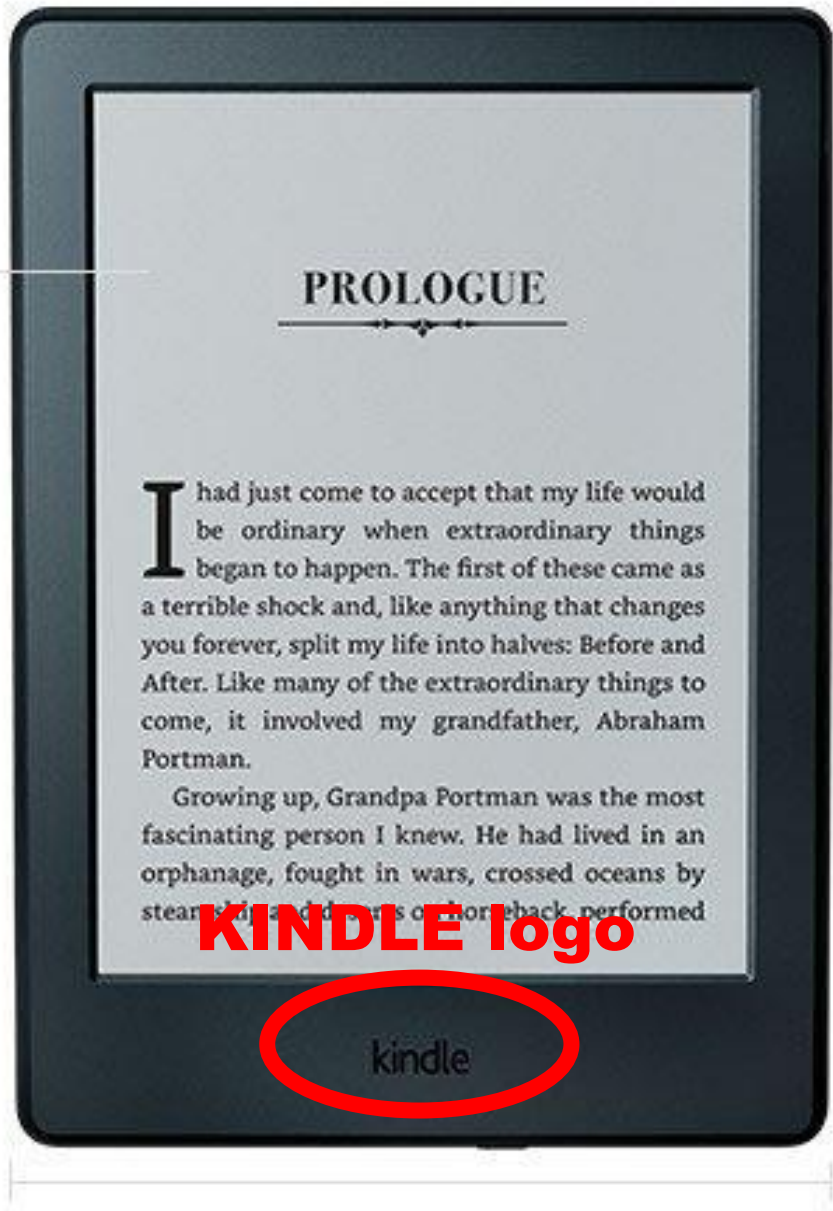




LOGO



6" display



PROLOGUE

I had just come to accept that my life would be ordinary when extraordinary things began to happen. The first of these came as a terrible shock and, like anything that changes you forever, split my life into halves: Before and After. Like many of the extraordinary things to come, it involved my grandfather, Abraham Portman.

Growing up, Grandpa Portman was the most fascinating person I knew. He had lived in an orphanage, fought in wars, crossed oceans by steampunk and did things on horseback, performed

KINDLE logo

kindle

4.5"



0.36"



AMAZON logo

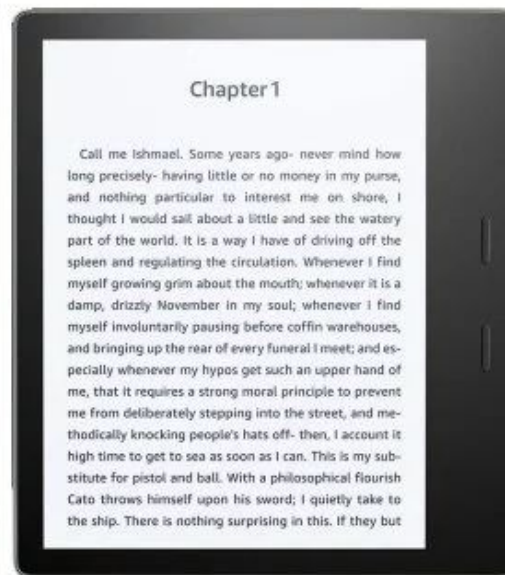
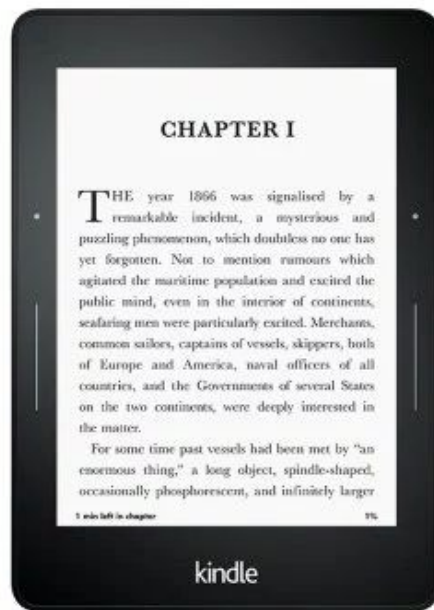
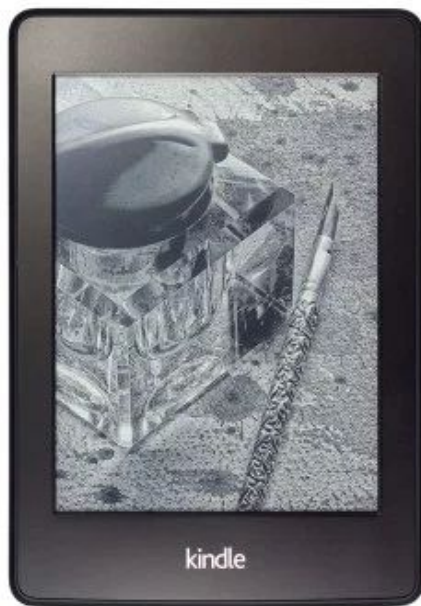
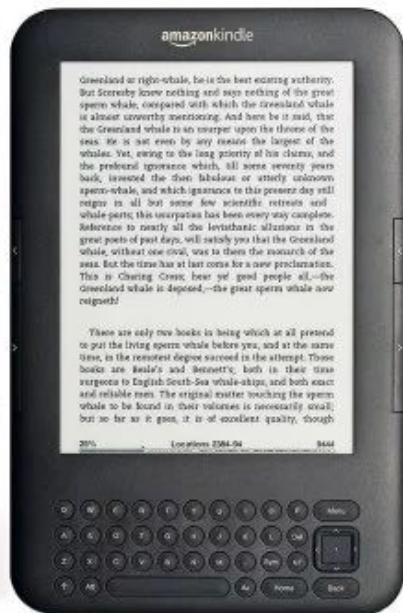
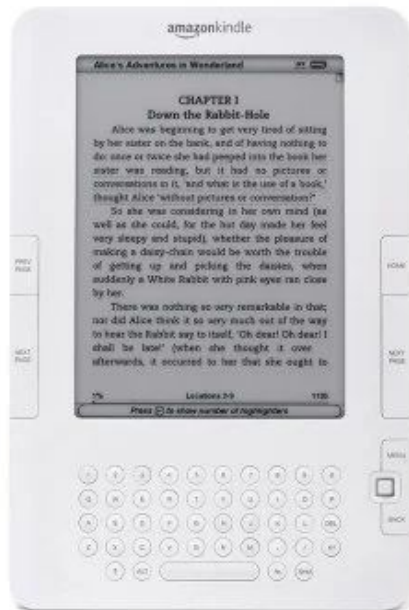
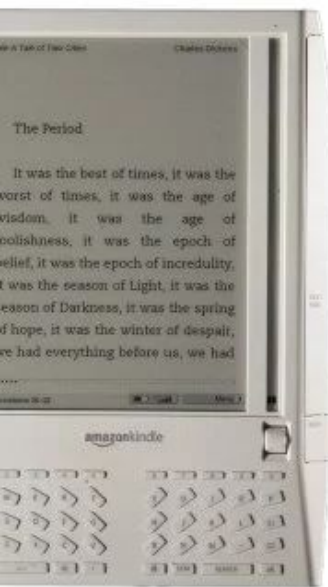
amazon

6.3"

SLOGAN

“We can never be better than paper, but we can be as compelling”





- Consumer can get in less than 60 seconds every book, ever written, in any language.
- Lighter than a paperback and holds thousands of books
- Kindle is the most popular e-reader, one can find these products in the remotest corners of the world with great ease.
- You can join the large community of readers, discover new books and share your thoughts about them.
- Many of additional services

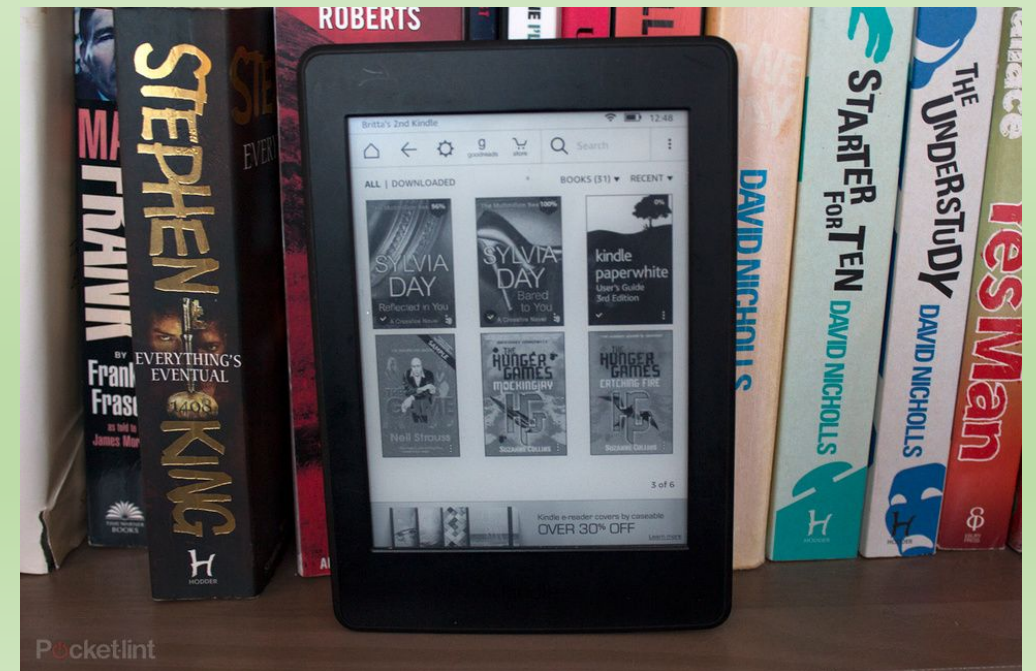
BENEFITS



Consumer values

Practical utility

Amazon Kindle is the perfect alternative to paper books with minimalistic design, it leverages an experience very close to reading a paperback. Kindle makes reading convenient at any time, anywhere and you can fit in your pocket whole your library





A typical buyer of this brand is a person who reads a lot and does not like to carry around big and uncomfortable paper books and wants to read at any time and place.

Personality





Brand essence

Caring for nature, trees and uniting readers into one large community

The end.