

*will*

*Get Better Everyday*

## What is Writtle?

*Writtle is a custom journal making company.*

## What do we do?

*We sell customer specific journals.*

The logo for Writtle, featuring the word "Writtle" in a white, cursive, handwritten-style font.

## How do we do it?

1. The customer has over 100 different choices of paper templates to choose from. For Example: Health Tracking Page, Gratitude Page, To - Do list page and so on.

2. They can add different types of pages according to their requirement and build their very own custom journal. For Example: A customer adds 30 pages of To-Do Lists, 15 Pages of Workout Tracker and so on.

3. If a customer doesn't want to build a journal from scratch, we got them covered too. They can choose from various existing templates and can tweak them as they like. The templates would be based on popular lifestyles and professions. For Example : 'Trading Journal' for Intraday traders, 'College Buddy' for college students and so on.

4. The customer can easily checkout on a user friendly payment gateway with all types of payment modes including cash on delivery. The journal will then be dispatched and delivered worldwide.

# The Writtle Logo System

Our Logo is a combination of a simple and modern Wordmark and an icon that can be used flexibly in different applications.

This was done by building a scalable system. The motto of building this system was to make the brand easily recognizable even if the icon was curated differently in art. Examples on further pages illustrate the same.

Full Logo



Wordmark



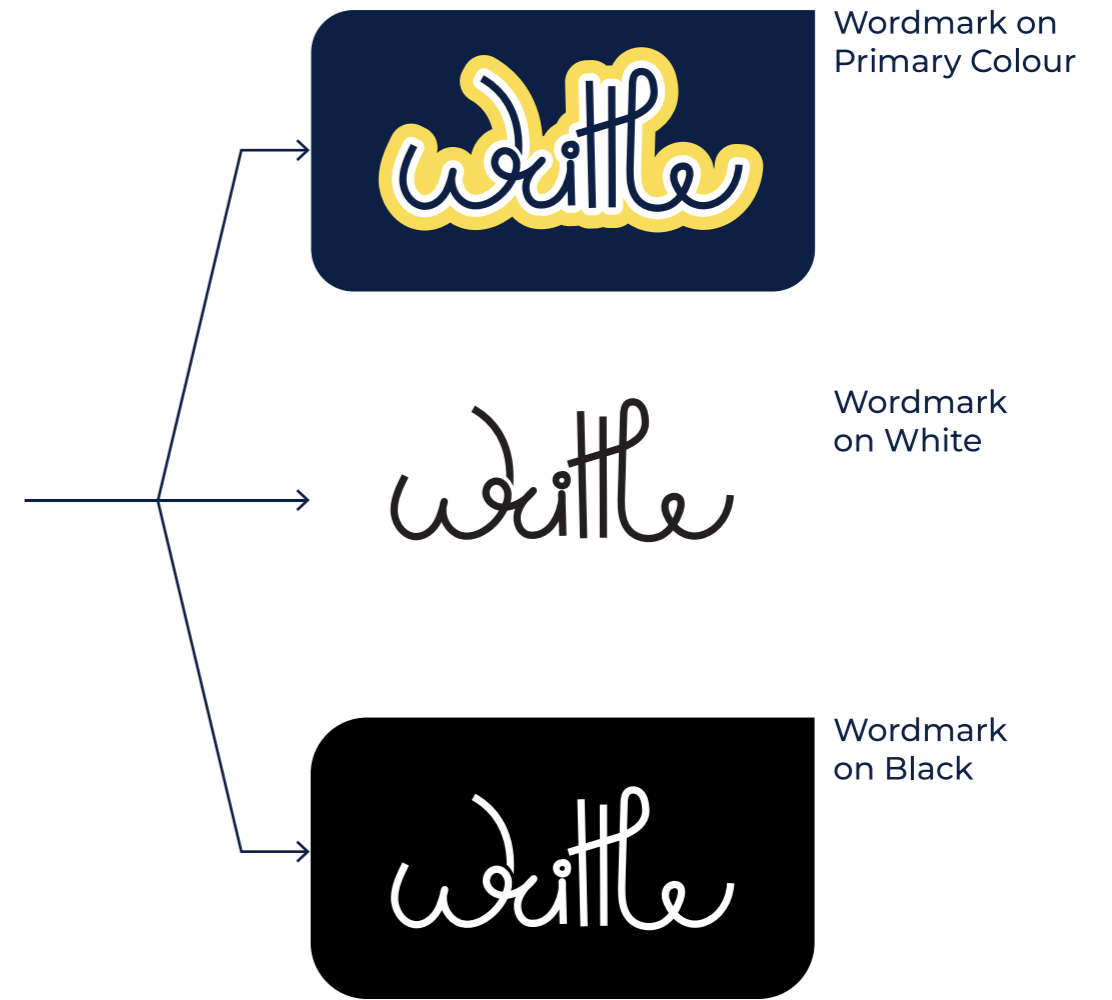
Icon



Icon on Black



Icon on white



Wordmark on Primary Colour

Wordmark on White

Wordmark on Black

## PRIMARY

Hex 0e2146  
 RGB 14, 33, 70  
 CMYK 80, 53, 0, 73

## SECONDARY

Hex f9dc5d  
 RGB 249, 220, 93  
 CMYK 0, 12, 63, 2

## ACCENT

Hex ed294f  
 RGB 237, 41, 79  
 CMYK 0, 83, 67, 7



# Stationary

Business Card ————— Front Side



Business Card ————— Back Side



Letter- Head —————



# Packaging

Writtle is an A5 size journal made of 100 gsm paper.

The binding comes in two types - Screws or Spiral.

The material used for the cover page is Brown Matte paper to give an industrial and rustic feel.

The Cover Page of the Journal has been designed to give a personalized feeling to the customer.

The customer's name is written and an appropriate graphic is used to deliver this concept.

Lastly, you can see the brand icon 'W' holding together the overall aesthetic.



# THE TIMES OF INDIA

INDIA'S LARGEST ENGLISH NEWSPAPER



Trump unveils 3-phase plan to reopen the US that allows governors to gradually ease lockdown in states. NY extends stay-at-home rules till May 15

**WUHAN HAS RAISED ITS DEATH TOLL 50%** to 3,869, amid accusations that China had concealed the extent of the epidemic

Japan PM Shinzo Abe backs G7 calls to consider reforms to the WHO, but says Japan will not reduce its funding



The United States recorded **4,491 DEATHS IN THE PAST 24 HRS**, by far the highest daily toll in any country, taking the toll surge past 32,917. **GLOBAL TOLL CROSSES 140,000**

Princess Sofia (35) of Sweden starts working at a hospital treating coronavirus patients after completing a three-day training programme online



## LOCKDOWN 24

**China economy contracts 6.8% in Q1, a first**

The coronavirus pushed China's economy into its first contraction in decades as the country's GDP shrank 6.8% from a year ago, the worst performance since at least 1992 when official releases of GDP started. The economy hasn't contracted on a full-year basis since the end of the Mao era in the 1970s. P13

## BUSTING MYTHS, SPREADING FACTS

No, Vitamin C will not help you fight coronavirus, but handwashing might. And if you are making a mask, you might want to choose a synthetic material. Experts at a webinar organised by Bennett University on Covid-19 spoke on a range of topics — from lockdown to vaccines — that concerns how you deal with this virus | P7

## Co raises hopes of treatment

Shares of Gilead Sciences rose 10% Friday following a report that patients with Covid-19 treated with the company's experimental drug, remdesivir, in a clinical trial showed rapid recovery. P10

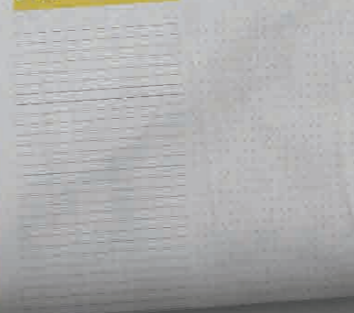
# Articulation isn't complete without Art.

### New Launched : No-odle Pages

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No-odle Notes and Doodles



## Rate of growth in cases down 40% since April 1

### Doubling Rate Rises To 6 Days, From 3 Earlier

Times News Network

India has witnessed a significant decline of 40% in growth of Covid-19 cases since April 1, compared with a fortnight earlier, while the rate of doubling of cases has fallen from every three days before the national lockdown began to 6.2 days currently, the government said on Friday. The Centre attributed the improved situation to social distancing and containment measures working.

The rate of recovery is also rising, while the fatality rate remains low. The recovery rate rose from 10.6% (1,437 out of 13,541 cases) as on Thursday to 13.06% as on Friday.

As on Thursday, Kerala recorded the most recoveries (245), followed by Telangana (186) and Tamil Nadu (180). Maharashtra and Rajasthan recorded 164 recoveries each. But in Delhi, only 51 (3%) out of 1,620 Covid-19 positive patients recovered as on Thursday though the big increase in its cases — due to the Tablighi Jamaat outbreak — came to light in third week of March.

### RATE OF RECOVERY RISING

- Average growth factor of 1.2 since April 1, a 40% decline from 2.1 between March 15 & March 31
- Rate of recovery also rising. As on Thursday, Kerala had max recoveries (245), followed by Telangana (186), TN (180), Maharashtra and Rajasthan (164 each)
- Delhi has low recovery

rate of 3% (51 patients) so far. Kerala has reported just 32 new cases from April 11 to 17 while 129 patients have recovered during this period.

- 15 states and UTs, including Kerala, TN, Delhi, Uttarakhand, Odisha, Bihar, Madhya Pradesh and Jharkhand have recorded a doubling rate lower than India's average

### MP, Maha report big drop in new corona cases, numbers continue to surge in Guj

A day after recording the highest rise in Covid-19 cases in any state with the addition of 361 cases, Madhya Pradesh reported just 61 new infections on Friday. Maharashtra numbers similarly dipped by nearly 60% from the previous day as the country's fatality count of fresh cases dropped to a five-day low of 506. However, 31 deaths were recorded, including four in Delhi, while Gujarat's coronavirus cases surged by 179. P9

### MP's Covid shocker: Highest death rate among states & 1,500% spurt in fortnight

Covid-19 is spreading at an alarming rate in MP with a number of cases tripling in a week's time and reaching 1,310 by Friday. With 69 deaths, it's the second highest in Maharashtra and has the highest death rate in the country. Every 15th coronavirus patient in MP has died. From only 96 positive cases on April 1, the state has seen an increase of 1,500%. P1

"We have seen average growth factor of 1.2 since April 1. Between March 15 and March 31, it was 2.1. This means there is a 40% decline in

average growth factor of Covid-19," said Lav Agarwal, Joint secretary health minister. ➤ Ratio is 60:20, P9

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## Are you better than you were yesterday?

Record your productivity with  
Writtle's 'Bettr Evryday' Pages.

- Schedule
- Reflections
- Milestones
- Habits





Waitangi Treaty House New Zealand

The Mori Meeting House and Museum

Text describing the history and significance of the Waitangi Treaty House, including its role as a museum and meeting place.



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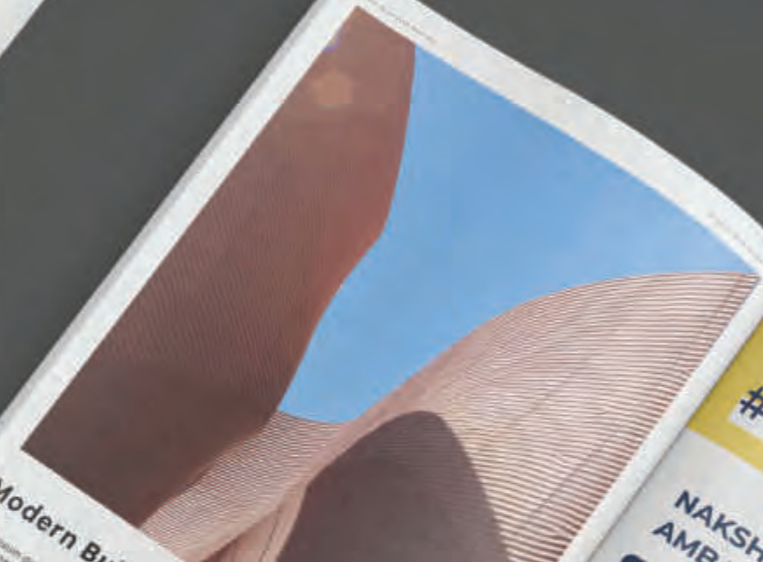
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## #WhatsInMyWrittle

### ASAVARI AMBAVANE

Founder of Inza Design Co.

Full Stack Developer

Blogger

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### NAKSHITA AMBAVANE

Vice President at Kalpataru Ltd.

Art - Enthusiast

Home-maker

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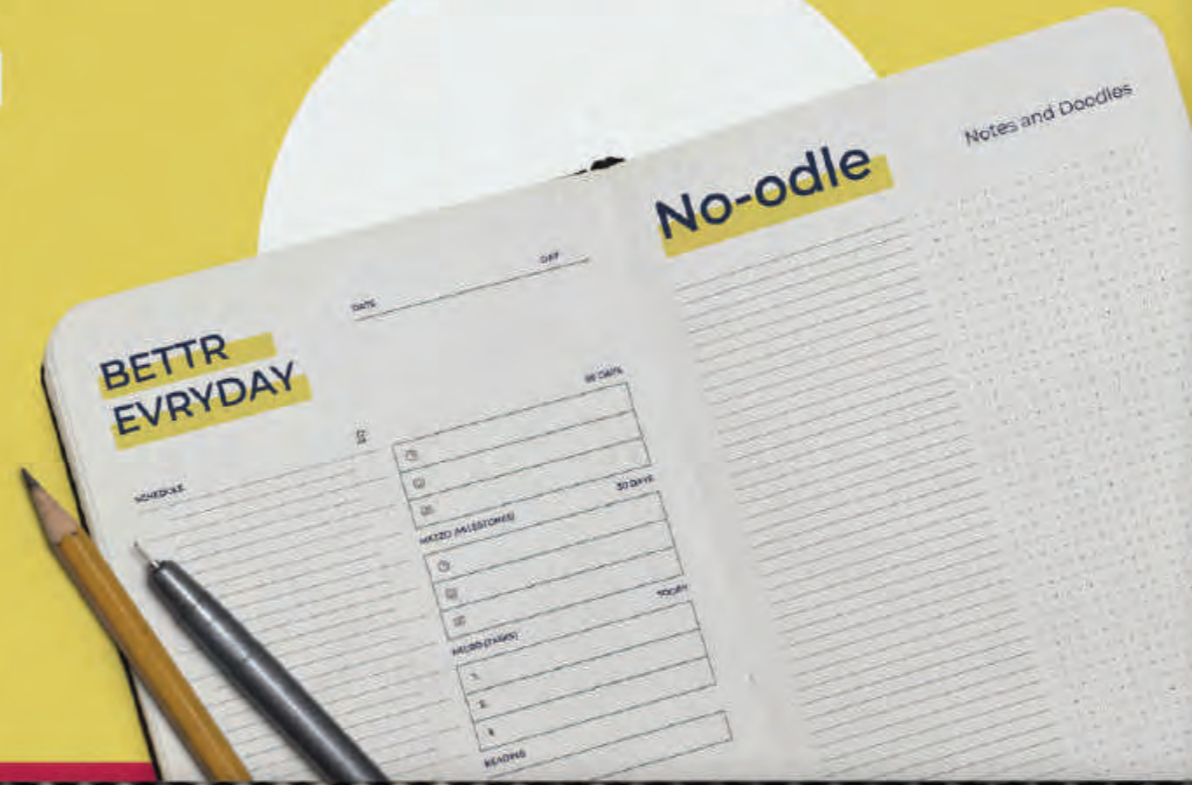


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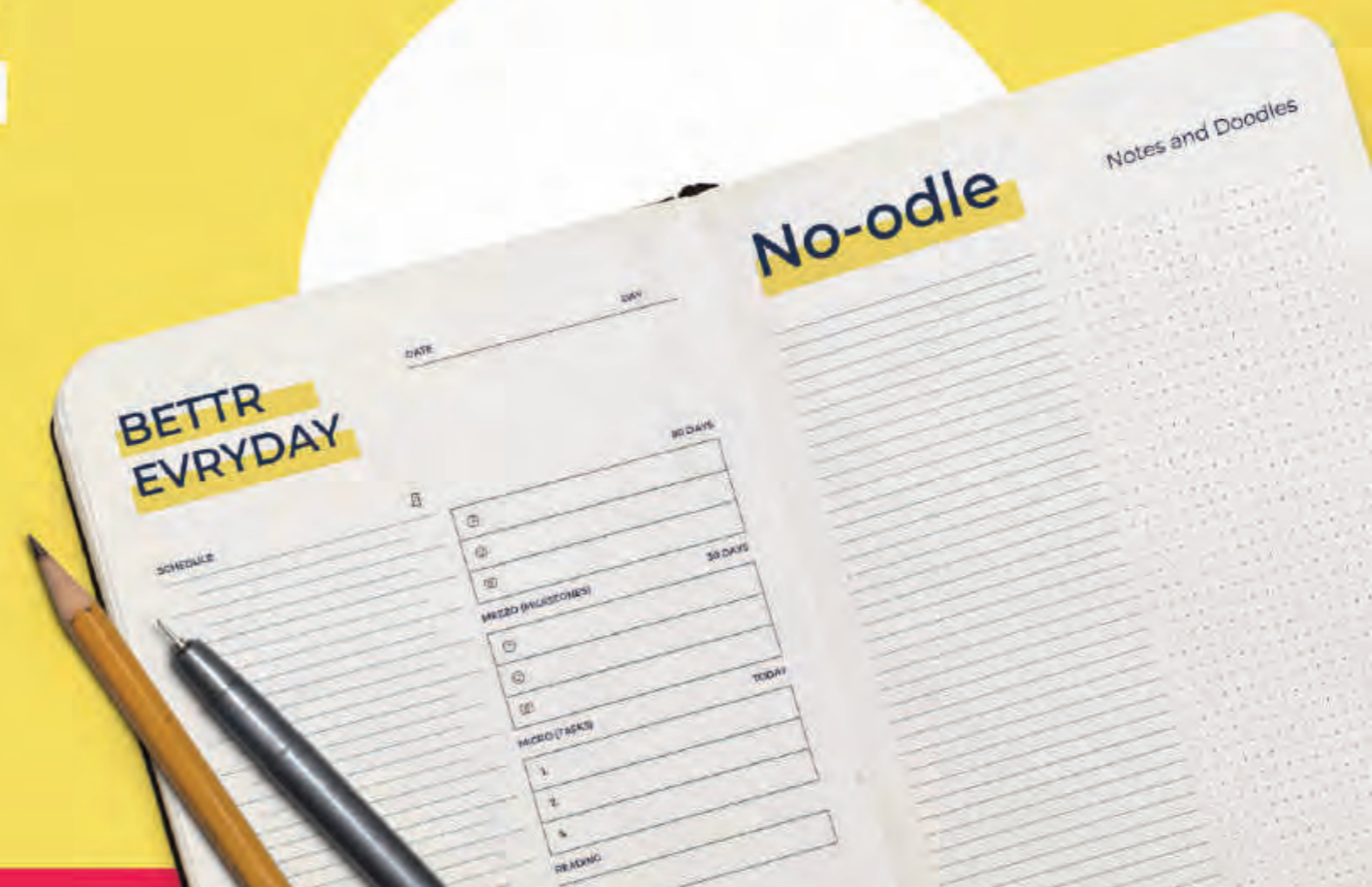


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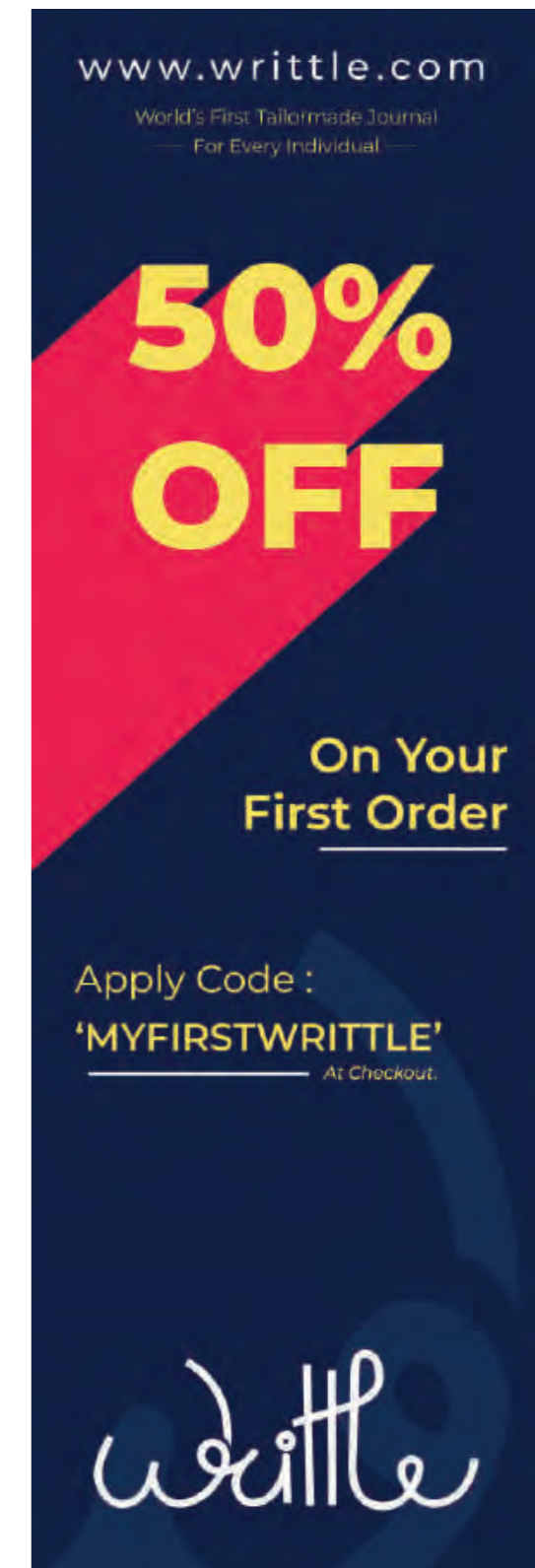
Ambient

A Giant open Journal is placed in busy streets in various places.

People are encouraged to Write, Draw or Scribble anything on it.

This will serve as a joyful experience for the people and also increase Brand Awareness of Writtle.







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