

ATYPON WEBSITE VISUAL STYLE

V 7.37

Get discovered

Built-in SEO gets readers to your site and enhanced search and discovery features ensure they find what they need.



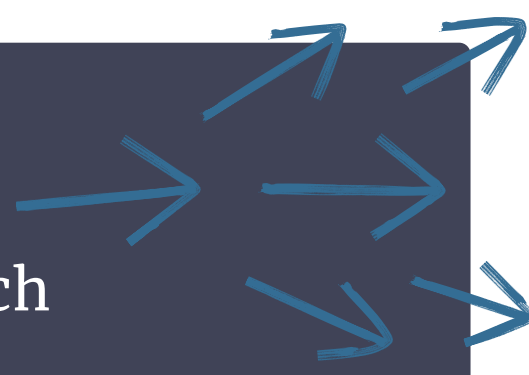
Connect with readers

Consumer-grade site design and content tailored for each reader means stickier websites and loyal subscribers.



Expand your reach

A powerful publishing platform that increases your readership and differentiates your brand.



Understand your readers

Optimize your offers, UX, and business with thorough insights on each visitor's site behavior and content usage.



Convert visitors to customers

Frictionless eCommerce and myriad sales and subscription models make your content easier to sell.



Accelerate product creation

Combine and package any type of content to create new product offerings, landing pages, and microsites.



Amplify your brand

Consumerized UIs and automated behavioral marketing—onsite and off—heighten awareness of your company and your content.



A technology visionary in a constantly changing environment.

Atypon software builds lasting, direct relationships between publishers and their readers.

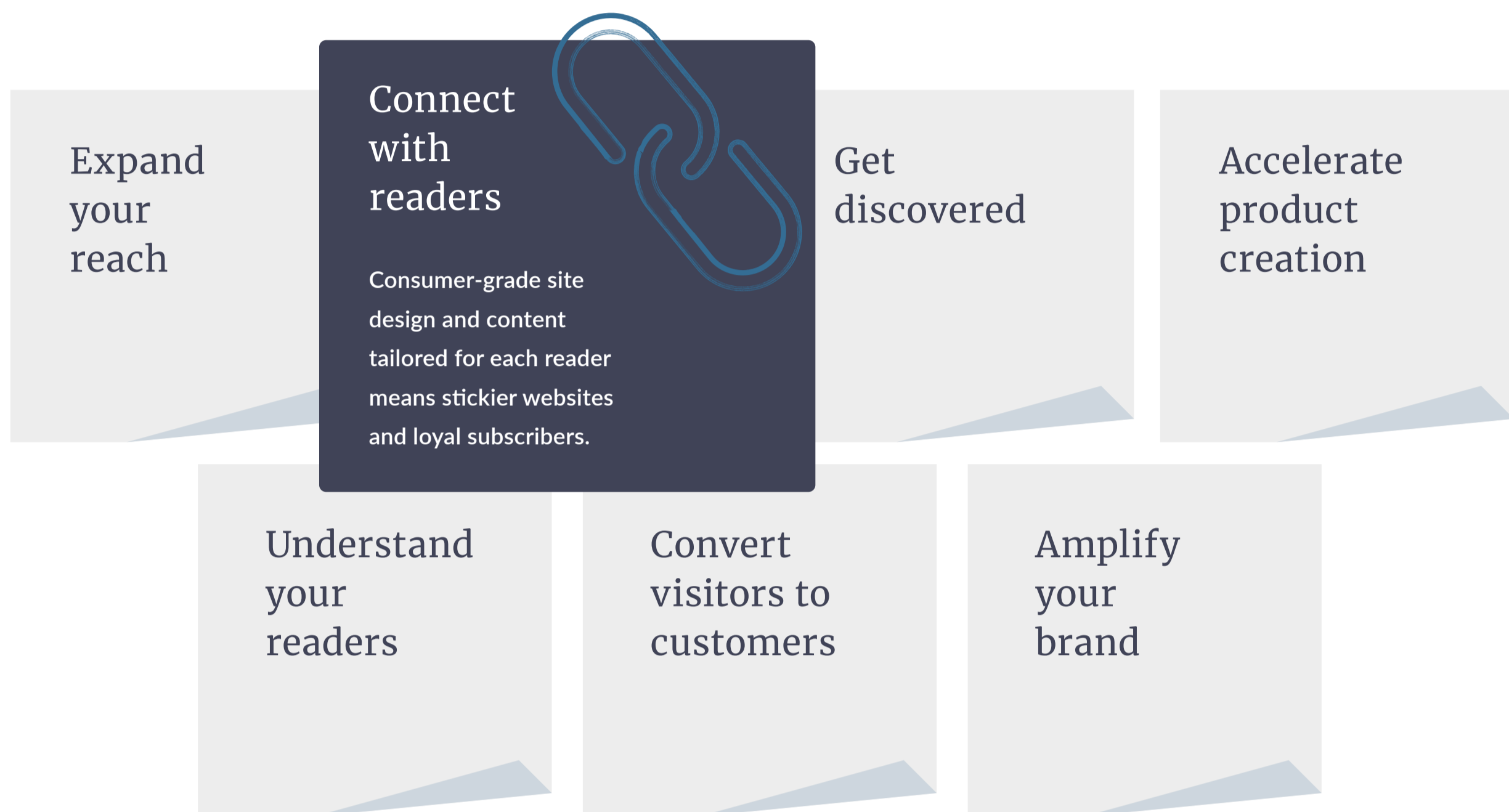
NEW

The new Atypon eReader for books and journals—browser-based, EPUB-ready, and fully integrated with Literatum.

CONTINUE READING →

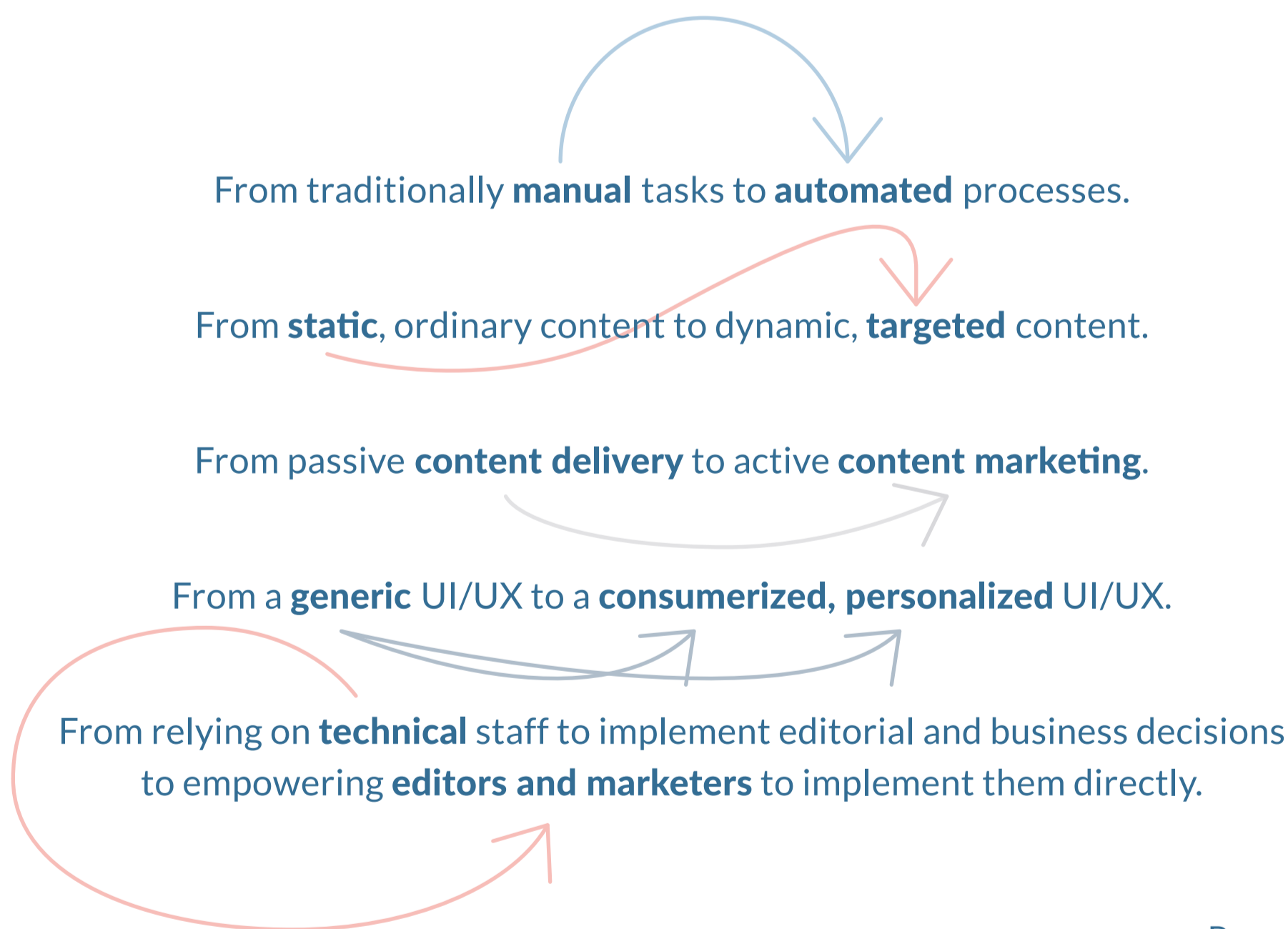
Our platform. Your content, brand, and vision.

Short lead in that says what Literatum does for you, covering key business applications across your entire publishing business ecosystem all in a single platform. [Learn More →](#)



Active Publishing

A new paradigm in online publishing. [Learn More →](#)



Powered by **Literatum**

Our Impact



Publishers Served

This is a really great statistic about Atypon and helps to build a users trust in the product and platform.



Hosted Journals

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Articles Published

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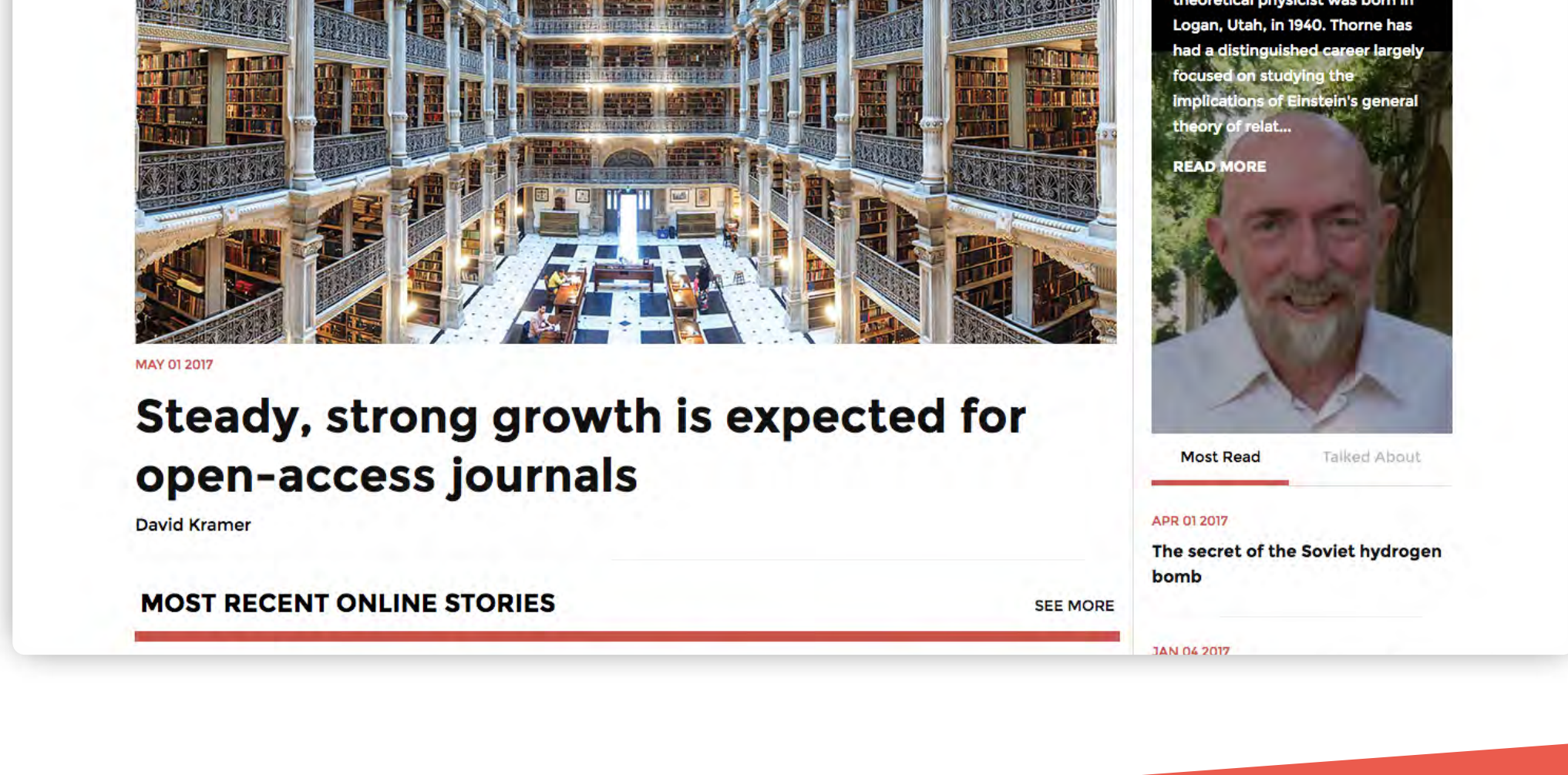
Design studio
page layout

Design Studio

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Your website isn't just a place to put content

The Atypion Design Studio is a full-service website design agency within Atypion. Over the past 20 years we've built hundreds of publishing websites, so we know that publishers need to forge strong, lasting connections to their readers. And we know what those readers want: convenient, fluid, productive reading experiences.



We speak publishing

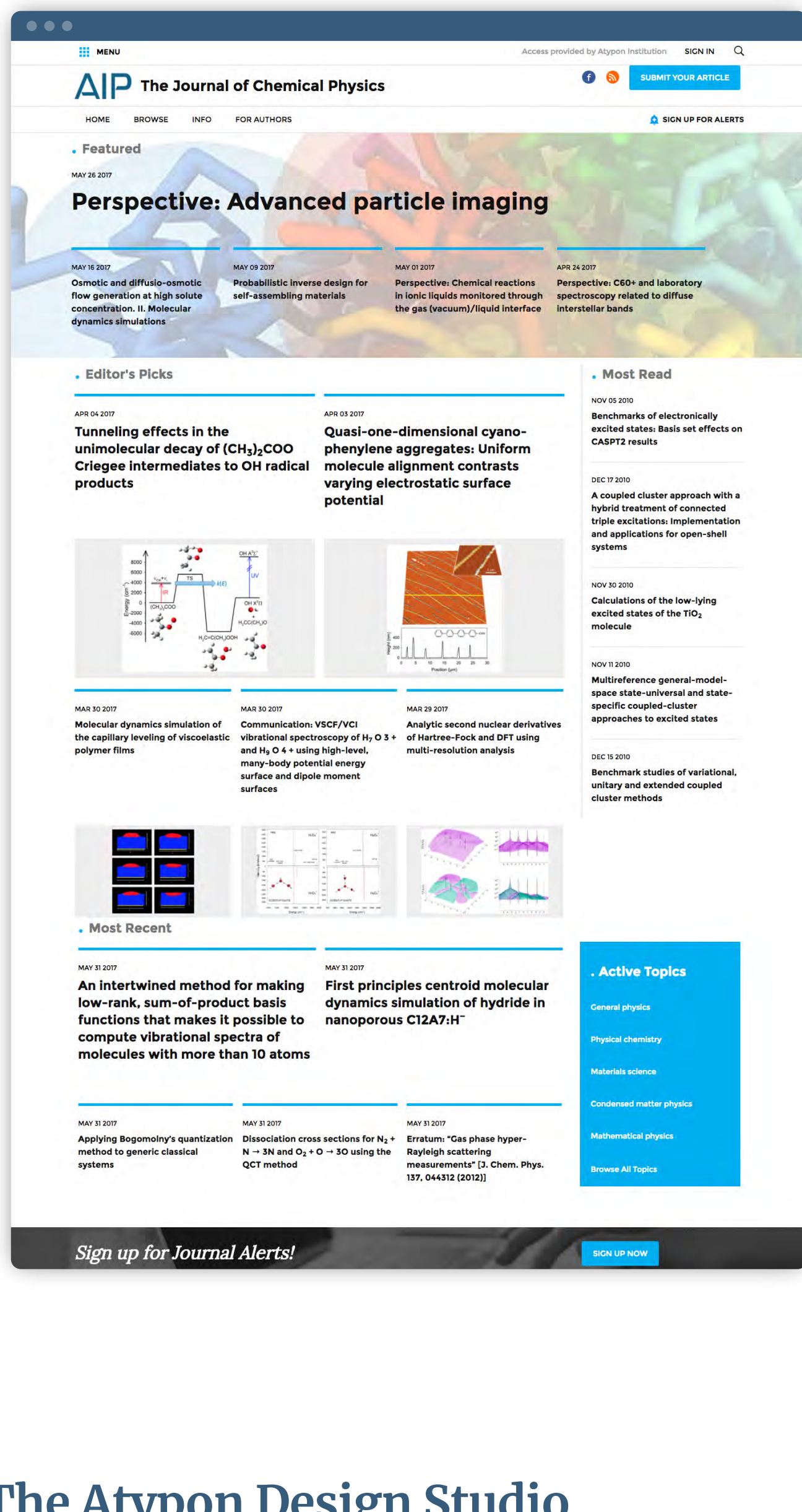
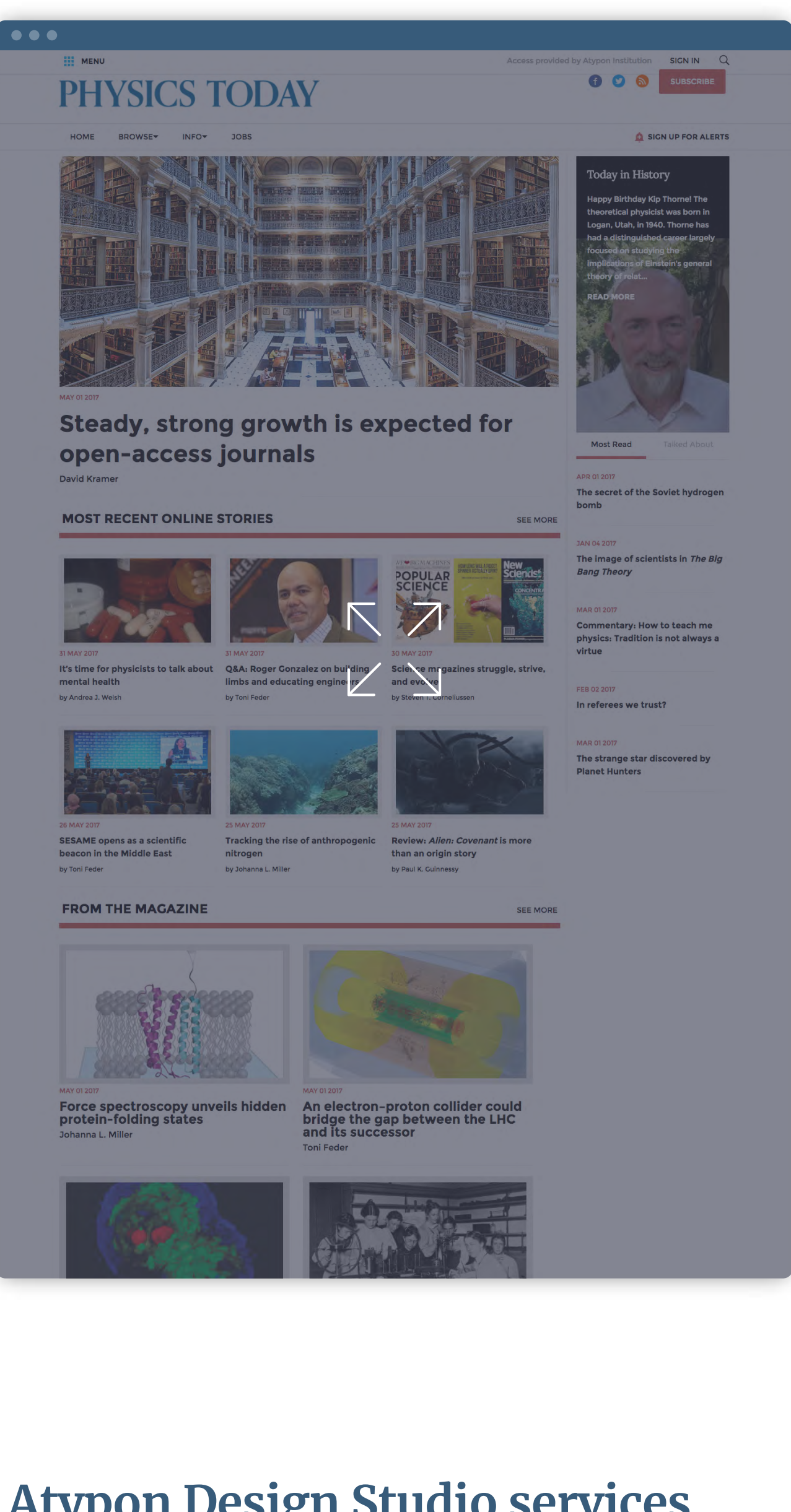
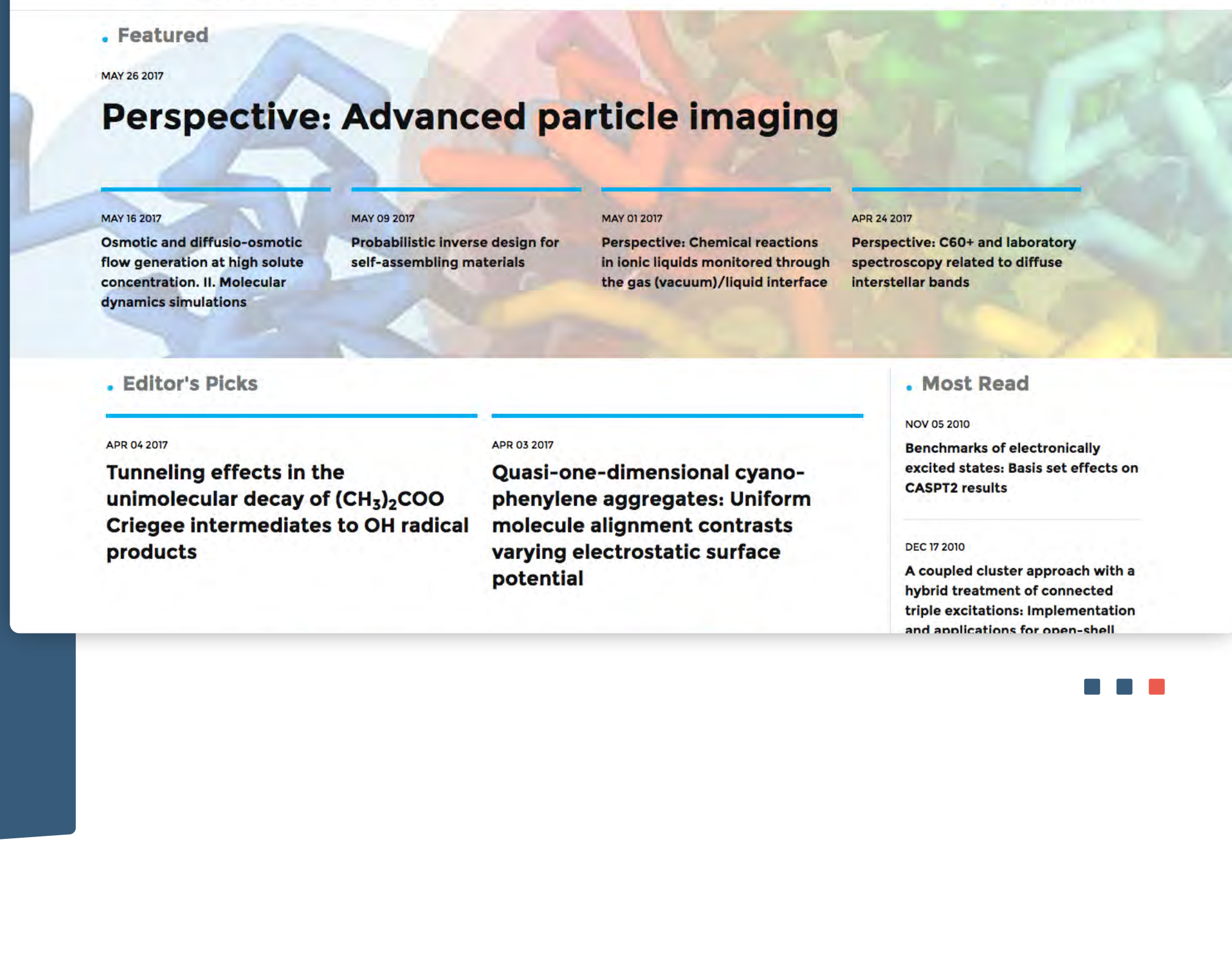
Our designers and developers work side by side and speak the same language—one heavily accented by publishing. And that language evolves as it encounters new design challenges. Our designs are influenced by the publishing websites we have created and the ongoing focus groups, A/B testing, and other site usage research that we conduct.

Websites designed for Literatum

At the core of everything we do is UX 3.0—Atypion's streamlined approach to website design and development. And every site design is specifically created to leverage Literatum's features—which means you get a modern publishing website that provides personalized reading experiences.

Websites that save time and money

We don't have to start from scratch. Our solutions are rooted in evidence-based results from our review of hundreds of publishing and popular consumer websites. To build your site, we use Page Builder, the same easy-to-use production tool that you'll use to maintain your site. All of which reduces design iterations and eliminates wireframing entirely, saving you time and lowering costs.



Atypion Design Studio services

- UI and UX design
- Data-driven design strategy
- Personas and user scenarios
- Content audits
- Information architecture
- Heuristic and expert evaluations
- Moderated and unmoderated usability testing

The Atypion Design Studio

- Industry-specific knowledge saves time, lowers costs, and engenders better design.
- Our customers benefit from the experiences of other customers.
- Data-driven design informed by behavioral analytics.
- Informed by 20 years and hundreds of scholarly publishing websites
- Designs that integrate seamlessly with Literatum.
- Available pre- or post-migration

We work well with others

Want to work with your own designers? No problem. Our team will make sure your own designs are implemented faithfully and map advantageously to all of the Literatum's features.

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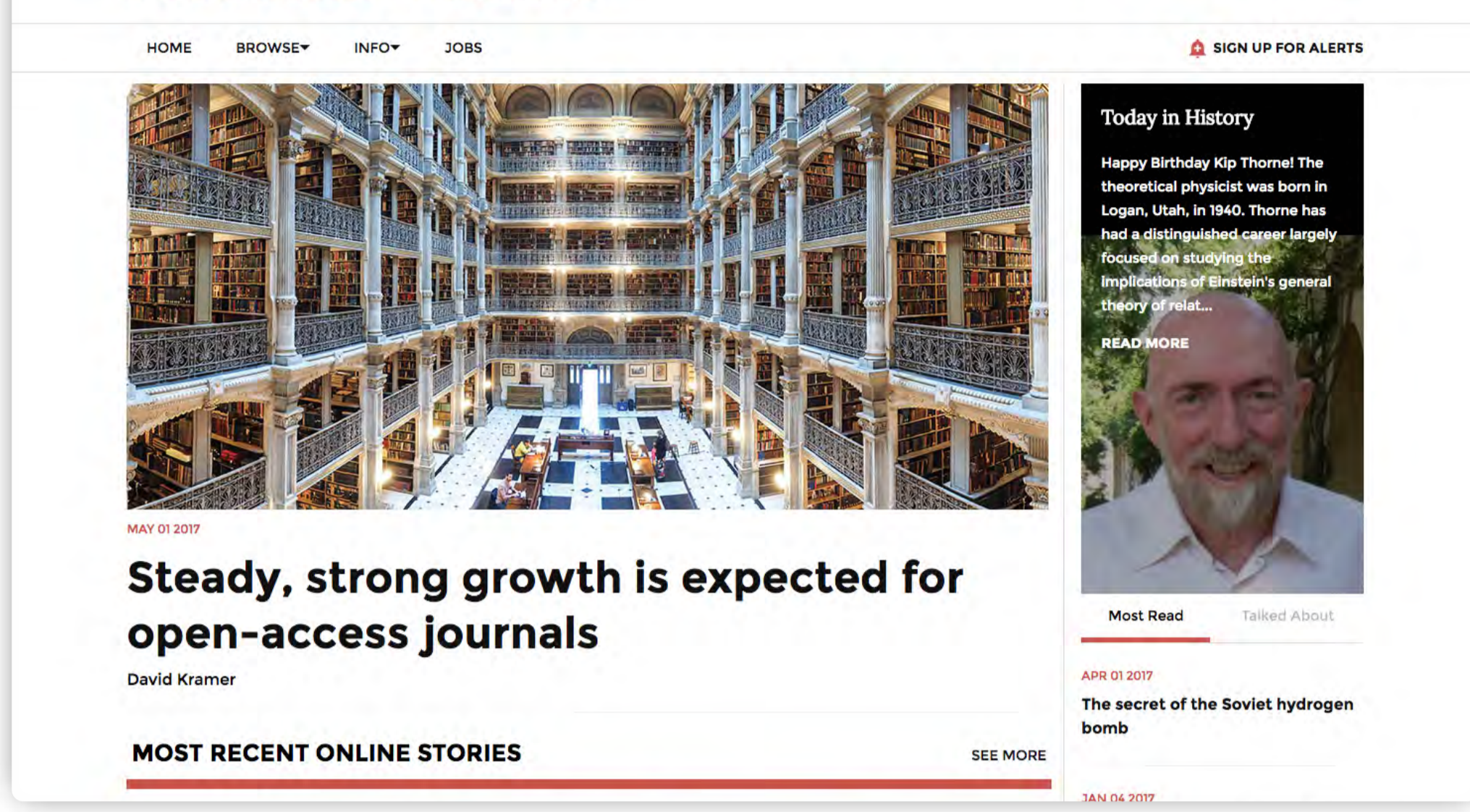
Book Consultation

Design Studio

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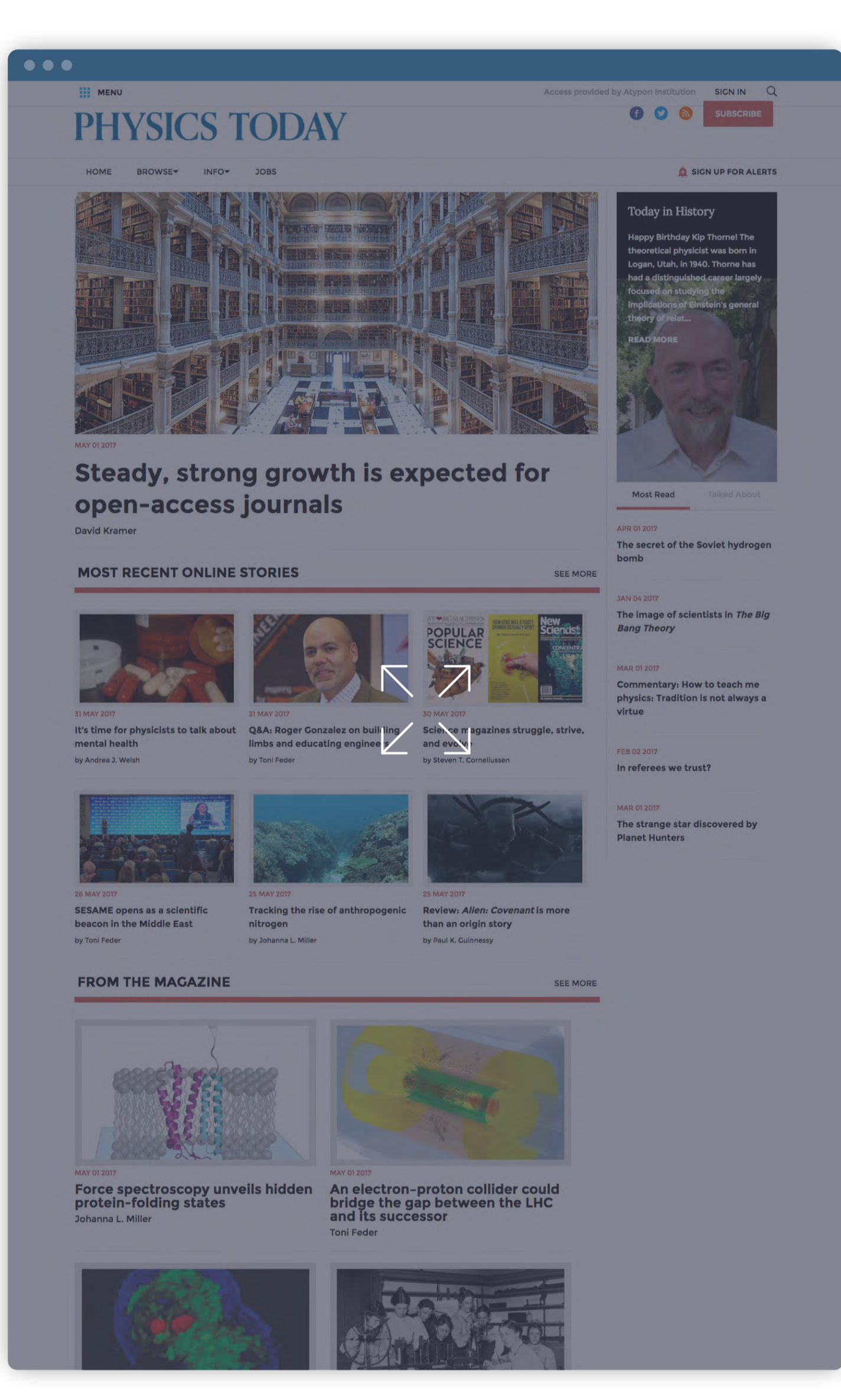
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Book Consultation

About us
page layout

I'm a headline which tells users what Atypon is.

Atypon software builds lasting, direct relationships between publishers and their readers.

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Call to action

Atypon around the globe.

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North America

- California
- New York
- New Jersey
- Alabama

Europe

- United Kingdom
- Czech Republic
- Greece

Asia

- Jordan

Learn about the team

Learn more about the people behind Atypon



Learn about Active Publishing

Learn more about the people behind Atypon



Keep up with the latest news

Learn more about the people behind Atypon



Start your career with Atypon

Learn more about the people behind Atypon

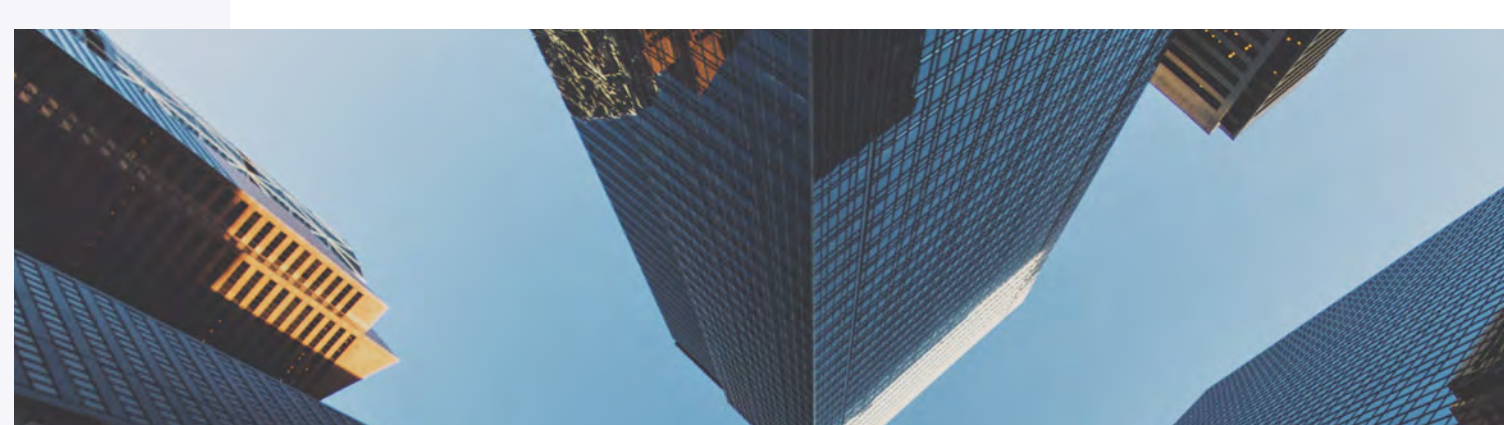


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Learn more about the people behind Atypon



I'm a headline that talks about good corporate



I'm a headline which tells users what Atypon is.

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New Jersey

Alabama

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United Kingdom

Czech Republic

Greece

Asia

Jordan

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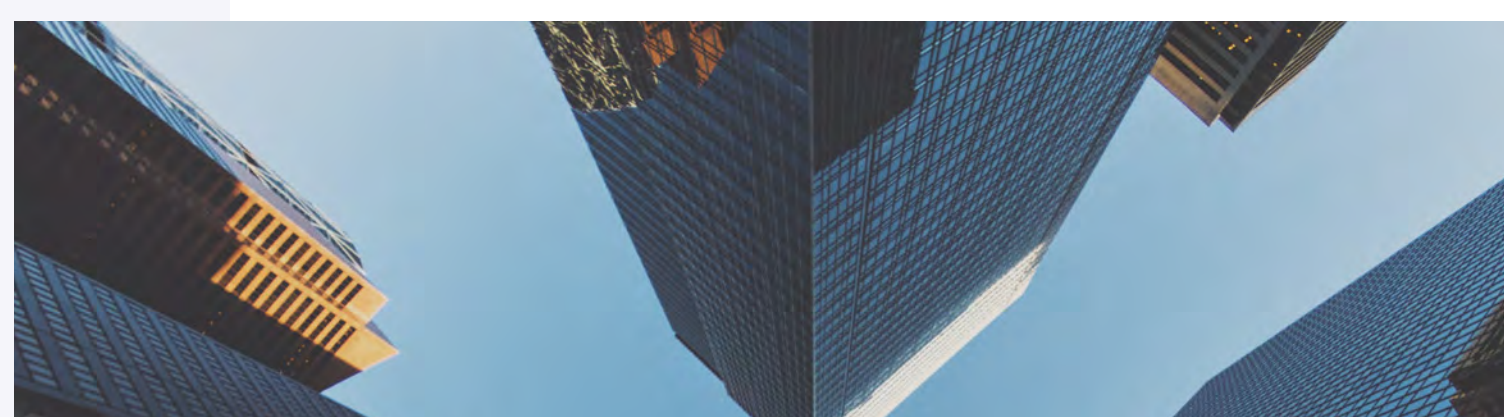


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I'm a headline that talks about good corporate



Careers page
join the team filter



DEAN FRANCIS • POSITION

This copy should be a nice quote from the employee about their experience working at Atypon. It should be at least two lines long, but hopefully three, or maybe four. This one is four lines long, and feels substantial.



ELIZABETH CARROLL • POSITION

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Join the team.

I'm an explainer line that supports the above statement with hard working copy. This should clarify what this section is communicating.

Account Manager - Customer Success Advocate

Oakland, California • Posted: January 4, 2017



Backend Engineer

Oakland, California • Posted: January 4, 2017



Director - Customer Success Management

Oakland, California • Posted: January 4, 2017



Project Manager

Oakland, California • Posted: January 4, 2017



Solutions Architect

Oakland, California • Posted: January 4, 2017



Java Web Developer - Customer Success Advocate

Oakland, California • Posted: January 4, 2017



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- Publishing Community
- About Us
- Blog
- Careers
- Contact Us
- News & Events



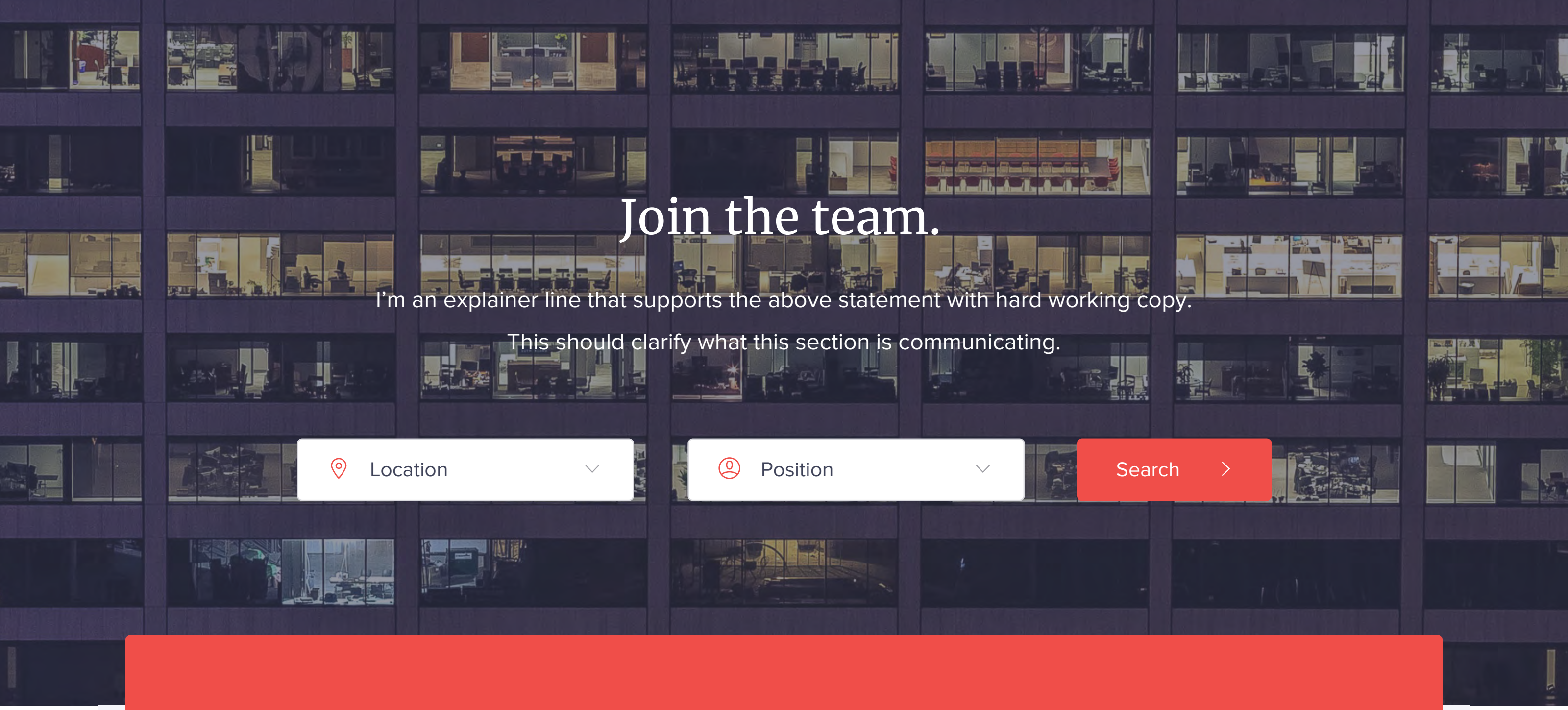
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Join the team.

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This should clarify what this section is communicating.

Location

Position

Search

Sorry, lorem ipsum dolor.

Please refine your search parameters or try again later.

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Support pages
landing page

Back to corporate site

Welcome!

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Documentation

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Bug Reporting

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Blog

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User Conferences

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Research & Development

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Welcome!

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Documentation

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Bug Reporting

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Research & Development

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Support pages
user conferences

User Conferences

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Engage North America 2017

Welcoming Remarks: Keeping Publishers and Researchers Connected

Jonathan Hevenstone, Senior Vice President, Business Development, Atypion

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Europe 2017

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North America 2017

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Europe 2016

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North America 2016

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Europe 2014

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North America 2014

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Products
landing page

Products landing page interesting headline.

Atypon software builds lasting, direct relationships between publishers and their readers.

NEW
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 CONTINUE READING →

Literatum

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Manuscripts

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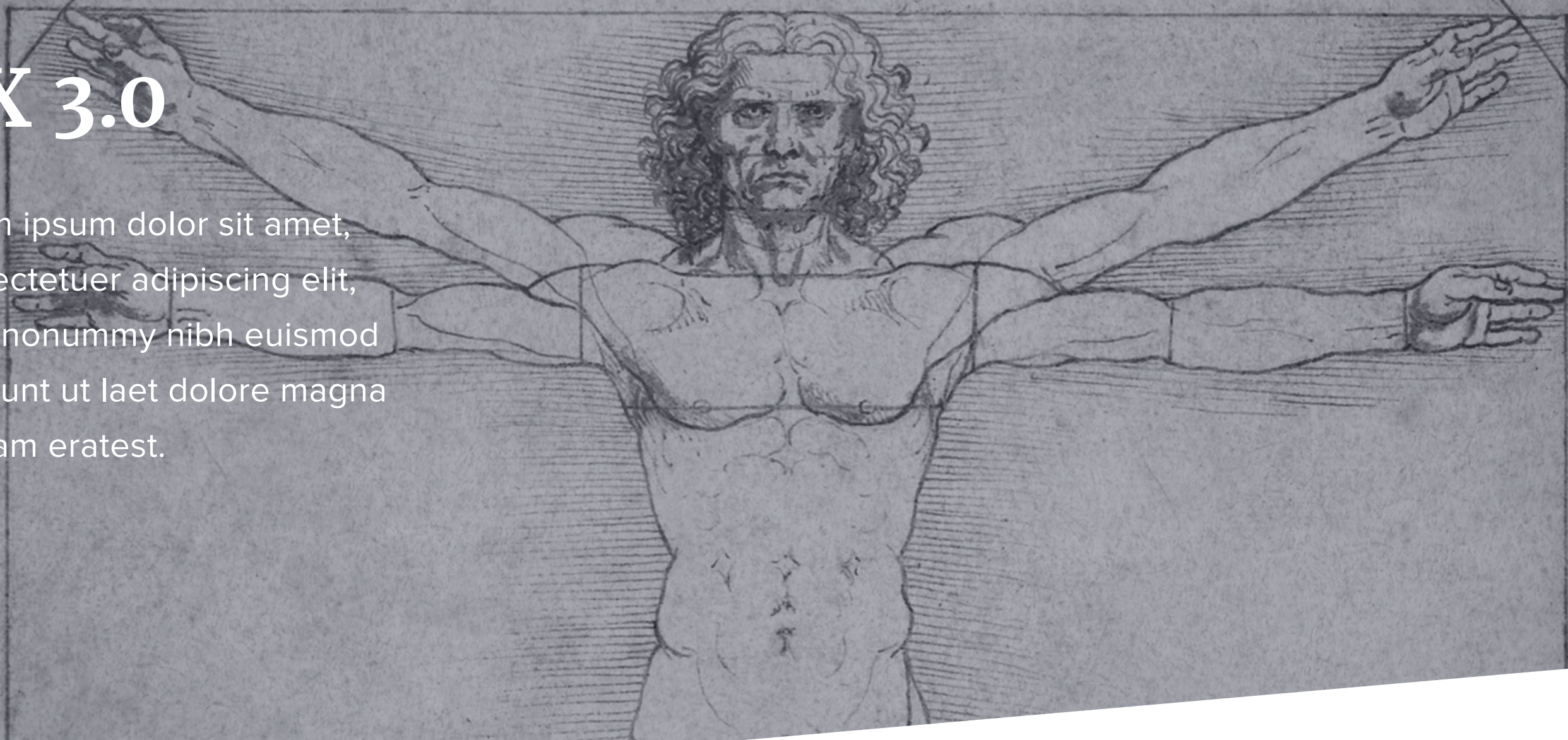
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UX3.0
page layout

UX 3.0

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Information overload

Quality content is no longer enough to attract and retain online readers who are regularly bombarded with information competing for their attention. But developing “sticky” websites that inspire return visits can be a painful and time-consuming endeavor.

Better sites, shorter build times

Atypon recognized these challenges and created UX3.0, a unified design system for building modern websites. Based on Atypon’s core UX design principles, it comprises a library of website components branded for each of our customers, and a streamlined design-and-build strategy.

UX 3.0 sites are better and can be built faster: better because they provide researchers a more convenient and consistent experience, and faster because it gives Atypon a common language to work with across our design and engineering teams, reducing iteration cycles, and creating sites that are simple to maintain.



Designs, not templates

UX 3.0 is not a template that merely replicates graphic design conventions: it’s a systematic, component-based approach to website design and development. The design library of styles and page patterns, customized for each client, are far more flexible than templates and enforce design consistency across a site.

Modern websites based on consumer best practices

Increased traffic and extended site visits

Fewer iteration cycles during construction

Quicker site design and launch

Easily maintained branding and design

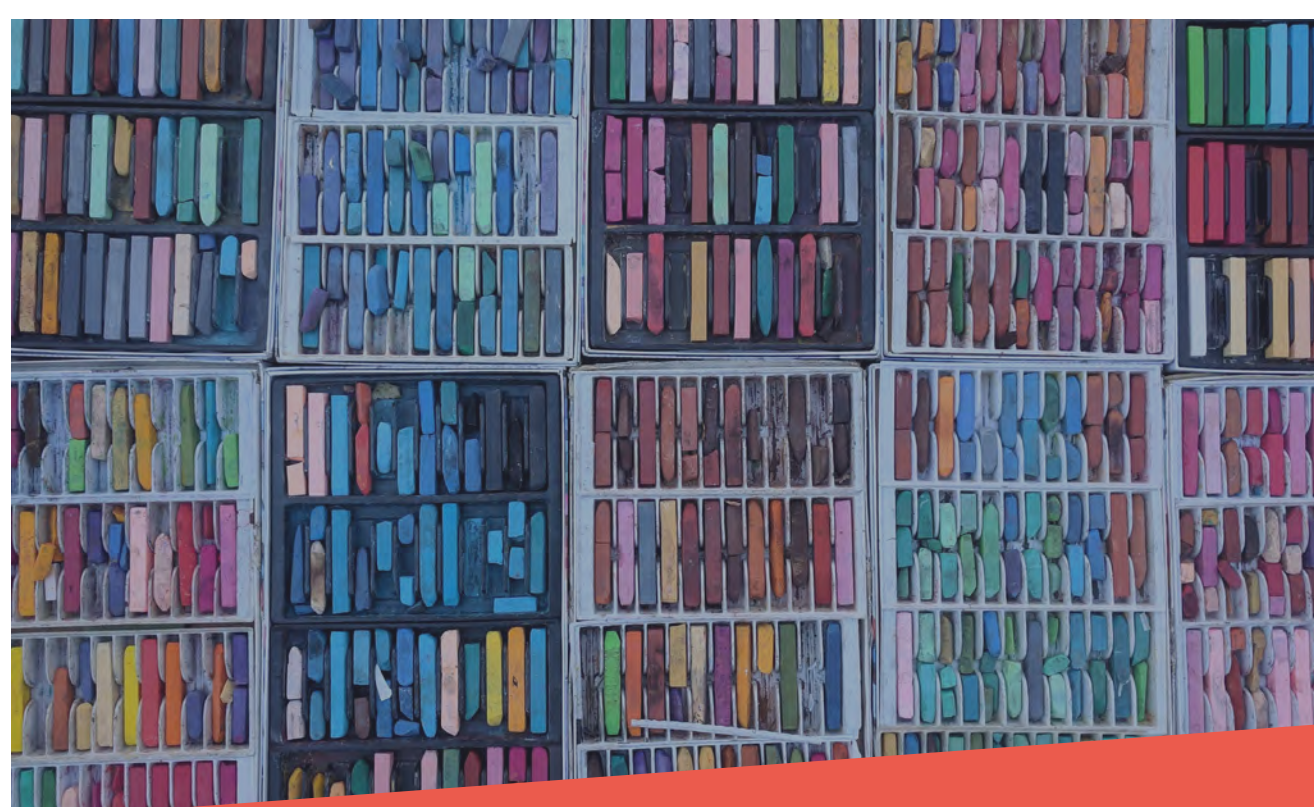
Faster load times and maximized SEO

Sticky sites, brand integrity

By adapting best-practice consumer site design principles, UX 3.0 increases traffic, lengthens visits, and deepens site usage. The result is increased readership, revenues, and brand impact.

Websites designed for publishers

Developed over 20 years of designing Literatum websites, UX 3.0 evolves as the platform evolves and is updated through continuous user testing. That means that you get a modern publishing website that leverages all of Literatum’s publishing-specific features.



UX 3.0 powered by Page Builder, Literatum’s drag-and-drop UI and UX design tool.

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Active publishing page layout

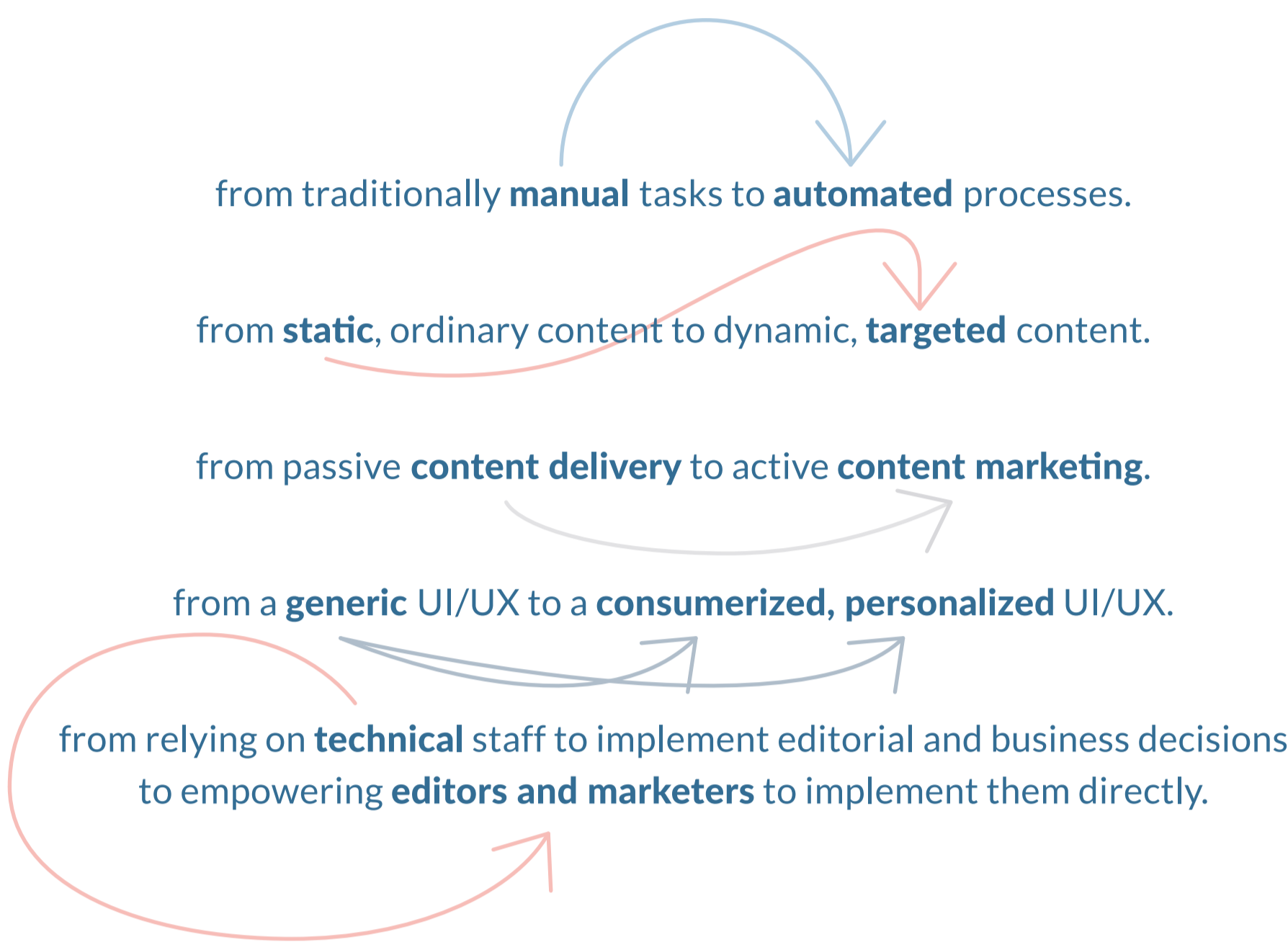
Active Publishing: A new strategy for publishers.

Engage with your content and your readers more than ever before.

Every publisher has something different to say. Active Publishing gives editors, publishers, and marketers a hands-on role in creating, presenting, and promoting their content to craft their own stories.

What is Active Publishing?

Powered by Literatum, Atypon's online publishing platform, Active Publishing represents a paradigm shift to a new era of online publishing:



Powered by **Literatum**

What can Active Publishing do for you?

Active Publishing propels publishers beyond delivering content to actively marketing it. Today's vast amount of online content creates competition for readers—readers who expect the same user experience from your website that they get on the consumer sites they visit every day.

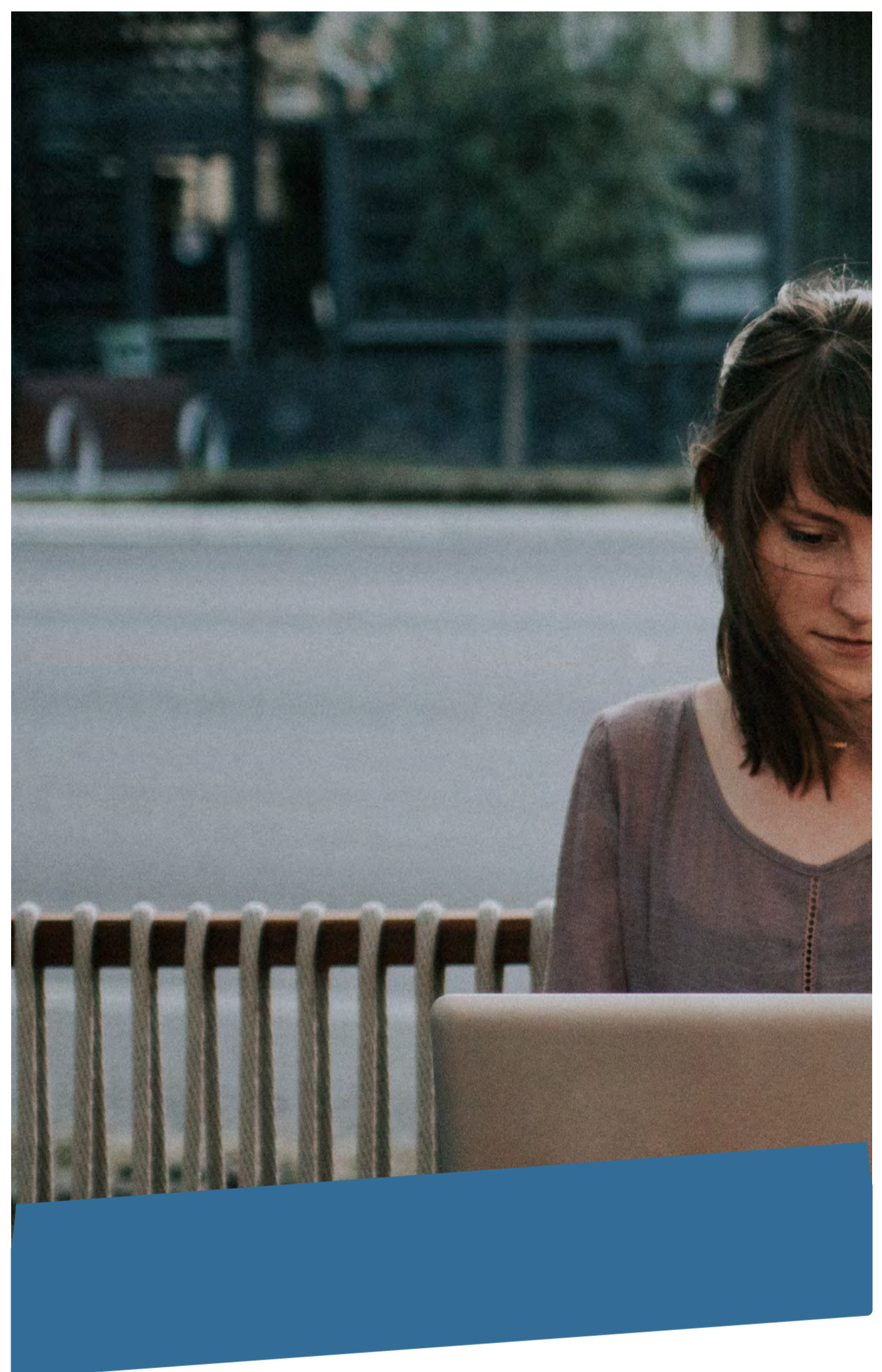
By giving them the content they want and the user experience they expect, you can break the pattern of “download-and-go.” Users visit your site more often and stay on your site longer, enabling you to forge lasting relationships with them.

Active Publishing and Literatum

Atypon has engineered Literatum specifically for Active Publishing. Non-technical users are able to:

- Deliver personalized content and targeted advertising, in real time.
- Create new products and microsites quickly and easily.
- Update not just content but also your site's UI and UX.
- Find new ways to monetize content with limitless sales and subscription models.
- Provide a frictionless eCommerce experience for visitors that increases sales and revenues.

Literatum is scalable, so it adapts to your needs and keeps up with your business growth without requiring additional staff. And its easy-to-use tools foster collaboration among marketers, editors, and publishers.



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▶ Data sheets

▶ Collateral

▶ Infographics

▶ Case studies

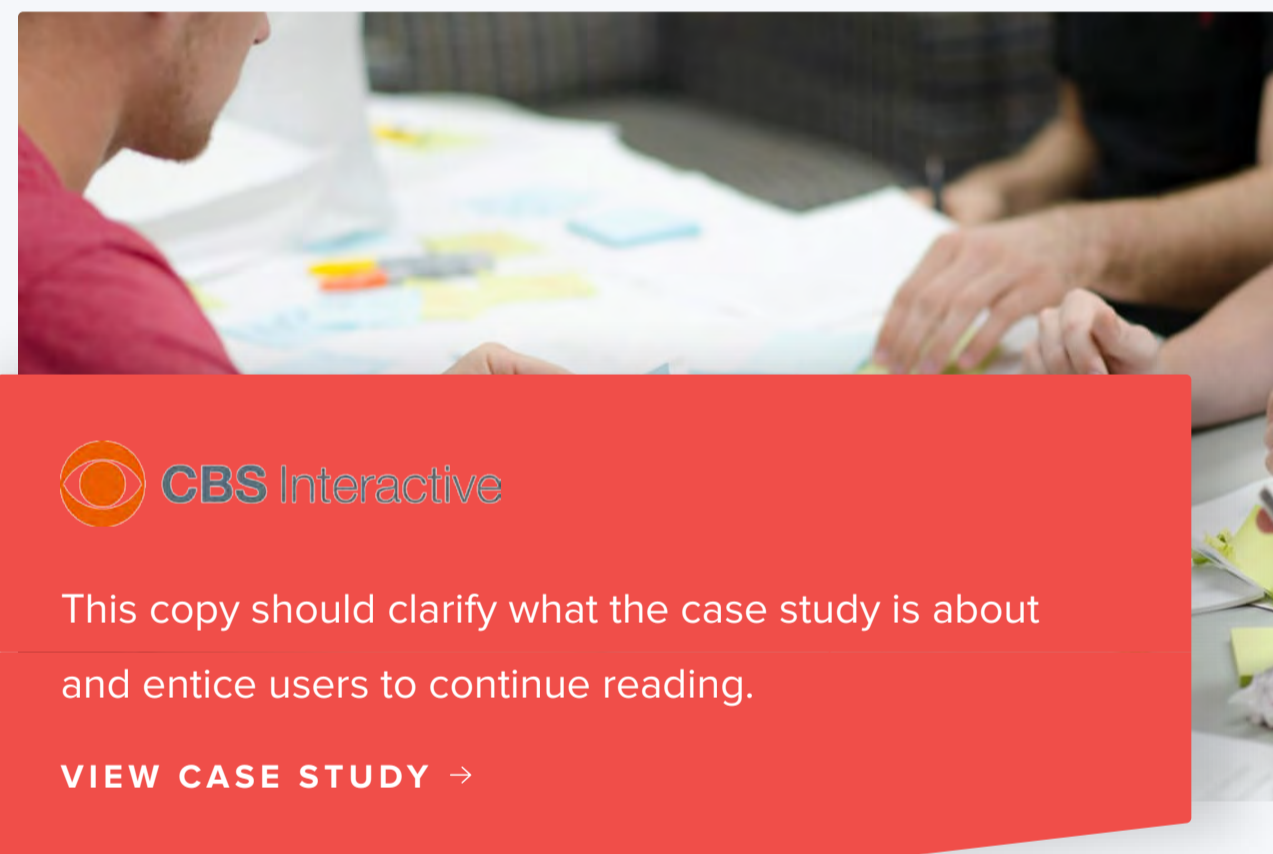
▶ How-to docs


▶ White papers

▶ Videos

Featured Case Studies

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 CBS Interactive

This copy should clarify what the case study is about and entice users to continue reading.

[VIEW CASE STUDY →](#)



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Resources

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▶ Data sheets

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▶ Infographics

▶ Case studies

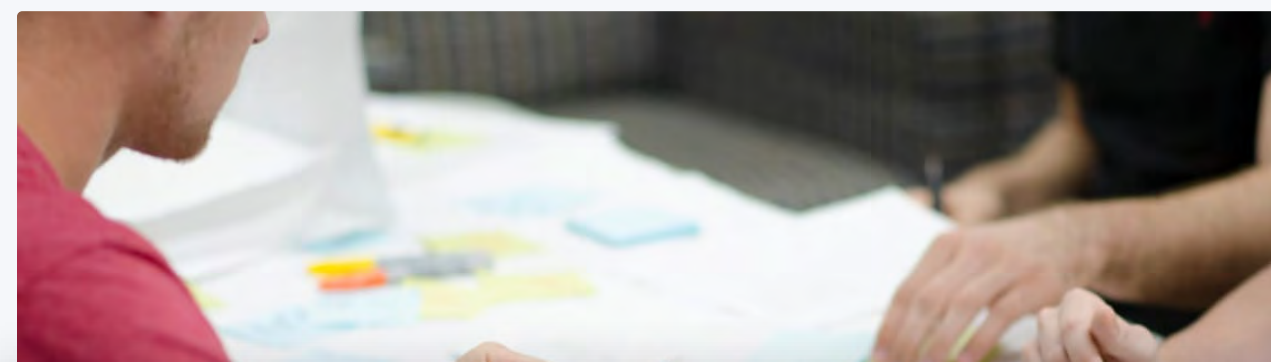
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