

#1

**CREATIVE DIRECTION:**

**Do publishing differently. [technology]**

**IDEA:**

Atypon is right there where science happens. Research faster, publish instantly.

**Copy possibilities:**

Different DNA.

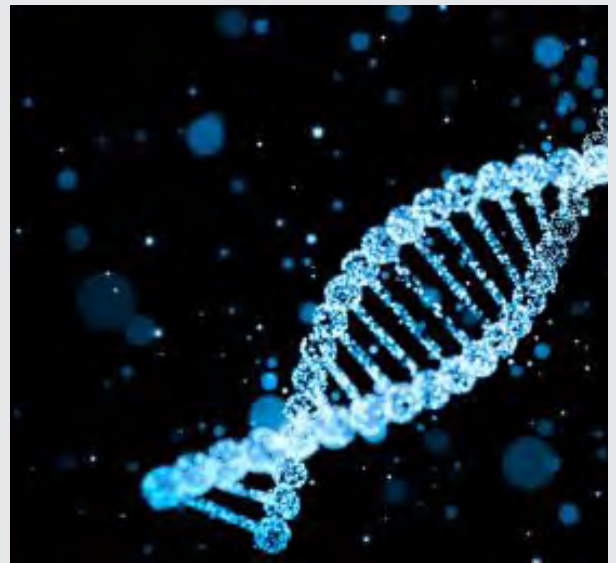
Discover new species of research and publishing.

Right there in the core of science.

**Sketch:**



**Mood photos:**



3D DNA spiral made of Atypon signs - added to the researcher photo.

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**ATYPON**

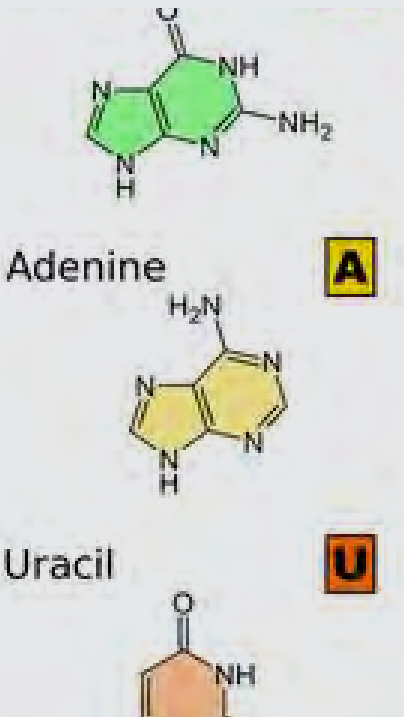
## Discover new species of publishing & research

Do publishing differently.

Atypon helps online publishers deliver mission-critical content to practitioners and researchers in every field. Feature development for Literatum, our online publishing platform, is driven by the business goals of our clients.

**A**

Mood photos:



**Adenine** **A**

**Uracil** **U**

Atypon products and services scientifically connected - added to the researcher photo.

#2

CREATIVE DIRECTION:

Do publishing differently. [technology]

IDEA:

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Copy possibilities:

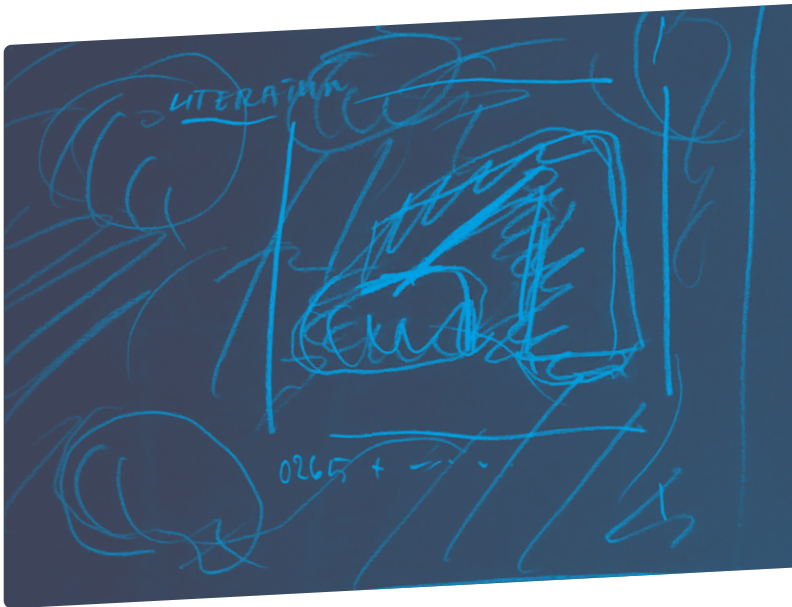
Different DNA.

Discover new species of research and publishing.

Right there in the core of science.

Sketch:

## ATYPON



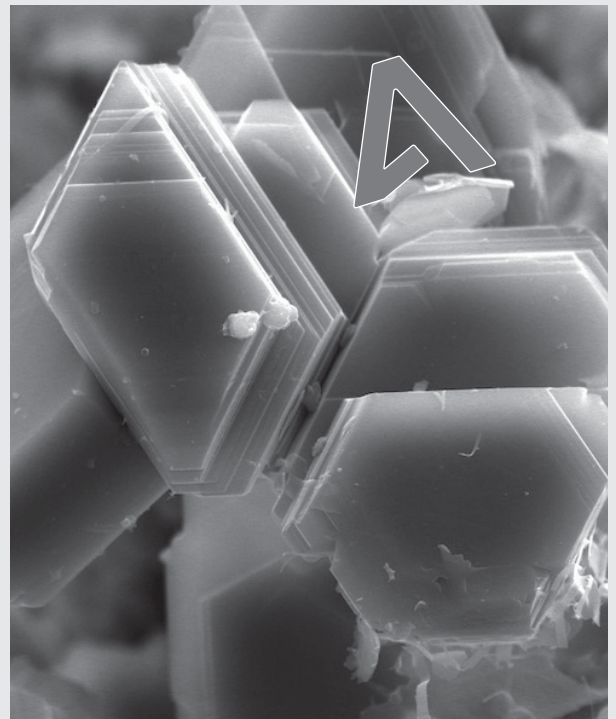
## Right there in the core of scientific publishing & research

Do publishing differently.

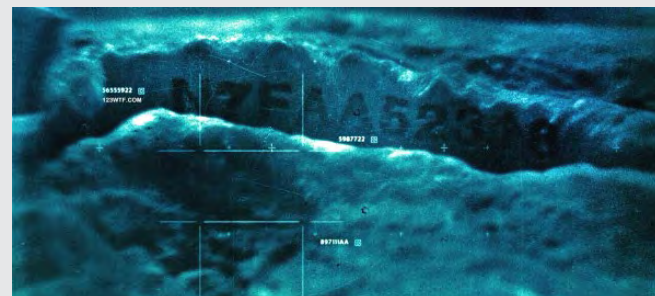
Atypon helps online publishers deliver mission-critical content to practitioners and researchers in every field. Feature development for Literatum, our online publishing platform, is driven by the business goals of our clients.



Mood photos:



Atypon sign found by microscope.



#3

CREATIVE DIRECTION:

Do publishing differently. [technology]

IDEA:

With Atypon products and services you can manage and harmonise your research and publisher.

Copy possibilities:

Atypon - conductor of your research.

Sketch:

ATYPON

DISCOVER

CONNECT

AUTHOR

WORKSPACE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

## Atypon - conductor of your research.

Do publishing differently.

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A

#4



CREATIVE DIRECTION:

Technologies for publishers and researchers. [prioritizing researchers and authors]

IDEA:

Atypop sign connecting publishers and researchers.

Style:

Illustration.

Sketch:



Atypop shaped ladder leading both publishers and researchers to success.

#5

**CREATIVE DIRECTION:**

**Do publishing differently. [technology]**

**IDEA:**

Pop culture reference to bravest researchers ever - Star Trek crew.

**Copy possibilities:**

Boldly go where the best have gone before.

Our mission: to develop new technologies to help ensure the long-term success of the scholarly publishing galaxy.

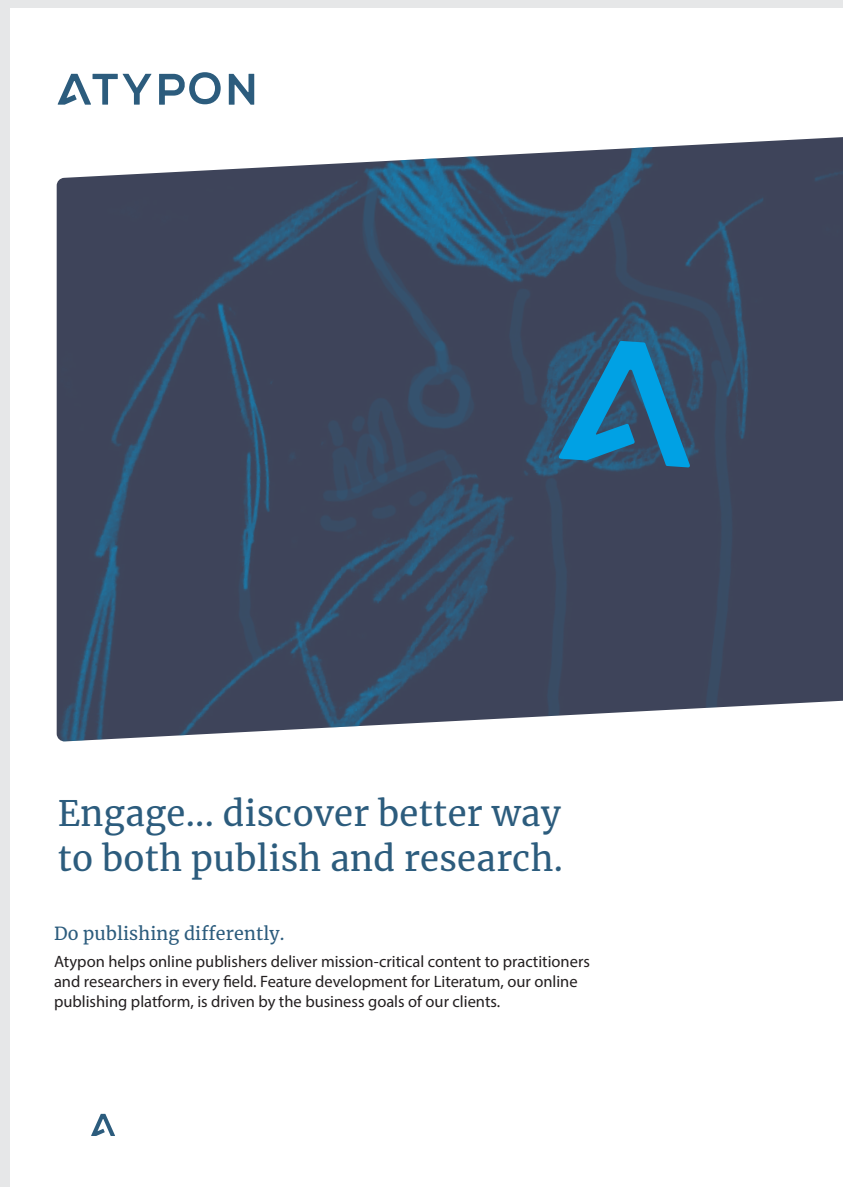
Engage... discover better way to both publish and research.

Atypon - logical choice.

Light years ahead.

Warp speed your research...

**Sketch:**



**Mood photos:**



Visual resemblance.

**Engage... discover better way to both publish and research.**

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