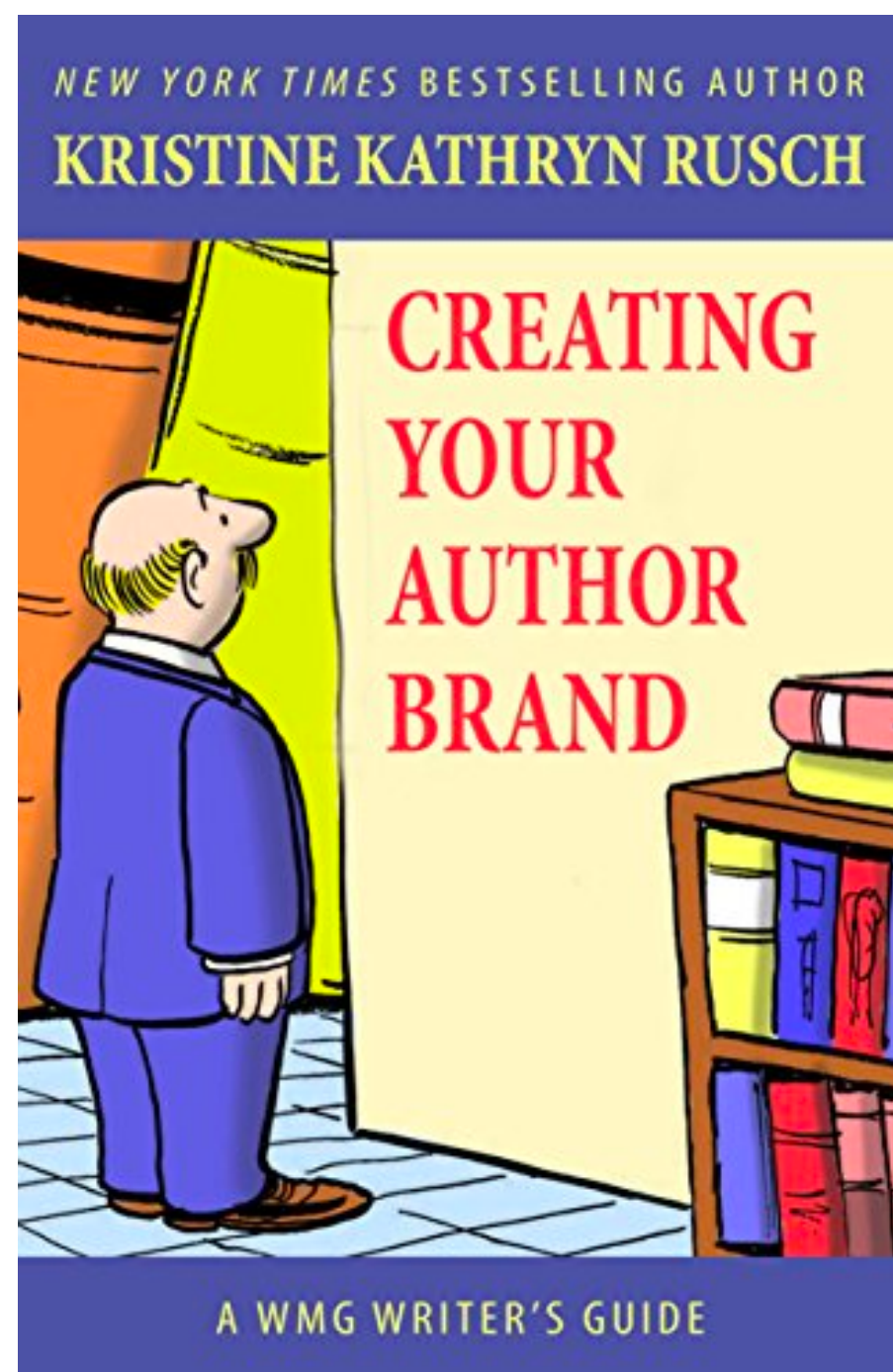


Author Brand and Comparison Authors

with Joanna Penn
@thecreativepenn

Copyright © Joanna Penn





Where do you fit???

Branding is tough. I know this as I have revisited mine so many times over the years. But you have to start somewhere and change over time!



Every time you feel something is not right, figure out what it is and change it!

Upskill. Learn. Change.

Joanna Penn - Brand assets - website - podcast

Feelings, colors, words — what impression do you leave with the customer?

Empowerment, positive thinking, independence, freedom. Me smiling.

Primary colors + white.

Website - TheCreativePenn.com

Podcast - The Creative Penn

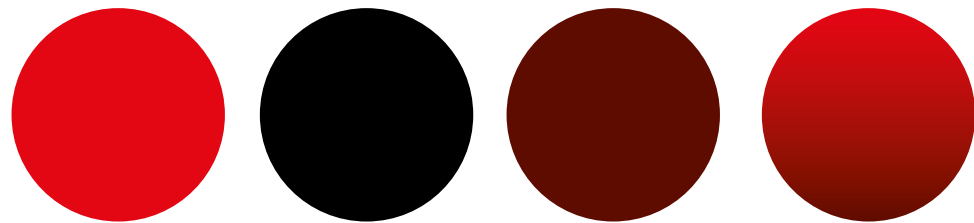


THE CREATIVE PENN

SECONDARY LOGO



PRIMARY COLOURS



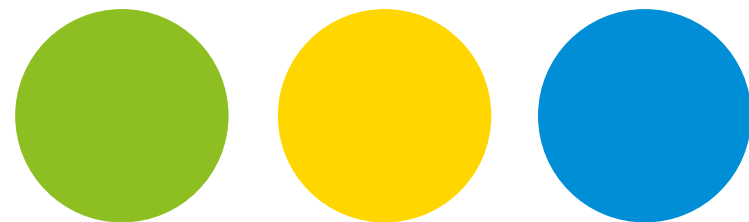
RED
C0 M100 Y100 K0
R227 G6 B17
#e30613

BLACK
C0 M0 Y0 K100
R29 G29 B27
#1d1d1b

DARK RED
C0 M100 Y100 K73
R94 G11 B0
#5e0b00

GRADIENT
Red - Dark Red

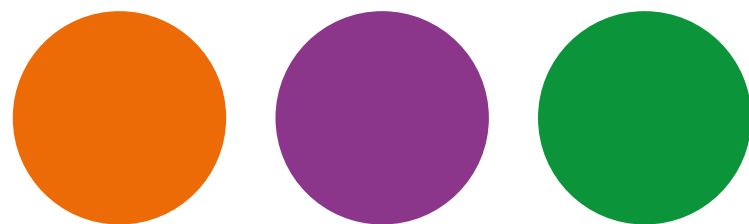
SECONDARY COLOURS



LIGHT GREEN
C53 M0 Y100 K0
R141 G190 B35
#8dbe23

YELLOW
C0 M14 Y100 K0
R255 G214 B0
#ffd600

BLUE
C100 M16 Y0 K0
R0 G143 B214
#008fd6



ORANGE
C0 M68 Y100 K0
R137 G107 B6
#ed6b06

PURPLE
C55 M90 Y0 K0
R140 G54 B140
#8c368c

GREEN
C84 M15 Y100 K0
R11 G148 B58
#0b943a

PRIMARY FONT

TRAJAN PRO

SECONDARY FONTS

ENG GOTHIC
Ancona
Typewriter
Adobe Caslon Pro

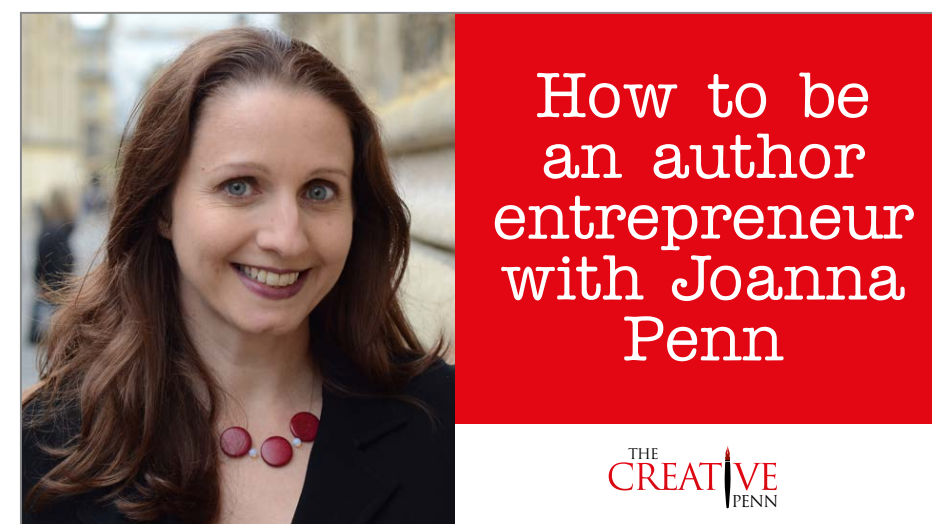
TAGLINES

Author, Speaker, Entrepreneur
Writing Publishing Book Marketing

YOUTUBE TEMPLATE

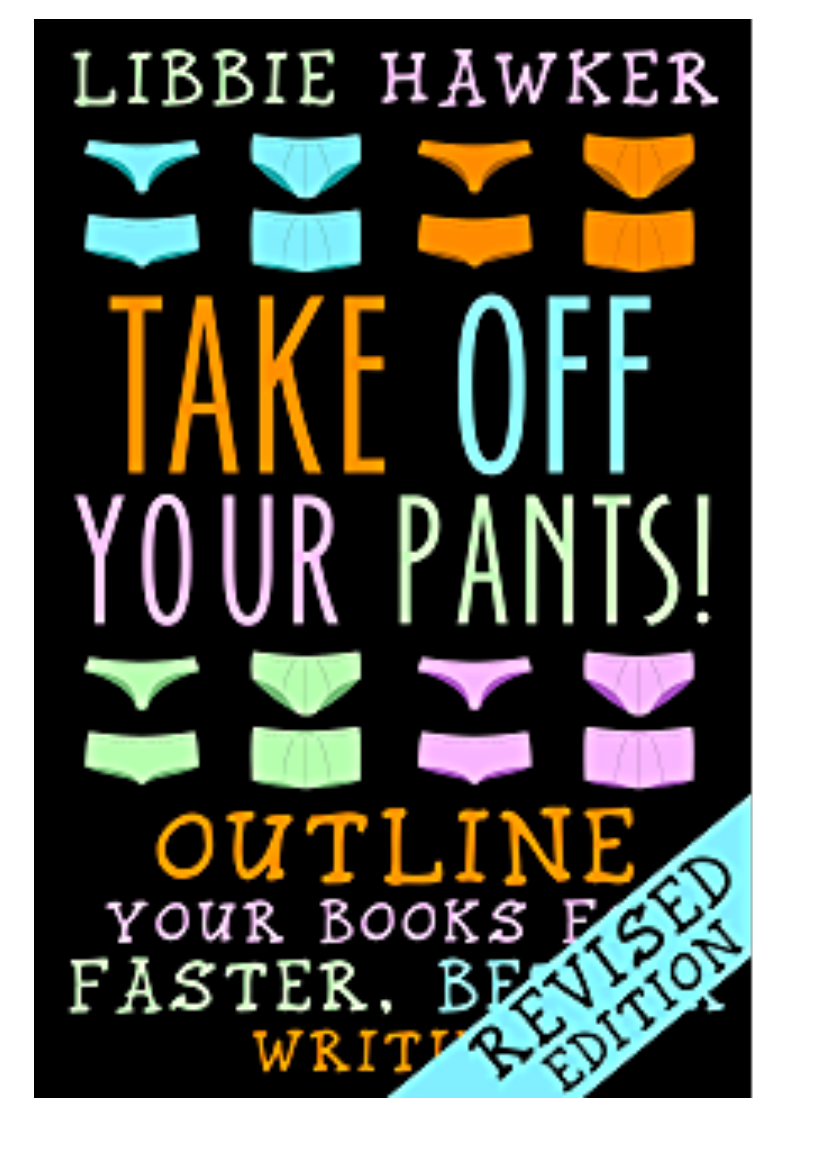
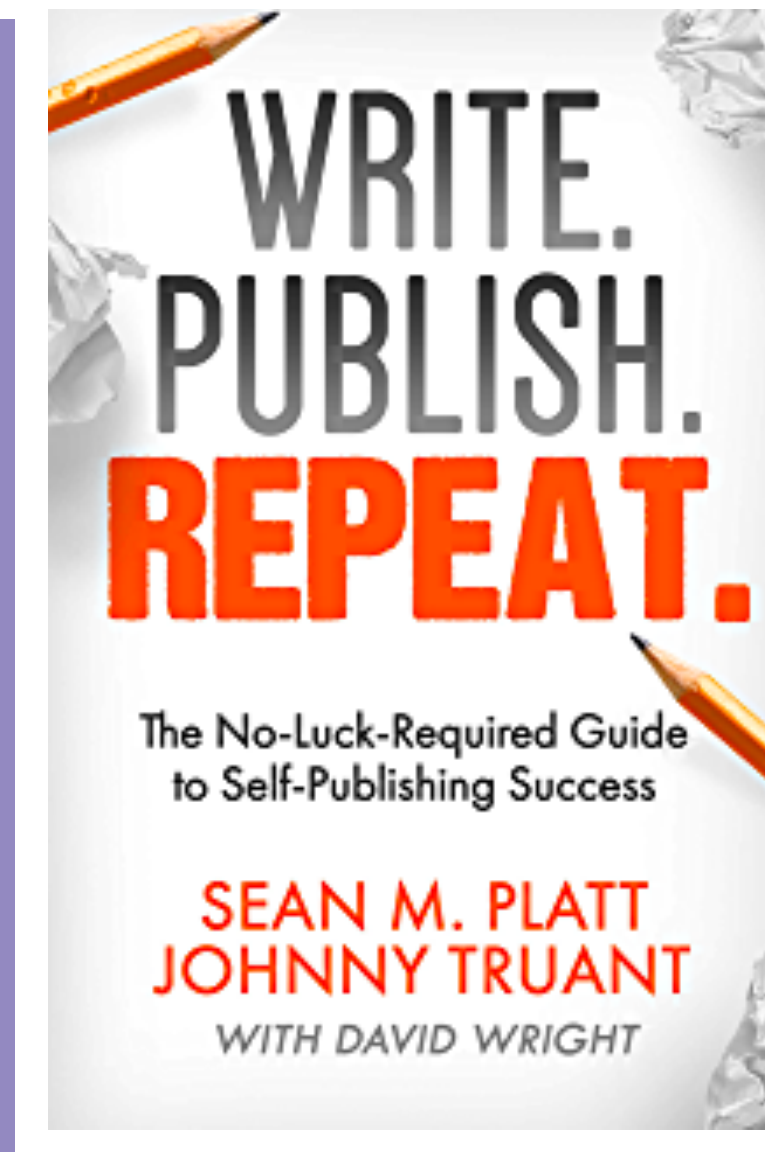
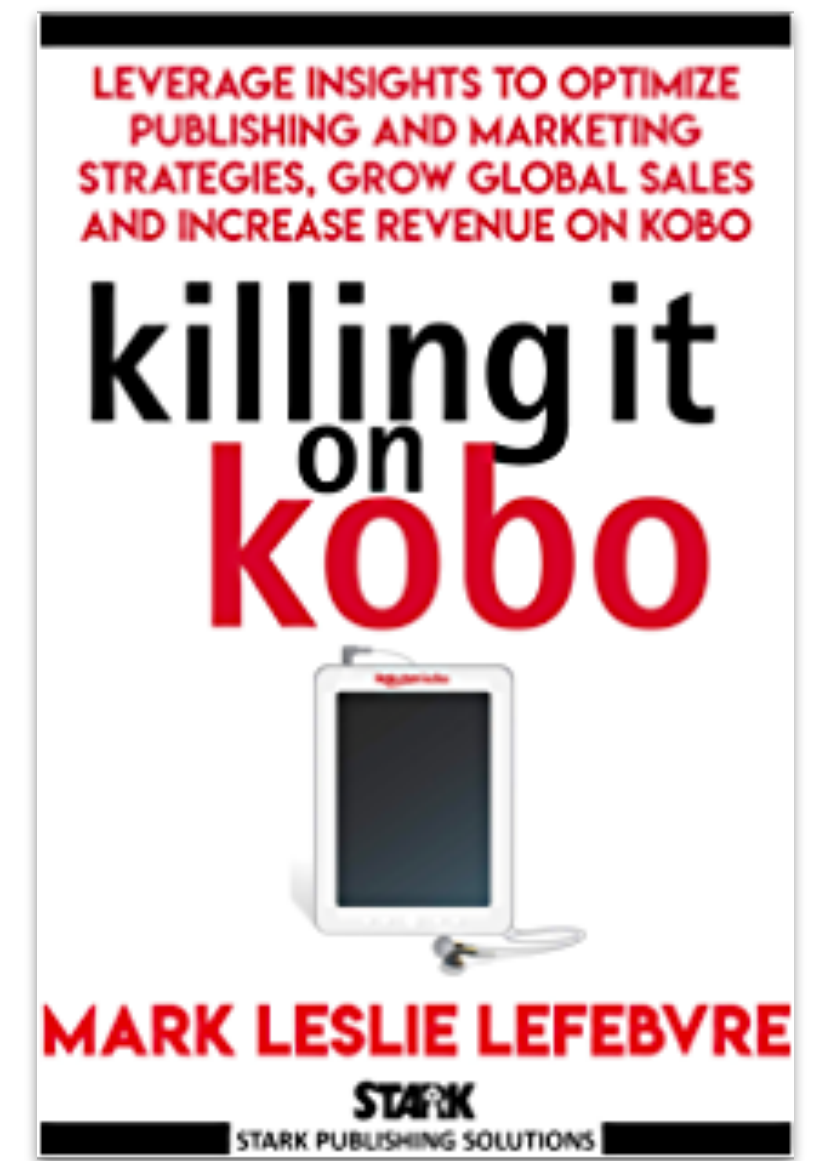
SIZE
Overall size = 1280 x 720 pixels, photo = 600 x 720 pixels, left aligned

FONT
Typewriter or Trochi 48pt, spacing > line height 1.0



You can get a brand manual done for your author brand/website etc so you have details for doing images/book covers etc in the future.

Joanna Penn - Comparison Authors; Use for ad targeting, cover ideas



Joanna Penn - Categories & Sub-categories

◀ Kindle Store

◀ Kindle eBooks

◀ Reference

◀ Writing, Research &
Publishing Guides

Publishing & Books

Authorship

◀ Kindle eBooks

◀ Reference

Writing, Research &
Publishing Guides

Academic & Commercial

Children's & Young
Adult

Editing

Fiction

Genre Fiction

Journalism

Newspapers &
Magazines

Nonfiction

Play & Scriptwriting

Poetry

Publishing & Books

Research

Technical

Writing Skills

◀ Kindle eBooks

◀ Business & Money

Entrepreneurship & Small
Business

Bookkeeping

Entrepreneurship

Franchises

Home-Based

Mail Order

Marketing

Small Business

◀ Kindle eBooks

◀ Business & Money

Business Life

Conflict Resolution &
Mediation

Ethics

Etiquette

Mentoring & Coaching

Motivation & Self-
Improvement

Personal Success

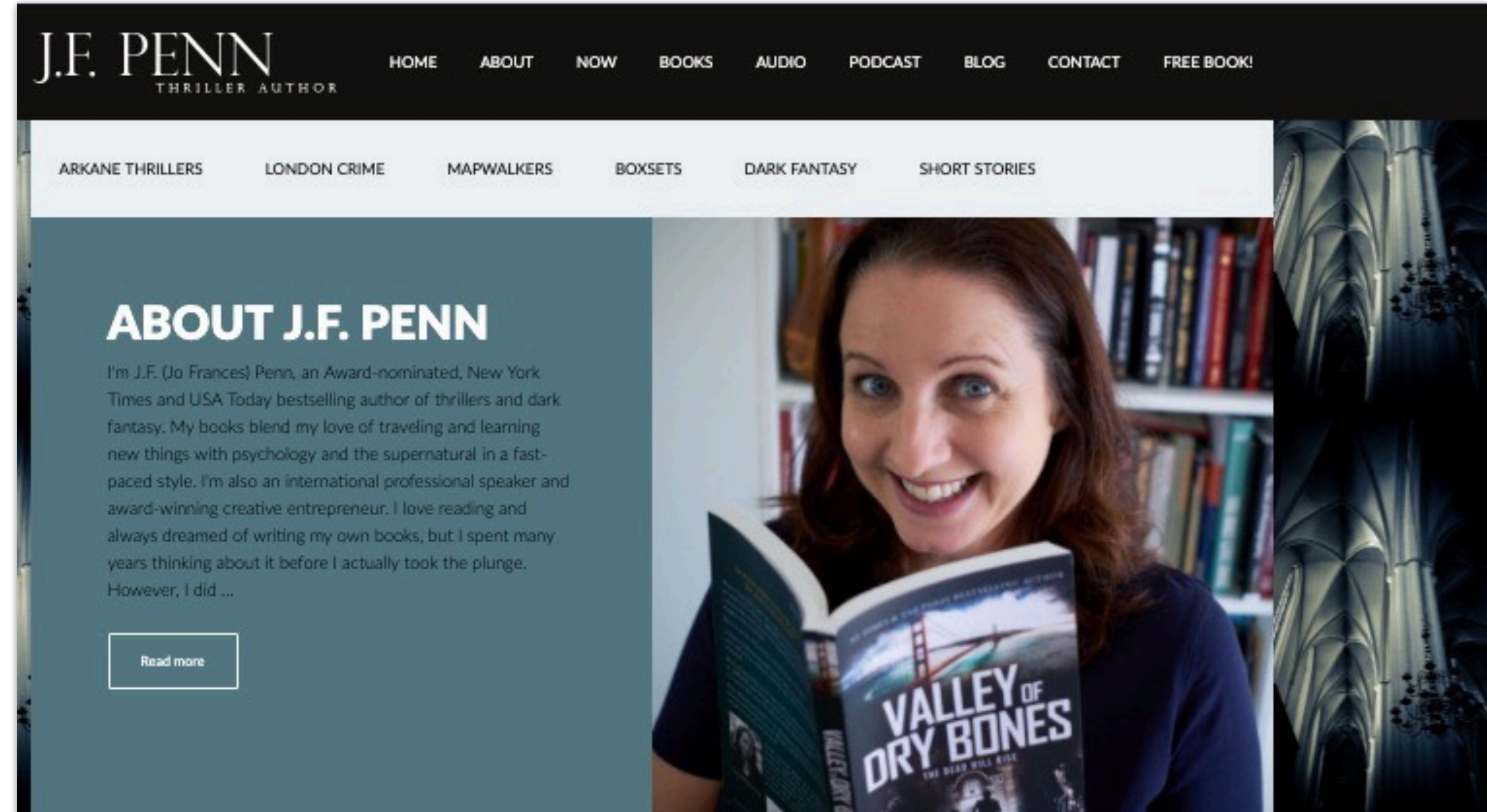
Time Management

J.F.Penn - Brand assets - website - podcast

Escape. Freedom.
Adventure. Thrill. Excitement.
Fast-paced. Me-smiling.
Darker colors.

Website - JFPenn.com;
BooksAndTravel.page

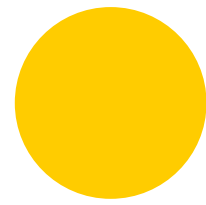
Podcast - Books and Travel



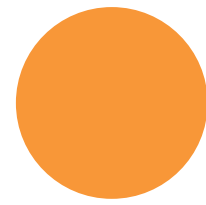
J.F.Penn - For covers

J.F. PENN

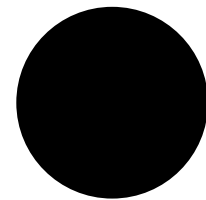
COLOURS



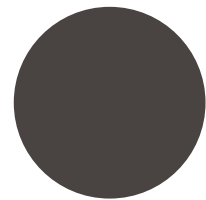
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R255 G204 B0
#ffc00



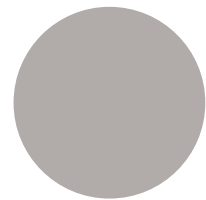
LONDON SERIES
C0 M49 Y82 K0
R248 G151 B56
#f4963a



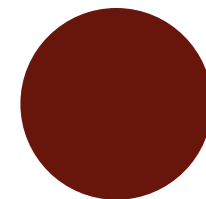
BLACK
C60 M40 Y40 K100
R0 G0 B5
#000005



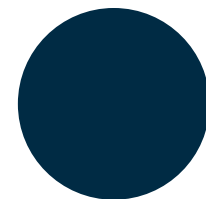
DARK GREY
C0 M10 Y10 K85
R78 G68 B66
#4c4442



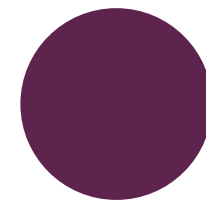
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R167 G161 B159
#a7a19f



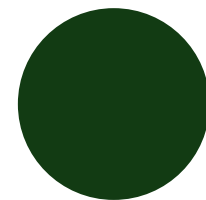
RUSSET
C34 M100 Y98 K53
R106 G9 B0
#62080b



NAVY
C100 M50 Y21 K71
R0 G43 B71
#002b47



PURPLE
C34 M82 Y0 K61
R88 G29 B80
#581d50



FOREST
C82 M31 Y100 K71
R0 G57 B17
#003911

AUTHOR NAME FONT

TRAJAN PRO
TRAJAN PRO BOLD

TITLE FONTS

ANCONA-NARROW

ARKANE SERIES

AGENCY FB

LONDON SERIES

CORMORANT UPRIGHT

MAPWALKER SERIES

STRAPLINE FONTS

ENG GOTHIC

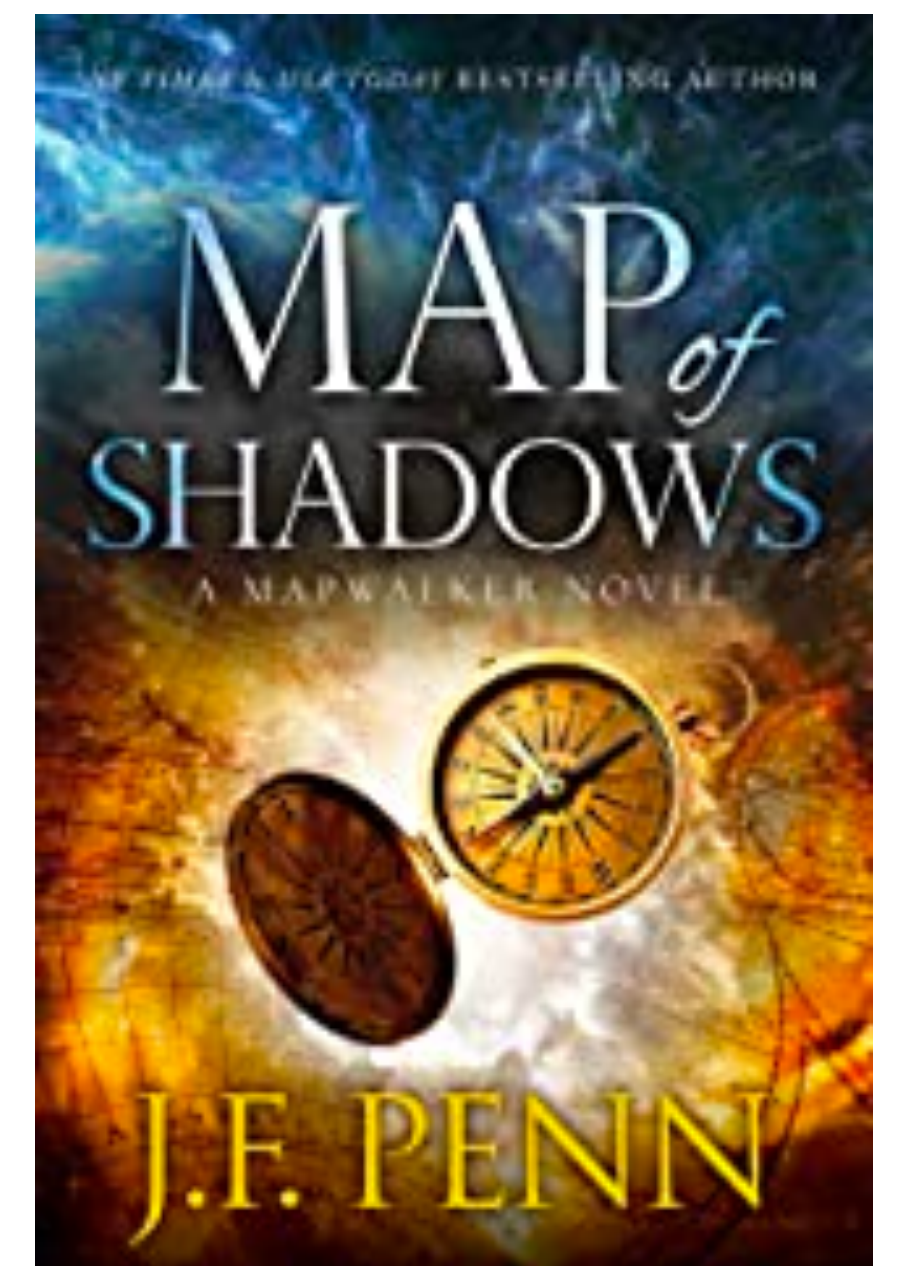
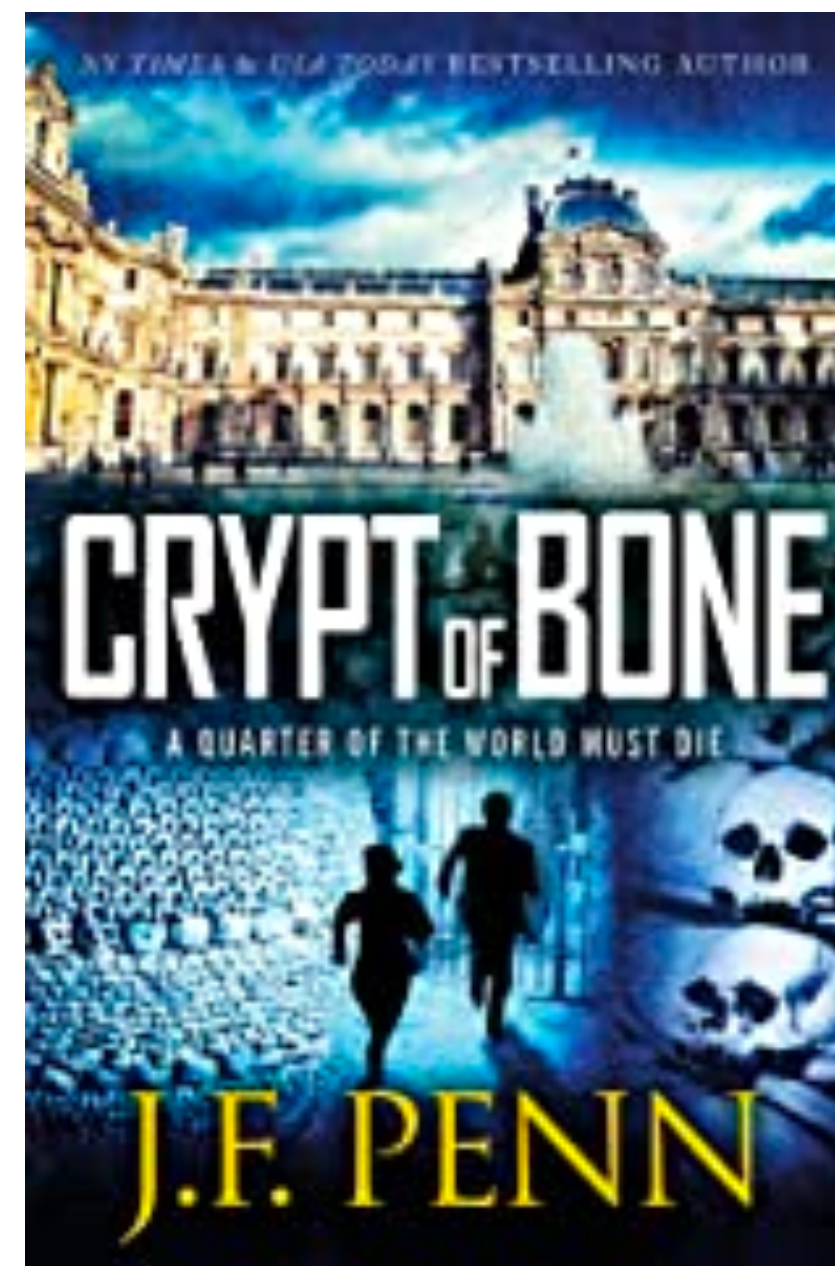
CORMORANT UPRIGHT

OTHER FONTS

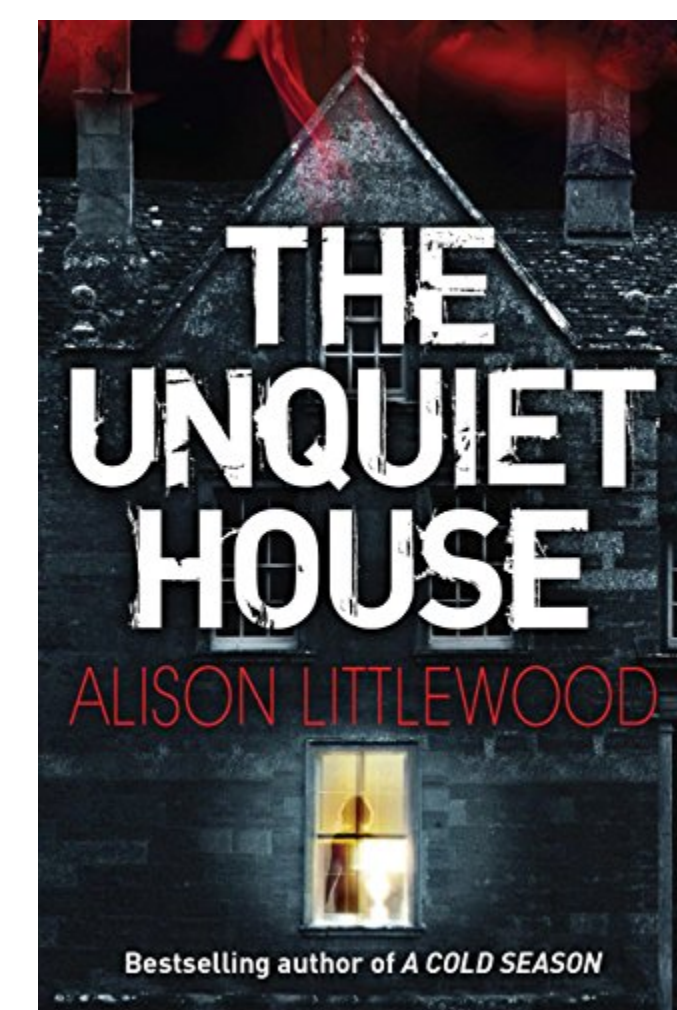
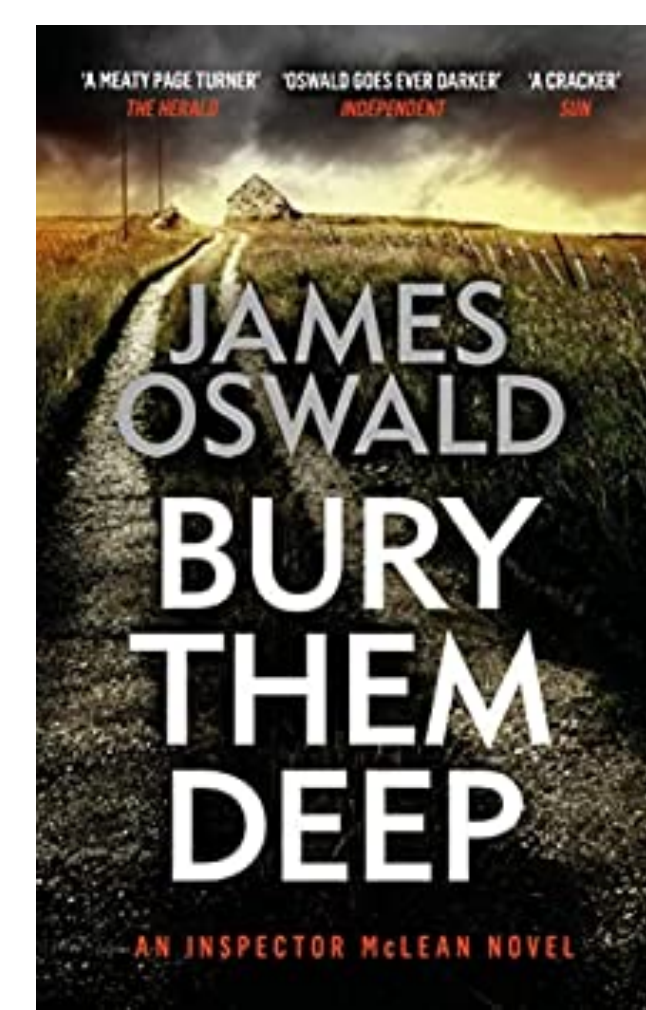
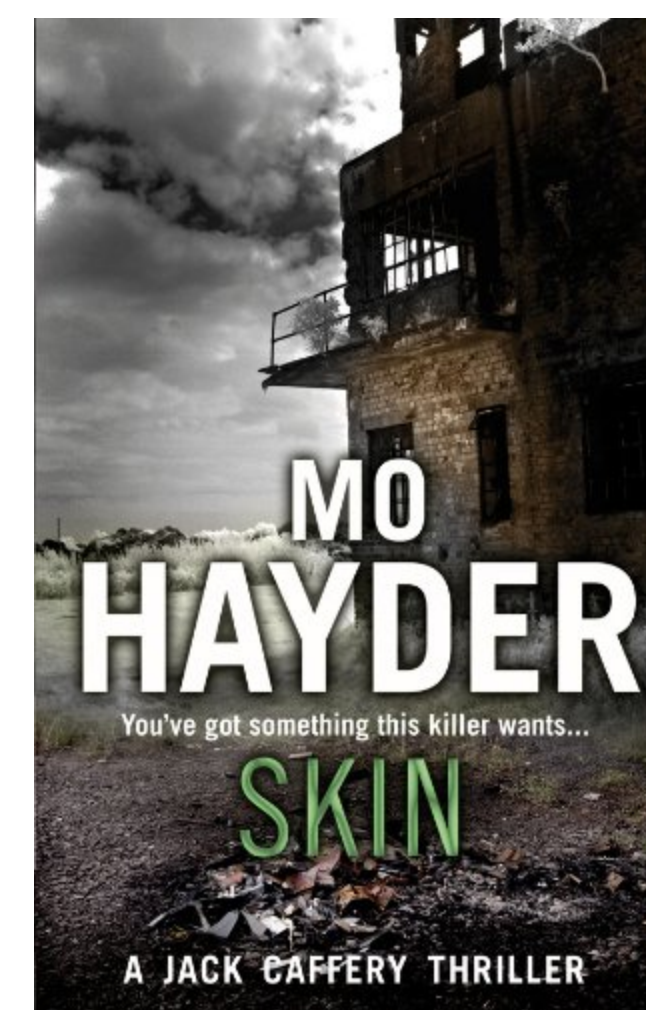
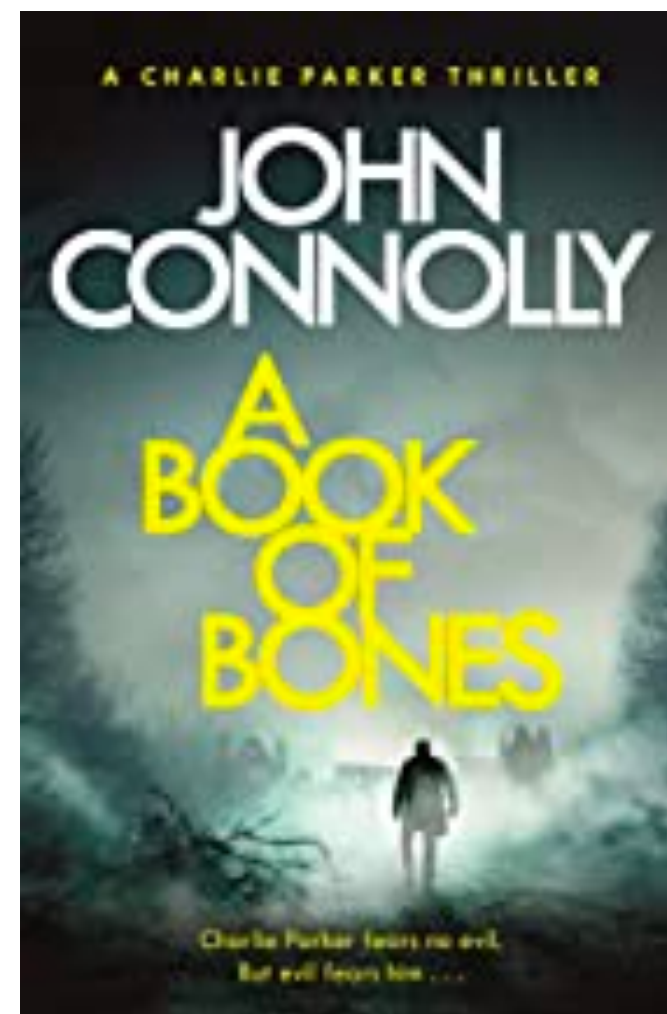
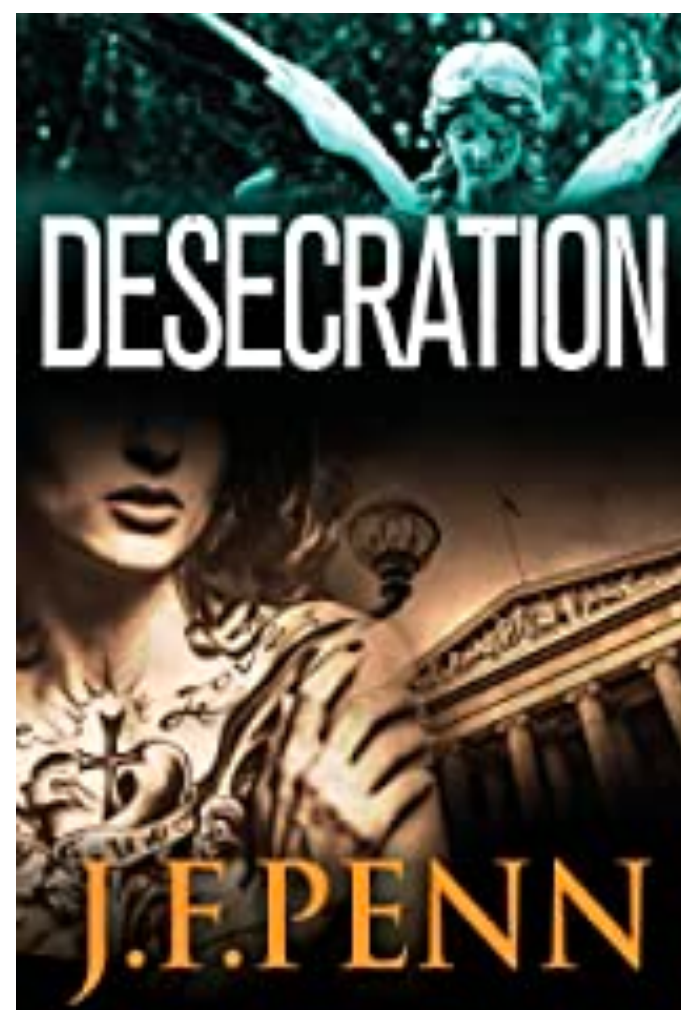
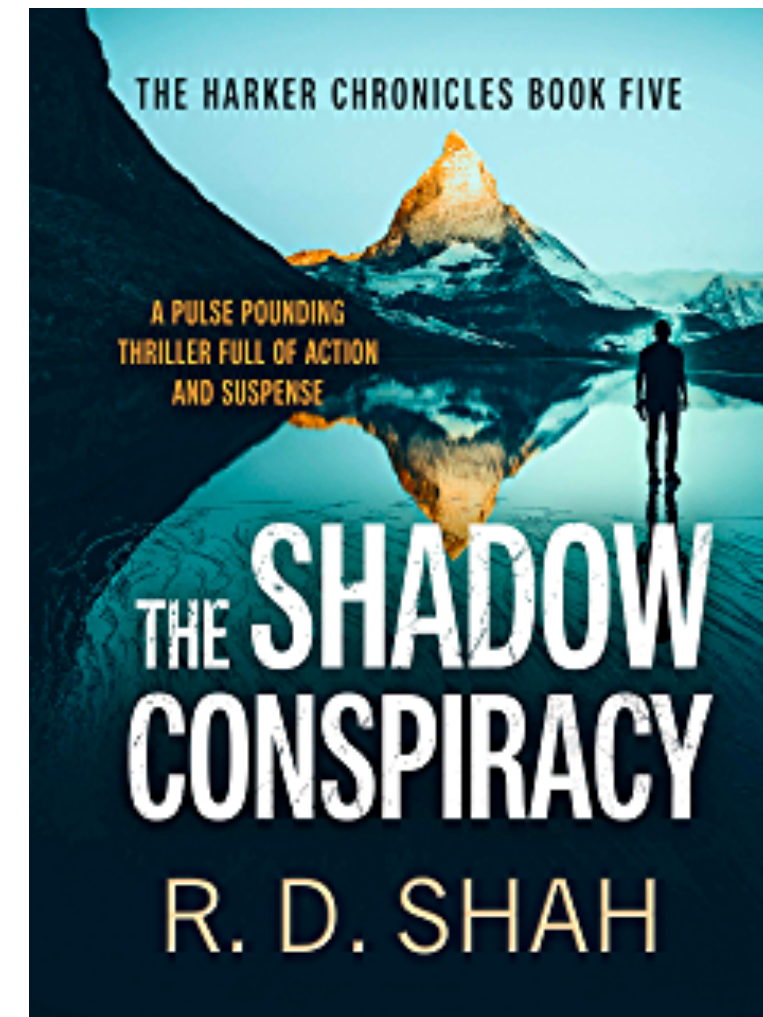
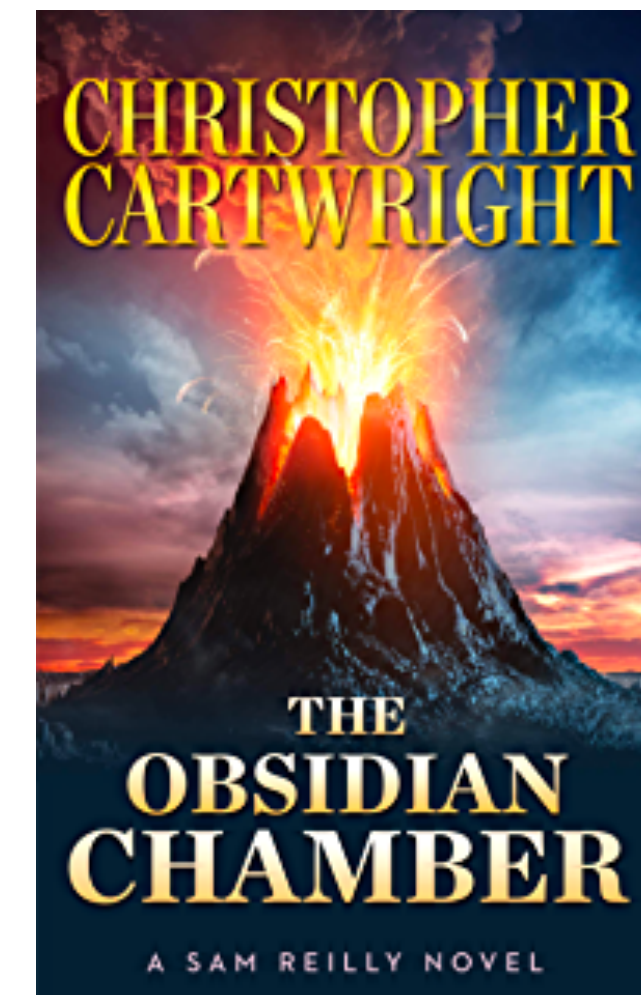
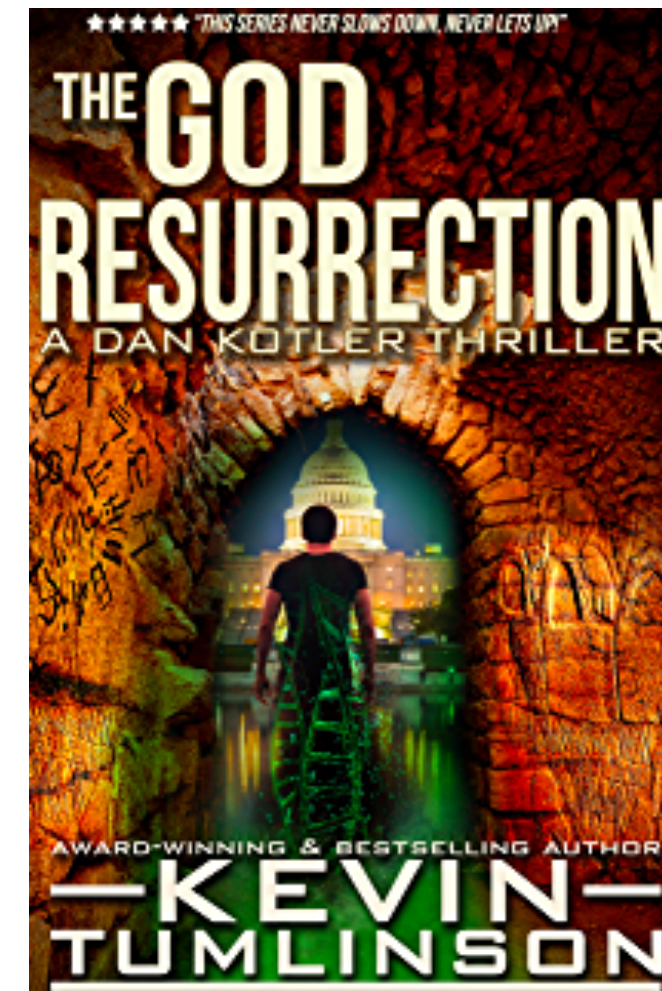
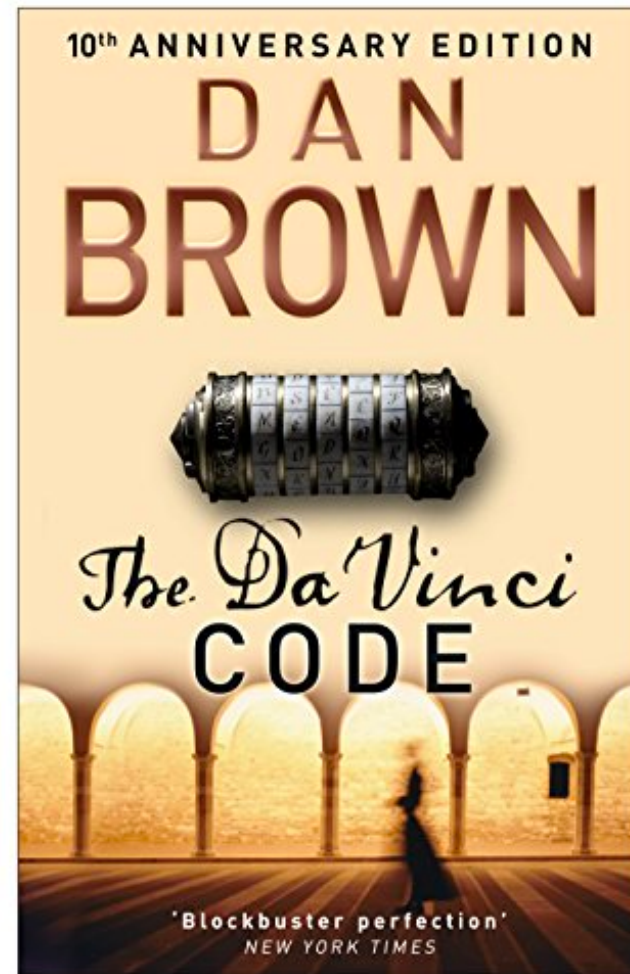
Adobe Caslon Pro

TAGLINES

NY Times & USA Today Bestselling Author



J.F.Penn - Comparison Authors; Differs by series. Trad pub/Indie. Refine over time by testing them out with ads.



J.F.Penn - Categories & Sub-categories; Differs by series

◀ Kindle eBooks	◀ Kindle eBooks	◀ Kindle eBooks
◀ Literature & Fiction	◀ Mystery, Thriller & Suspense	◀ Science Fiction & Fantasy
Action & Adventure	Thrillers	Fantasy
Fantasy	Assassinations	Action & Adventure
LGBT	Conspiracies	Alternative History
Men's Adventure	Crime	Anthologies & Short Stories
Mystery, Thriller & Suspense	Domestic	Arthurian
Romance	Espionage	Christian Fantasy
Science Fiction	Financial	Classics
Sea Adventures	Historical	Coming of Age
Short Stories	Legal	Dark Fantasy
Travel	Medical	
War & Military	Military	
Women's Adventure	Political	
	Psychological	
	Pulp	
	Technothrillers	
	Terrorism	



For detailed analysis of Kindle categories and sub-categories, check out the K-lytics reports

www.TheCreativePenn.com/genre

This is a (free) webinar replay from April 2020 on a breakdown of market data:




Reports And Seminars Covering Top Genres And Trending Sub-markets



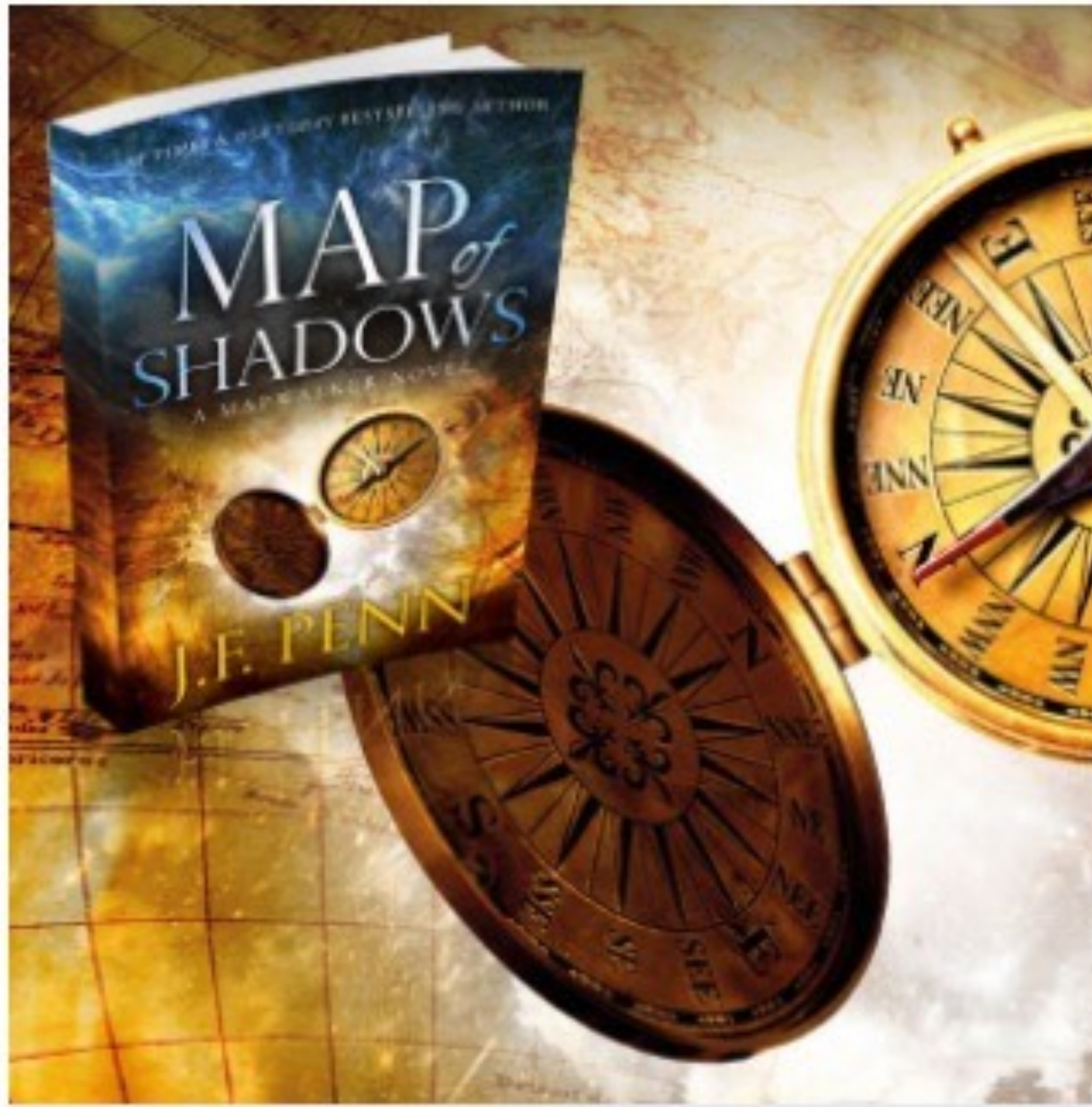
<https://www.thecreativepenn.com/2020/05/08/book-marketing-mastering-amazon-data-to-sell-more-books-with-alex-newton-from-k-lytics/>

Can also consider **customer avatar** over time — which will help with positioning and advertising



e.g. women over 40 who like Kindle, Fantasy books + Cartography / Maps or National Geographic like Mapwalker fantasy adventure series.

 **JFPenn**
Sponsored ·  

A place written out of history. A world off the edge of the map. Sienna Farren must risk everything to find her father ... [...See More](#)



AMAZON.CO.UK
Map Of Shadows
(Mapwalkers Book 1) [LEARN MORE](#)

  Wendy H. Jon... 4 Comments 3 Shares

What are the feelings, words, images, colors that associate with your author brand (per name, per series)?

Who are your comparison authors/books? Do these differ by series? Are you listing aspirational authors or indies who are doing well?

What categories and sub-categories are your books in? Does this need refining?

