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Letters take center stage in Storytel's new visual identity

Storytel's new look is the product of a thorough analysis of Storytel's central values and vision, and is the result of the company's need to reach out to global markets in different areas of the world. B-Reel Creative Agency designed the new look after reaching deep into Storytel's company culture and mission, all the way down to its stories.

A more creative and empathetic world with great stories to be shared and enjoyed anywhere and anytime — Storytel's vision, as well as its strong corporate culture, have been central part in the extensive work B-Reel and Storytel have put into creating the company's new visual identity.

“Designing our new visual identity was based upon a large number of interviews with Storytel's employees. The common denominator for everyone was a love of stories. Everyone here works with stories every day; we're here because we love offering listeners a high quality experience. We've visualized this using the smallest building blocks of narrative — letters — and have set them loose in a world of warm tones and a lot of movement,” says Cecilia Kroon, Storytel's global Head of Marketing.

Storytel's characteristic orange hue has been joined by a new range of colors and typefaces, and also a new graphic design. The updated look deviates from both Storytel's previous image, and its competitors'.

“We've tried to visualize Storytel's positive energy in a way that we hope is both attractive and unique. Stories can make us laugh, make our hair stand on end, and can even — literally — change our lives. It has been incredibly inspiring to work with and we're proud of the result,” says Alexander Gårdenberg, design director at B-Reel.

During the month of May, Storytel will begin introducing its new visual identity through the Storytel app, its advertising, and its own channels.

[Click here to view some examples of the new visual identity!](#)

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About Storytel

Storytel is Northern Europe's leading audiobook and e-book streaming service and offers unlimited listening and reading of more than 200 000 titles on a global scale. Our vision is to make the world a more empathetic place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel is a digital platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel's publishing business area is carried out through the publishing houses Norstedts, Massolit, StorySide, Printz Publishing, People's Press, Rabén & Sjögren, B.Wahlströms and Norstedts Kartor. Ztory - a subscribed digital read-all-you-can streaming service for newspapers and magazines, is part of Storytel since January 2019. Storytel operates in 16 markets around the globe and is headquartered in Stockholm, Sweden.