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**Marketing and Branding details:**

**Business details**

**Creator: Little Bird Bible, LLC**

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**Contact:** **Jarrod@LittleBirdBible.com**

**Website:** [www.littlebirdbible.com](http://www.littlebirdbible.com)

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 **Marketing Fonts:**

Berkshire Swash—Little Bird Bible Name, Author name

League Spartan Bold—Book Titles and Interior Chapter titles

American Typewriter—Retweeted title text

Helvetica Neue—primary internal document text

**Color Templates:**

Logo Color: 56C1FF

Light grey: deeded

Steal grey: #54595f

**LBB Short Descriptive:**

LBB is the new condensed paraphrase of the Bible complete with emojis 👍👍 designed to simplify & enhance the Bible reading experience for 21-Century audiences.

**LBB Long Descriptive:**

Using the modern language of emojis and the contemporary design of a social media page, the Bible has never been so approachable, engaging, fun, and easy to read.

Designed with the 21st Century reader in mind, each Little Bird Bible book is a short paraphrase translation that applies:

* Diverse spiritual commentary
* Gender-inclusive language

 • Inline pronunciation guides

 • Character biographies

 • 140-character chapter summaries

 • Emoji word pictures

to simplify and enhance the Bible reading experience.

**Philippians Retweeted Book Details:**

**Book Back Cover Description:**

Of all the letters the Apostle Paul wrote, Philippians is the most personal and the most joyous. From start to finish joy fills each page, even though the author is in prison awaiting trial at the time he wrote it. Experience all the hope, conviction, and passion this book offers in a whole new Little Bird way.

**BISG Subject Codes:**

BIB018050 BIBLES / Other English Translations / Study

REL006810 RELIGION / Biblical Commentary / New Testament / Paul's Letters \*

YAN047020 YOUNG ADULT NONFICTION / Religion / Biblical Stories & Studies

REL006100 RELIGION / Biblical Criticism & Interpretation / New Testament

**Jonah Retweeted Book Details:**

**Book Back Cover Description:**

Jonah would rather die than see his enemies be forgiven; that is what is at the heart of this famous story of a run-away prophet and a whale. This little book of epic contrasts has a lot to teach us when it comes to intolerance, prejudice, faith, and God’s love for all people, even when His mercy is too hard for us to swallow.

**BISG Subject Codes:**

BIB018050 BIBLES / Other English Translations / Study

REL006780 RELIGION / Biblical Commentary / Old Testament / Prophets
YAN047020 YOUNG ADULT NONFICTION / Religion / Biblical Stories & Studies

REL006090 RELIGION / Biblical Criticism & Interpretation / Old Testament