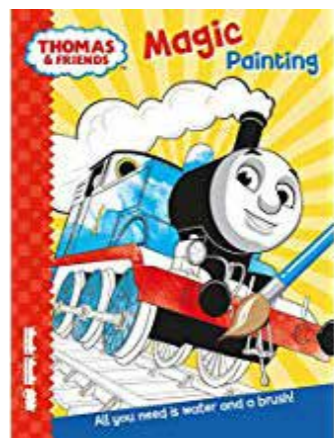
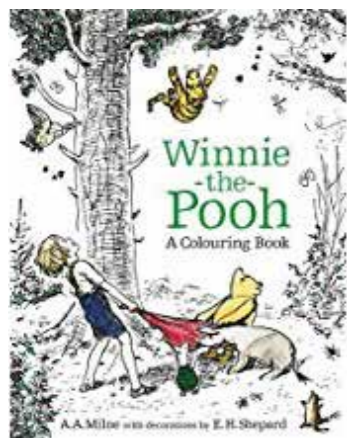


I ♥ Colouring – use of emoticon makes the title globally recognisable

The ♥ is infinitely customisable across property franchises to give a fun point of difference

I ♥ Colouring – a completely new and punchy title for the market

Partially coloured cover art demonstrating the content of the book



2017 titles from competitors

I ♥ Colouring: cover approach February 2017