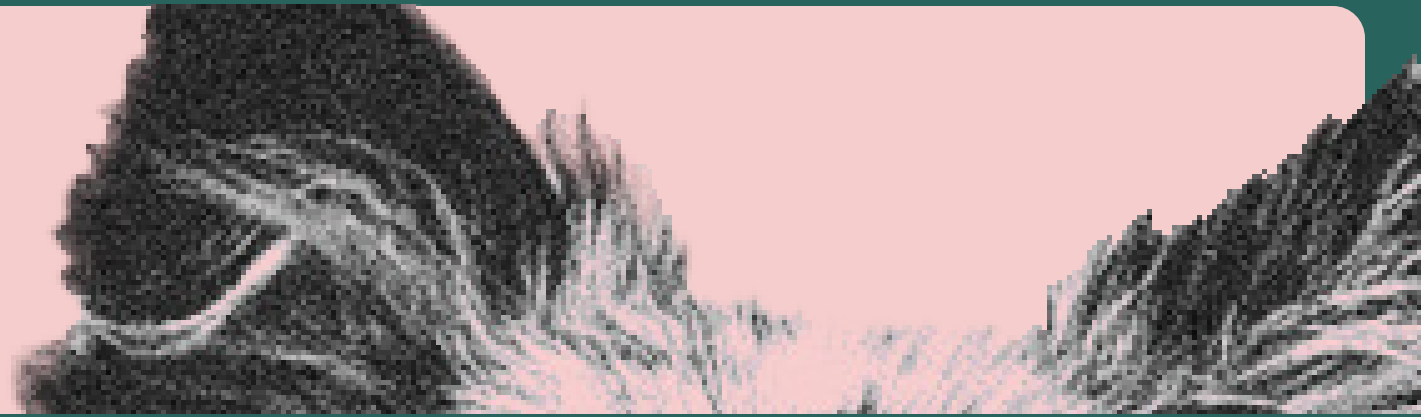




THE BRANDING TOME

created by **SOPHIE ROGERS**
Design • Strategy • Branding
Campaign Development • Copywriting
Web Development • Research
Photography • Social Media
SEO • Like a Lot of Puns



SCARED? THAT'S WHY WE'RE HERE.

Navigating the business world is like being trapped in a haunted house, with nothing but an out-of-service phone, a dead flashlight, and a bunch of teenagers who think it's an appropriate time to take a shower and make out. But fear not, we're here to be your final girl and guide you through the darkness, armed with our creative arsenal. Plus, we showered beforehand.



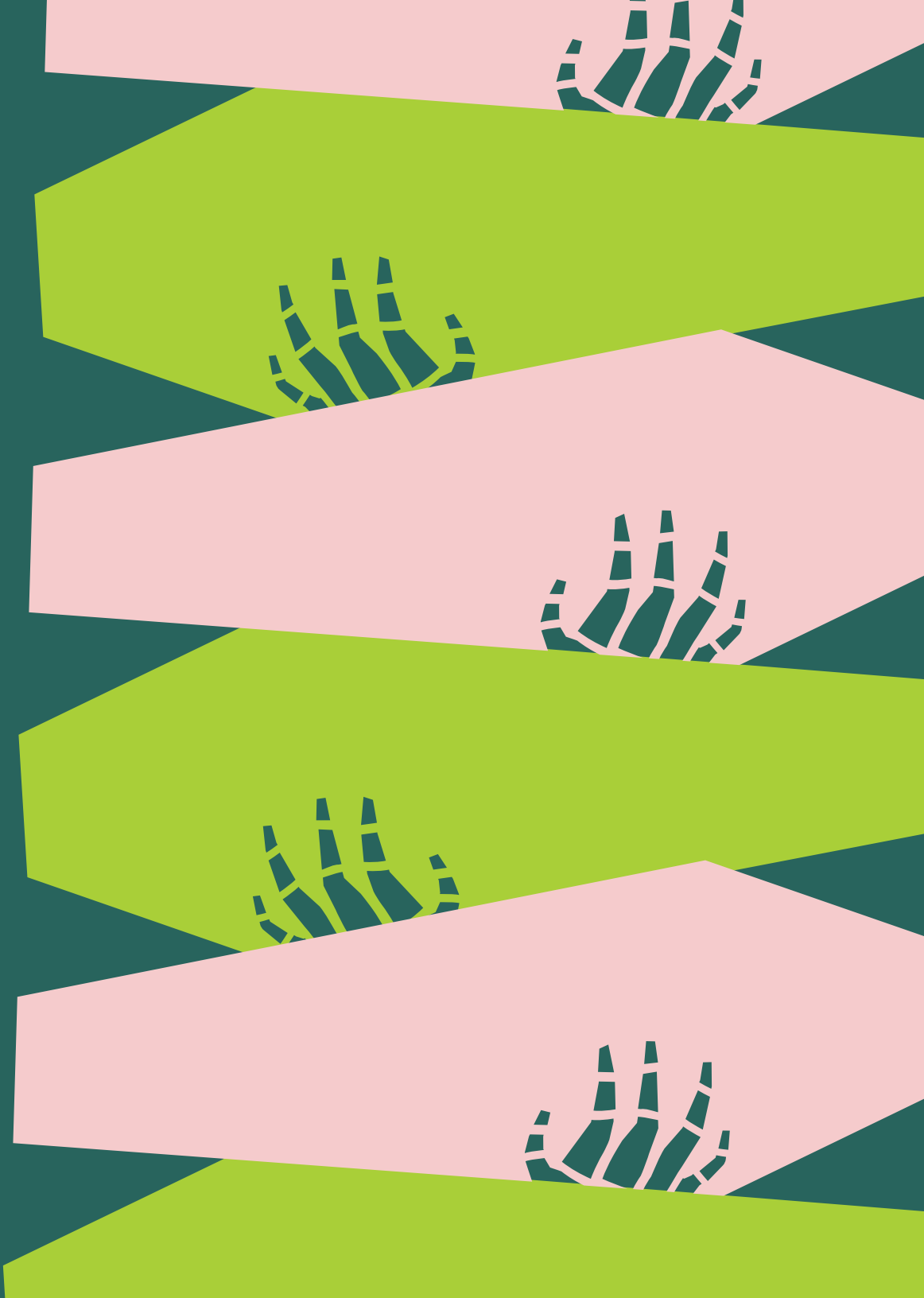
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Who does Open Coffin Creative and Strategy serve?

Open Coffin Creative and Strategy is all about putting you center stage - the fearless entrepreneur, the spirited individual driven by passion, and the businesses that hunger for inventive, passionate, and brilliantly clever solutions. The best part? We do it with an unpretentious, welcoming atmosphere.

What can we offer you?

Partnering with Open Coffin means you'll receive a solution that utilizes problem solving, a diverse knowledge of creative styles, and the unique ability to look at the bigger picture. We work like we're stitching together Frankenstein's monster—meticulously piecing together the best parts of our expertise and your vision, until we create something truly alive.



Our Purpose

Humans have the innate desire to explore and create, but sometimes it's hard to get past that wet ball of gray matter floating around in our skulls. Open Coffin Creative and Strategy is here to be your biggest supporter, your not-so-secret admirer, and your burly bodyguard with a sick mustache, protecting you from your own brain trash.

Open Coffin Creative and Strategy lives to help bring your brand to life.

Our Mission

Our mission is to provide our clientele with pleasantly unexpected solutions to their creative obstacles and have fun doing it. Don't get it twisted, that doesn't mean we won't take your project seriously - we're just here to ensure that your final product doesn't smell like it's been marinating in a vat of dread and desperation.



Our Vision

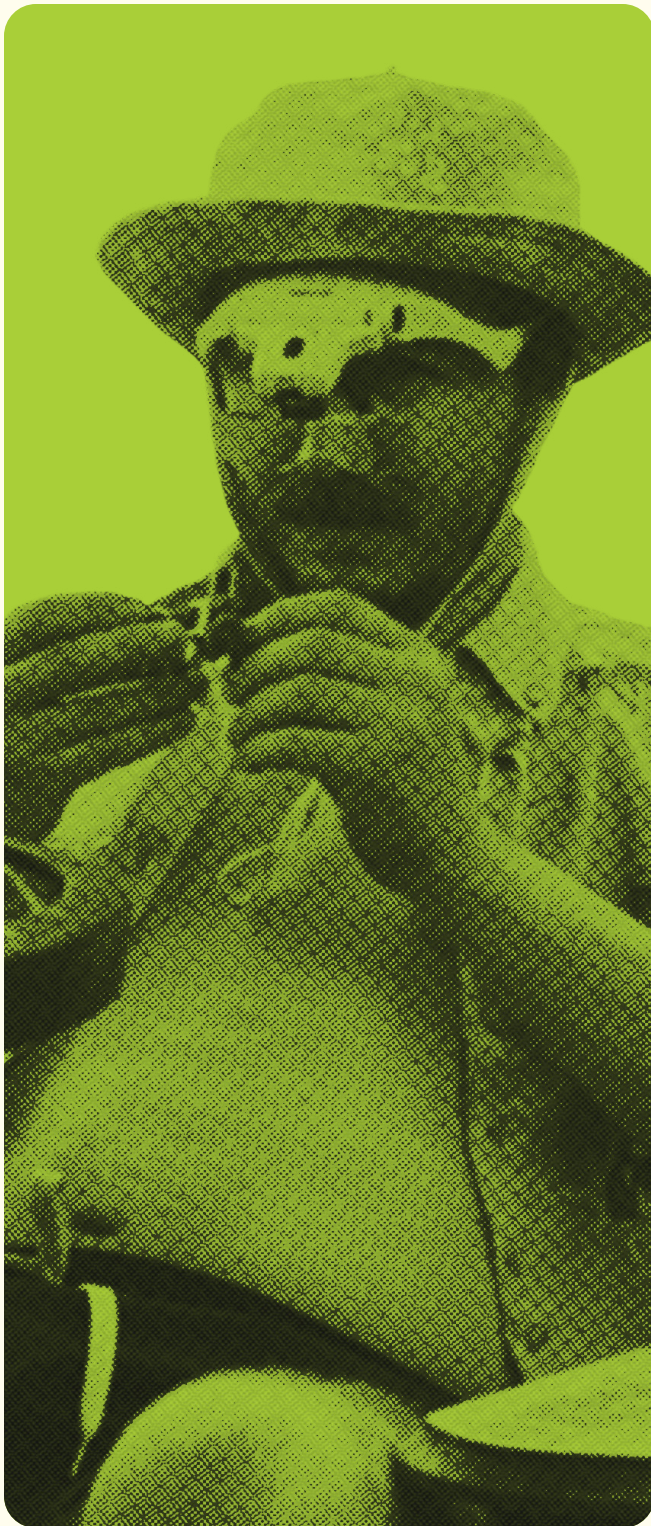
Open Coffin Creative and Strategy fully embraces failure.

You read that right, but why would we say that to you, a possible future client?

How many times have you hesitated to wear that daring outfit? To try that new hobby? To ask that person on a date? What have we missed because we treat failure like a grotesque creature that lives in our basement?

Our vision is to create a place where you can let that weird, freaky little creature out of that mental basement—slimy skin and all.





OUR VALUES

Human Authenticity We're all just trying to circle the sun on a giant rock in a sentient meat sack. Let's live life as our most authentic, best selves.

Problem Solving First 9 times out of 10, the best solution is not the first thing that comes to mind. Creativity should always be driven by the end solution.

Respect Others' Passions Don't yuck other people's yum. Sometimes all someone needs is a cheerleader in their corner encouraging them. Pom-poms are optional.

Look at the Big Picture If you're treating your projects as a single piece, you're missing the whole puzzle. Every project fits into a grander scheme—we just have to figure it out.

Do Good Every day, we make small decisions that alter the course of history—whether we know it or not (re: every time travel movie ever). What's the meaning of any of this if we're not trying to make the world a better place?



Tone of Voice

Open Coffin Creative and Strategy utilizes a storytelling-like style of communication. At the heart of our identity lies a distinctive fusion of truthfulness and wit, combined with vivid verbal imagery—making interactions engaging, memorable, and meaningful. There’s an honest (yet caring!) vibe to our approach, like the friend who listens intently and offers advice with a side of humor—but always makes sure you hear what you need to hear, whether you want to hear it or not—and probably takes you for ice cream afterward.



TONE OF VOICE

Conversational We communicate in a casual, friendly manner, sparking dialogues rather than monologues and fostering a genuine partner connection.

Truthful We will always tell you what you need to hear to be successful, even if it's a hard pill to swallow. However, you can rest easy knowing we say what we mean. If we say we like the tie, we like the tie.

Approachable We welcome interaction and engagement, creating an environment where everyone feels comfortable, valued, and free to participate.

Caring Open Coffin is built on our desire for our client's success. We foster relationships based on understanding, support, and genuine care.

Clever With a smart and witty communication style, we deliver messages that are sharp, engaging, and illustrative. It's like mind control, but fun.

Our Audience

- * Entrepreneurs who believe they truly have the “next big thing.”
- * People-driven individuals who value authentic and creative solutions.
- * Positive and daring businesses seeking to stand out in the market, by whatever means necessary - whatever. means. necessary.
- * Open-minded business leaders who want a partner they can explicitly trust with their life’s work.

Nails in the Coffin - A.K.A Pain Points

We know starting a business and keeping it relevant to potential clients is harder than running away from a masked murderer in heels through the woods. Luckily, we have a solid grasp on what “Nails in the Coffin” our clients struggle with. With our help, you’ll always have a sensible pair of shoes on-hand. Well, on-foot.

NAILS

Struggling to make a memorable impact in a competitive landscape.

Needing creative solutions that truly reflect their brand on a personal level - not just a regurgitation of the same standard templates.

IN THE

Seeking a needs-first creative who will review the desired outcome of the project before locking into an obvious suggested solution.

COFFIN

Persona 1 | Nina

- * She's got a niche idea for a yoga studio that includes baby goats. (Go ahead and sign us up.)
- * Suffering from a touch of imposter syndrome. Needs a professional who doesn't speak over her and makes her feel comfortable during the process.
- * Strives for uniqueness and innovation to make her business feel as singularly hers as a kid she birthed herself. (Human kid. She did not birth a goat.)
- * Seeks a partner who understands her passion and encourages her along the journey.
- * Needs someone to lay down the foundation for her while walking through each step of the process, without talking over her.

Persona 2 | Henry

- * He says he hopes this email finds you well, but he's actually screaming internally and prays fervently for the collapse of society. Or Friday. Whichever comes first.
- * Used to a more corporate atmosphere, but specifically chooses Open Coffin because it looks "funky."
- * Is end-goal focused, but doesn't care how we get to the desired end results. As long as there's some amount of data to support whatever a suggestion, let's do it.
- * Seeks creative solutions to engage a modern audience, even if he doesn't quite get it. His teenage daughters might.
- * Probably gets a little dismissive in tone and email contact becomes more spotty after a while of working together, but that's their way of showing they trust us.



THE

PRETTY

BITS

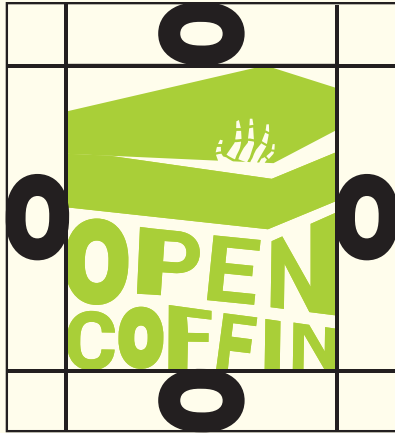
LOGO

Just don't mess it up

The Open Coffin logo is fairly straightforward in terms of rules. Either the lid of the coffin is one color and the rest is black or white, or it's all one color. Also, feel free to forgo "creative & strategy" when needed.

That's...that's about it. Don't make it too small and don't distort it. Honestly, if you're reading a brand manual with a literal visual guide - you probably already know what do with a logo.

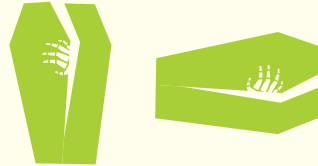




The brand theme might be around death, but that doesn't mean we shouldn't give the logo some space to breathe.



Horizontal Orientation



Logo Mark - either orientation, not both.

YES

Stop it. Get Some Help.



- Make sure to have enough contrast.



- No 1997 Word Art gradients.



- Don't stretch the logo.



- Don't make it too small.



TYPE

Legibility isn't important, right?

Open Coffin prides ourselves in our ability to toe the line of “working” and “burn it with fire.” Our type choices are no exception. Nothing really rustles our jimmies like someone saying “This shouldn't work, but it does.” To achieve this balance, we must be strategic and generous with leading, kerning, and variations in font size. Giving our blocks of type room to breathe shows that we have SOME sense of minimalism.

HEADER

FRANKLIN GOTHIC DEMI CONDENSED

SUBHEADER

Swear Display

SUBHEADER

FRANKLIN GOTHIC

BODY

Inconsolata


ACCENT

Swear Display Cilati

COLORS


Clash? What's that?

We like color. That's the tweet (or I guess the "X"? Dammit, Elon). Our color palette utilizes bold colors that are nostalgic to create a sense of familiarity with a modern and trendy twist. All colors can work each other, embrace a slight clash. There are no rules as to which colors can go with which (aside from ADA guidelines), but try to follow a rough 70/30 rule for primary and secondary colors.




RGB: 44, 99, 92
CMYK: 56, 0, 7, 61
HEX: 2C635C

GREEN



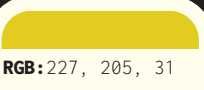
RGB: 244, 204, 204
CMYK: 0, 16, 16, 4
HEX: F4CCCC

PINK



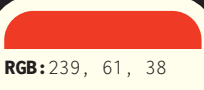
RGB: 184, 212, 51
CMYK: 13, 0, 76, 17
HEX: A9CF38

LIME



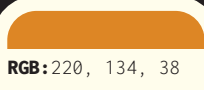
RGB: 227, 205, 31
CMYK: 0, 10, 86, 11
HEX: E4CD1F

YELLOW



RGB: 239, 61, 38
CMYK: 0, 74, 84, 6
HEX: B8D433

RED



RGB: 220, 134, 38
CMYK: 0, 39, 83, 14
HEX: DC8626

ORANGE

70%

Primary colors should be used in a piece.

30%

Secondary colors should be used in a piece.



ELEMENTS

So Spooky

Who's Jason without his hockey mask? Chucky without his overalls? An 80's horror movie without 40-year-olds playing high school students? Here are the little bits and bobs that give Open Coffin Creative its unique je ne sais quoi.

Wavy Lines

Geometric Patterns

Coffin Motif

Rounded Corners

Spooky Icons

Wonky Shapes

Thin Lines

Rounded Corners:

Use rounded corners to create a visual hierarchy on type and to contrast sharp edges.



Wonky Shapes:

Illustrative elements should be jagged and perfectly imperfect. Saul Bass? Who's he?

Spooky Icons:

To tie us back to our horrific roots, if at all possible, icons should incorporate a spooky theme.

PHOTOGRAPHY

At least three pixels

Here at Open Coffin Creative, we use only the most advanced technology to make all of our photography look like it was run through a 1987 Xerox machine we pulled out of a dumpster. To achieve the desired effect, we use a combination of high image threshold and small halftone circles.

In instances where we need a clearer image, duotone is an acceptable secondary option as long as the duotone colors are within our brand standard colors.

A sappy note from Sophie: This entire treatment comes from wanting to utilize photos I take from my day-to-day. My friends and family are the reason I have this career and life, so why wouldn't I try to incorporate them into my brand? Plus, lots of dog photos.



LOOKS LIKE SH*T? GREAT!

PHOTOGRAPHY



SOPHIE ROGERS PRESENTS HOW TO EDIT PHOTOS WHEN YOU'RE DESIGNING FOR OPEN COFFIN CREATIVE AND STRATEGY THE LOOK IS ACCOMPLISHED WITH XEROX VIBES AND DUOTONE GRADIENTS AND GRUNGE OVERLAYS. YOU CAN ALSO JUST GO TO THE INTERNET MACHINE AND SEARCH 80'S HORROR MOVIES. WE ALSO LIKE CLIPPING THE BACKGROUND OUT.





READY TO SUMMON US?

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If you've made it this far, that can only mean one of three things:

1. You were terribly bored and probably in the bathroom.
2. You are trying to figure out how the hell we have a career.
3. You're ready to partner with a corporate creative with an agency soul to make your brand and business come to life.

