



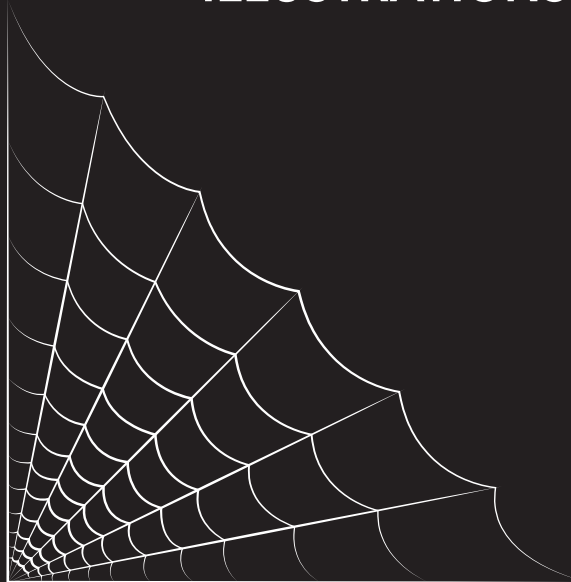
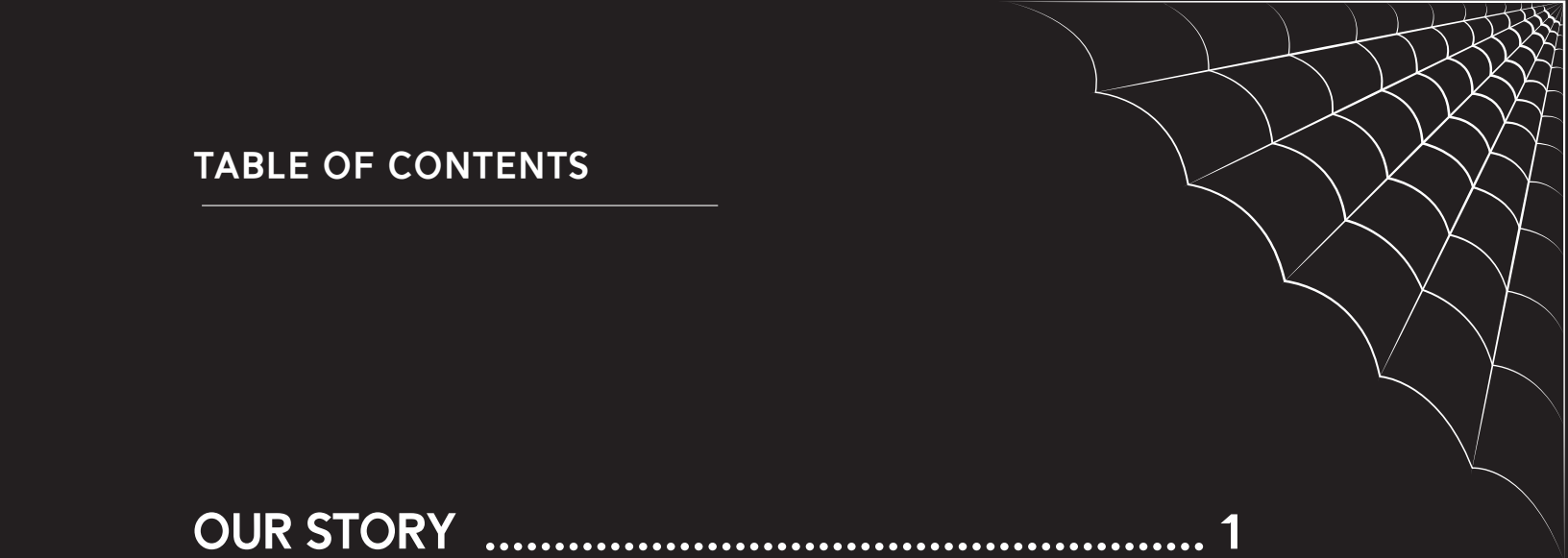
THE COZY COFFIN

VAMPIRE THEMED BAND B

BRAND STANDARD GUIDE

TABLE OF CONTENTS

OUR STORY	1
MAIN LOGO	2
TYPOGRAPHY	3
LOGO DOS	4
LOGO DON'TS	5
COLOR PALETTES	6
ILLUSTRATIONS	7



OUR STORY

THE COZY COFFIN IS A BED AND BREAKFAST LOCATED IN SAN JOSE, CALIFORNIA. IT ISN'T JUST ANY BED AND BREAKFAST. THE COZY COFFIN CATERS TO THOSE IN THE GOTHIC AND VAMPIRE SUBCULTURES. OUR GOAL IS TO DISPROVE ALL OF THE NEGATIVE STEREOTYPES THAT PEOPLE IN THESE SUBCULTURES FACE. THE GOTHIC SUBCULTURE HAS BEEN RIDICULED SINCE IT WAS FIRST DISCOVERED IN THE EARLY 1980S. BECAUSE OF THIS, PEOPLE IN THE GOTHIC SUBCULTURE WERE FORCED TO HIDE WHO THEY TRULY WERE TO AVOID THE BACKLASH. THE COZY COFFIN IS HERE TO GIVE A COMFORTABLE ENVIRONMENT TO THOSE IN THESE SUBCULTURES AND TO EDUCATE THOSE WHO ARE NOT. WE KNOW THAT PEOPLE IN THESE SUBCULTURES HAVE BEEN RIDICULED ENOUGH AND THEY DESERVE SOMEWHERE WHERE THEY CAN BE THEIR TRUE SELVES.

MAIN LOGO



OUR MOTTO

YOUR HOME IN
THE HEREAFTER

THE COZY COFFIN

VAMPIRE THEMED BAND B

SECONDARY LOGOS

THE COZY COFFIN

VAMPIRE THEMED BAND B



TYPOGRAPHY

HEADER

ALESAND EXTRA BOLD

THIS TYPEFACE WAS CHOSEN FOR HEADLINES TO LOOK MORE EYE-CATCHING.
ALESAND EXTRA BOLD SHOULD BE USED IN ALL HEADERS.

ALESAND EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()-=+

Body

12 Avenir 55 Roman

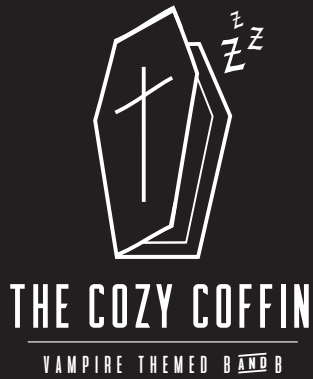
This typeface was chosen for main body copy.

12 Avenir 55 Roman

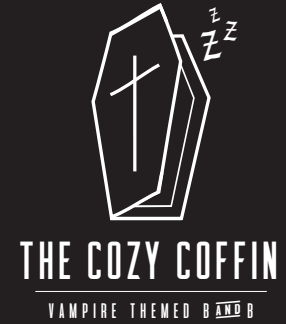
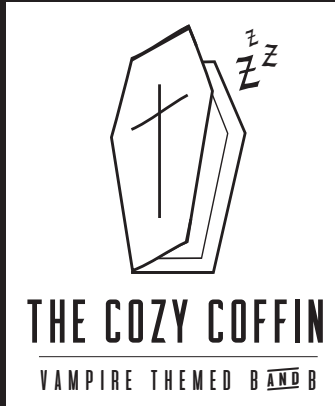
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-=+

LOGO DOS



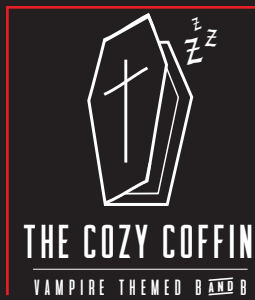
DO USE THE APPROVED
LOGO COLOR VARIATIONS



DO SCALE THE LOGO TO
KEEP THE PROPORTIONS

MINIMUM SIZE

1.5"



357 X 442 PIXELS

1"



128 X 224 PIXELS

.8"



288 X 56 PIXELS

LOGO DON'TS



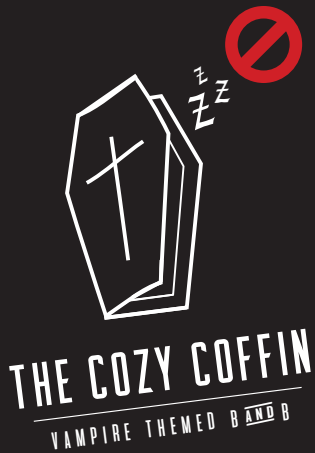
DO NOT STRETCH THE LOGO



DO NOT USE AN UNAPPROVED
COLOR ON THE LOGO



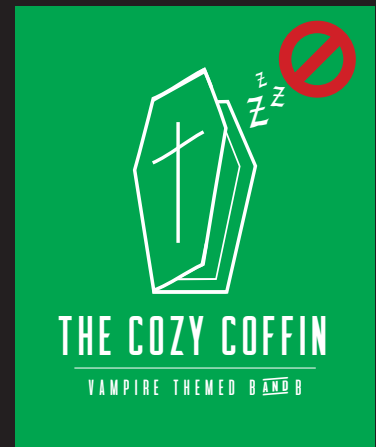
DO NOT PUT TEXT ON TOP
OF THE LOGO



DO NOT ROTATE THE LOGO



DO NOT USE A DIFFERENT
FONT ON THE LOGO

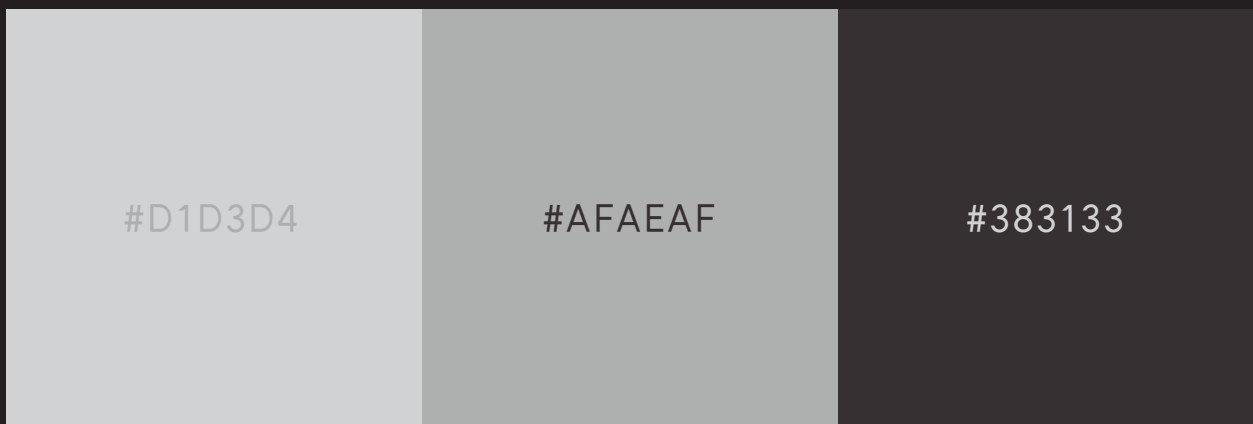


DO NOT PLACE THE LOGO
ON AN UNAPPROVED COLOR

PRIMARY COLOR PALETTE



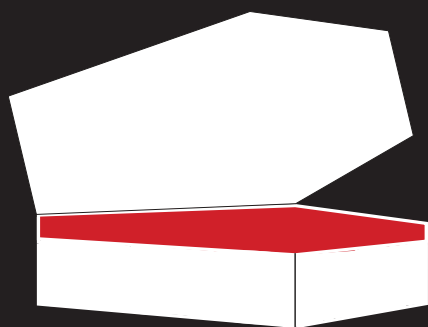
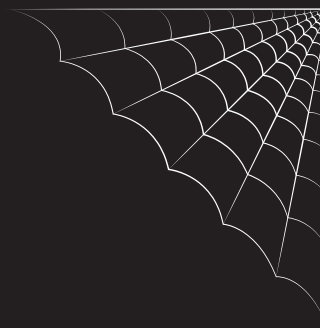
SECONDARY COLOR PALETTE



ILLUSTRATIONS

SPIDERWEB

USED ON LETTERHEADS, BUSINESS CARDS, ENVELOPES, ETC. AS A DECORATIVE ELEMENT.



COFFIN

USED ON ONE OF THE ADVERTISEMENTS AND ON THE CATALOGUE COVER.

HEART

USED ON THE BACK OF OUR T-SHIRT



BAT

USED ON ONE OF OUR ADVERTISEMENTS AND ON OUR SLEEP MASK.

