THE COZY COFFIN
VAMPIRE THEMED B & 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
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.
THE COZY COFFIN
VAMPIRE THEMED B & B

YOUR HOME IN
THE HEREAFTE
**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" x 357 x 442 pixels
- 1" x 128 x 224 pixels
- 0.8" x 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
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.