

openMINDED

BRAND GUIDELINES 2015

Brand Identity

Mission Statment

OpenMinded's mission is to give people who engage in non-monogamous relationships a positive place to meet, socialize, and organize.

Vision

OpenMinded was created to be a safe and stigma-free environment that brings the ease and flexibility of online dating to the currently underserved world of open relationships.

Tagline

For Open Relationships.

Website

www.openminded.com

Brand Identity

What Does It Mean To Be **OpenMinded**?

- You're open to modern configurations of romantic and sexual arrangements. To you, two's company but three can be a lot more fun.
- You want to explore areas such as open marriages, open relationships, and polyamory—not necessarily to take part, but to open your mind.
- You want to meet people who share your sense of sexual adventure. You know they're out there, you just need a way to get in touch with them.
- You don't judge other people's lifestyle choices and don't want to be judged.
- You're not looking to "cheat" or "have an affair." You'd much rather have satisfying experiences that everyone involved will feel great about in the morning.
- You want to expand your relationship horizons, without anyone trying to sell you porn, cam girls, or fake "meet-ups" with people who turn out to be escorts or other professional sex workers.
- You have a sex-positive attitude, liberated from the confines of conventional relationship paradigms.
- You respect LGBTQIA interests and relationships, even if you do not identify yourself as a member of these categories.



Blog Personae

openminded.com/blog



Dan is a mid-thirties man married to Margot. With a strong appetite for sexual adventure, Dan has tried it all: polyamory, swinging, fetish dating, even going online to fulfill his desires. It was through his adventures that Dan met Margot. As the relationship with his wife flourished, he began to pull away from the swinger lifestyle. He and his wife are now attempting to rekindle the flame that once drew them together.








Margot is in her late 20's and is married to the sexually experienced Dan. She and Dan met at a party through a mutual lover, just as Margot was getting wet behind the ears when it came to sexual exploration. Shortly after, the pair began dating and eventually became husband and wife. Margot had suggested joining the site to Dan in an attempt to recapture the sexual excitement they shared prior to their marriage.



Zoe is a 23-year-old that doesn't believe in monotony. She does, however, believe in honesty and being open. Never one to be an aimless sheep in the herd, Zoe feels as though exploring her sexuality with more than one person allows her to break completely free, while gaining a deeper understanding of her desires as a person.

Social Media

-  facebook.com/OpenMindedDating
-  plus.google.com/106485622912356421646
-  instagram.com/openmindeddating
-  openmindeddating.tumblr.com
-  twitter.com/OpenMindDating

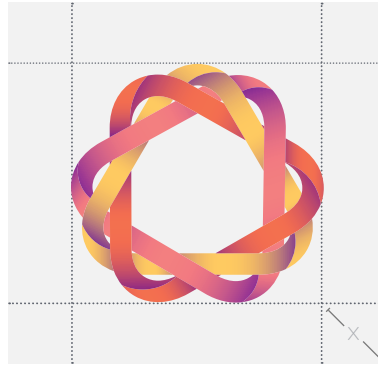
Logo & Wordmark

Conceptualization

The **OpenMinded Braid** uses the symbol of the Purple Mobius as a basis to represent the **OpenMinded** culture of our audience. The Braid is composed of 3 interlocked mobius triangles as an abstract representation of multiple people tied together in a poly-type relationship. It is meant to be able to stand on its own as the brand for the site.

The flat version is used for situations where the gradients are too complex for the medium (ex. small sizes, printing on certain media, etc.).

Spacing Considerations



Logo Only:
Safe area is 150% of logo



Logo & Wordmark: Safe area is 200% larger than the x-height

Logo & Wordmark



Full-Color - Gradient Logo
[Download PNG / EPS](#)



Full Color - Flat Logo
[Download PNG / EPS](#)



One Color
[Download PNG / EPS](#)



Full Color - Gradient Logo on Dark
[Download PNG / EPS](#)



Full Color - Flat Logo on Dark
[Download PNG / EPS](#)



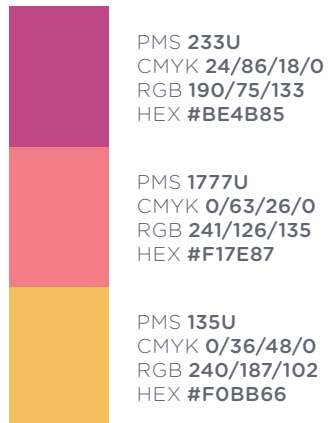
One Color on Dark
[Download PNG / EPS](#)

Colors

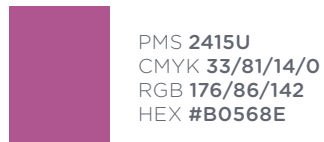
Logo & Wordmark Breakdown



Logo Colors



Wordmark Colors



Background Color Palette

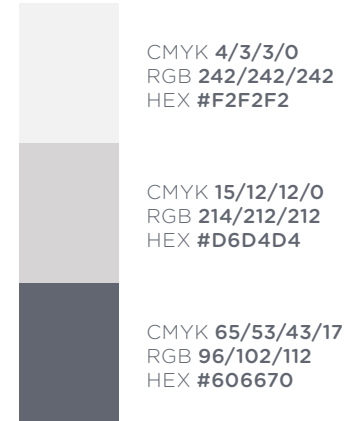
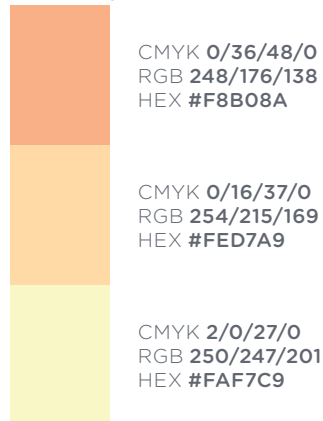
Primary



Neutrals



Secondary



Samples Configurations



Typography

Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Bold

Arial Rounded (Web)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Bold

