



openMINDED

PRESS KIT 2015

www.openminded.com

About OpenMinded

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

Who Uses OpenMinded?

Those who are open to modern configurations of romantic and sexual relationships. Those who want to explore areas such as open marriages, open relationships, and polyamory. Those looking to expand relationship horizons with like-minded people.

Individuals and couples with sex-positive attitudes, liberated from the confines of conventional, old-fashioned ways of approaching relationships and romance.

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Founder



Founded in April 2015, **OpenMinded** was created by MIT entrepreneur, **Brandon Wade**, and joins the ranks of Wade's highly successful niche dating websites.

“Society has come to a point where marriage has taken a downward turn because it no longer satisfies the needs of the modern woman or man. In search of happiness, people are relying less on stereotypical gender roles and traditional relationship paradigms. While monogamy is certainly not dead, a shift in societal ideals has taken place, as more and more couples are choosing to buck traditions in favor of unconventional relationship configurations.”

Social Media

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

General Press Release

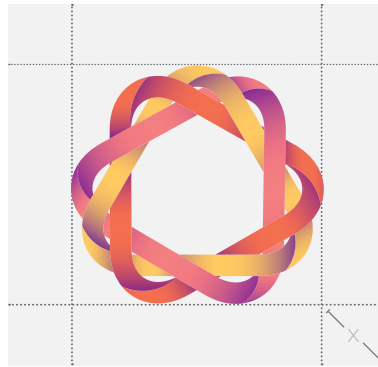
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Conceptualization

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



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