



Cartoomb  
studios

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# Brand Story

Late in the evening, Launa and J would leave the local theater after their dance performances. However, their work for the day was not over. The siblings would make their way through the local cemeteries, hunting small game for dinner. It was the height of the Great Depression, and families had to do whatever it took to survive.

Cartoomb Studios has been inspired by the passion and family values displayed by the siblings. Cartoomb represents their passion for motion and their determination to survive the depression.

# Fonts

## American Text

Cartoomb is characterized by its bold, vintage, and slightly macabre persona. In order to capture this persona in type, headers utilize "American Text," a typeface with just as much personality as Cartoomb.

## Cyanotype

Cyanotype captures the vintage cartoon and comic type. This type is for use in Cartoomb's web and print comics.

## Nanum Gothic

Nanum Gothic has strong angles and an elegant flow that fits with Cartoomb's personality. Nanum Gothic is readable while still having personality.

# Colors

Tomb Blue  
#A3A4C0  
C: 36 M: 33  
Y12 K:0

Logo and  
body copy

Headstone  
Gray  
#585F72  
C: 69 M:58  
Y: 40 K: 17

Logo detail  
and copy

Cherry Pink  
#BF2A52  
C: 19 Y: 97  
M: 58 K: 5

Highlight

Dark Sky  
#121926  
C: 83 Y: 75  
M: 56 K: 72

Background

Logo limitation: Logo should only  
be used with dark backgrounds  
such as black, blues, or grays.

# Primary Logo

Logo padding  
is dictated by  
the height of  
the "C."



# Icon

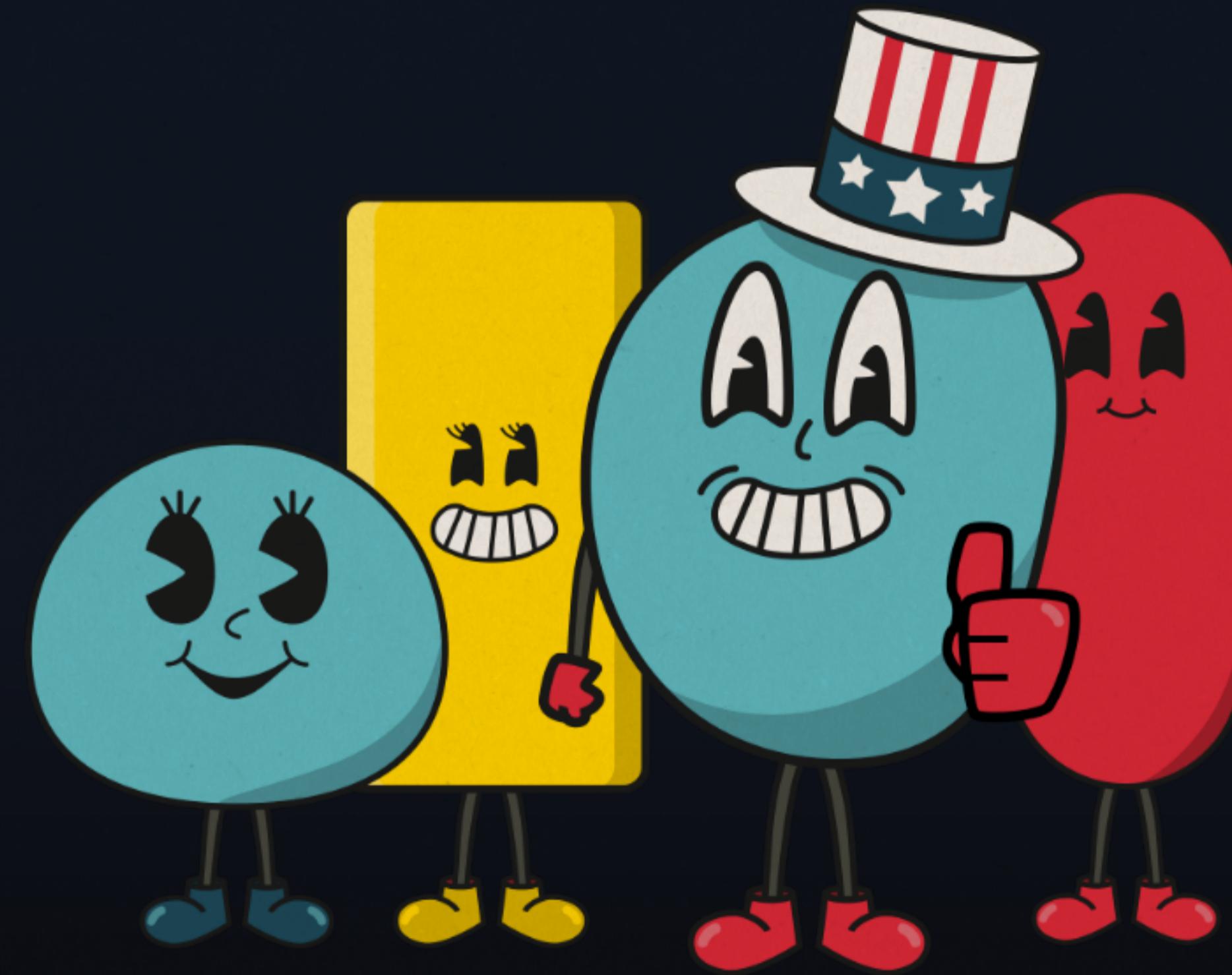


The logo is modeled after a headstone, to represent not only the story of Launa and J growing up during the Great Depression, but also the vintage styles that have been forgotten

# Positioning

For families looking for family-friendly entertainment, Cartoomb Studios provides God-focussed and humorous cartoons produced in a vintage style inspired by the cartoons of the 1930s through 50s.

**Niche:** Vintage character styles and a unique humor.



# Demographics

**United States National Audience:**

Working individuals (16+): 63.1%

Individuals with a bachelor's degree or greater (25+): 33.7%

Individuals enrolled in undergraduate and graduate programs: 5.6%

Families (US): 84.23 million



# Psychographics

Cartoomb Studios caters to individuals who like to create, but who also have strong family values, determination, an appreciation of the past, and faith in God.

**Key words:**

Creative, communicative, driven, passionate, and innovative

# Persona

**Name:** Hailey Moses

**Age:** 25

**Occupation:** Teacher

**Housing:** Minimalist style townhouse

**Location:** Lancaster, CA

**Relationship:** Married with kids

**Transportation:** Sedan

**Education:** Teaching Certificate

Hailey is a teacher at the Desert Christian looking to find animated entertainment that is family-friendly that she can show her kids and students. When she is not teaching or parenting, she is drawing or painting while listening to her favorite bands.



**Hobbies:** Painting, drawing, working out, and nature walks

**Music:** Hillsong, Phil Wickham, Chris Renzema

**Entertainment:**

Wednesday, Nightmare Before Christmas, Friends, and The Office

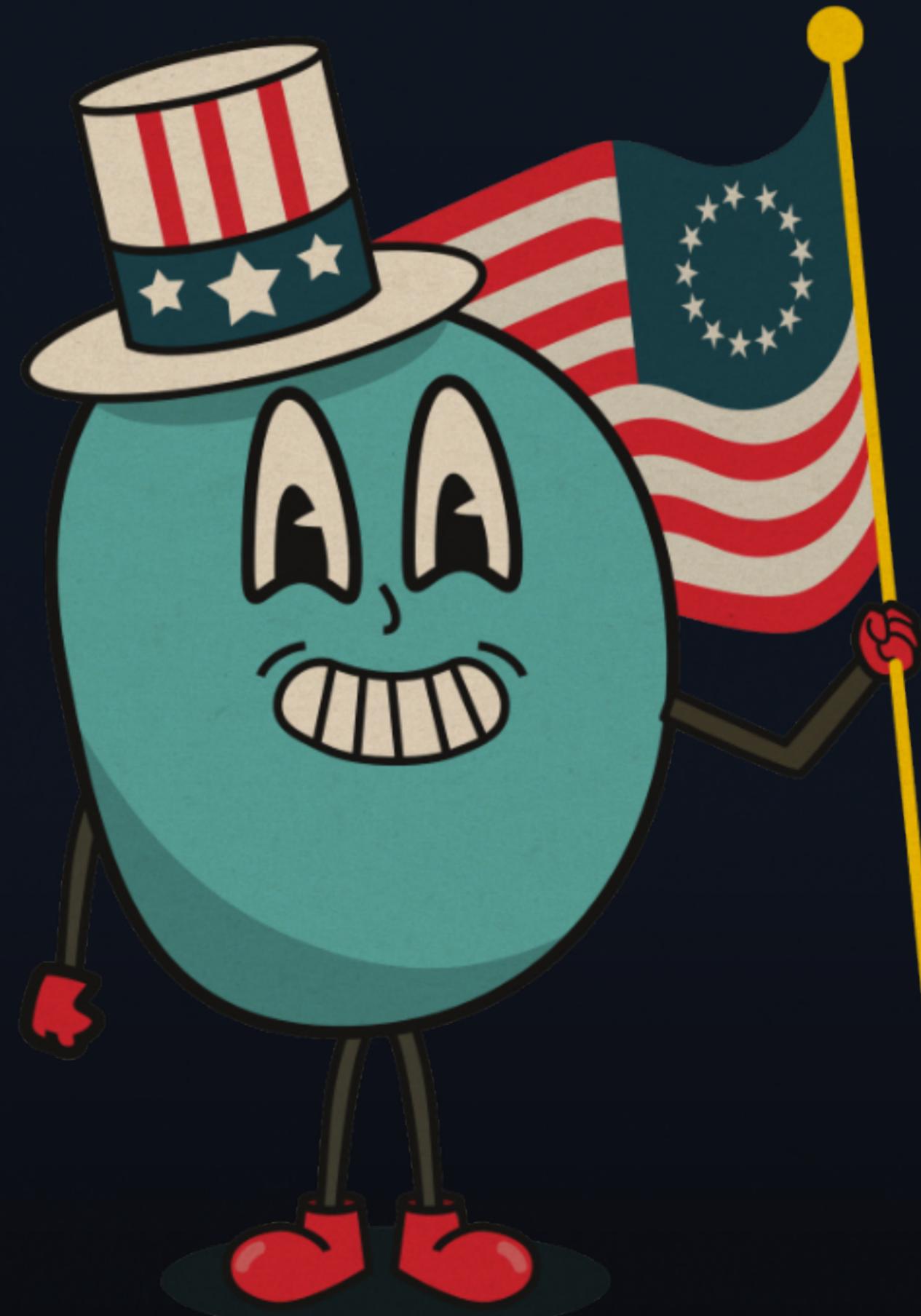
**Brands:**



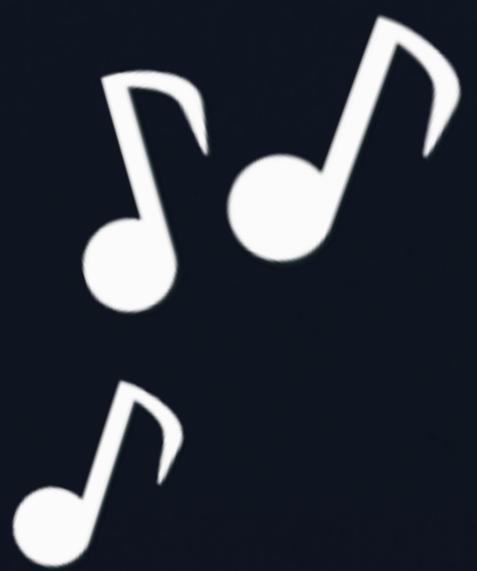
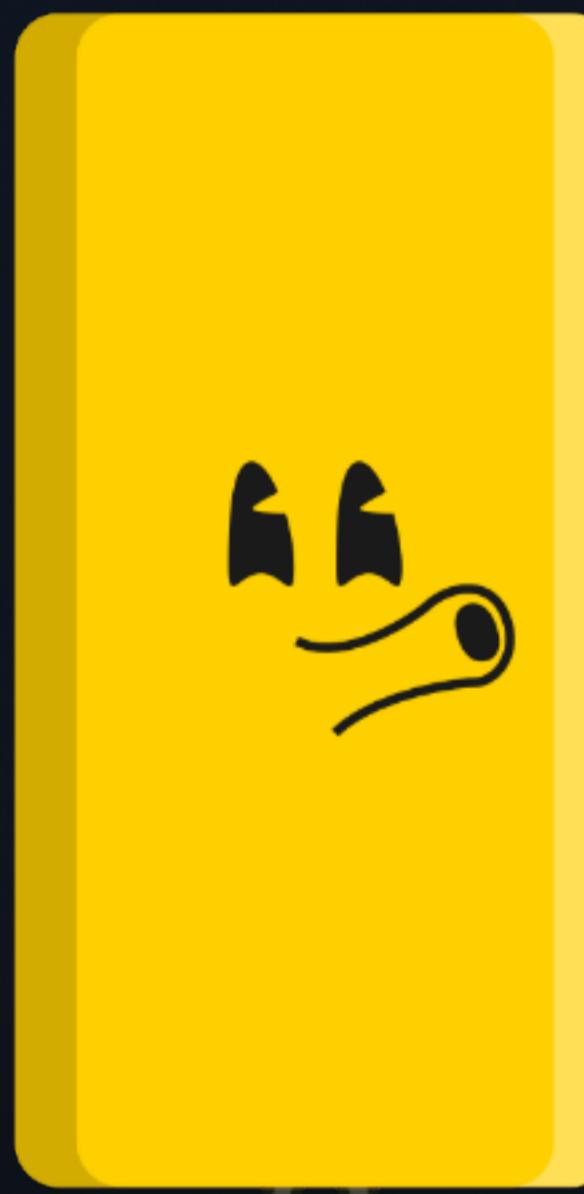
# Archetype

## The Creator

Cartoomb is always looking to create new entertainment experiences for families and bring a smile into their homes. This fits the "creator" archetype well with the desire to not only create, but create content for other people to enjoy.



# Branding Elements



Squared  
Border



Oval  
Border

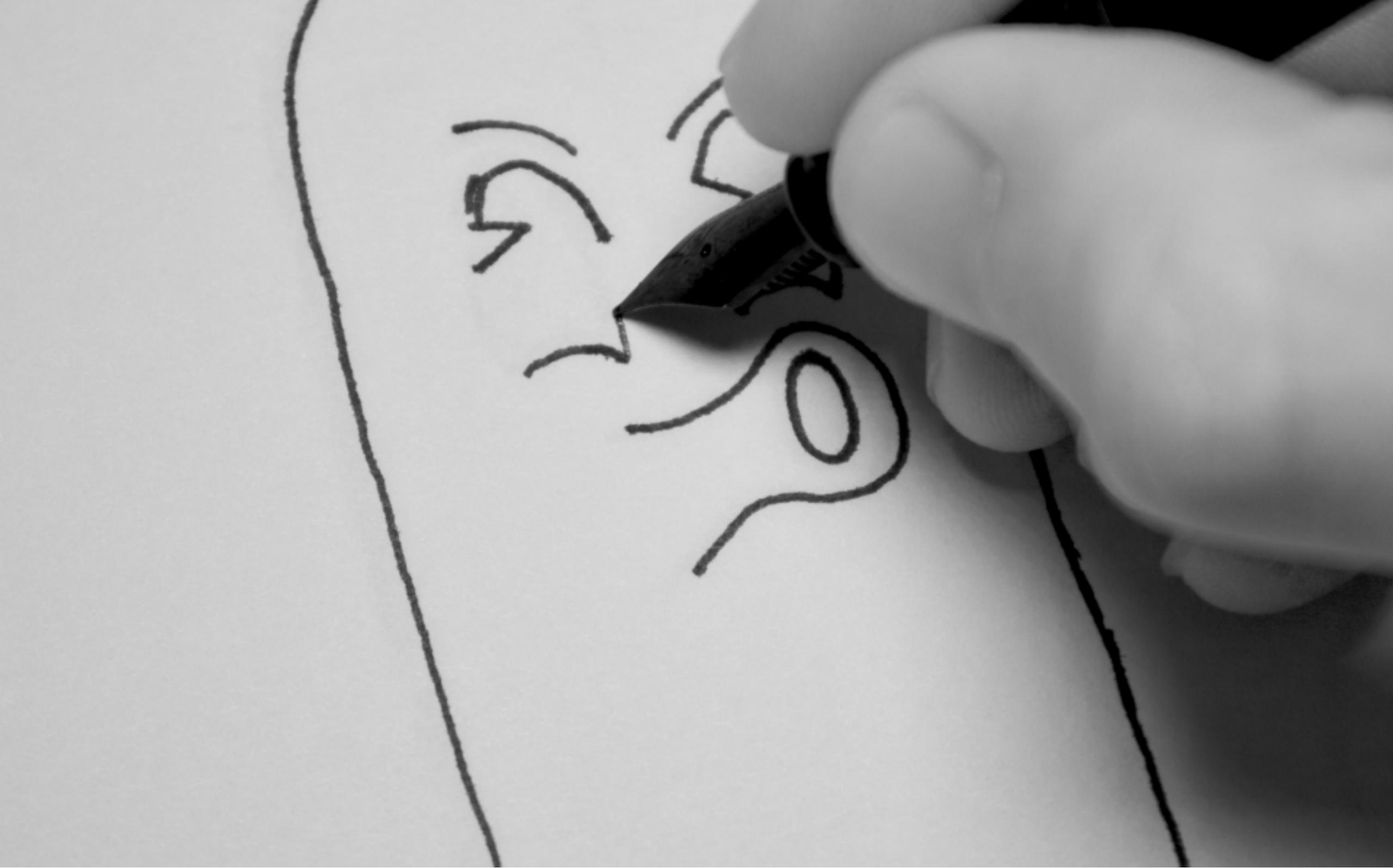


Border  
Decoration



Nanumn Gothic  
American Text  
*Geanotype*





# Perception Map

High Quality



ANGEL  
STUDIOS

Not Easily  
Accessed

Easily  
Accessed

Low Quality





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