

# Outside the Bx “OTBx”



---

## Introduction

OTBx is a for-profit company offering various services and values that focus on promoting, developing, creating and partnering with innovative people, products, technologies, concepts and ventures that are “Outside The Bx.”

The mission is to provide, promote and encourage outside the box thinking by pulling together some of the most outside the box ideas, businesses, products, and people from around the world, building a fun community and network of outside the box thinkers.

## Main Logo

The legal name of the company is **“Outside the Bx Inc”**., but we would like to use **“OTBx”** as the main logo with the name of the mother company being able to be incorporated under the **“OTBx”** logo. **“OTBx”** will be used across many spectrums including but not limited to apparel, social media, print, digital, etc. **“OTBx”** will also be the main name used for other ventures that are added to the **“OTBx”** portfolio of business and/or products; for example, when starting and/or partnering with a venture, **“OTBx”** will be the name used and branded. The **“OTBx”** logo must be able to be compatible to add any name under or beside it that will not affect the main design and look. For example if **“OTBx”** wished to open up a drone company, we would add the word Air to **“OTBx”** and the name would be **“OTBx Air”**. If **OTBx** wanted to be in real estate, it would be **“OTBx Real Estate”** and so on. We want **“OTBx”** to always be the main logo but we want the ability to add the different names of the business below and or beside it.

---

---

If we had to compare with an existing brand on how they have marketed themselves across their group of companies, it would be The **“Virgin”** brand just to give you an idea.

## **Design Concepts**

Our brand should elicit the following emotions:

- Bold
- Modern
- Fun
- Creative
- Attractive
- Thought Provoking
- Cool
- Original
- Distressed (optional)

## **The Ant**

We would like to use an ‘ant’ as a key component of the brand. The ant should be friendly but not scary, bold but not cheesy. The idea with ant is that it symbolizes team work, collaboration etc... We are open to ideas of the ant holding a box, coming out of a box, being in a box etc... This part of the logo must be able to be removed and or added to **“OTBx”**

## **OTBx**

We want to be able to ‘stamp’ an OTBx image on content and products that we produce. It will essentially be the ‘logo’ image that can be applied to everything that we do.

## **Written Word**

We need two things produced.

1. An image that incorporates the ant and OTBx as a stand alone logo/image
2. The written word Outside the Bx Inc.

---

In many cases we will use both together. (see logo example above). However, each should be able to stand on its own. IE: In some cases we may just 'stamp' the OTBx image with the Ant on something. Think of this as the logo piece. In other cases, such as a Facebook cover or Youtube cover, we will need to use the logo AND the written word.

The written word should use a modern, bold font.

The logo below is an example of both the written name AND and image 'LTD' (in black circle)



## Colours

We want to have a logo/image that is one colour, produced in black and white with the ability to change the background colour of whatever the image is placed on. For example, we should be able to drop the logo on bright yellow, blue, white or red backgrounds and not lose the boldness of the image. We are also thinking of having the ability to change out the colour of the letter 'x' in the word Outside the Bx and OTBx depending on what application we use the logo.

## Trendy

Part of our goal is that the logo is cool enough that young people would be willing to put this logo onto their helmet, skateboard, car, laptop, store front and or establishment etc... but contemporary so that people will also be willing to wear the apparel. We will be selling some apparel for our community so it's got to look cool on swag.