



B.O.S. LOCK

Biometric. Optimized. Safety.

THE OFFICIAL

BRAND

STANDARDS

FOR CREATIVITY AND CONSISTENCY



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OUR INTENT

TARGET INTENT

Target the sub-groups of gun culture based around their emotional relationship with firearms to get the consumer to identify with the product specifically and the solutions we can give them.

TARGET AUDIENCE

- Tactical Shooter, Military Vets, LEOs, EDC
- Mother, Single, Female
- Families with Children
- First-Time Gun Owners





ABOUT OUR BRAND

THE POSITIONING STATEMENT

Empowering individuals with cutting-edge biometric gun lock technology, B.O.S. ensures the safety and security of your loved ones. Our products redefine safety by striking the perfect balance between accessibility and protection for responsible gun owners. Trust in our biometric gun locks to provide a reliable defense that fosters a secure environment for your family, where safety knows no compromise.

PRODUCT REFERENCE WORDS

1. SAFETY

2. PROTECT

3. TRUST

3. PEACE OF MIND

5. RELIABLE

6. CONFIDENCE

7. EMPOWERMENT

8. RESPONSIBLE

9. CONVENIENT

10. RAPID



KEY MESSAGES

1

PROTECT WHAT MATTERS MOST

B.O.S Locks: Where safety meets accessibility.

2

LOCK-IN YOUR PEACE OF MIND

Redefine protecting what matters most with our biometric gun locks.

3

PROTECTION IS NOT JUST A FEATURE, BUT A COMMITMENT

Elevate security confidently with cutting-edge biometric gun locks.

4

B.O.S. UP, LOCK IN

With a biometric gun lock that redefines security.

5

SAFETY UNLOCKED, SECURITY SIMPLIFIED

Powerful protection that meets streamlined agility.



BRAND STATEMENT

We firmly believe that those capable of safeguarding lives bear a responsibility to do so. Our mission is to support and champion the firearms community through innovation, execution, education, and our voice. At the core of our identity lies a profound commitment to ensuring the safety of future generations by offering convenient solutions for responsible and secure gun ownership.

Inspired by our founder's query, our biometric firearm safety device was designed to fill a void in the market, providing a steadfast guarantee of security without compromising accessibility or speed. Acknowledging the pressing need for an enhanced solution to empower responsible gun owners, the B.O.S. Lock serves as a sophisticated tool, enabling firearm owners a way to securely store their weapons with the utmost confidence that only authorized users can access them.

Our dedication to the values of the community is deeply ingrained and we assert that no individual should be left without the means of self-defense. Through our products, and steadfast adherence to these principles, we actively champion responsible gun ownership, reinforcing the idea that access to self-defense should be accompanied by a commitment to safety and security.



THE DONT'S

It's important to approach language surrounding the B.O.S. Lock product with sensitivity and neutral language through understanding the diverse perspectives within the gun debate. Ultimately, using neutral language and avoiding specific terms will help us to avoid polarizing the company and alienating future buyers. Here are examples of terms that might elicit negative responses, as well as neutral choices to reference in place of them:

GUN CONTROL ADVOCATES

- Crisis
- Senseless
- Victim
- Epidemic
- National emergency
- Outcry
- Community reforms
- Assault-style weapons
- Gun violence
- Public health crisis
- Tragic epidemic
- Call to action
- Sensible reforms
- Common-sense solutions
- Heartbreaking
- Demand for action
- Grieving families
- Public safety imperative
- Common-sense solutions
- Smart gun regulations
- Tragedy
- Human cost
- Victimization
- Public safety crisis
- Sensible gun laws

GUN RIGHTS ADVOCATES

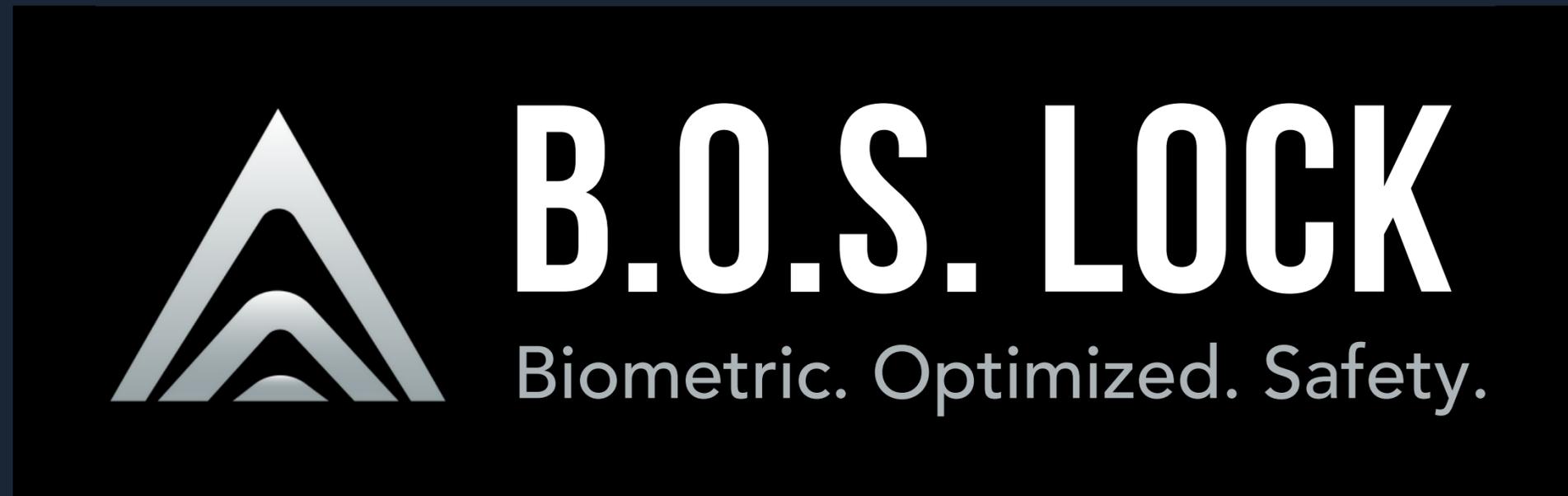
- Infringement
- Registration
- Government overreach
- Anti-gun lobby
- God Given Right
- Freedom
- Government intrusion
- Self-preservation
- Individual sovereignty
- Unalienable rights
- Individual liberty
- Personal responsibility
- Liberty under threat
- Constitutional liberties
- Fundamental rights
- Defenders of freedom
- Anti-gun lobby
- Constitutional carry
- Stand Your Ground
- Pro-Second Amendment
- Defend
- Autonomy

NEUTRAL CHOICES

- Gun risk prevention
- Risk mitigation
- Safety measures
- Personal security
- Firearm ownership
- Gun safety measures
- Community safety
- Firearms education
- Responsible gun ownership
- Risk reduction
- Community safety initiatives
- Safe storage practices
- Risk management
- Secure storage solutions
- Responsible use
- Safety protocols
- Accidental discharge prevention
- Firearm handling precautions
- Responsible storage
- Safety awareness
- Prevention strategies



THE LOGO

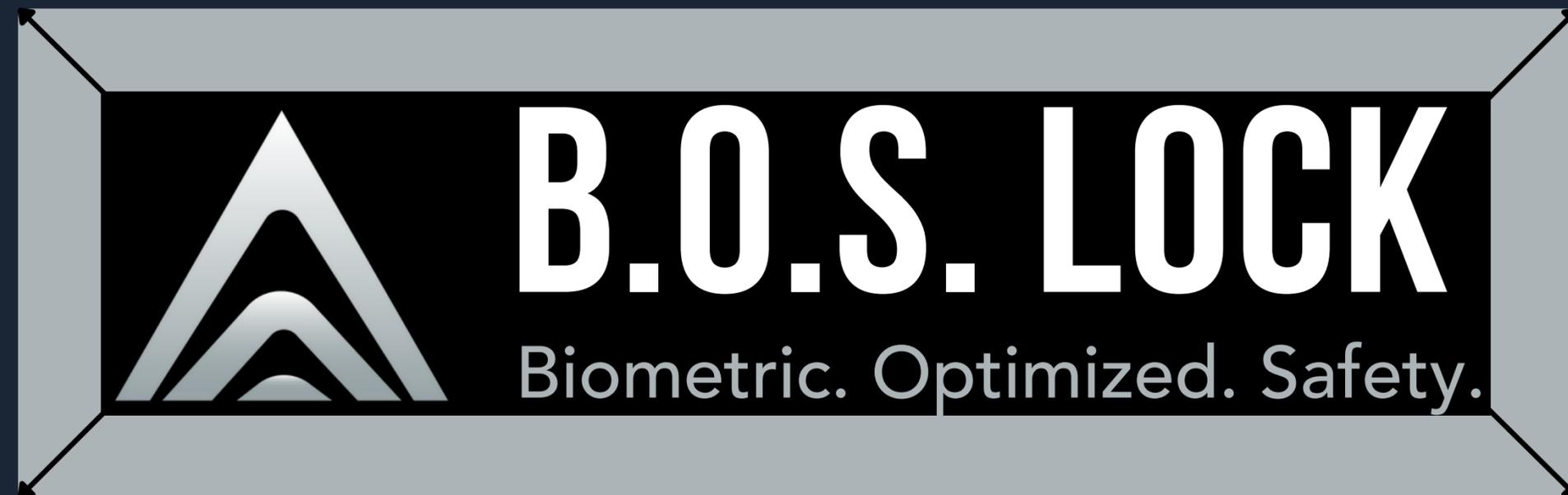


Given the significant influence of the logo on customer perceptions, it's imperative to strictly adhere to the predefined specifications. This ensures consistency in its presentation and application.

All reproductions of the B.O.S. Lock logo must employ official artwork. Any alterations, distortions, or attempts to recreate it using standard typefaces are strictly prohibited.



THE CONSTRUCT



To ensure the optimum legibility of the logo, the perimeter must be protected.

Clear space is equal to the height of the subtitle font, as shown.

Do not place other logos, type or graphic elements within the clear space indicated in the diagram.



THE LOGO VARIATIONS I



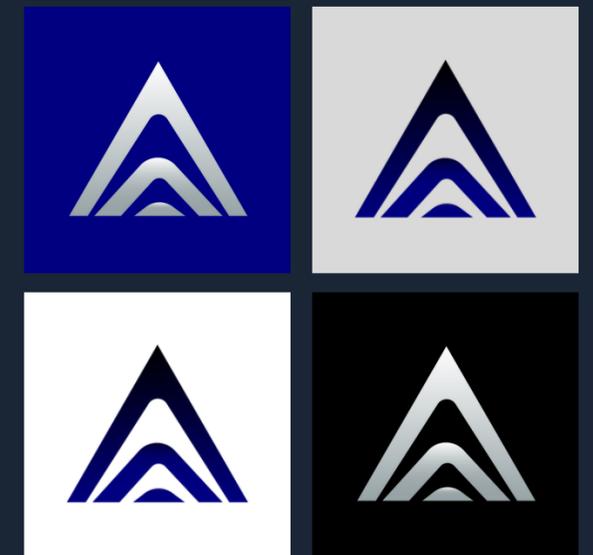
HORIZONTAL



HORIZONTAL



VERTICAL



ICON



THE LOGO VARIATIONS II





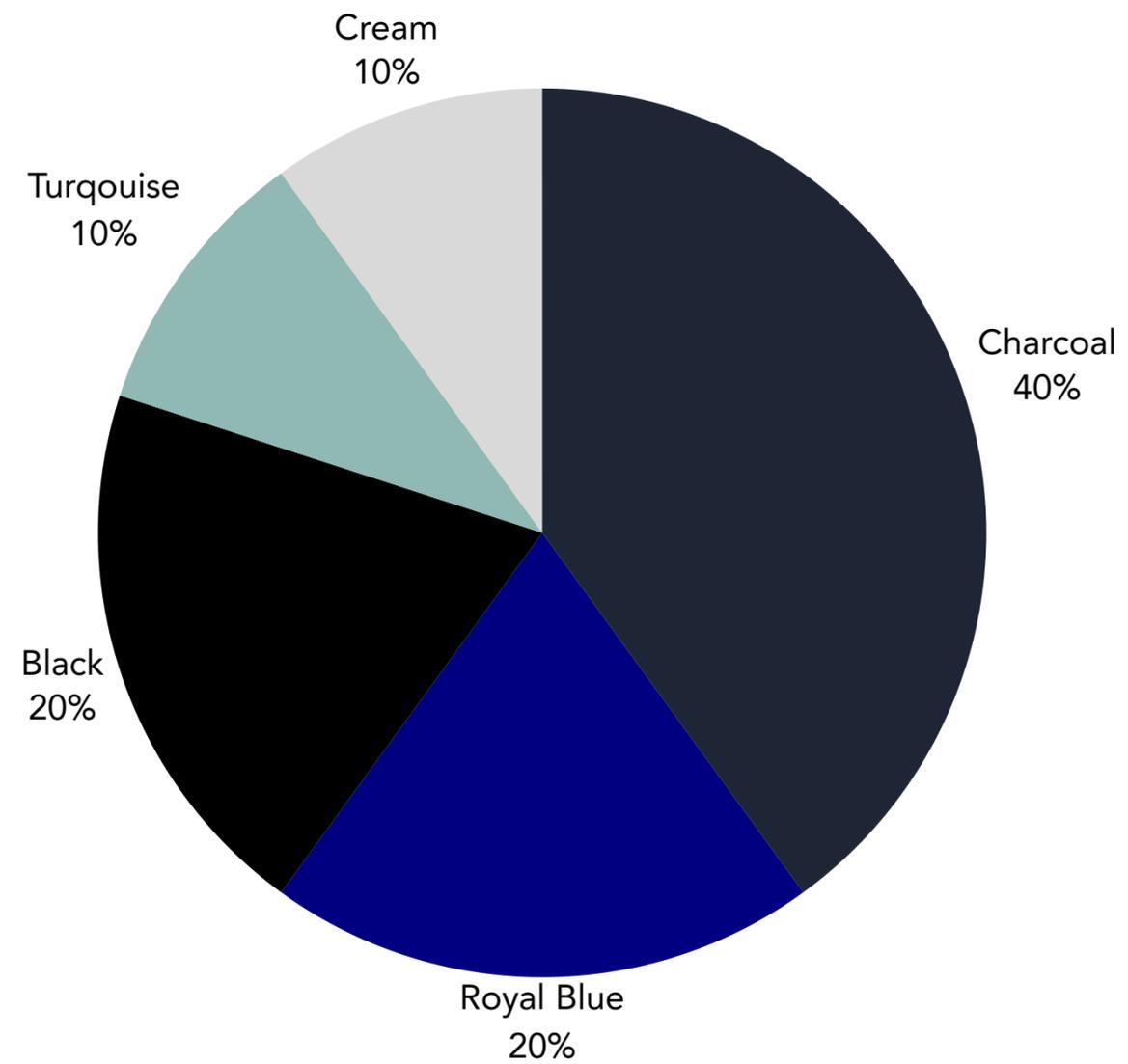
THE COLOR PALETTE



The logo should never be placed over a color that does not provide enough contrast.



THE COLOR BALANCE





FONT OVERVIEW

FONT OVERVIEW

BEBAS NEUE CYRILLIC

FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BCDEFGHIJKLMNOPQRSTUVWXYZ12

34567890!@#\$%^&*0

Avenir

For Subheaders and Paragraphs

ABCDEFGHIJKLMN**OP**QRSTU**V**

WXYZabcdefghijklmnopqrstuvwx

yz1234567890!@#\$%^&*()

FONT HIERARCHY

LORUM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TYPE APPLICATION

PROTECT WHAT MATTERS MOST

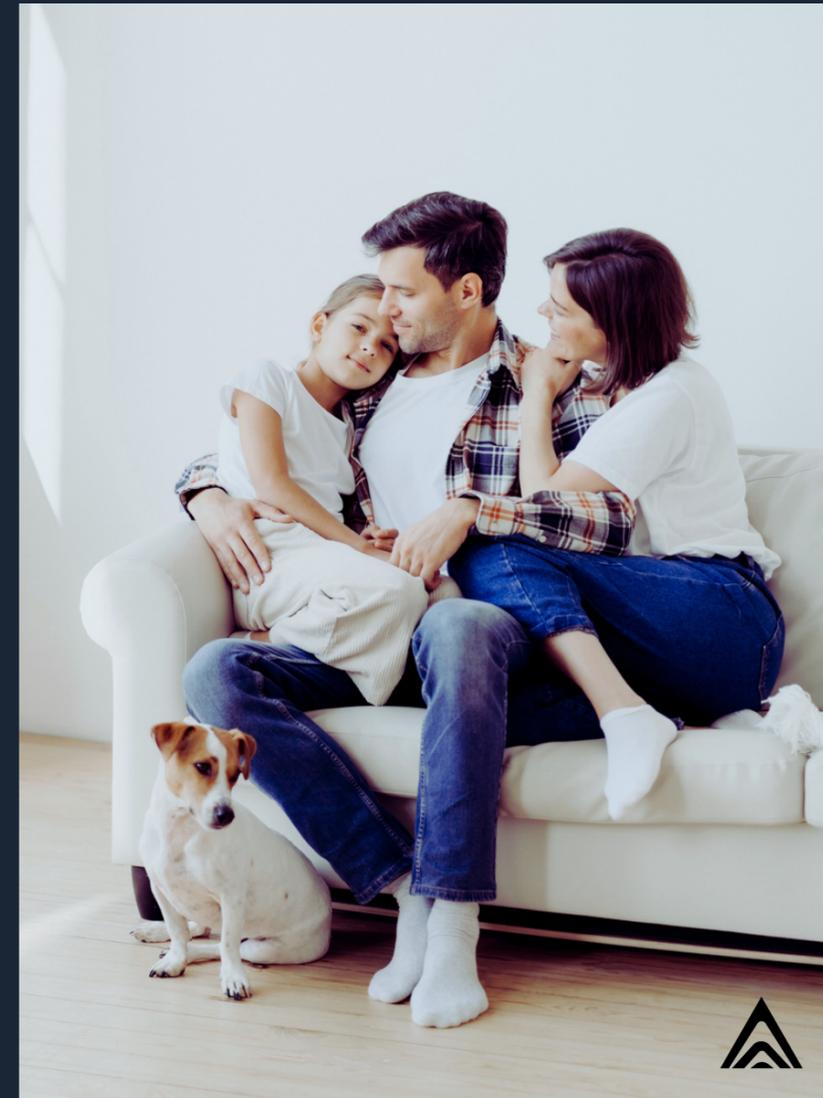
Powerful protection that meets streamlined agility.

OUR MISSION

We firmly believe that those capable of safeguarding lives bear a responsibility to do so. Our mission is to support and champion the firearms community through innovation, execution, education, and our voice...



BRAND ELEMENTS



OUR MISSION

OUR BRAND

OUR VALUES



THE OFFICIAL
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STANDARDS



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