THE HANGMAN®

BRAND BIBLE

No. 1

THE HANGMAN® HANGS TVs.

LICENSED & INSURED

THE HANGMAN OFFICIAL BRAND BIBLE

Master Brand System



CANE BAY

CARNES CROSSROADS

NEXTON

LOGO SYSTEM

MIKE CHARACTER RULES

ILLUSTRATION & PHOTOGRAPHY DIRECTION

DIGITAL + PRINT APPLICATIONS

ONE MIKE PER COMPOSITION

thetvhanger.com | 843-870-0413

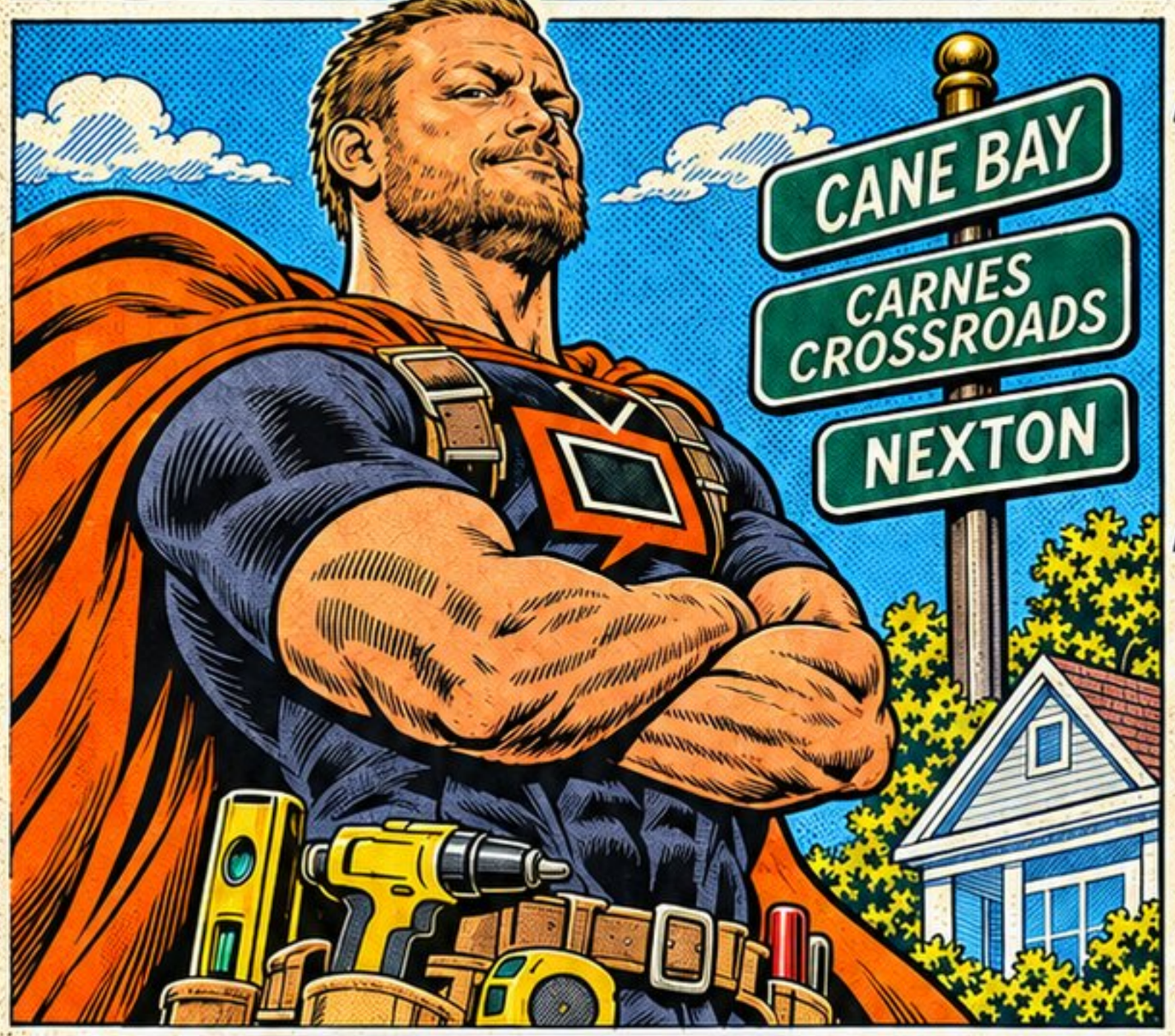
Secret Squirrel Marketing • Summerville, SC

THE HANGMAN HANGS TVs.

THE HANGMAN OFFICIAL BRAND BIBLE

A VERY SPECIFIC KIND OF HERO

Superhero drama. Real-world TV mounting.



BRAND IDEA

Mike is a larger-than-life superhero whose superpower is mounting televisions. The joke is how seriously he takes an ordinary homeowner problem.

POSITIONING

- ✓ Local to Cane Bay, Carnes Crossroads, and Nexton.
- ✓ Approachable.
- ✓ Capable.
- ✓ Clean.
- ✓ Licensed & insured.
- ✓ Easy to understand.

BRAND PILLARS

CONFIDENT



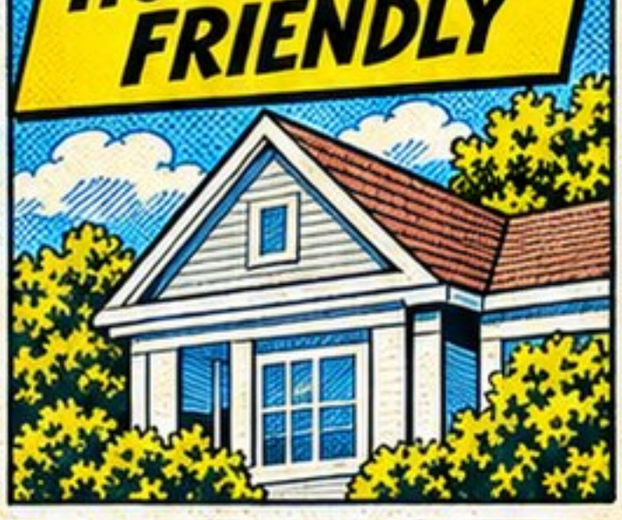
OFFBEAT



DEPENDABLE



HOMEOWNER-FRIENDLY



A funny ad gets attention. A clean install gets the booking.

THE HANGMAN. BRAND BIBLE No. 1

THE HANGMAN HANGS TVs.

THE LOGO SYSTEM

THE LOGO SYSTEM

The Complete Logo Family for THE HANGMAN

OVERVIEW | *A unified, flexible logo family built for consistency across ads, packaging, digital, print, vehicles, and more. Use the right version for the right situation.*

PRIMARY BADGE / PORTRAIT LOGO



USE & RULES:

- Hero logo with Mike (full portrait) for maximum brand presence.
- Use only when Mike is NOT already illustrated in the composition.
- Keep artwork clean and as provided (no edits or new poses).

FACELESS WORDMARK



USE & RULES:

- The core brand logo without the portrait.
- Use whenever illustrated Mike appears elsewhere in the ad.
- Keep the approved layout, shapes, and proportions.

H / TV ICON



USE & RULES:

- Compact icon for avatars, favicons, app icons, and small spaces.
- Use only as the standalone "H" TV mark (no added text or elements).

ONE-COLOR MARK



USE & RULES:

- Single-color version for one-ink printing, embossing, engraving, or high-contrast applications.
- Use only in black (or a single solid ink color on production where needed).

CLEAR-SPACE (PROTECTION AREA)



- Keep clear space around any logo, equal to the height of the "H" from the word "HANGMAN."
- No text, graphics, or edges may enter this area.

MINIMUM SIZE



- Keep the logo legible at all sizes.
- Minimum width for print and digital: 1.25 in (32 mm).

KEY BRAND RULES

- Use the full portrait badge only when Mike is NOT already illustrated in the composition.
- Use the faceless wordmark whenever illustrated Mike appears elsewhere in the ad.
- Use the H/TV icon for avatars, favicons, and small spaces.
- No stretching, recoloring, extra effects, or fresh AI redesigns of the logo family.

NO UNVERIFIED REGISTERED SYMBOLS.

ONE MIKE PER COMPOSITION

THE NON-NEGOTIABLE LOGO HIERARCHY

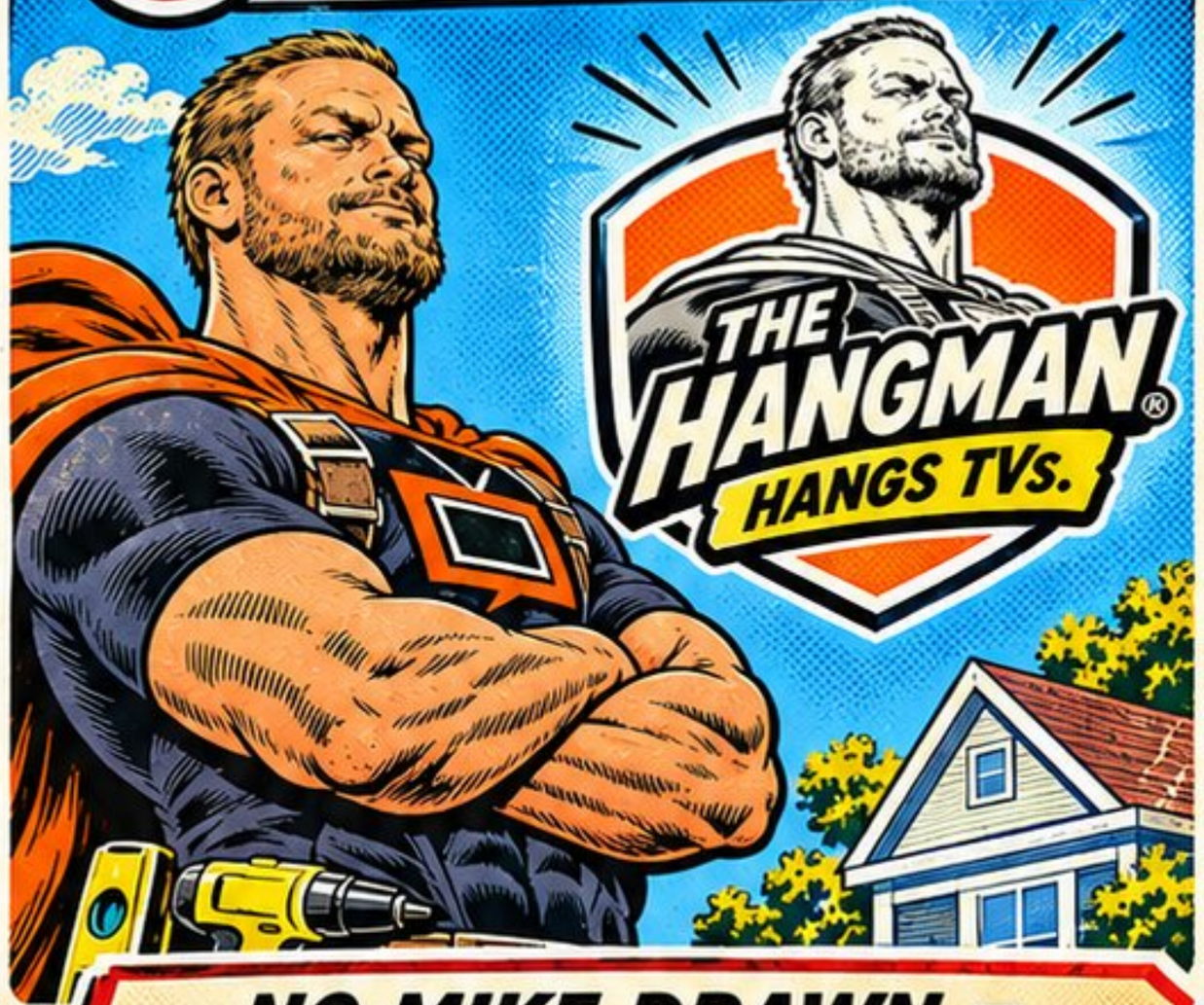
EACH COMPOSITION MAY FEATURE ONLY ONE MIKE.
CHOOSE THE RIGHT LOGO FORM FOR THE LAYOUT:

✓ CORRECT



MIKE DRAWN = FACELESS WORDMARK

✗ INCORRECT



NO MIKE DRAWN = FULL PORTRAIT BADGE

NOTE: Ordinary ads do not duplicate Mike.

CAMPAIGN EXAMPLES

APPLY THE RULES ACROSS COMMON CAMPAIGN TYPES.

SPECIFIC HERO



YOUR DRYWALL CALLED



I FIND THE STUDS



YOUR WALL HAS A HERO



THE HANGMAN® HANGS TVs.

MIKE + THE DRAWING HAND



THE MIKE CHARACTER SYSTEM

*Mike is the face of **THE HANGMAN.** He is a real person (Mike), and his facial identity stays consistent across all ads, formats, and applications.*

- ✔ *Same facial identity in every ad, based on Mike's real face.*
- ✔ *Short, slicked-back hair.*
- ✔ *Trimmed beard.*
- ✔ *Broad, strong jawline.*
- ✔ *Dry, self-assured expression (confident, capable, no-nonsense).*
- ✔ *Orange cape (signature look).*
- ✔ *Charcoal/navy work suit (clean, professional, durable).*
- ✔ *TV chest emblem (brand mark).*
- ✔ *Tool belt with key tools: drill, stud finder, and tape measure (always visible and recognizable).*



POSES MAY VARY, BUT HE MUST ALWAYS READ AS THE SAME MIKE.

HERO STANCE (PRIMARY)

AT WORK (IN-ACTION)



EXPLAINING (GUIDANCE / HOW-TO)



LOOKING AHEAD (BRAND / ASPIRATIONAL)

ALL OBJECTS SHARE THE SAME DRAWING HAND

Every object, tool, and component in the brand follows one unified illustration style — the same hand-inked, comic-book look used for Mike: bold outlines, confident linework, consistent shading, and classic halftone color treatment.



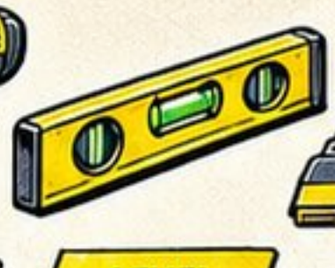
TV



STUD FINDER



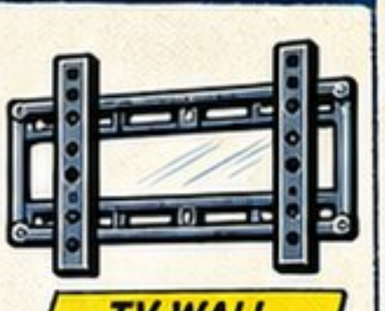
DRILL



LEVEL



HDMI CABLE



TV WALL MOUNT

NO CLIP-ART. NO STOCK ICONS. NO OFF-CENTER PROP DETAILS.

THE HANGMAN®
BRAND BIBLE
No.08

THE HANGMAN® HANGS TVs.

LICENSED & INSURED

THE JOKE IS THE SETUP

Messaging, CTA, and Standard Offer



You pick the show. I'll hang the TV.

Crooked TV? Not on my watch.

I find the studs. You take the credit.

Your wall has a hero.

$169* TV MOUNTING

Basic mount included.

CALL 843-870-0413 | thetvhanger.com

Use humor, but keep the service promise real.

*Most standard jobs. Includes one basic mount and standard installation to suitable drywall/wood studs. Specialty walls, oversized TVs, concealed wiring, electrical work, repairs, painting, and additional materials may cost extra. Final price confirmed before installation.

LICENSED & INSURED

THE HANGMAN BRAND BIBLE No. 10

THE HANGMAN® HANGS TVs.

APPROVAL GATES

FINAL CHECKLIST & HANDOFF

ART DIRECTION CHECK

CONFIRM VISUAL CONSISTENCY BEFORE PRODUCTION.



- ☐ Only one illustrated Mike per ordinary composition.
- ☐ Use faceless wordmark whenever Mike appears in art.
- ☐ Every TV, drill, stud finder, wall mount, and prop must follow the same drawing hand.
- ☐ No style-guide notes or logo-suite samples inside consumer-facing ads.
- ☐ Check spelling, alignment, perspective, and details at full size.

PRODUCTION CHECK

CONFIRM ACCURACY, RIGHTS, AND READINESS FOR RELEASE.



- ☐ Service promise must be accurate.
- ☐ No unverified reviews or guarantees.
- ☐ Contact CTA and destination verified.
- ☐ Exact print size, bleed, and safe areas checked.
- ☐ Logo master and fonts traced/licensed/controlled.
- ☐ No unverified registered marks.

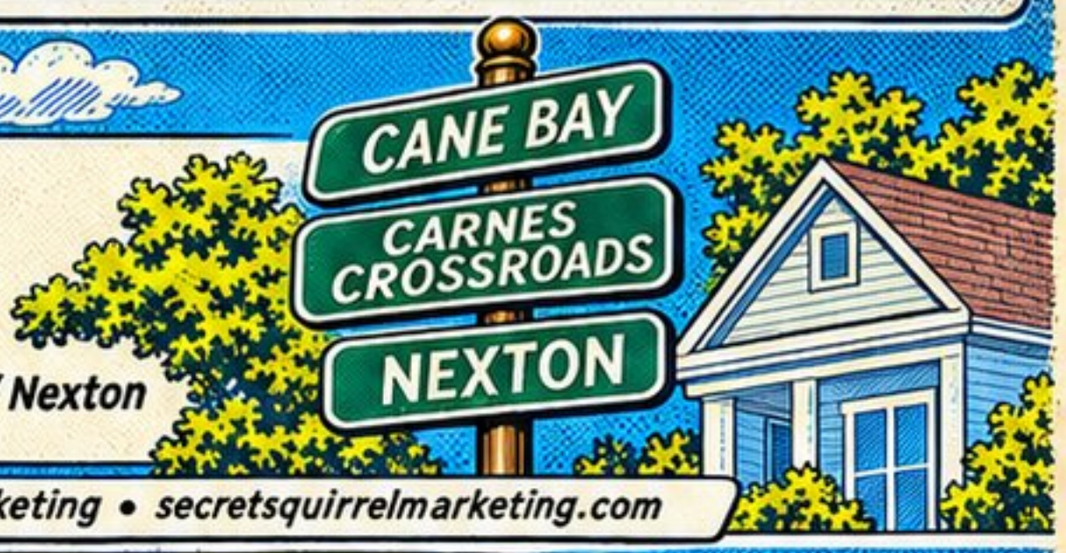
BRAND CREDITS

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843-870-0413

Target neighborhoods:
Cane Bay / Carnes Crossroads / Nexton



Brand bible direction and production support: Secret Squirrel Marketing • secretsquirrelmarketing.com

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