



Doberman.

THE COMPANY

A collection of brands with shared taste.

A holding company based in Detroit.

MANIFESTO

House Rules.

01

Sell an identity.

People choose brands that reflect their identity. Too many are focused on selling the product.

02

Invest in creativity.

Resist category conventions. Make room for new ideas. Treat every business like a work of art.

03

Build American brands.

Every portfolio company / brand must be rooted in American culture and values.

TARGET AUDIENCE

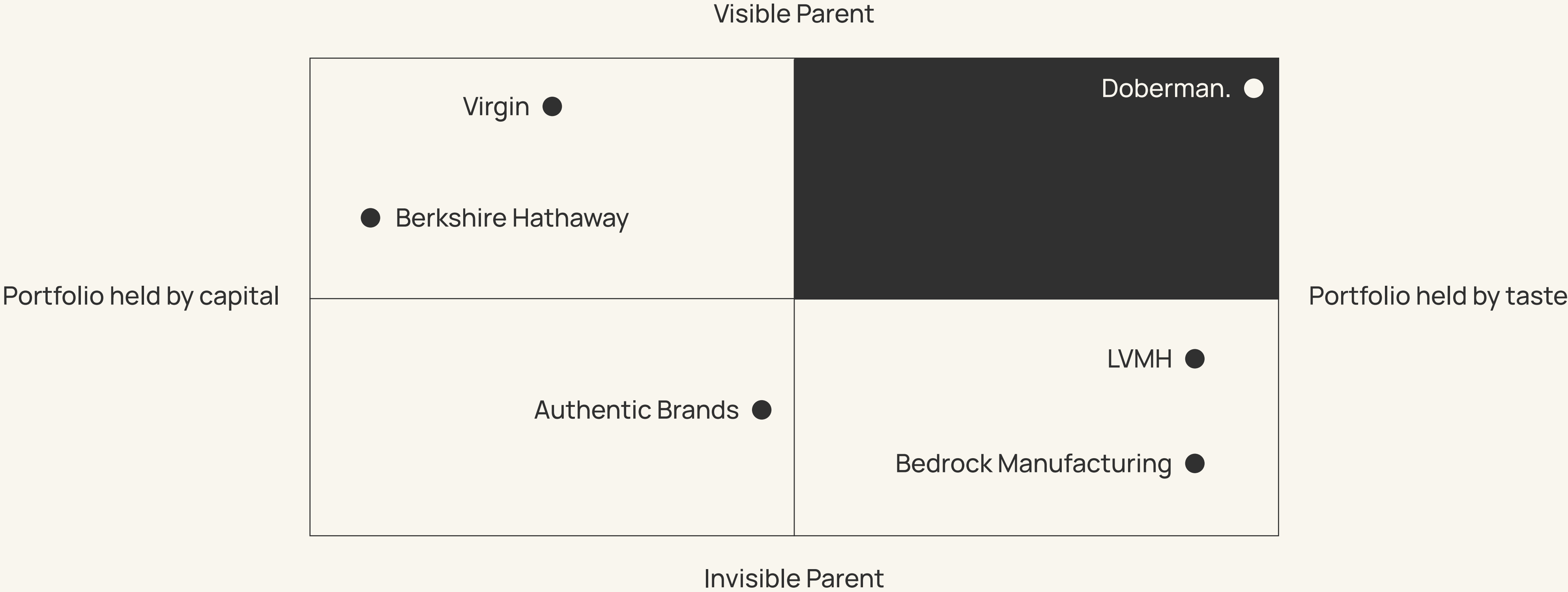
The Art Patron.

He holds art and design in high regard. Supports creatives whenever possible. He enjoys visiting galleries and museums. Can be selective in his taste, regardless of trends. A type of buyer willing to pay extra for craftsmanship.



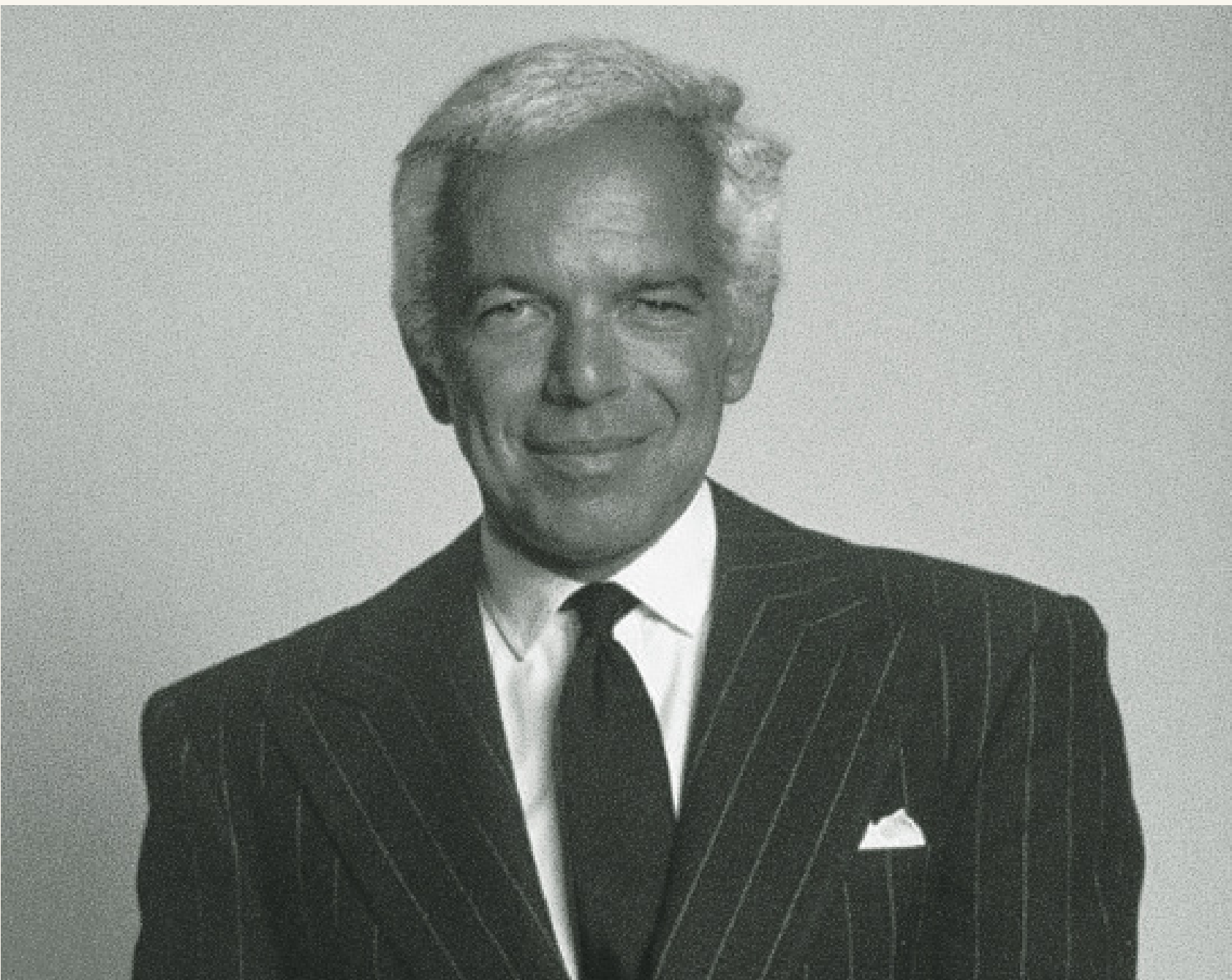
THE LANDSCAPE

Positioning Map.



INSPIRATION

Brand Influences.



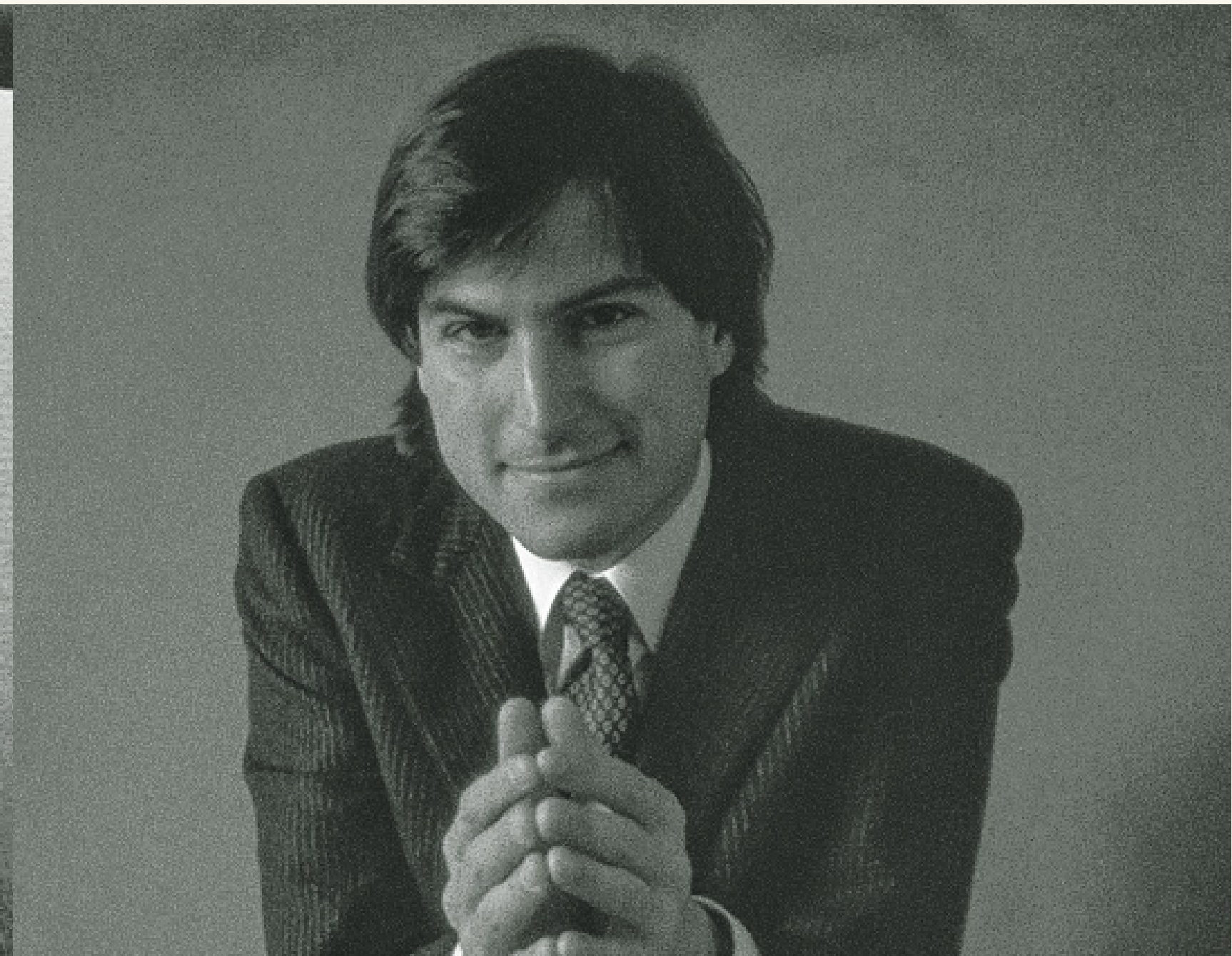
Ralph Lauren

Made the American dream into a wardrobe, and a way of life.



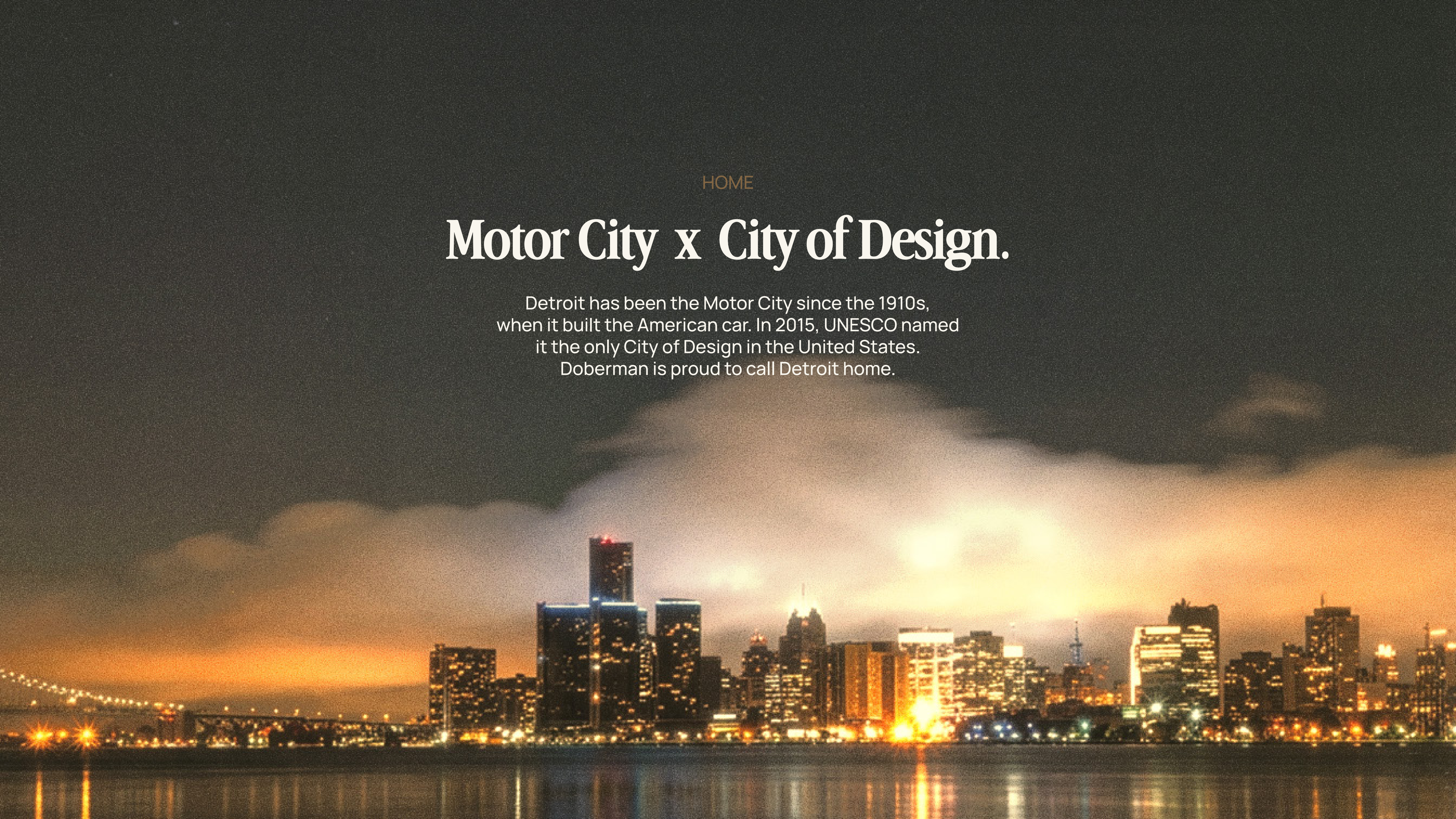
David Ogilvy

Turned advertising into a way to give brands a personality.



Steve Jobs

Used beauty as a business strategy, and built Apple around it.

A nighttime photograph of the Detroit skyline across a body of water. The city lights are reflected in the water. In the background, a large, bright fire or explosion is visible, illuminating the sky and the city lights.

HOME

Motor City x City of Design.

Detroit has been the Motor City since the 1910s,
when it built the American car. In 2015, UNESCO named
it the only City of Design in the United States.
Doberman is proud to call Detroit home.

CHANNELS

Where Doberman Speaks.

01 · PRIMARY

Instagram

(Where the taste is shown)

Content focused on entertainment.
This is where most audience
growth happens.

02

LinkedIn

(Where the work is shown)

Showcases portfolio performance.
Seen by founders, investors and
corporate professionals.

03

Private Events

(Where the taste is shared)

Invitation only. Guests experience
the brand in person, over a drink
and real conversation.



VOICE & TONE

How Doberman speaks.

Certain.

States. Does not argue.

Never softens.

Restrained.

Flat delivery.

Never shouts.

Ironic.

Humor by reversal.

Never corny.

BRAND ID

WORDMARK - LEADS

Doberman.

SEAL - SPARINGLY



Advercase Bold

Headings · 44–96px · tracking 0

Manrope Medium

Body · 24–32px · labels in caps

Bone White

Cinder

Pearl Black

Raw Umber

Seal Red

Doberman.