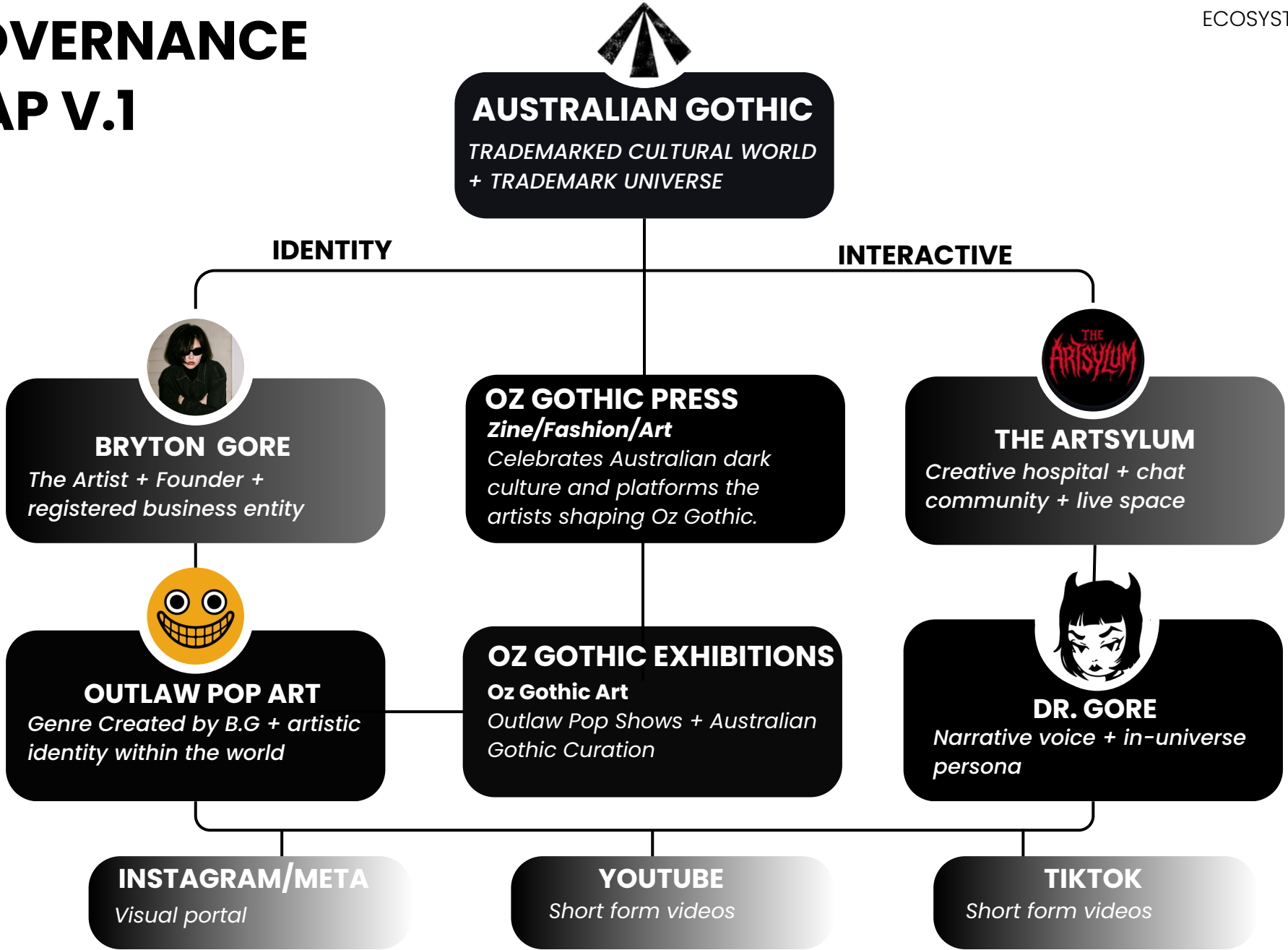


# BRAND GOVERNANCE MAP V.1



# BRAND GOVERNANCE MAP V1.2

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AUSTRALIAN GOTHIC  
INTELLECTUAL PROPERTY  
ECOSYSTEM V1.0

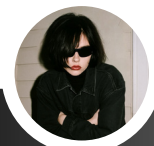
**GORE – DARK ART HOUSE**



**AUSTRALIAN GOTHIC**  
TRADEMARKED CULTURAL WORLD  
+ TRADEMARK UNIVERSE

IDENTITY

INTERACTIVE



**BRYTON GORE**  
*The Artist + Founder + registered business entity*

**OZ GOTHIC PRESS**  
*Zine/Fashion/Art*  
*Celebrates Australian dark culture and platforms the artists shaping Oz Gothic.*



**THE ARTSYLUM**  
*Creative hospital + chat community + live space*



**OUTLAW POP ART**  
*Genre Created by B.G + artistic identity within the world*

**OZ GOTHIC EXHIBITIONS**  
*Oz Gothic Art*  
*Outlaw Pop Shows + Australian Gothic Curation*



**DR. GORE**  
*Narrative voice + in-universe persona*

**INSTAGRAM/META**  
*Visual portal*

**YOUTUBE**  
*Short form videos*

**TIKTOK**  
*Short form videos*

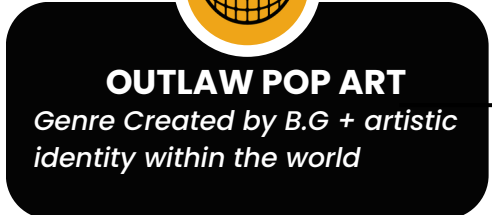
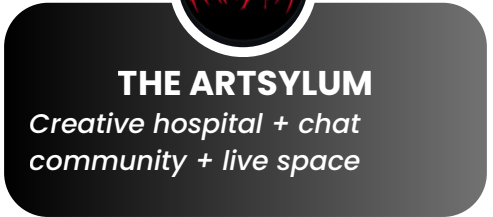
# BRAND GOVERNANCE MAP V1.3

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AUSTRALIAN GOTHIC  
INTELLECTUAL PROPERTY  
ECOSYSTEM V1.0



IDENTITY

INTERACTIVE



# BRAND GOVERNANCE MAP V1.4

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 GORE, AUSTRALIAN GOTHIC  
 INTELLECTUAL PROPERTY  
 ECOSYSTEM V1.4



**GORE**  
 Artist/Designer; Bryton Gore +  
 Founder + registered business entity



IDENTITY

INTERACTIVE



**AUSTRALIAN GOTHIC**  
 CROWN IP – MAINLINE CREATIVE  
 UNIVERSE & SYMBOLISM, FLAGSHIP BODY  
 OF WORK UNDER HOUSE OF GORE.

**HOUSE OF GORE**

- IP OWNER AND STUDIO
- LICENSING
- EXHIBITIONS
- COMMISSIONS
- COLLABORATIONS



**THE ARTSYLUM**  
 Community, culture, conversation.

Tentative drop.



**AUSTRALIAN GOTHIC**  
**OUTPUTS:** ART / MUSIC

- ├ FASHION
- ├ ZINE / PUBLICATIONS
- └ OZ GOTHIC EXHIBITIONS

**COMMISSIONS**

- BRAND IDENTITY DESIGN
- CREATIVE DIRECTION
- APPAREL / GRAPHIC DESIGN / TECH PACLS
- CAMPAIGN VISUALS
- CREATIVE CONSULTING



**DR. GORE**  
 Narrative voice + in-universe  
 persona for business advice.

**INSTAGRAM/META**  
 Visual portal

**YOUTUBE**  
 Short form videos

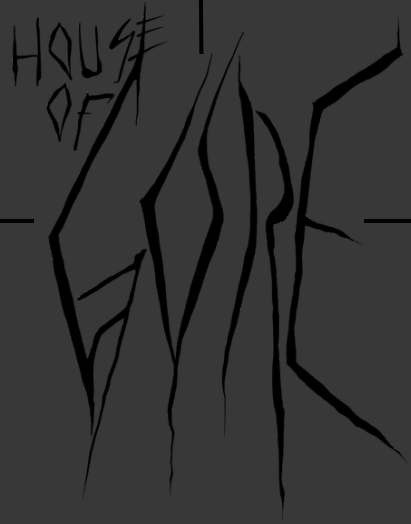
**TIKTOK**  
 Short form videos

# BRAND GOVERNANCE MAP V1.5

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GORE, AUSTRALIAN GOTHIC  
INTELLECTUAL PROPERTY  
ECOSYSTEM V1.5



**GORE**  
*Artist/Designer; Bryton Gore +  
Founder + registered business entity*



IDENTITY

MAINLINE



**AUSTRALIAN GOTHIC**  
*CROWN IP – MAINLINE CREATIVE  
UNIVERSE & SYMBOLISM, FLAGSHIP BODY  
OF WORK UNDER HOUSE OF GORE.*



**HOUSE OF GORE**

- IP OWNER AND STUDIO
- LICENSING
- EXHIBITIONS
- COMMISSIONS
- COLLABORATIONS



**AUSTRALIAN GOTHIC  
OUTPUTS:**

- ART / MUSIC
- ├ FASHION
- ├ ZINE / PUBLICATIONS
- └ OZ GOTHIC EXHIBITIONS

**COMMISSIONS**

- BRAND IDENTITY DESIGN
- CREATIVE DIRECTION
- APPAREL / GRAPHIC DESIGN / TECH PACLS
- CAMPAIGN VISUALS
- CREATIVE CONSULTING

**INSTAGRAM/META**  
*Visual portal*

**YOUTUBE**  
*Short form videos*

**TIKTOK**  
*Short form videos*