



ACHIEVING PERFECT BALANCE
BETWEEN YOUR FAMILIES' NEEDS
AND YOUR FAMILY'S NEEDS.



THIS BRANDING GUIDE provides a roadmap that ensures the Sich Casket brand is properly and consistently presented to its various audiences, no matter what the point of contact. The standards that follow are your compass in helping create communications elements that protect and assure the strength of Sich Casket brand. Please refer to them frequently, and feel free to ask for the assistance of Sich Casket's marketing agency if in doubt.

THE SICH MEDALLION LOGO is the main visual representation of the Sich brand. It symbolizes quality, prestige and permanence, the qualities that are evident in every casket and funerary product Sich makes. In most all uses, the "silver" toned logo should be used. The only exceptions are when a single color such as all-white or all-black must be used.

High quality logo art should be requested directly from the Sich marketing agency, and is available in various digital formats as required.



Normal "Silver" Logo - for all standard uses, in ads, literature, stationery and signage



1-Color Logo - for applications that allow only a single color



1-Color White - for applications that allow only a single "reversed" color (Burgundy background shown is example only)

The Sich background is a major component of the Sich brand, being subtly Chinese but far from cliché. Sich is always the “UnChinese” Chinese casket company! (IMPORTANT to note that the background texture may be modified in 2018, but the basic two-toned red background will remain a significant part of the Sich brand.)



“Sich Burgundy”

Should a single color be required for the background or accent in ads, packaging or other marketing materials, use the following standards:

Pantone 174C

C8, M85, Y100, K34

R126, G2 B2

**With 1.3 Billion Chinese,
it was inevitable that at least one
would know how to build the perfect
caskets for U.S. funeral homes.**

Headline Font: Arno Pro Semibold Display

Meet Sirius Chan. Born in Ningbo, China, educated in Toronto, Sirius returned home to build caskets for U.S. funeral homes better and more affordably than anyone thought possible. He has shown funeral directors how rethinking their casket business can lead to much higher...

Body Copy Font:
ITC Serif Gothic family

THE BEST THING TO COME OUT OF CHINA SINCE SOY SAUCE.

Special Display Font:
Odeon Condensed Regular

ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.

Font: Arno Pro Regular

There's a lot about a Sich casket that may surprise you. First, in quality, detail and manufacturer support, it is equal to the finest U.S. brands, including the fact that every casket comes with up to \$5 million of liability insurance. Second, the cost is at least half that of the big U.S. brands, meaning you can sell a premium-quality Sich casket for less than theirs and still make better than twice the profit. That benefits you as well as the families you serve.

It's time to forget all you thought you knew about import caskets and begin offering your families the one brand that rhymes with "switch."

Call or click for the name of your nearest Sich Casket distributor today.

Spacious enough to contain the profits of two domestic caskets.



ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.
For your nearest Sich distributor, call 888-794-1744 or visit www.sichcasket.com

**ACHIEVING PERFECT
BALANCE BETWEEN
FLAWLESS QUALITY
AND RIDICULOUS
AFFORDABILITY.**



SICH

**ONLY YOUR ACCOUNTANT
CAN TELL THE DIFFERENCE.**

**WE DISTRIBUTE
SICH CASKETS.
LUCKY YOU.**

SICH

**ONLY YOUR ACCOUNTANT
CAN TELL THE DIFFERENCE.**

**ARE YOU LOOKING AT
THEIR \$7,000 SOLID MAHOGANY
CASKET OR OURS AT LESS
THAN HALF THE COST?**

ONLY YOUR ACCOUNTANT CAN TELL THE DIFFERENCE.

The price of a superior quality casket shouldn't have to kill your profitability or take itself out of a family's consideration. There's a new game in town and we're in. Forget all you thought you knew about import caskets and remember our name. Everything's about to change for the better.



SICH

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