



Club Style Guide

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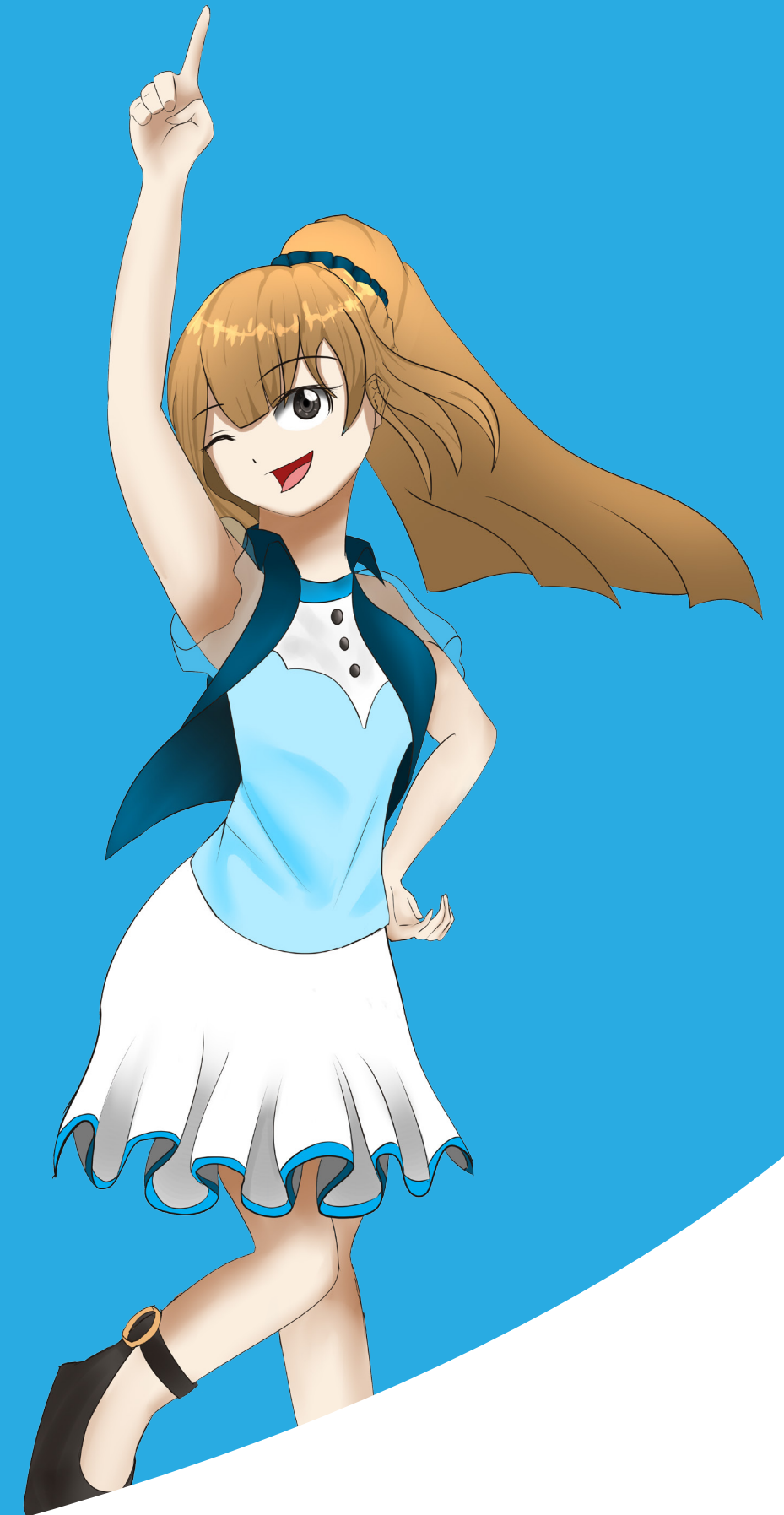
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Preface

UB Anime is a Student Association club in University at Buffalo's undergraduate Hobby clubs. The club wishes to introduce Japanese culture through one of its more popular and growing media platforms: anime.

Priding itself as a mainstay within the Hobby subsect, UB Anime provides an accessible entryway for anime fans, both new and current, through regular weekly meetings and anime viewings, an engaged community, as well as being a constant participant in bringing popular voice acting guests to UBCon.

The club has not had a unified, consistent identity presence with the student body on campus. Therefore, this club guide will provide instruction and recommendations for creating a stable, consistent brand to establish this presence and have the club grow further in providing a rich healthy community.



The Elements

Type and Colors

Logomark Fonts

Brush Script Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*(_+:"'./?){\|}

Ministry

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&*(_+:"'./?){\|}

メイリオ

あのイーハトーヴォの

すきとおった風、

夏でも底に冷たさをもつ青いそら、

うつくしい森で飾られたモーリオ市、

郊外のきらきらひかる草の波。

祇辻 飴葛 蛸鯖 鱒 噌 庖 箸

ABCDEFGHIJKLM

abcdefghijklm

1234567890

General Use Font

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

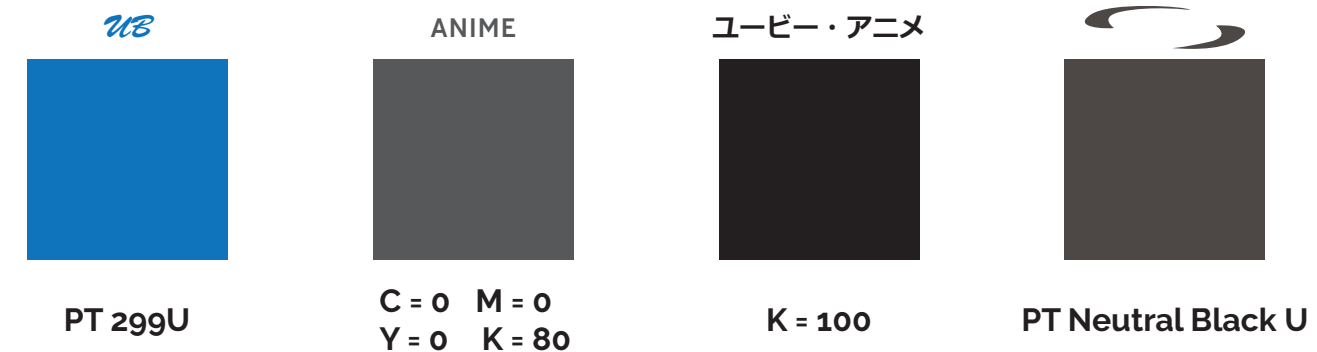
1234567890

!@#\$%^&*(_+:"'./?){\|}

Thin *Thin Italic* Light Regular *Italic*

Medium **Semibold Bold Extrabold Black**

Logomark Colors



General Flyer Colors



Yuubi

Yuubi will be the mascot face of the club identity, complimenting the graphic identity provided by the logomark. Yuubi is a 19-year-old energetic bundle of joy with a straight attitude, eager to promote the club through her physical cute appeal and equally fun personality. Her design emphasizes the bright and coolness of being a part of the club, representing a welcoming atmosphere to anyone who enjoys anime. She has an easy-going laid back personality.

A fan of Shirobako and KyoAni projects.

Birthday: March 16

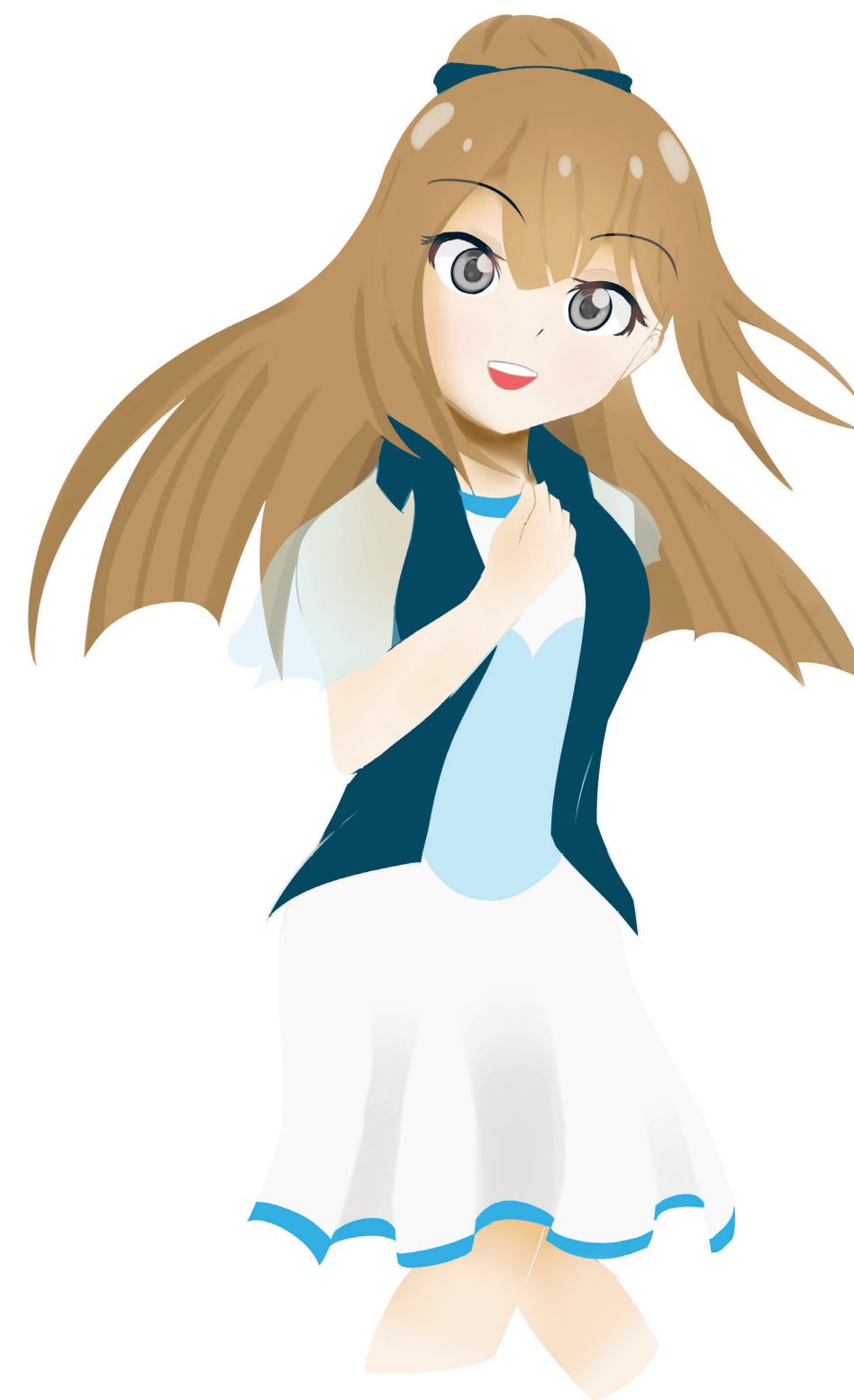
Personal Interests

Likes:

- Cats AND Dogs
- Hamsters
- Drawing/Illustration
- Magical Girls
- Photography
- JRPGs (preference for Falcom)
- Yoko Taro games
- Greasy foods
- Typography
- Caffeine

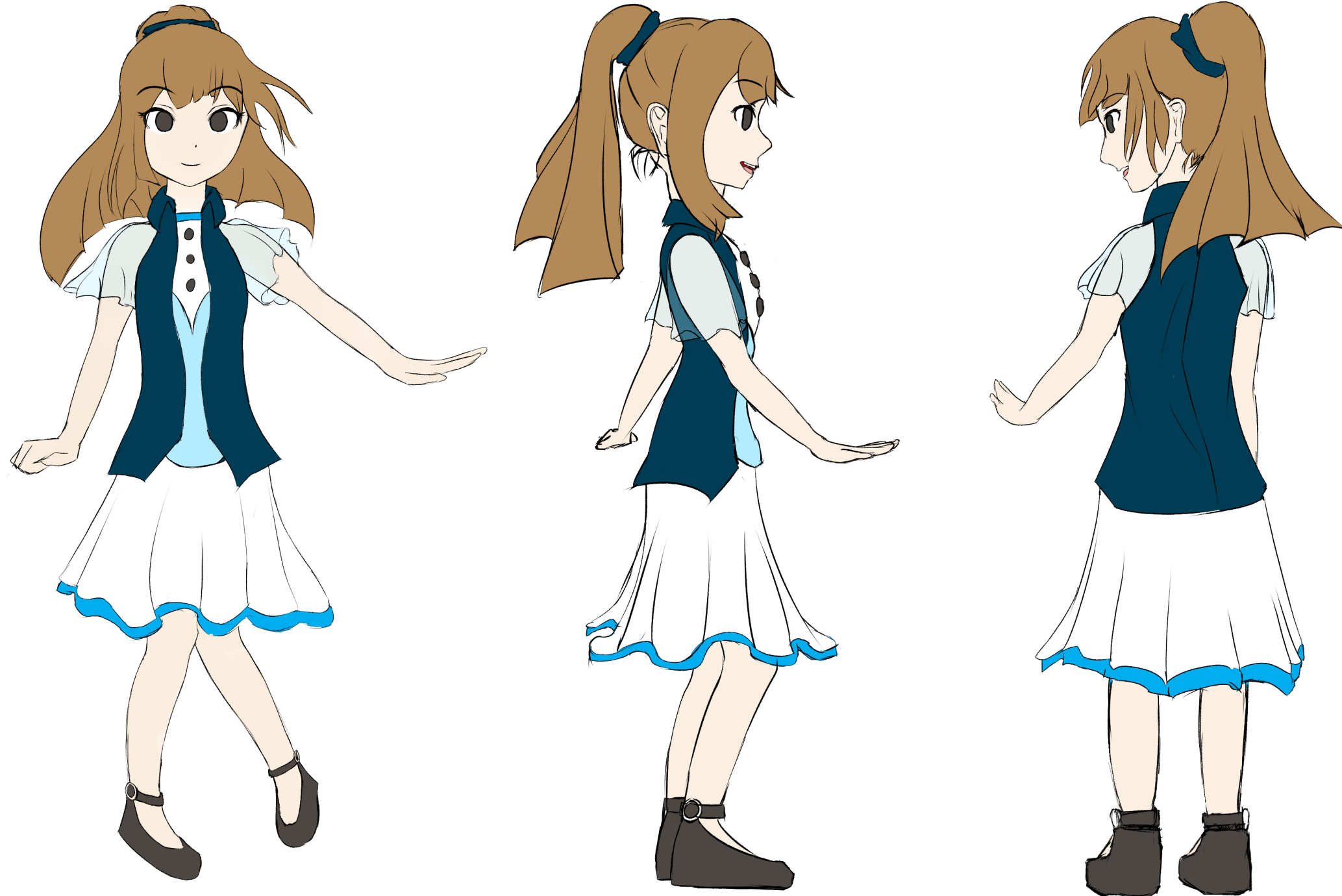
Dislikes:

- Bitter things (black coffee)
- Caffeine
- Constant driver updates
- Falcom games
- Yoko Taro games
- Greasy foods
- White text on bright yellow backgrounds

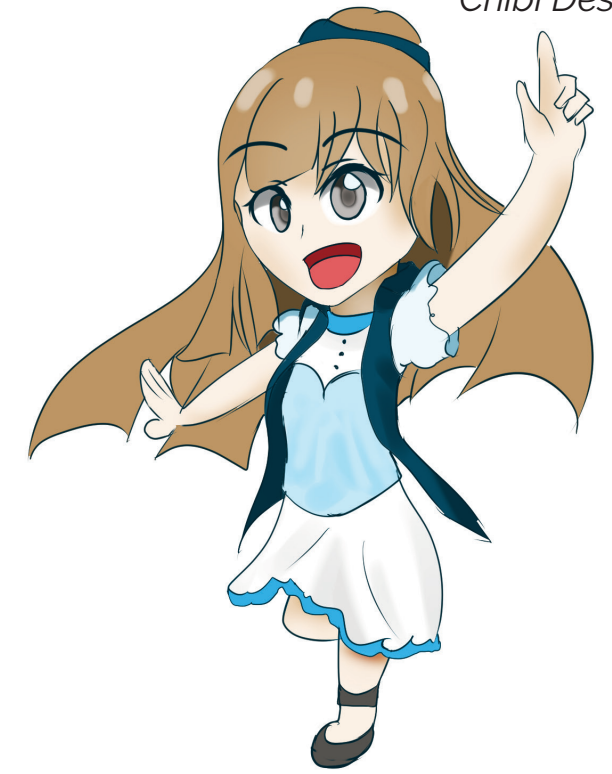


Character Designs

Full Body Character Design



Chibi Design



Logo Use and Misuse

Keeping the logomark with enough space between other graphical elements preserves its visual integrity while also respecting the space around other marks.

Give the mark room to breathe so that it can stand.



Margin Space Between
Graphical Elements

0.5 in
36 px

Logomark on backgrounds



Logomark good on colored backgrounds



Proper monochrome logomark for B/W printing



Logomark can work on detailed backgrounds

Logo Use and Misuse



Do not skew or distort the logomark



Do not change the logomark's colors that conflict with the color identity



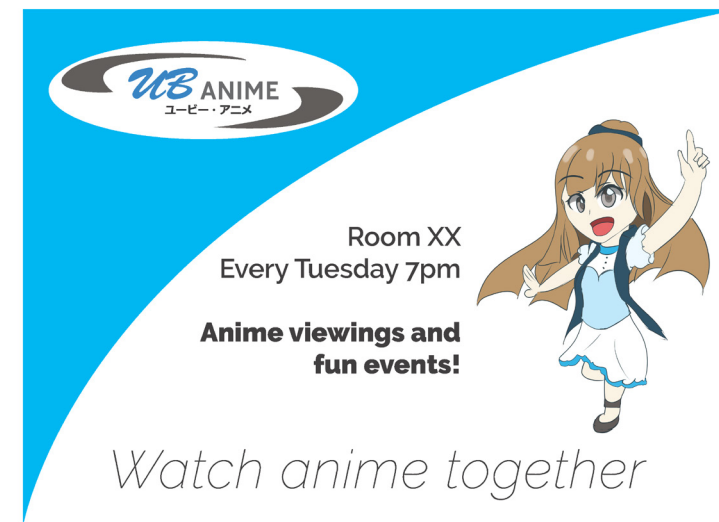
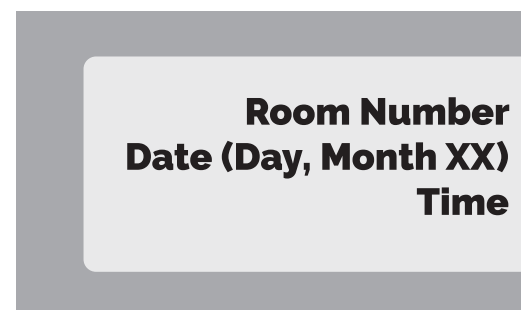
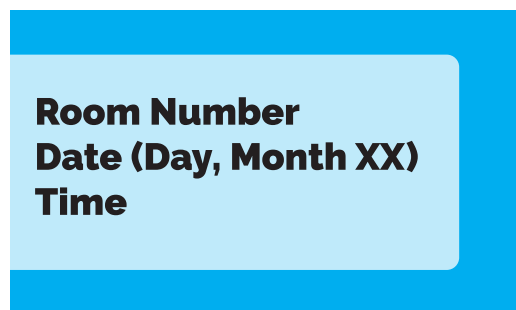
Do not change the typeface



Do not manipulate and/or delete graphic marks and/or typefaces

Print Media

General Flyers



The general letter-sized flyers will be the go-to adverts for club activities. The flyers are surrounded by the arc graphic representative of the arcs surrounding the logomark to create a stylish border around the main poster content. The main poster content can be adverts for the week's anime viewings, special events outside of regular viewings, and lieutenant recruitment. These flyers can be distributed on notice boards deemed appropriate by the Student Association or club recruitment events

Please keep in mind that the poster content must abide by the Student Association's (SA) "50% White" regulations if these flyers are to be reprinted through SA's copy machines. Meaning that if you want to have these flyers mass reproduced, there must be no background color within the content-friendly areas of the flyer.

The half-sheet design will be used to advertise the club's presence on campus. These are the most generalized advertisements, as they will not showcase specific club activities, but rather will create awareness to what the club is about. Utilizing the same arc graphic, the half-sheet can feature an illustration of Yuubi, either in full proportion or chibi form.

These half-sheets are to be distributed either in lecture halls or club recruitment events.

Flyer Examples



Digital Media

Email Signature

Name
 UB Anime [Position]
 ubanime@gmail.com



Monthly Newsletter Banner [Top]

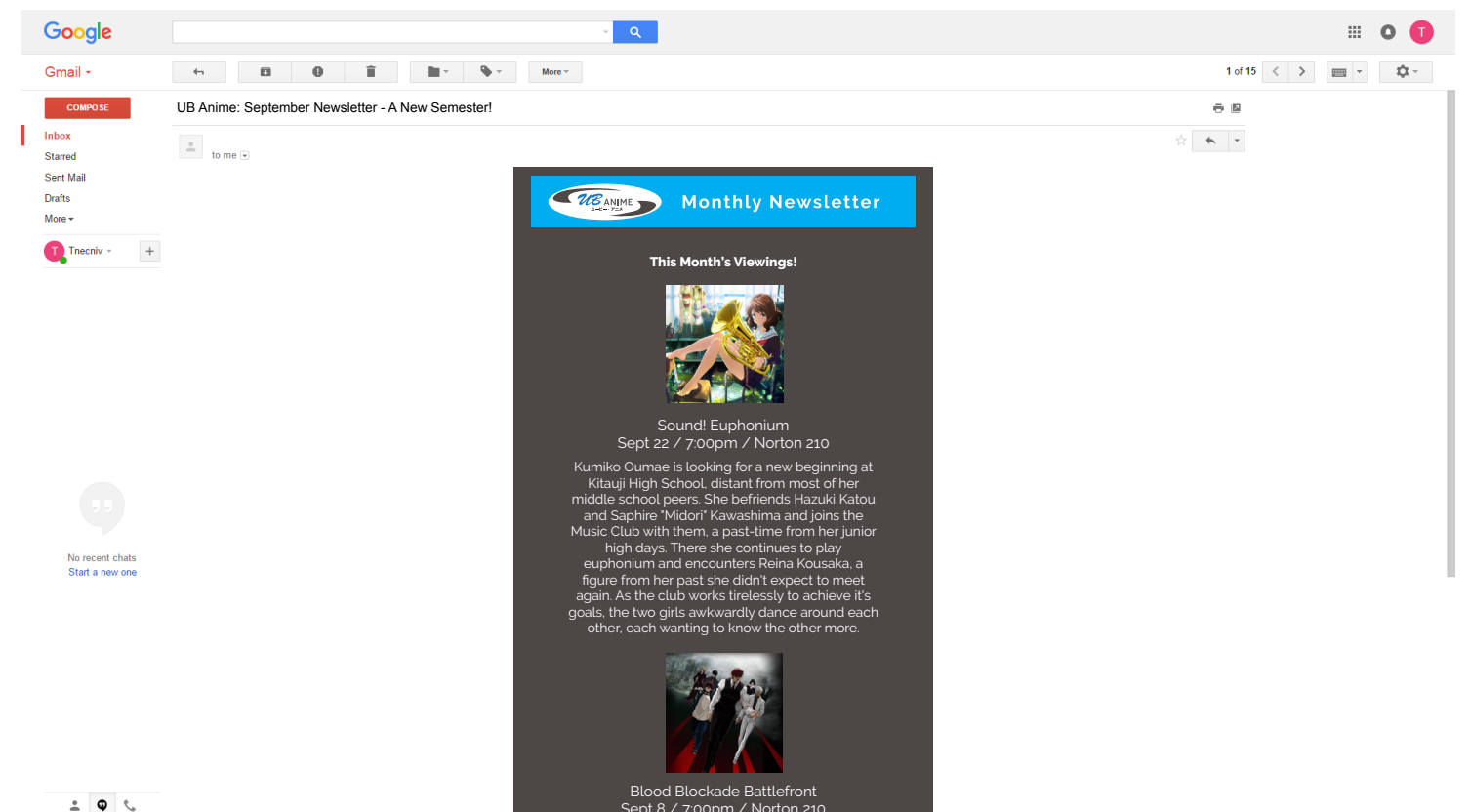


Monthly Newsletter Banner [Bottom]



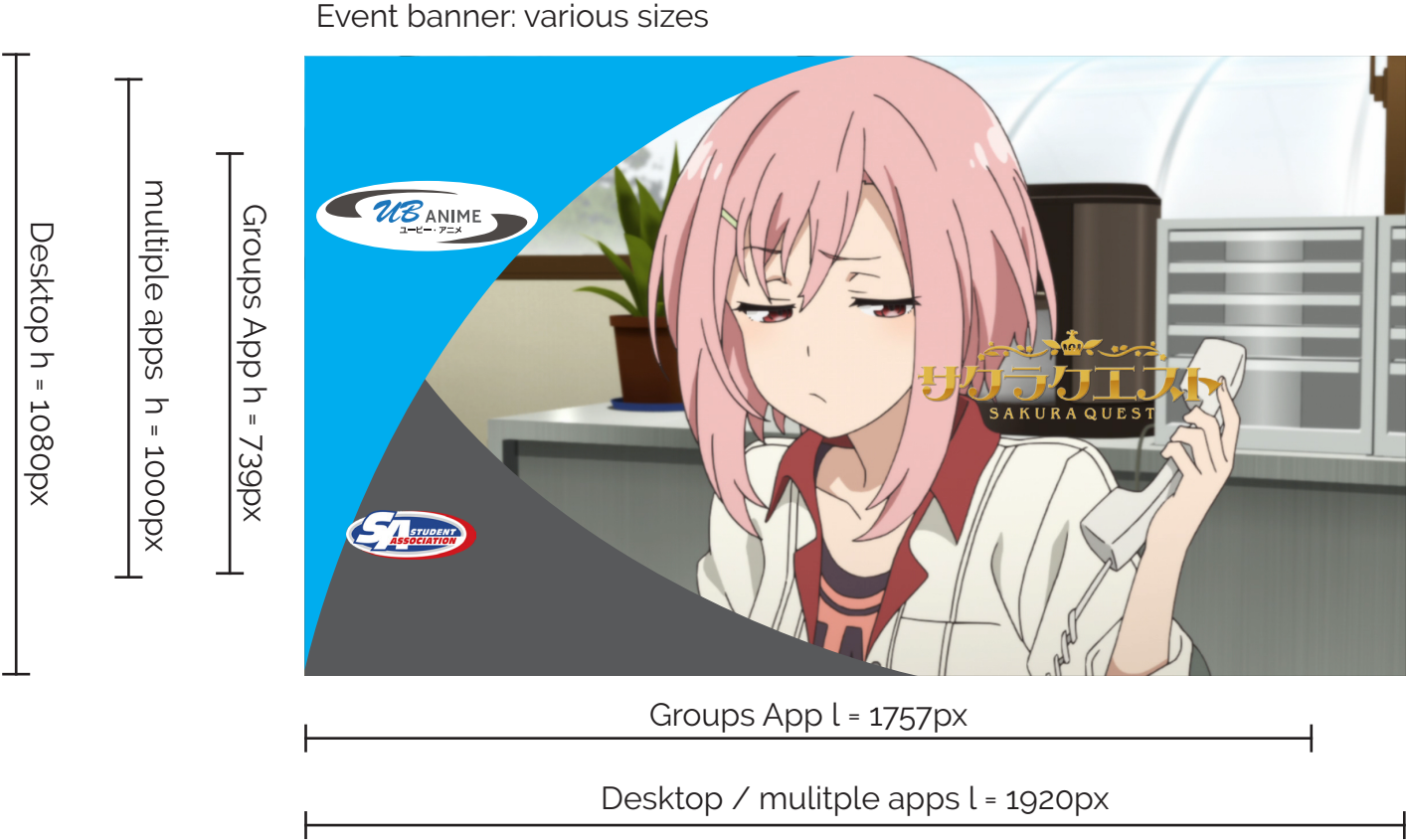
These email assets will further spread the brand identity to your club members and business correspondence in regards to gathering guests to events like UBCon.

The Monthly Newsletter will contain relevant club information, such as anime viewings for that month, lieutenant recruitment, and other special events. The center-centric design will allow for ease of readability and flexibility between desktop and mobile platforms.



Social Media

These social media assets will be vital for communicating your identity and brand to a web-based audience, to which many anime fans are, and where most of the club's members interact in. Here are some examples of using this graphic identity to push the club's presence online.



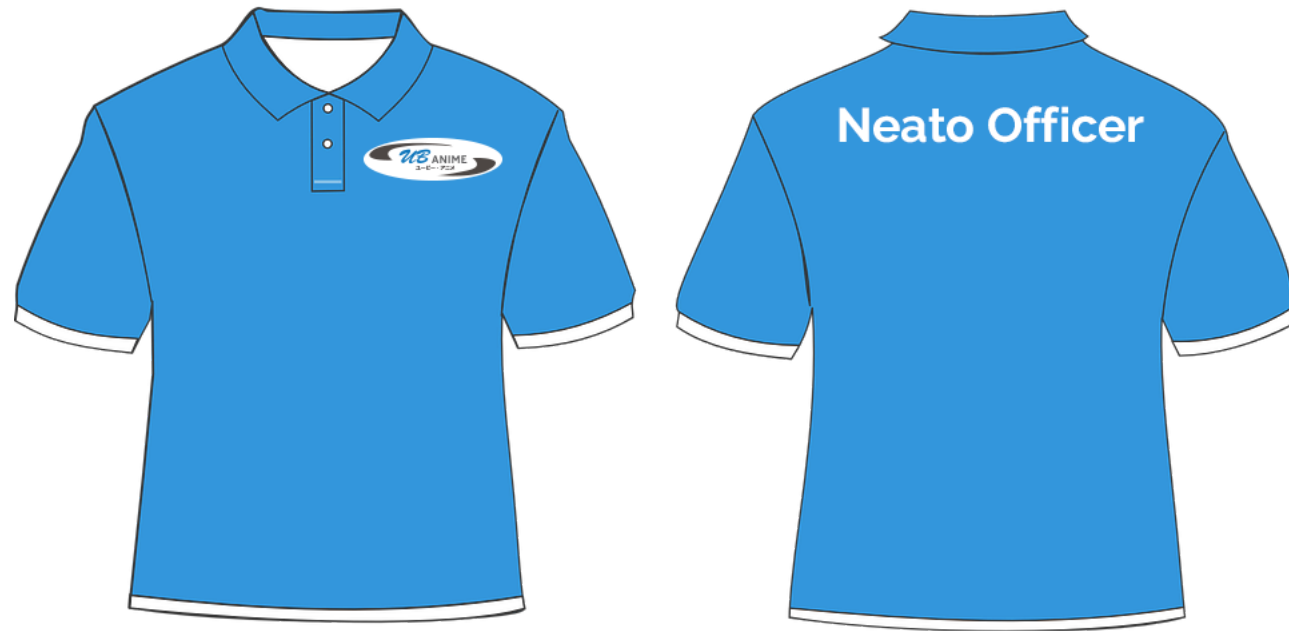
Social media general banner: 1500 x 500 px



Social media icon: 500 x 500 px

Apparel

Officer Shirts

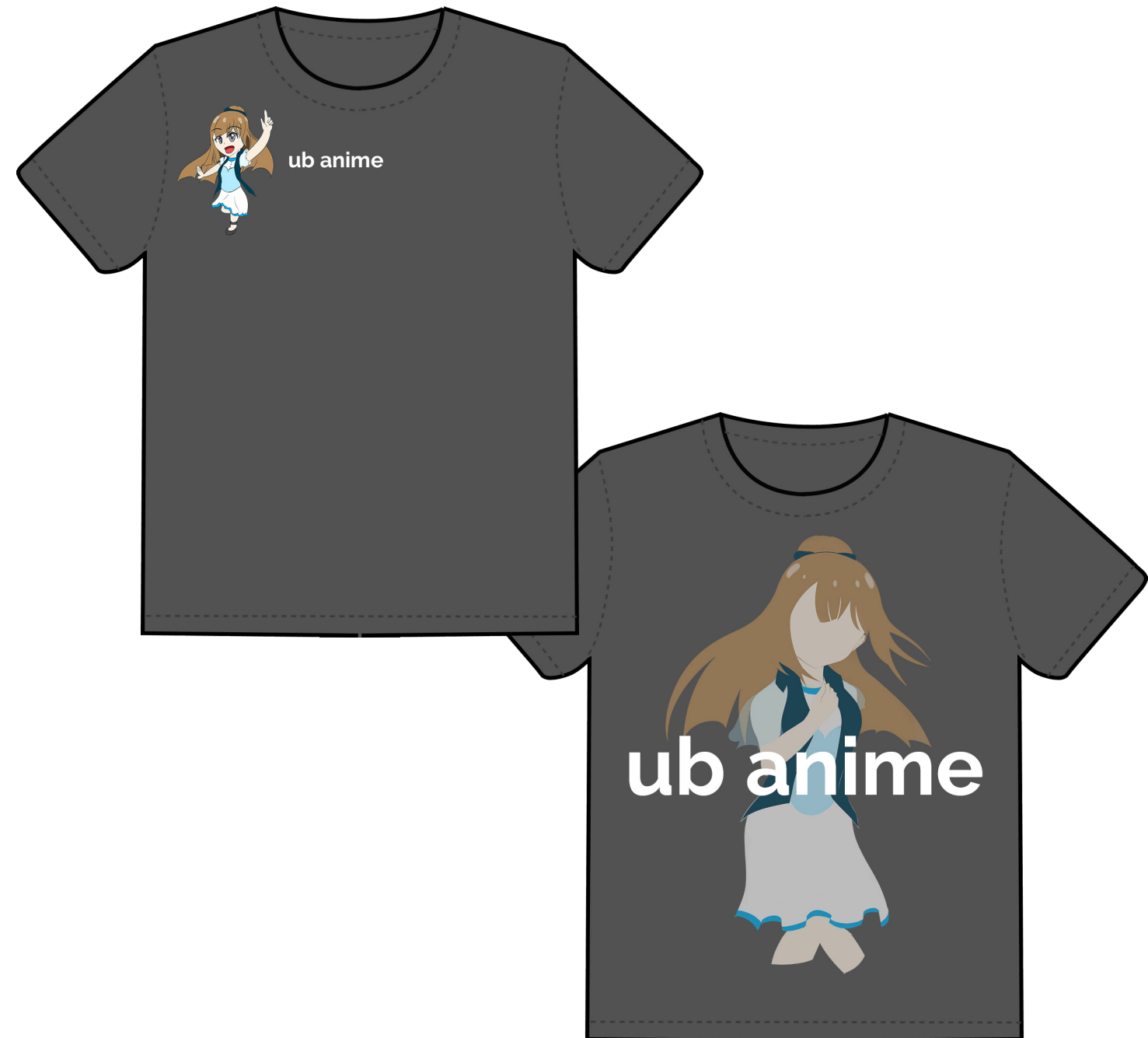


These officer club shirts will be available to executive positions and lieutenant volunteers. The text roles emphasize the club's laid back and humorous nature. These shirts can be used for volunteer activities and event staffing.

These designs are on the simpler side to ease on production costs.

Some draft ideas for club merchandising. These are two different shirt designs, one with the chibi version of Yuubi, and another simplified version of Yuubi's silhouette.

These club shirts can be sold to general club members and possibly during Minicon and UBCon (with permissions, of course). These shirts are on the more basic side of things to help with production costs.





Designed by
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