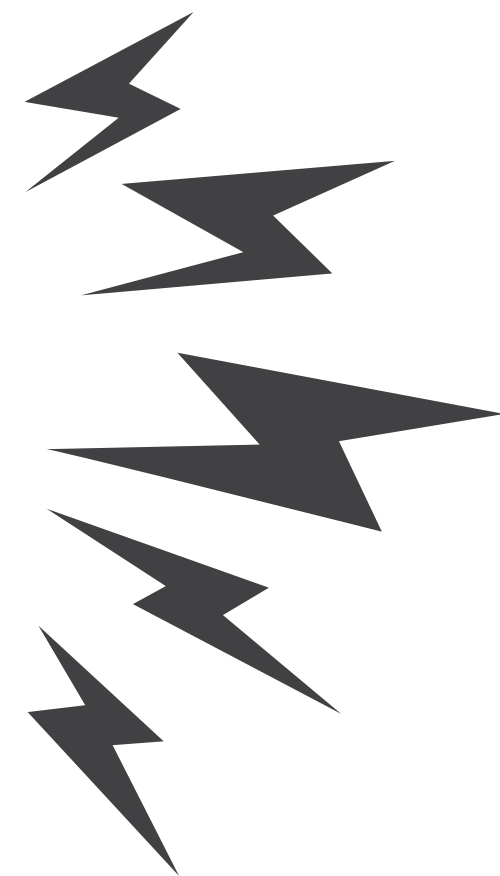


STYLE GUIDE:

MANGA VAULT JHB



FONT 

Heading Font:

Mallovice by Javatype Studio

Mallovice Regular

Body font:

Regular 400

Lora has brushed curves that imitate calligraphy.

Select Regular 400 

Regular 400 Italic

Lora has brushed curves that imitate calligraphy.

Select Regular 400 Italic 

Medium 500

Lora has brushed curves that imitate calligraphy.

Select Medium 500 

Medium 500 Italic

Lora has brushed curves that imitate calligraphy.

Select Medium 500 Italic 

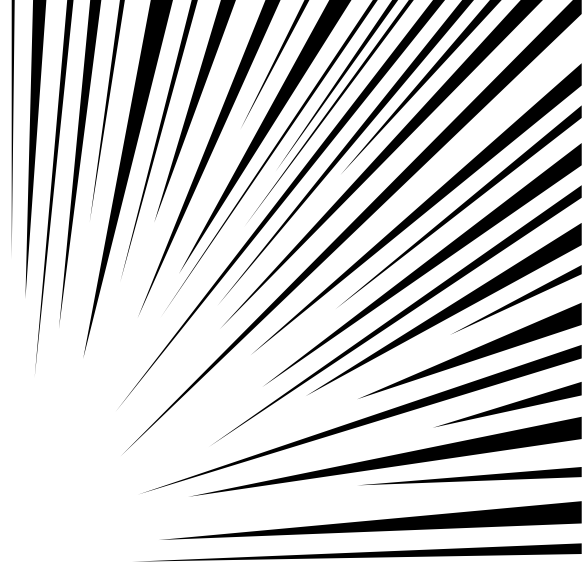
Focusing on readability and African heritage.

Inspired by traditional tribal and ethnic vibes

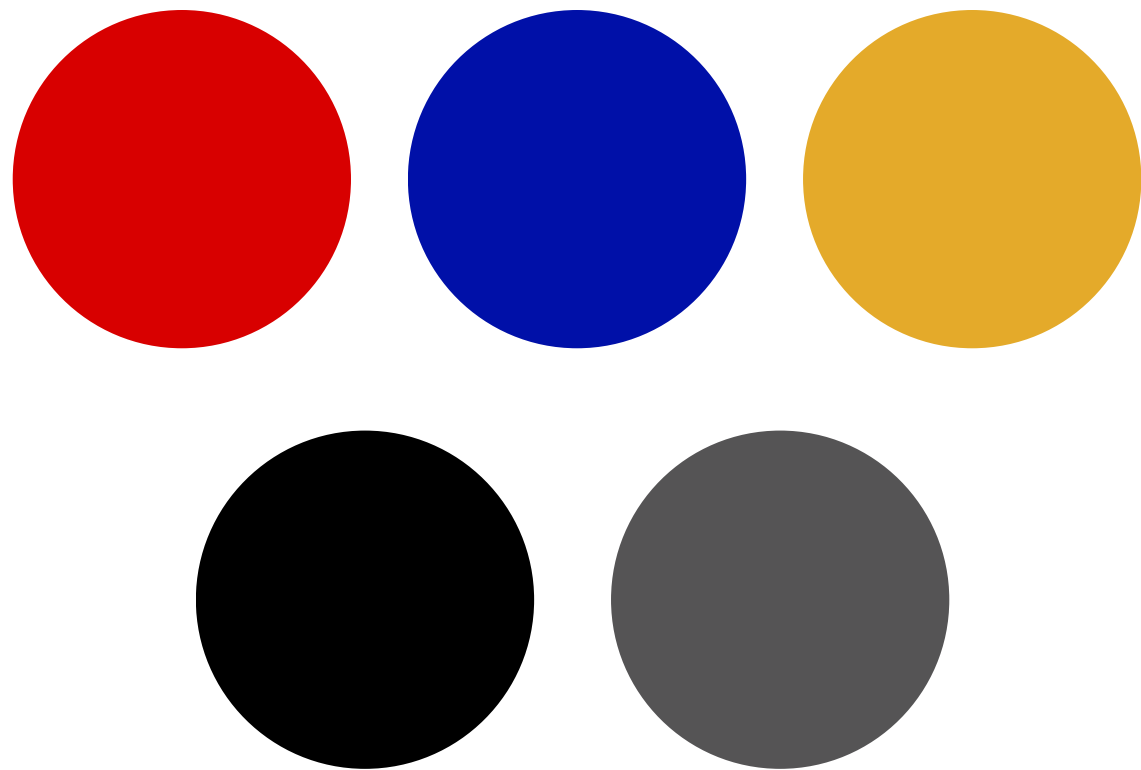
Lora:

It is a text typeface with moderate contrast well suited for body text therefore making it legible.

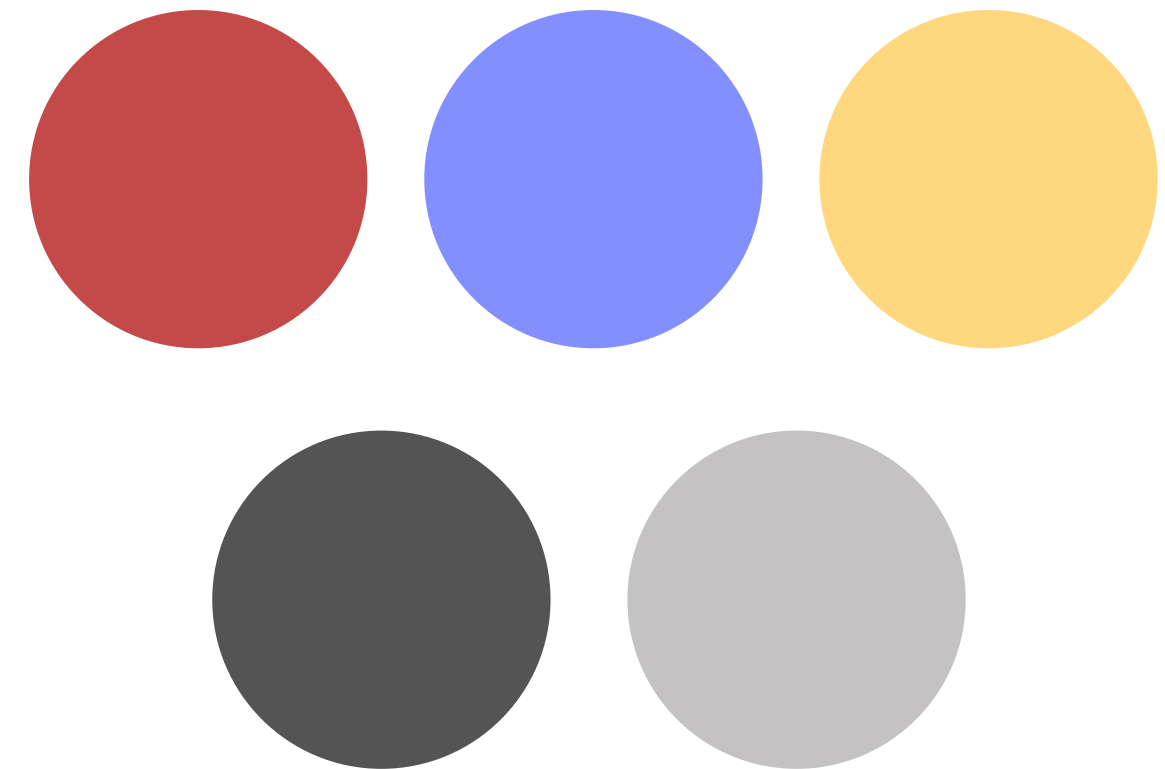
COLOUR SCHEME



Primary Colour Pallette

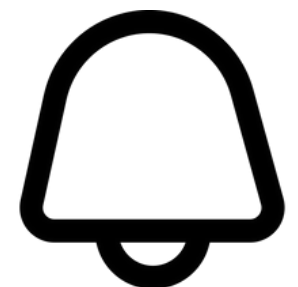
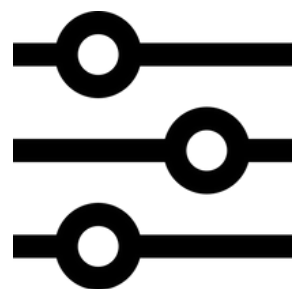
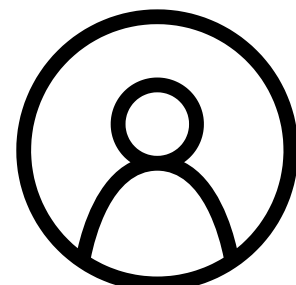


Secondary Colour Pallette



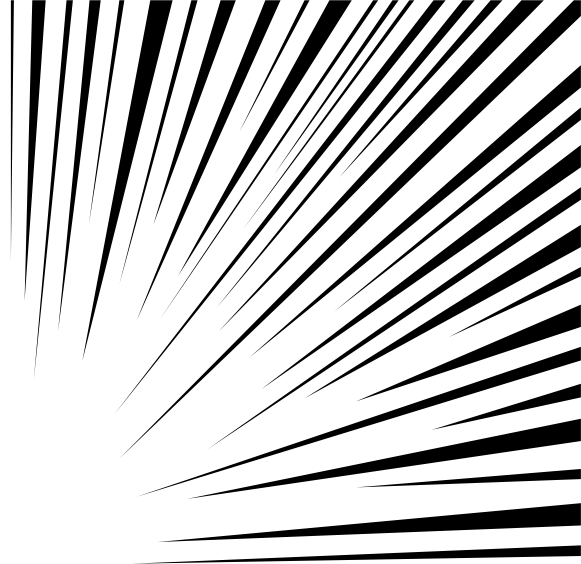
. This is inspired by African arts bold use of primary colours which are usually present in afro manga.

ICONS



BUTTONS

Your paragraph text



REGULAR BUTTON

ADD TO CART

HOVER BUTTON

ADD TO CART

CLICKED BUTTON

ADD TO CART

ADD TO CART

ADD TO CART

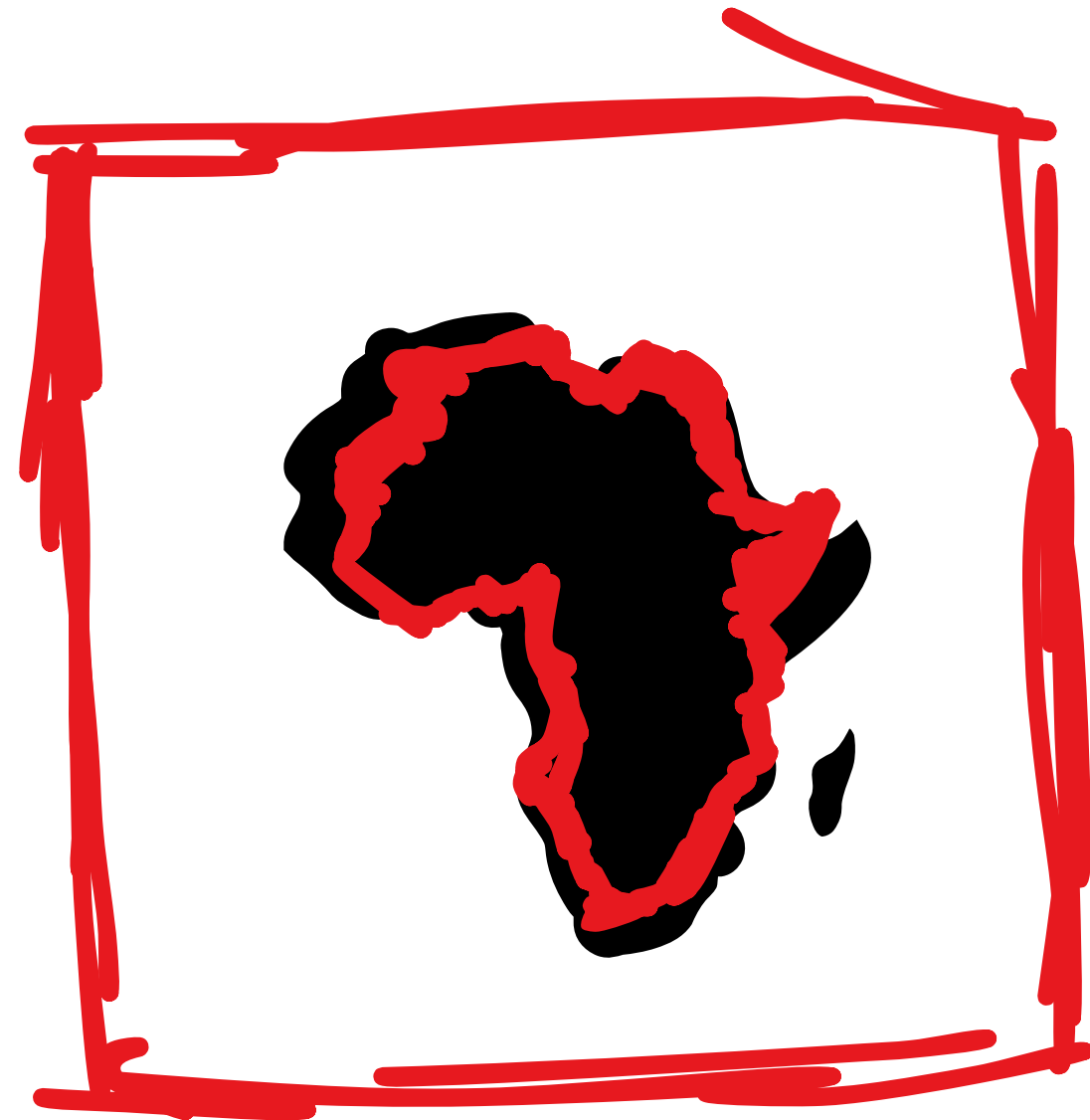
ADD TO CART

ADD TO CART

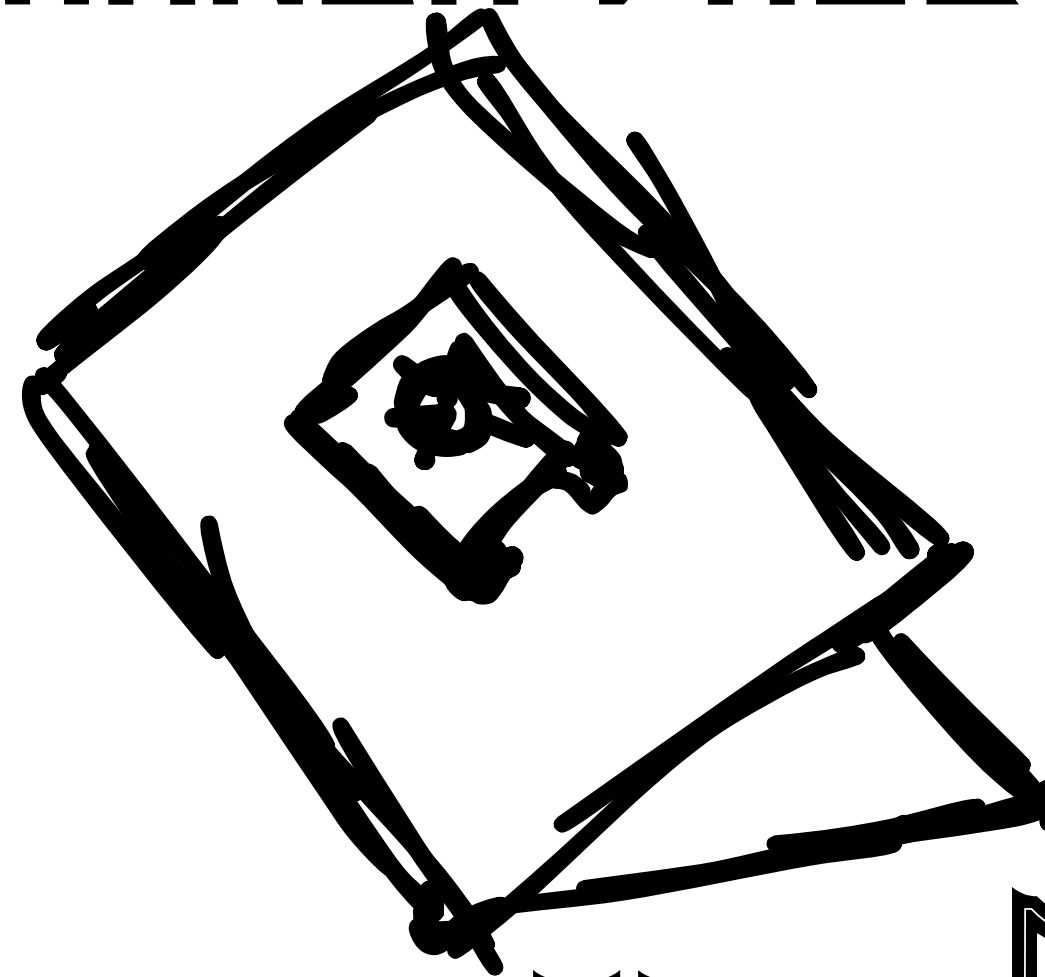
ADD TO CART

ADD TO CART

LOGO



MANGA VAULT



JHB

MANGA VAULT



The logo was inspired by a combination of elements that structure the company such as comics, vaults, and JHB.

The logo was sketched and outlined mimicking rough outlining of the art . It stands to emphasise the website being a hub for all Afro manga of all niches, arts styles and levels of capital

FOOTER

Your paragraph text



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MangaVautJHB@gmail.com



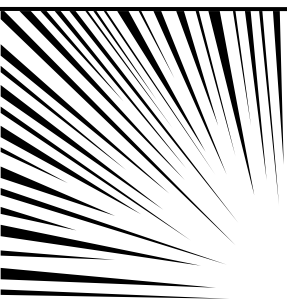
021 415 1512

Contact Us

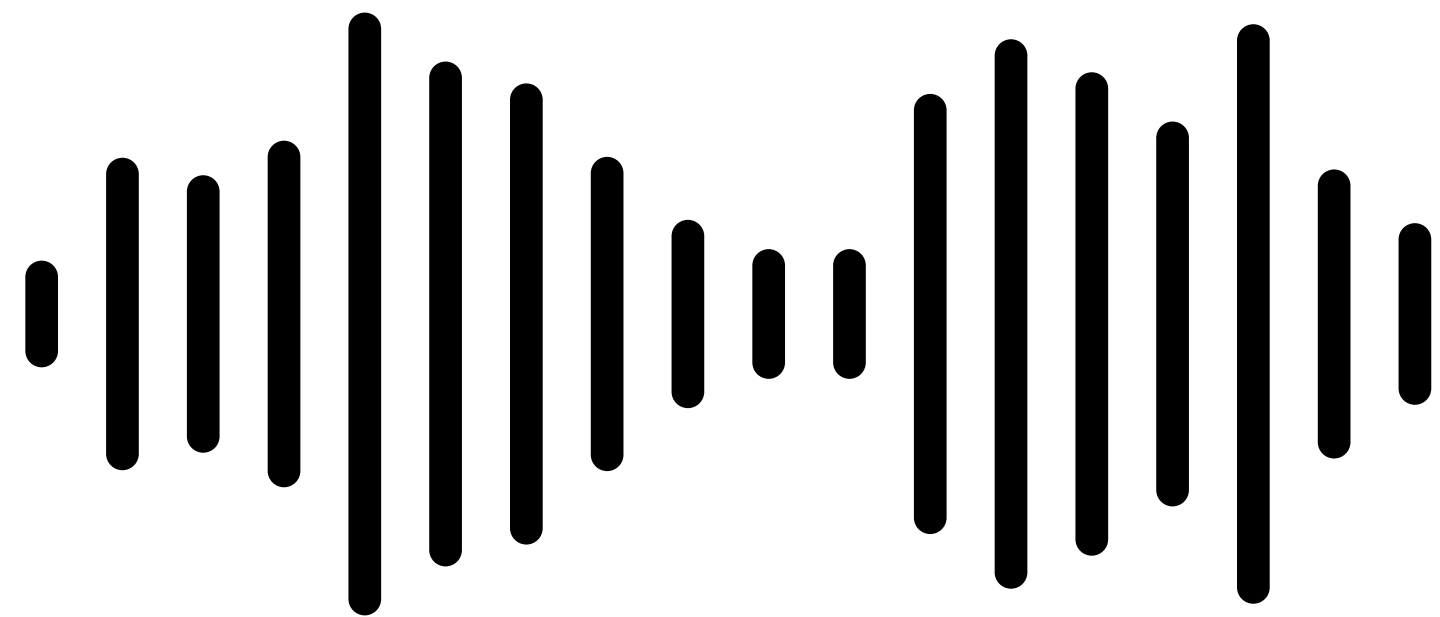


MANGA
VAULT





Brand Voice Guide



Core Voice: Energetic & Engaging

Platform-Specific Tone

Goal:

Given the vibrant nature of manga and comics, your voice should be lively and dynamic. Use expressive language that captures the excitement and adventure typical of manga narratives.

Casual (Instagram, Facebook, TikTok)

- Informal & Conversational: "Just dropped these AMAZING new volumes!"
- Use Slang: "These new releases are straight fire! The art is god-tier!"
- Emoji-Rich: "New Shonen Jump just landed! 🗑️📚🌟"

Professional (LinkedIn, Email)

- Polished but Warm: "We're pleased to announce our expansion into vintage manga collections."
- Measured Enthusiasm: "We're excited to share our upcoming exhibition featuring influential shoujo works."

Quick Guidelines

Do:

- Use active voice
- Include manga terminology
- Create community with inclusive language

Don't:

- Overuse exclamation points
- Write lengthy paragraphs
- Sound corporate even in formal communications

Examples

Casual Product: "This limited edition comes with exclusive art cards that are seriously next-level!"

Formal Announcement: "We invite you to join us for our curated weekend exchange event for collectors."

Accessibility

Feedback

For colour blind users interactibles will not only change colours, and hollow out but will also zoom in. Additionally our images conversational text will have simplified alt text.

Colours used

With the use of primaray colours against white, we havehigh contrast ratios which leads to clear visibility

Communication

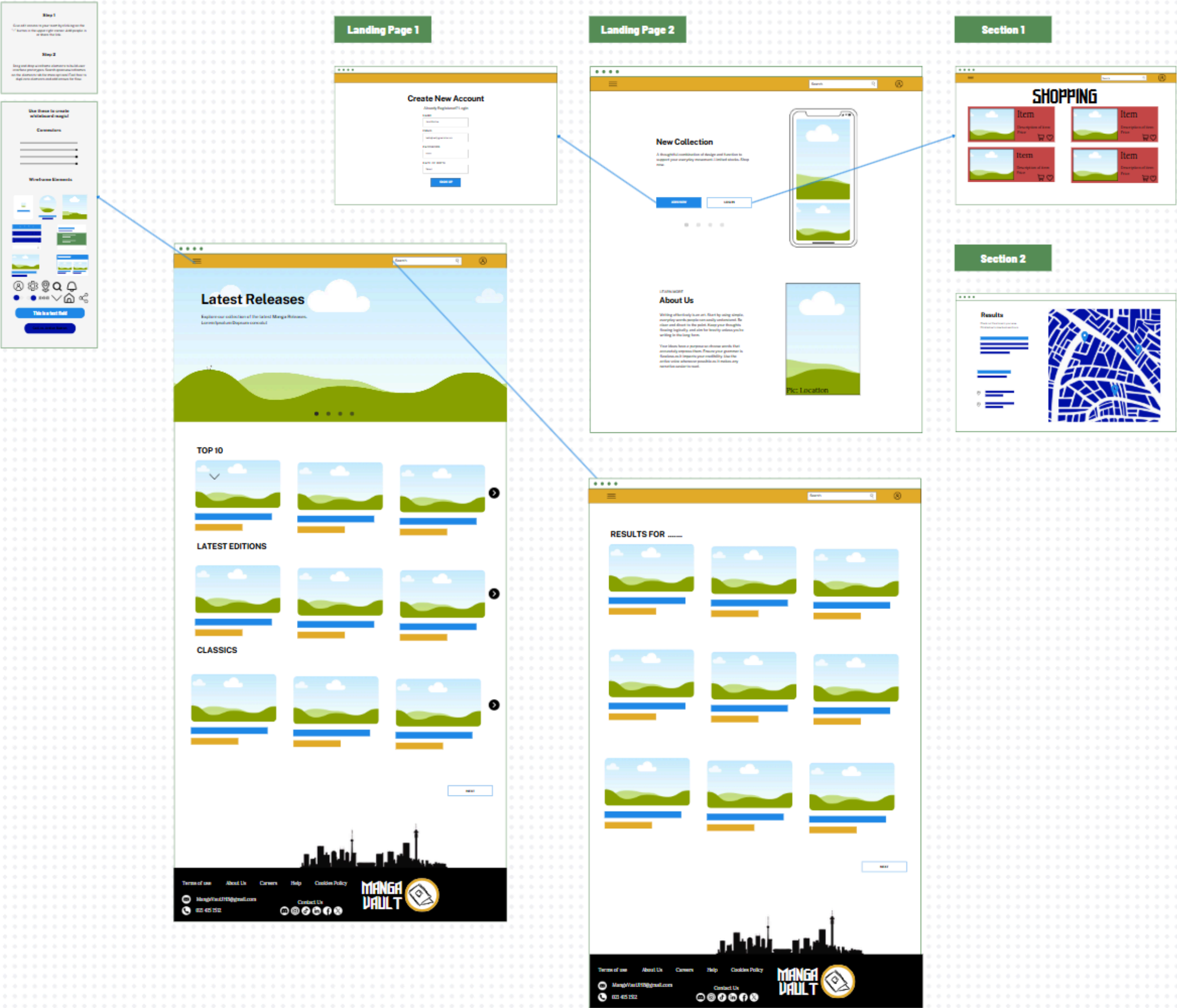
Using different avenues for communication will allow for all to access the sites information ie. blind may place a call.

Competition Sites /Inspiration

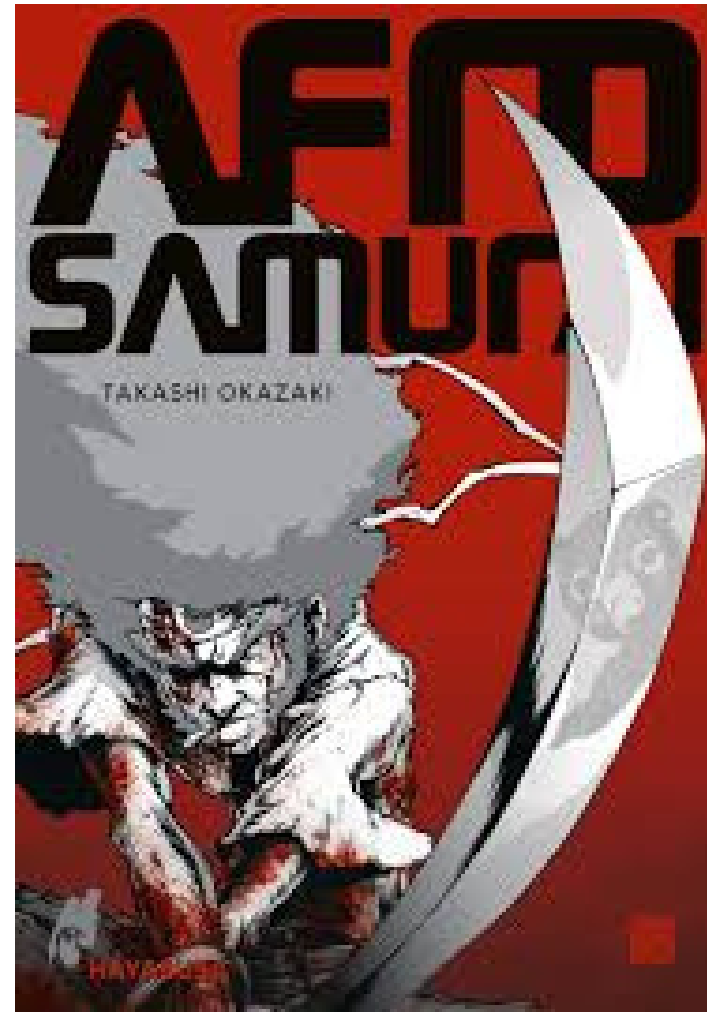
<https://afro-manga.com/?srsltid=AfmBOoq-DDUmU1z-SrhjiB5CWqNgI4ohNlwTcEdKhFOtnhJspcxKkLDm>

<https://zebra-comics.com/home>

<https://www.awalicomics.com/>



Mood board Inspiration





Jordyn Van Aswegen

Elri Greyling

Ali Raffee

Lubabalo Dlwathi

Amina Moosa