

# CuteCon - Brand identity guide

## Concept

CuteCon is a concept for a convention all about celebrating cute culture. From plushies to fashion, indie creators to beloved characters, and everything in between, CuteCon is the place to find it all.

By blending fandom culture (anime, cosplay, collecting) with lifestyle elements (crafts, fashion), the convention creates a space that's both fun and welcoming.

CuteCon's mission is to be the central hub for all things cute, partnering with global brands while shining a spotlight on indie creators.

Activities in this concept include panels, creative workshops, brand booths, and an artist alley, all designed to engage attendees and highlight the diversity of cute culture.

## Logo



## Target audience

### Primary:

- Cute culture enthusiasts
- Fans of kawaii fashion, plushies, Sanrio, Pusheen, cozy/cute aesthetics, etc.
- Cosplayers
- Collectors
- Ages 13-30

### Secondary:

- Families, especially with kids who enjoy plushies, characters, and kid-friendly activities
- Ages 5-12 + parents

### Tertiary:

- Indie artists
- Designers and lifestyle brands who want to show and sell cute creations

## Identity

**Name:** CuteCon

**Slogan:** The worlds cutest convention

**Title font:** OhnoSoftieVariable

**Body font:** Nunito

**Values:** Inclusivity, Wholesomeness, Playfulness, Creativity, Community

**Colors:** Primarily cute pastel colors, with neutral and dark pastel colors for contrast

## Mascots



Mochi Bear

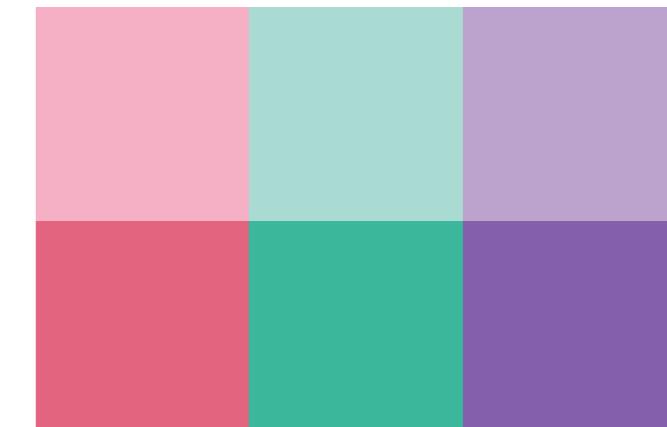


Mochi Bun



Mochi Cat

## Palette



Pastel light and dark



Background and text