

CuteCon - social media style guide

Visual guidelines

Brand logo



Palette



Mascot



Emoji, GIF and stickers

Emojis should be used to add playfulness and emphasis, but not to replace words. Use cute and relevant emojis such as: 🐾💖🐾🐾. Stickers and GIFs can be used sparingly in Stories/Reels and replies to keep content fun and engaging. Always ensure they fit with the brand's inclusive and wholesome tone.

Engagement and posting guidelines

Responding to comments

Keep replies warm, positive and funny if relevant. Keep it short, friendly, and on-brand.

User-generated content

Reposting attendee photos is good, but only with permission, and always giving credit.

Post frequency

Post 1-2 times a week off season, 3-4 times per week leading up to the event. Increase to daily Stories/Reels during the event.

Post layout

Each post should include a visual element, such as cute illustrations or photos. Keep descriptions short, use relevant hashtags, and include a clear call-to-action. Images can be enhanced with pastel filters for a cohesive look, and adding small doodles can make them feel more playful and creative.

Image style



Brand voice and tone

Tone

Friendly, playful, fun and wholesome.

Language

Short, simple, inclusive, and fun. Focus on community and creativity.

Personality and values

Inclusivity, Wholesomeness, Playfulness, Creativity, Community

Hashtags

Brand hashtags

These should be used in all posts. Hashtags with year should only be used for the relevant year. #CuteCon #CuteCon2026

Community hashtags

These should only be used when relevant, and are used to reach the target audience. #Cosplay #KawaiiFashion #Cutecore #ArtistAlley #Plushies

Trending hashtags

Trending cosplay, anime, or kawaii hashtags can be added when relevant to increase reach.

Typography

Primary font: OhNo Sofite Variable

Used for titles and headings.

Variable weight: 850

Secondary font: Nunito

Used for subheadings.
Weight: ExtraBold

Body text: Nunito

Weight: Regular

Accounts

Social Media accounts

TikTok and Instagram: @CuteConOfficial

CuteCon - social media strategy guide

Goals

The goal of CuteCon's social media is to capture the inclusive and playful atmosphere the convention aims to create. Posts should be inclusive, build hype, and foster a sense of community. At the same time, the audience should receive information about the event, making it feel meaningful to follow CuteCon.

Main objectives

- Build excitement before the event through countdowns, reveals, polls, and giveaways
- Share real-time moments during the convention
- Foster a community around shared interests
- Highlight and celebrate the community, including art, cosplay, and fashion

Platforms

The platforms CuteCon focuses on are Instagram and TikTok, as these are the platforms most used by the target audience.

Why Instagram?

Instagram is popular among teens, young adults, adults, and creators, reaching all of CuteCon's target audiences. Features like polls and stories make it easy to interact with the audience and foster a sense of community. It's ideal for both entertaining and informative content, and the ability to pin posts ensures important information is always accessible.

Why TikTok?

TikTok is popular among teens and young adults and aligns perfectly with CuteCon's playful personality. It's well-suited for skits, trends, and challenges that entertain and engage the audience. TikTok also supports CuteCon's goal of community building through features like duets, which encourage interaction and collaboration.

Posting Schedule

- **Pre-event (3 months–1 week before):** Mascot reveals, polls, countdowns, skits
- **During CuteCon:** Live Stories, and reposts of attendee content
- **Post-event:** Highlights reel, thank-you posts, and teasers for next year
- **Off-season:** Community highlights and teasers for the next event, skits

Tone of Voice and Style

CuteCon's voice is playful, inclusive, and warm. Posts should feel positive and fun, with mascots adding extra personality whenever possible and appropriate.

The style is consistent across platforms: pastel colors, rounded fonts, kawaii doodles, and soft shapes. This ensures CuteCon is instantly recognizable, no matter where someone encounters it online.

Target audience

CuteCon is for everyone who loves cute culture, with three main groups:

Primary

- Cute culture enthusiasts
- Fans of kawaii fashion, plushies, Sanrio, Pusheen, and cozy/cute aesthetics
- Cosplayers and collectors
- Ages 13–30

Secondary

- Artists and creators contributing to Artist Alley, hosting workshops, or sharing their work with the community

Tertiary

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

Content framework (The 4 Es)

CuteCon's strategy is built around the **4 Es**: *Educate, Engage, Entertain, Empower*.

- **Entertain (primary):** Playful mascot skits, funny animations, and lighthearted posts
- **Engage (primary):** Polls, naming contests, interactive filters, and challenges
- **Educate (secondary):** Event updates, ticket info, schedules
- **Empower (secondary):** Showcasing community art, cosplay, and attendee content

Each post should focus on one or two categories, without trying to do too much at once.

Example content ideas

Instagram

- "Meet the Mascots" character card carousel
- Stories with countdowns to the event
- "What's Happening" posts introducing events at the convention

TikTok

- Short mascot skits, e.g., Bunny hides, Bear eats sweets, Cat causes chaos
- Challenges and trends that fit CuteCon's personality
- Behind-the-scenes clips, such as con setup or cosplay transformations