GoBoiano

We Bring Anime Culture to the World

Brand and Style Guidelines

March 2014

Table of Contents

Our Mission 3

Logo 4

- Standard Logo: Specifications 5
- Standard Logo: Specifications [optional] 6
- Logo Symbol: Specifications 7
- Logo Symbol: Specifications [optional] 8
- Examples of Logo Design Use 9
- Incorrect Examples of Logo Use 10

Color Guide 11

Typography

- Heading 12
- Secondary Heading 13
- Content 14

Brand Design Elements 15

GoBoiano Mascots 16

- Anni & Mei: Reference Guide 17
- Anni & Mei: Official Art 18

Our Mission

We Bring Anime Culture to the World

GoBoiano is an online media and social organisation focused on connecting anime culture around the world. We build services that allow people to connect, create, and inspire individuality across the globe through the anime lifestyle. Our web platform provides a global community for connecting millions of fans, creators and industry individuals through our network.

Logo

The logo identifies GoBoiano as a brand and as a company. It comes in two versions with each version containing optional design elements that can be added to enhance the logo from its design environment. The logos are designed in a gradient style color format which makes GoBoiano unique in its representation to the world. The choice of use between the two versions are based on the logo's impact on the respected design environment.

The logo must enhance GoBoiano as a brand clearly and creatively. Aesthetic placement of the logo designs must be considered carefully on its effectiveness to represent the GoBoiano brand. Only one of the two logo designs should be used at a time; exceptions are only considered for promotional use.

Standard Logotype

GoBoiano

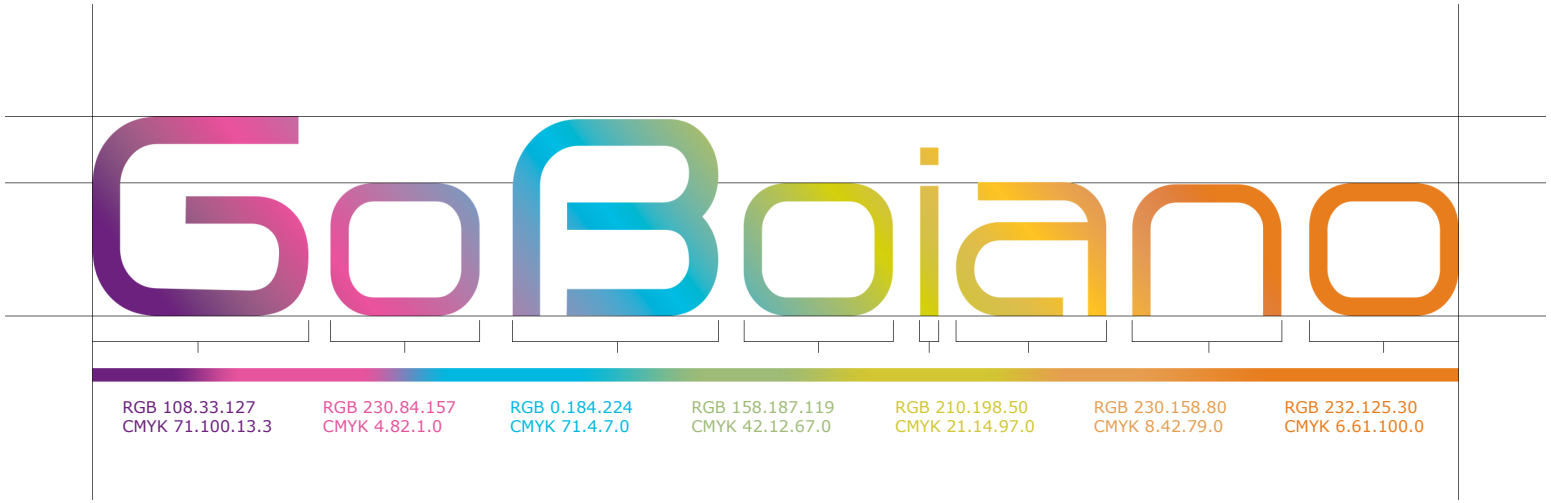
The standard logotype should be used for printed and promotional material. It is advised to use the standard logotype where physical representation of the company is required.

Logo Symbol

GB

The logo symbol is the compact version of the standard logotype abbreviated in the form of two letters GB in a circle. This version cannot be used as a standalone logo design [yet], it must be used in conjunction with the written text GoBoiano somewhere present in the design environment.

Standard Logo: Specifications



The standard logo is a custom designed font vector image that does not have any size requirements. It is flexible for size modification but it should adhere to the specified design proportions. Proportional distortions are not accepted. RGB and CYMK conversions are provided for reference.

! DESIGN TIP: Shift + Transform retains the proportions of the design and prevents manual distortions from occurring.

Standard Logo: Specifications [optional]

GoBoiano

GoBoiano

Logo with white 5px stroke. Stroke size and color are subject to change dependent on the design environment. If used, judgement must be based on design aestheticness that enhances the logo.

Logo with white 5px stroke, 120 degree global light drop shadow 100% opacity [RGB 115.117.152] [CMYK 61.54.23.2], size 16px, 0 distance, 0 spread, anti-aliased. Stroke and drop shadow size and color are subject to change. Its use must enhance the logo design.

Logo Symbol: Specifications

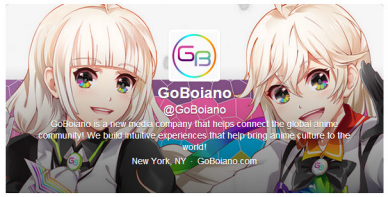
The logo symbol should follow the same RBG/ CMYK color conversion of the standard logo. The G and the B should be from the same letter sets of the standard logo. The color gradient in the circle should follow a circular motion with no breaks. *The symbol logo must be used in conjunction with the full company name GoBoiano somewhere present in the design environment.*

Logo Symbol: Specifications [optional]

Logo with white 5px stroke. Stroke size and color are subject to change dependent on the design environment. If used, judgement must be based on design aestheticness that enhances the logo.

Logo with white 5px stroke, 120 degree global light drop shadow 100% opacity [RGB 115.117.152] [CMYK 61.54.23.2], size 16px, 0 distance, 0 spread, anti-aliased. Stroke and drop shadow size and color are subject to change. Its use must enhance the logo design.

Examples of Logo Design Use



Incorrect Examples of Logo Use

Color Guide

GoBoiano

HEX #8c588d RGB 140.88.141 CMYK 51.76.18.2	HEX #f05fa3 RGB 240.95.163 CMYK 0.78.0.0	HEX #07b3e7 RGB 7.179.231 CMYK 70.9.1.0	HEX #a9aa36 RGB 169.170.54 CMYK 38.23.100.1	HEX #faa837 RGB 250.168.55 CMYK 0.39.88.0	HEX #d97246 RGB 217.114.70 CMYK 11.66.80.1

We Bring Anime Culture to the World

HEX #737598 | RGB 115.117.152 | CMYK 61.54.23.2

Typography: Heading

Impact HEADING

Regular, any size font. Optional use of stroke, bold and all caps

This heading should only be used for titles that need to be boldly emphasized in settings that require impact such as in print or cover titles. This heading should rarely be used except for those instances. Refer to creator's program package for example.

! DESIGN TIP: Typography color choices must follow the branding color guidelines.

Typography: Secondary Heading

35 thin, any size font, no all caps. Optional use of bold

Helvetica Neue [OTF]

Verdana

Regular, any size font. Optional use of bold and all caps.

Secondary Heading

This heading should be the primary heading for all main titles that do not fit the criteria for the main heading font style. The proposal of choice between the two font families are that Helvetica Neue should be used for print settings and Verdana for online settings. This proposal is subject to change and evaluation.

! DESIGN TIP: Alt + Directional Keys manually changes the letters spacing when automatic tracking does not produce the best results.

content

Arial
Verdana
Helvetica
San-serif fonts

Regular, at least 11pt. size font. No all caps or stroke. Optional use of bold or underline.

Fonts that belong to the san-serif typeface are accepted for use of content typography. The most used fonts are Arial and Helvetica due to their ease of interweb conversions. Verdana is accepted but it should not be used when it is also used as the secondary heading.

Proposal for use of Verdana as content in print with Helvetica Neue as the secondary heading. Refer to creator's program package for reference.

! DESIGN TIP: Do not use hyphenate and abbreviations. Text must be in proper English and grammar.

Brand Design Elements

www.goboiano.com

GoBoiano Website Address Graphic

Header Gradient Line Divider

Pattern Background

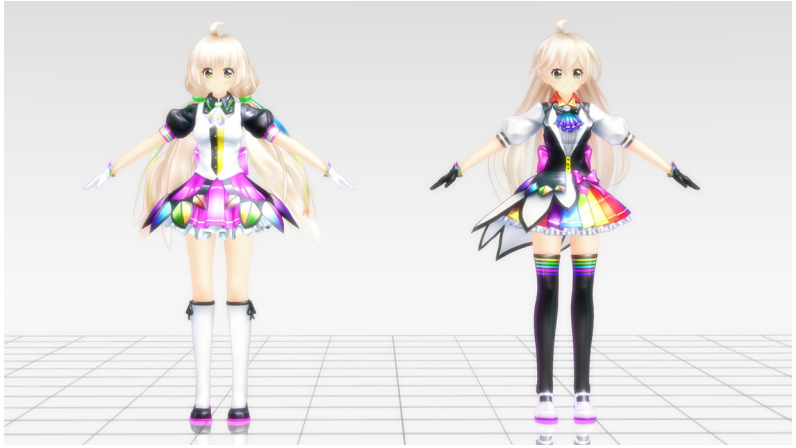
Page Design Elements

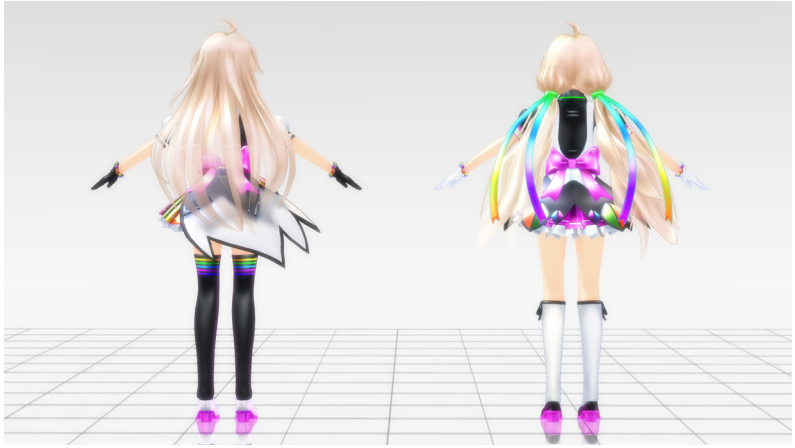
GoBoiano Mascots

Anni & Mei: Reference Guide

This section will explain who Anni and Mei is, their significance, personalities, etc.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam orci lectus, faucibus non ligula ac, ornare accumsan mauris. Donec semper magna at lacus ultricies iaculis. Proin magna nisi, tempus sed adipiscing vel, posuere id massa. Nulla tincidunt velit vitae nibh lacinia, sed sollicitudin leo rutrum. Sed nec elit ac ante suscipit ullamcorper. Phasellus quis eros ac ipsum rhoncus porta a id diam. Donec at rutrum justo. Proin molestie dictum mauris nec pretium. Nulla vel sollicitudin metus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Anni & Mei: Official Art





Our brand is currently in development and is subject to change at any given time.

For more information regarding the use of our brand and its assets, please email us at [email].

For any suggestions that could help improve the quality and production of our brand, please email us at [email]. Your suggestions will be taken into full consideration. We thank you for your support.

www.goboiano.com

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