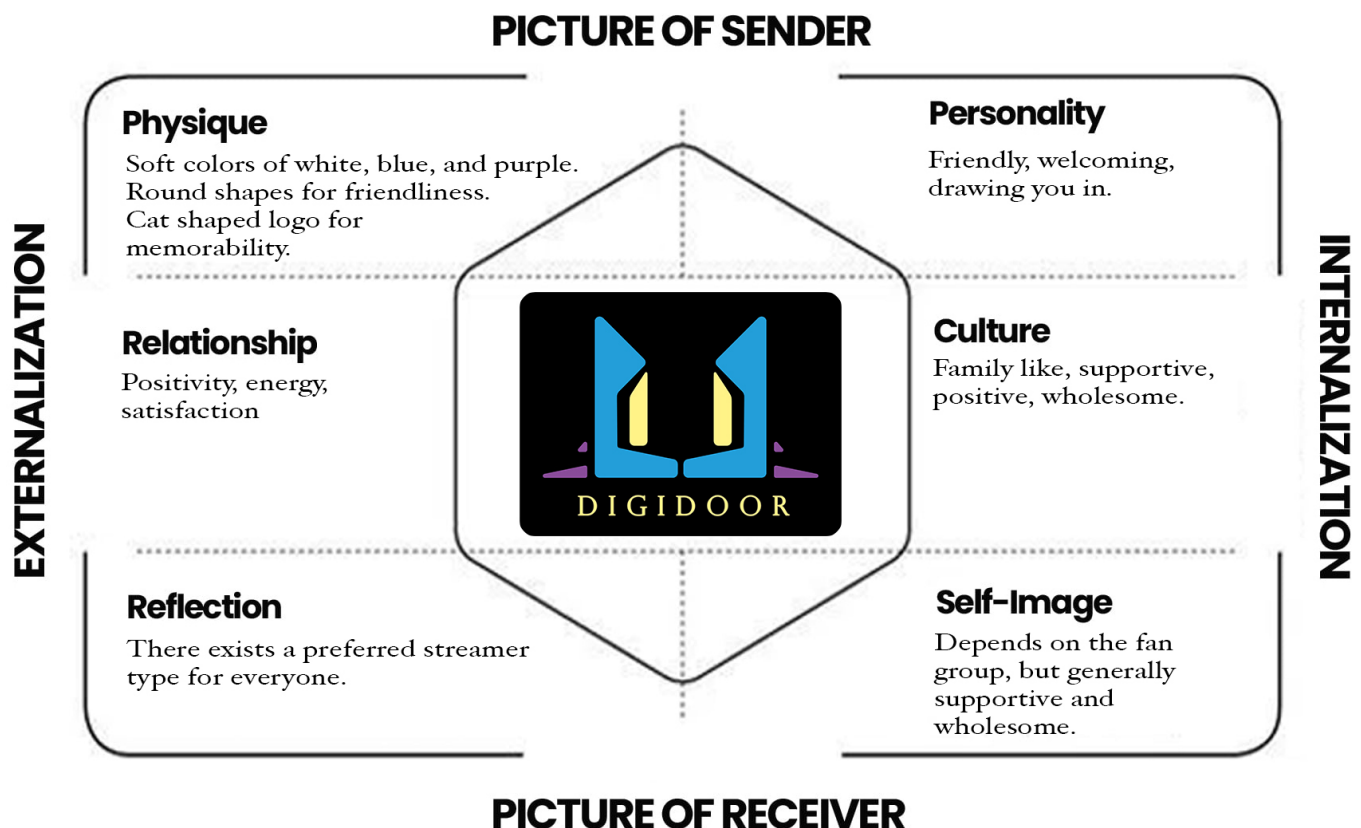
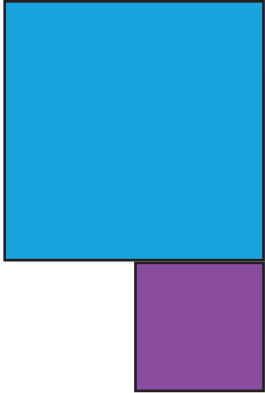


# Mission Statement and Brand Identity

Digidoor is a talent agency for virtual YouTubers, or VTubers for short. Our business intent is to bring entertainment, mainly through YouTube streaming, to our fans. Our target audience is very broad, due to each VTuber being capable of having vastly different viewer cultures. Generally, we will target adolescent and young adult men and women who frequent YouTube and leave the specifics to the talents themselves. We will try to foster a cohesive family-like culture among the talents and staff. This supports the positivity and wholesomeness that sustains the community. Our viewers should take away a feeling of friendliness, and also of being drawn in.



# Logo and Design Specifications



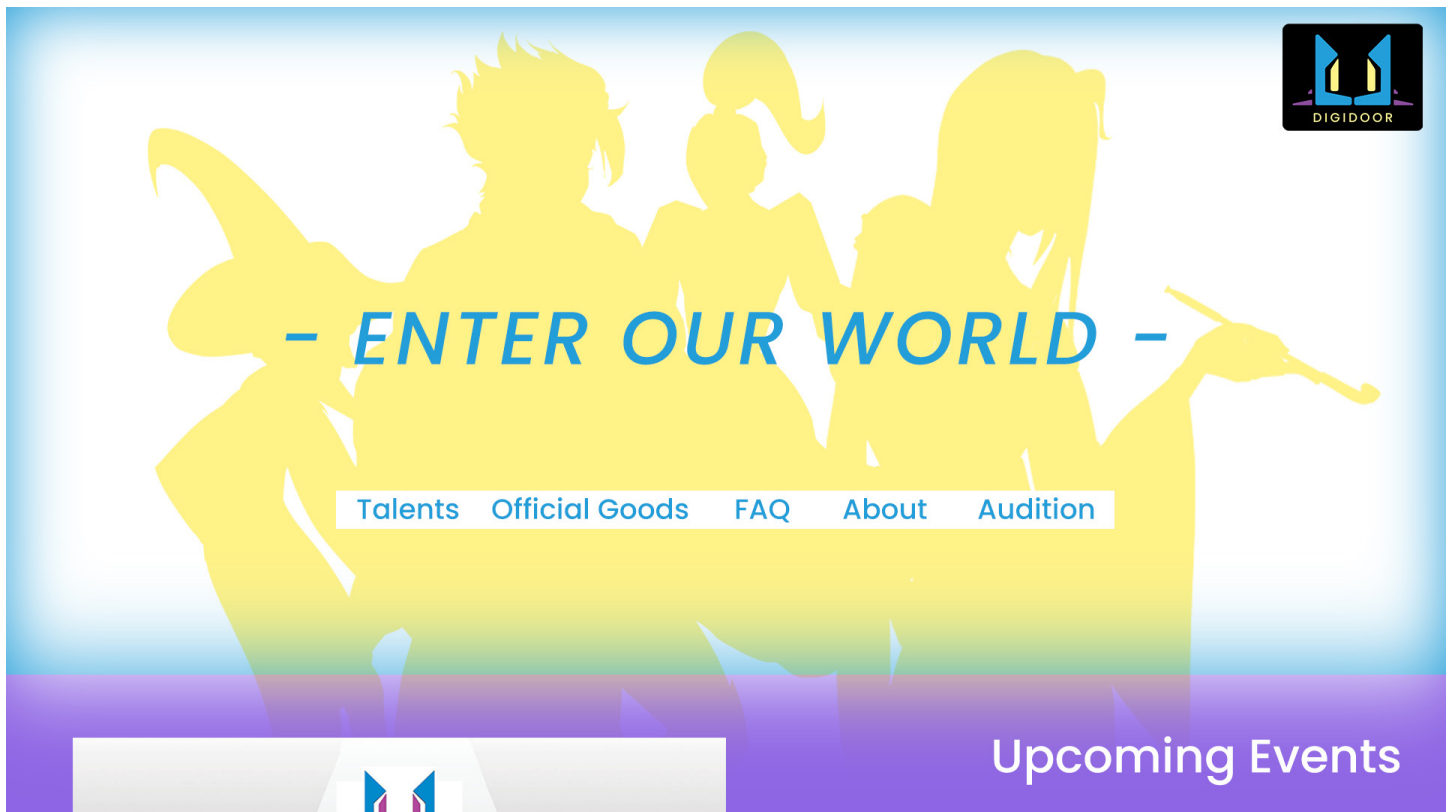
Digidoor Blue: C=73 M=18 Y=0 K=0

Digidoor Yellow: C=8 M=5 Y=60 K=0

Digidoor Purple: C=53 M=83 Y=0 K=0

The company's Logo and text uses the Poppins font. Usual text will use Poppins Regular, while headings and other text that need emphasis will use wither Poppins Medium or Poppins Semibold depending on the degree of importance.

# Business Card and Website



# Event Poster



## 3D Concert

Dec 1 22:00 EST  
Digidoor Official YouTube Channel