



Corporate identity guide

Design is the visual translation of your identity. The core values of FLÜÜFFF can therefore be found in the complete branding. To make FLÜÜFFF a recognizable and strong "brand", it is important the developed house style is applied consistently. In this guide you will find all the information you need to apply the house style correctly. That way we can send FLÜÜFFF into the world in a visually strong and recognizable way.

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The core values

Cheerful

Intentional

Encouraging

ProgeSSIONal

Welcoming

Creative

Cozy

About Flüüfff

Flüüfff is a Belgian "**furry convention**" that takes place **annually** in Blankenberge. It is an event organized for people with a preference for anthropomorphic animals (such as comic, game or cartoon characters, company mascots or figures in fables or fantasy books). The convention is spread over **5** days with accommodation options. **Numerous** activities are organized such as a game evening, mini-golf, fursuit parade, workshops, dealer den, ... It is a place where everyone **can be themselves, make new friends, be creative, relax and overall to have fun!**

Flüüfff ASBL is a registered Belgian Non Profit Organisation with organisation number 0662498716</i>

Address

Flüüfff, asbl
Rue Félicien Rops, 35B, boîte 01
1070, Anderlecht
Belgique

Brand promise

For fans of anthropomorphisme who need to a place tp **relax, meet friends and have fun** , Flüufff is a Belgium furry convention that offers a **creative experience** in a **professional setting** , unlike other conventions. Our services promises to make your stay worthwile in a **cosy** and **welcoming** furry atmosphere.

VZW: Flüüfff

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1070, Anderlecht
Belgique

Ontwerp: Ineke Debo

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In opdracht van

