# Fencing Branding



#### f Facebook



Before Sept. 15, 2015, The Fencing
Knights at UCF did not have a public
Facebook page, and therefore no easy
method of communicating their meeting
times, meeting location, and different
events with interested parties.



Knight PALS at UCF, The Fencing Knights, and various other clubs came together for a Holiday Festival on Memory Mall. The festival was created by Knight PALS so that individuals with autism and their families could have good time. We helped run holiday-themed carnival games and let some kids try fencing.





This has been a special semester for The Fencing Knights. We gained over fifteen new members, hosted one intercollegiate, attended four away competitions, and held one fencing clinic with Knight PALS.

(We've also been invited to volunteer at the Knight PALS Holiday Festival this Saturday. More details in the following post.)

Thank you to everyone who has supported us as we continue to grow. Thank you, Knights, for a phenomenal semester, and good luck to everyone on the remai... See More





y goal was to increase y goal was awareness of the club and post regularly about club socials and competitions our fencers participated in. A key aspect of our social media strategy was the photo album we posted after every major event.

created these graphics to display as
the page's profile image. Two of these
graphics were made to advertise practices,
and the other, World Fencing Day.



Graphics & style guide provided by International Fencing Federation.

Theme of the year: Solidarity.

Pegasus graphic provided by The Fencing Knights.

Font is Black Chancery.





Left: Original photo I took

Shot with Rebel Canon

Right: Made with Photoshop

> Valencia font

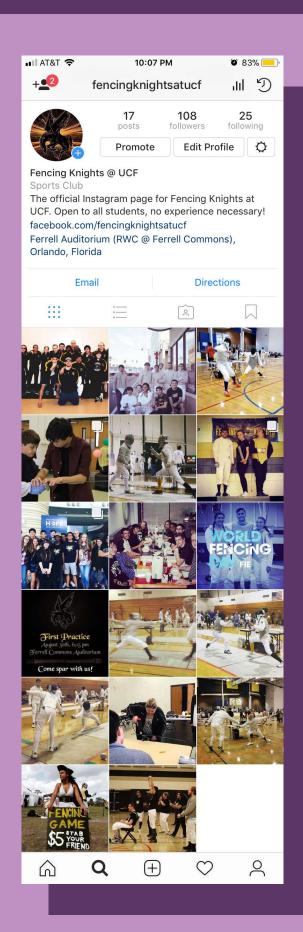


### **O Instagram**

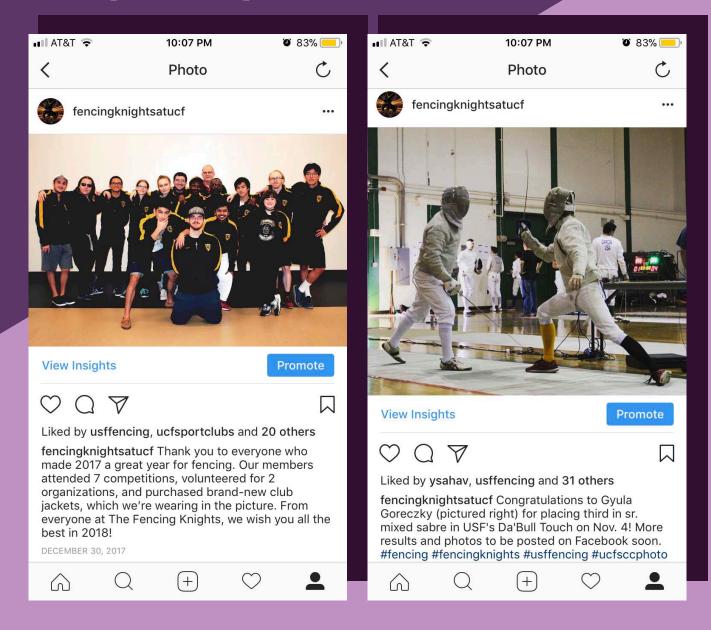
an. 2017, The
Fencing Knights
at UCF create an
Instagram account.

We cross-post between
Facebook and
Instagram,
with a few differences.
Instagram is more
timely; we use
filters, hashtags, and
Boomerang.

For further specs, see the <u>Secretary Manual</u>.



# Highlights



Left: The Fencing Knights debut the first-ever team jackets in recent memory.

Right: We participate in a UCF Sports Club competition to receive the most likes and a professional fencer (@ysahav) likes our post.

## **% T-Shirt Designs**



Open, The Fencing Knights held an art competition deciding t-shirt designs for the event. My design, which focused on fencing, symmetry, and the club's black and gold aesthetic, won the contest.



The design was made with Photoshop, since this was before I learned Illustrator. I used a free font named Valencia and my own photos for reference. I was glad to make something that would greatly benefit a club I care about.