

# Fencing Branding



THE  
FENCING KNIGHTS  
RETURN

1.8.18

SPRING PRACTICES:  
MON. 6:15-8:15 PM  
WED. 6:15-8:15 PM  
SAT. 4:00-7:00 PM

 &  @FENCINGKNIIGHTSATUCF

# f Facebook



**The Fencing  
Knights Mannequin  
Challenge, 2016**

**B**efore 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.



My goal was to increase 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.

I 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

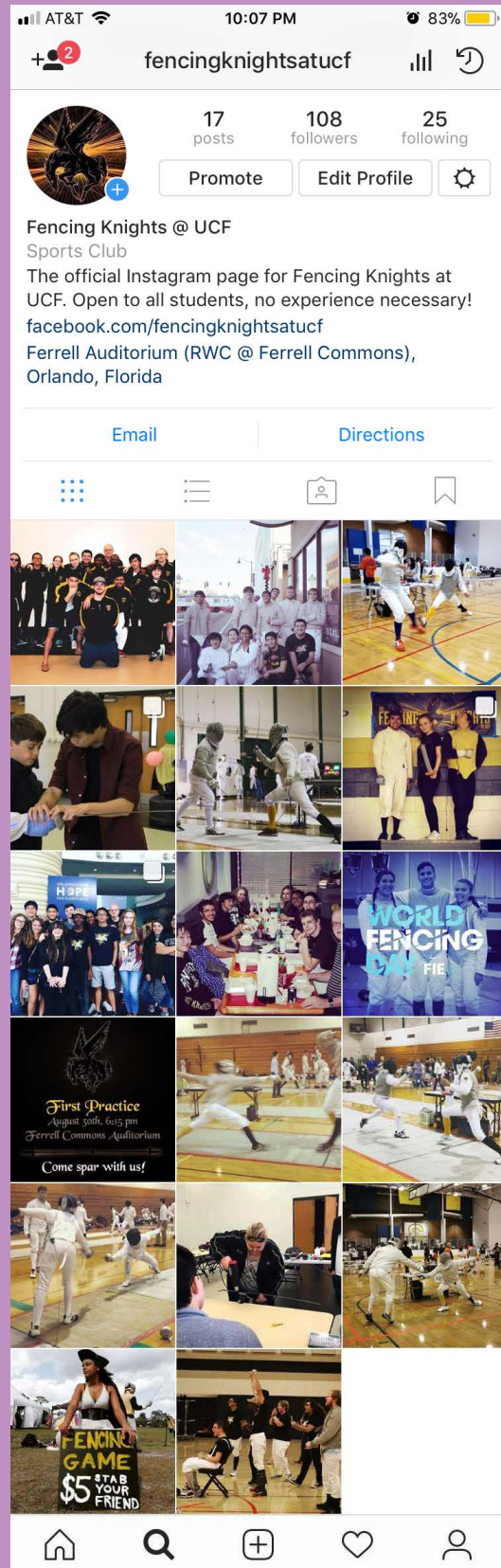


# Instagram

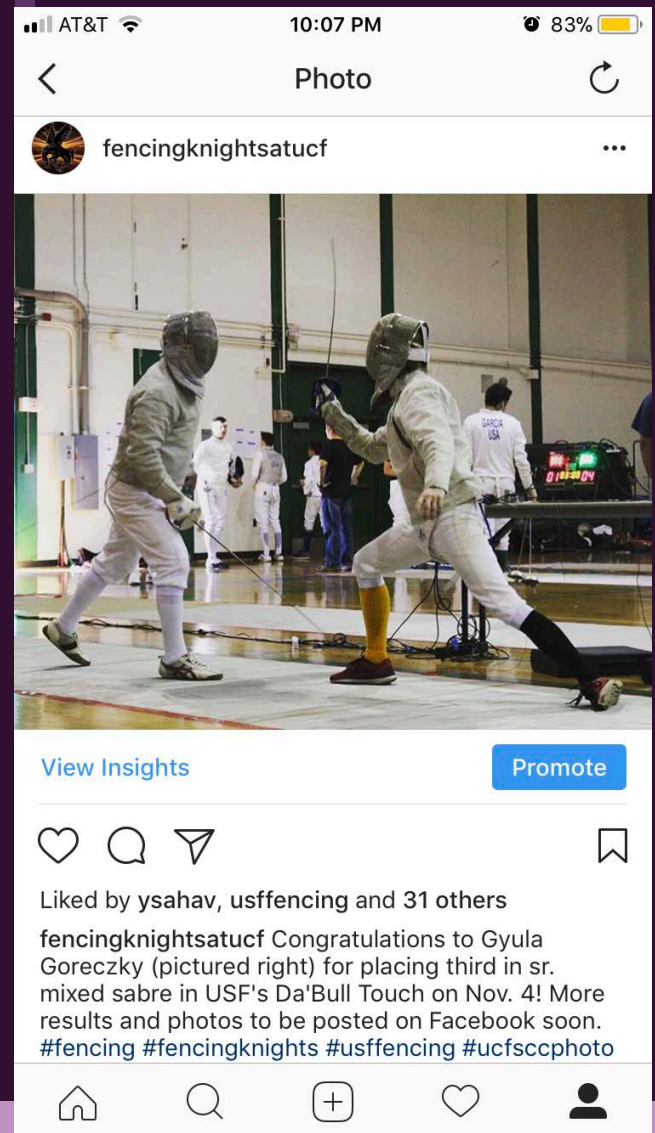
**J**an. 2017, The Fencing Knights at UCF create an Instagram account.

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 [Secretary Manual](#).



# 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



For their 2nd Annual Black & Gold 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.