

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

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.

The Fencing Knights at UCF added 13 new photos from December 10, 2016 to the album: Knight PALS Holiday Festival — at UCF Memory Mall.
Published by Thal Lia [?] · December 10, 2016 · 🌐 · 📷

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.



The Fencing Knights at UCF added 7 new photos to the album: End of Semester Album (Fall 2016).
Published by Thal Lia [?] · December 9, 2016 at 12:12pm · 🌐

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](#)



The Fencing Knights at UCF
Published by Thal Lia [?] · December 24, 2016 at 10:58am · 🌐

Wishing everyone a safe holiday and happy new year!



374 people reached

[Boost Post](#)

👍 Like 💬 Comment ➦ Share

👍 Quincy Thomas Thayer, Zoe Barbeau and 13 others



Write a comment...



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

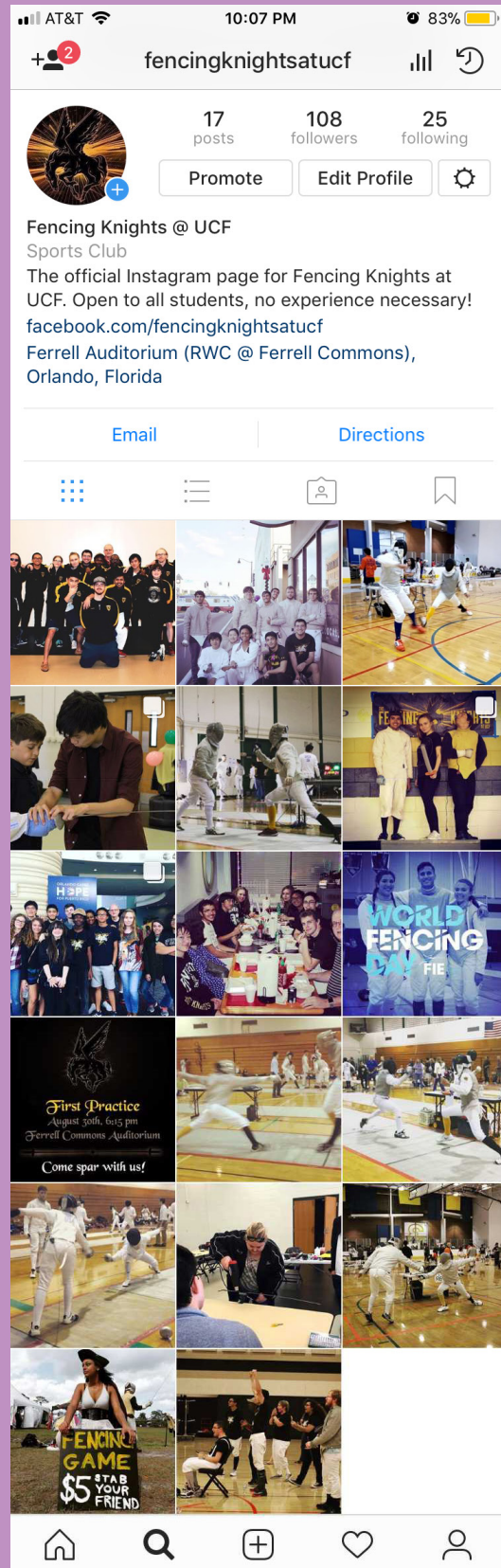


Instagram

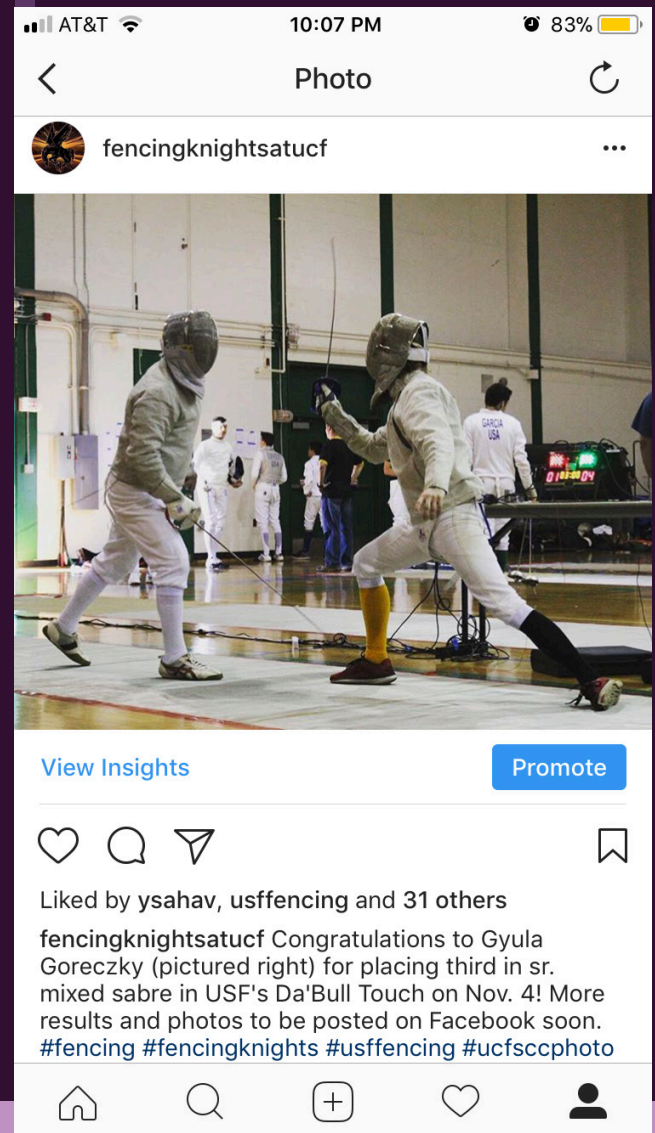
Jan. 2017, The Fencing Knights at UCF create an Instagram account.

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.