

Branding Guide

2020



NerD  **otaku**

ANIME
eSPORTS
MOVIES
VIDEO GAMES

COMMUNITY

Design and Brand Guidelines

This document will introduce you to our brand and how it should be used to represent Nerd|Otaku Zambia's identity. Following these guidelines will ensure that our logo, typeface, and colour scheme is used in a manner that upholds our aesthetic values and standards, allowing us to establish a brand looking professional and consistent.

Always provide artists and designers access to this branding guide when any communication or marketing material needs to be published on behalf of Nerd|Otaku Zambia.



Vision

To inform, inspire, and empower a community of people bonded by the creative culture of film, games, eSport, and innovative technology.



Mission

To always put our community first; striving to inform, inspire and empower them by providing premier activities and events throughout Zambia, creating an environment that stimulates acceptance and inclusion while encouraging a multitude of interests and talents.

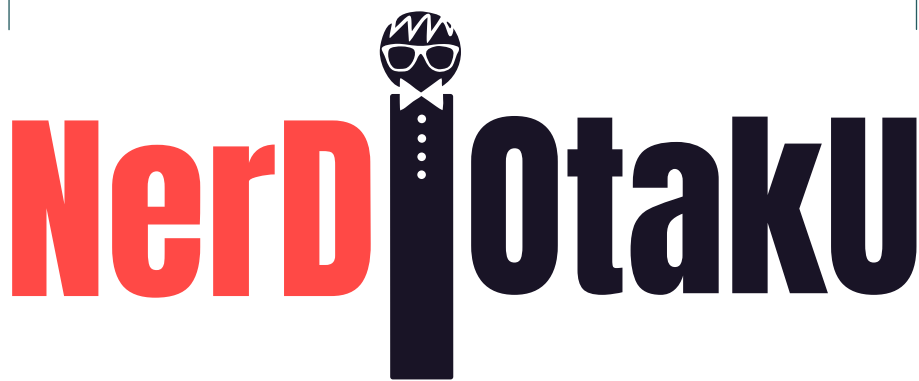
Section 1

PRIMARY LOGO -Composition

Our logo has two components:

1. The Iconic Mark - our Otaku design
2. The Word Mark

LOGO - Full Lockup



Iconic
Mark



Word
Mark

The word mark consists of the words "Nerd" in red and "Otaku" in dark blue, separated by a space. It is enclosed in a thin red rectangular border.

Nerd Otaku

Section 2

SECONDARY LOGOS

SUBTLE VERSION



To be used when the primary logo has been displayed in the material already and a more discrete branding option fits better in the overall design.

SUB-BRAND VERSIONS

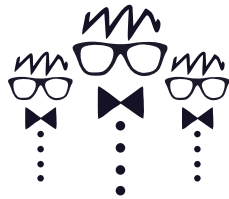


Our sub-brand logos exist to explicitly link these distinct activities back to our main brand while reflecting the same identity as our main brand. The purpose of sub-branding is to expose our brand to a unique audience and establish loyalty and trust which extends to our main brand.

Section 3

ADDITIONAL MARKS

OUR MINIONS



Our cute otaku minions serve as a design element to pay homage to and represent our community. We are a community driven organization and stand together in our quest to create an environment that stimulates acceptance and inclusion. Use them to indicate friends, crowds, attendance, or events.

ICON



FLAVICON



Section 4

LOGO SPACING

Clear space

Whenever you use the logo, respect it by giving it some space. The minimum clear space should be the equivalent of an **N** from the Word Mark.



Minimum Size

In print, the logo should never appear smaller than 15mm tall.
On-screen, it must appear at least 60 pixels tall.

On-Screen: 60 px
Print: 15mm



Section 5

COLOURS

Colour - Logo

Nerd|Otaku brand colours should be used consistently to enable and build brand recognition.

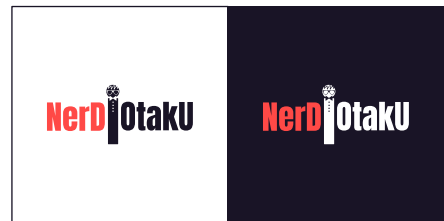
Recommended Colour Palette



Primary Colour #1



Hex: F04B4A
Tart Orange (we know its red)



Primary Colour #2



Hex: 151225
Xiketic (we are believe this is not a swear word)

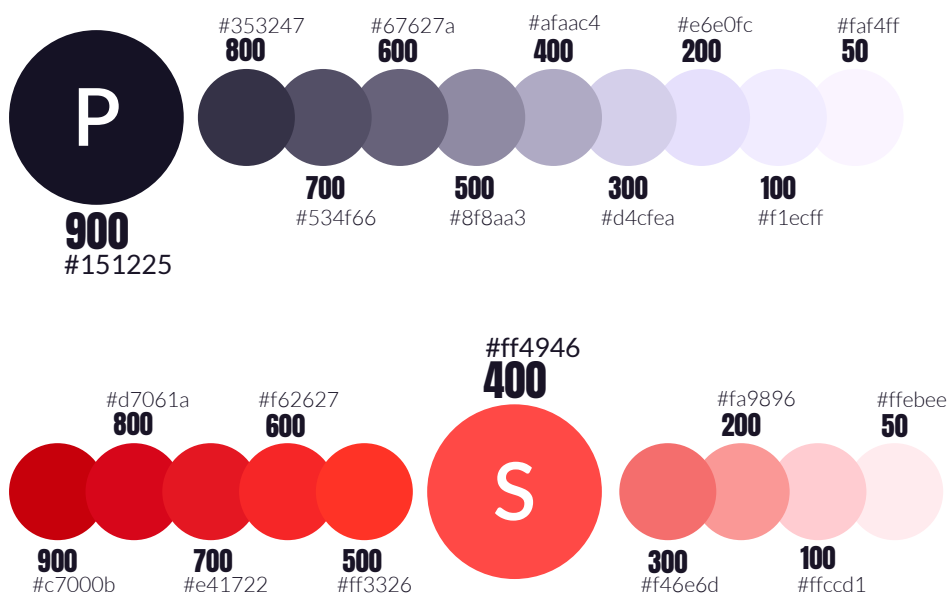
Primary Colour #3



Hex: FFFFFFFF
White

Colour - Website Theme

Nerd|Otaku brand colours that are used on the website.



Section 6

UNACCEPTABLE LOGO USAGE

RULES

A few rules are needed to maintain the integrity and consistency of Nerd|Otaku's brand identity when using our logo. Never compromise the logo by rotating, skewing, or distorting it in any way.

1. Don't Rotate



2. Don't Squash or Stretch



3. Don't Disrespect Clear Space



4. Don't Alter or Resize



5. Don't Mix Colours



6. Don't Add Shadows



Section 7

WORD MARK - Typography

“Type is beautiful,
keep it that way.”

Typography

Typography is a powerful brand tool when used correctly and consistently. Our brand's set of typefaces enables our messages to communicate clearly while reinforcing the identity we are shaping in the minds and hearts of those we interact with.

ANTON

Anton - This is our recommended font to use for headers in printed and digital material where a distinct connection with our brand is needed. It is a bold, energetic, and youthful font.

Source: <https://fonts.google.com/specimen/Anton>

Lato

Lato - This is our recommended complimentary font to for body text in printed and digital material. It is a versatile font with a wide range of weights (thickness) which allows it to fit into a multiple layouts and uses.

Source: <https://fonts.google.com/specimen/Lato>

Always

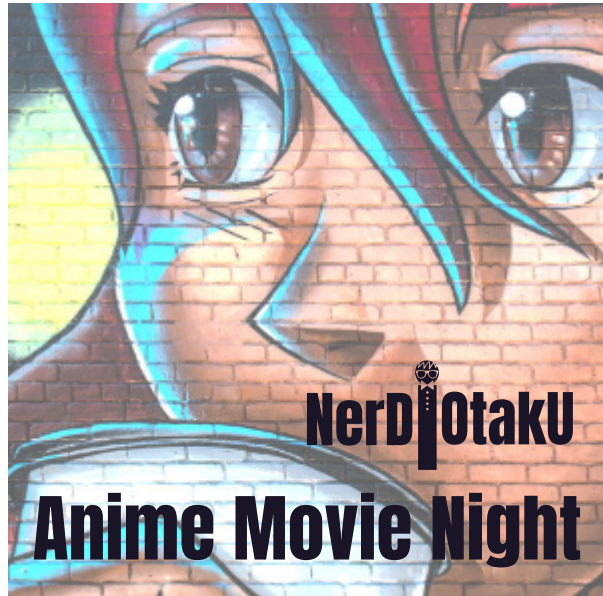
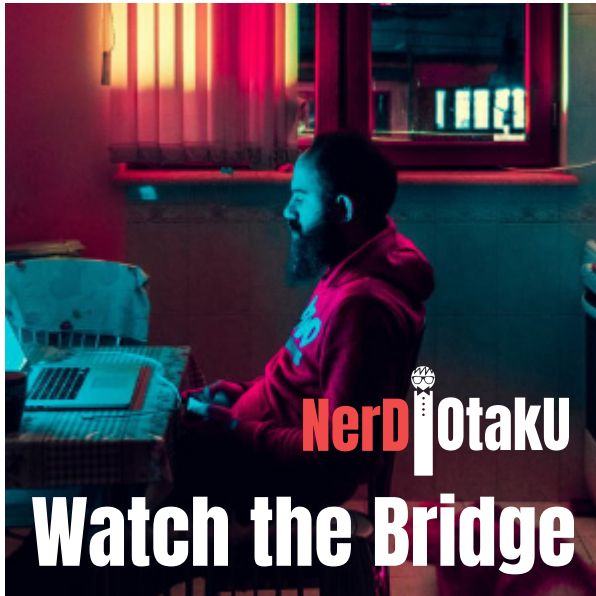
Keep it simple
Limit type sizes per page to three

Section 8

IMAGES - Usage

Coloured Images

Use bold images that are full of colour and compliment it with either a light or dark version of the logo - often monochromatic is best for this approach.



Monochromatic Images

Or use monochromatic images to portray an elegant and subdued luxury. This approach is recommended when material is prepared for corporate partners or a more affluent demographic.



IMAGES - Usage Tips

1. Photos with shallow depth of field work best.
2. Avoid busy images with lots of detail.
3. Applying a lighter or darker transparent overlay on an image helps to make the content more legible.

DON'T



Too Busy



Light Image & Logo



Dark Image & Logo