

BRAND GUIDELINES

V1.0.0



BRAND LOGOS

These are VShojo’s Core brand logos, this drop-shadow logo is used for all of VShojo’s audience facing content.

Make sure to provide significant clear space for the logos as to not overcrowd or restrict it.



Full Logo On Light



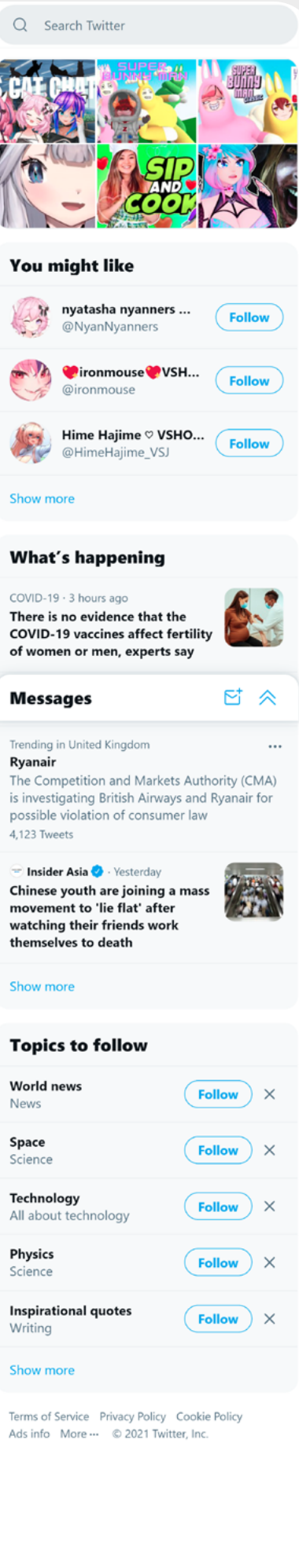
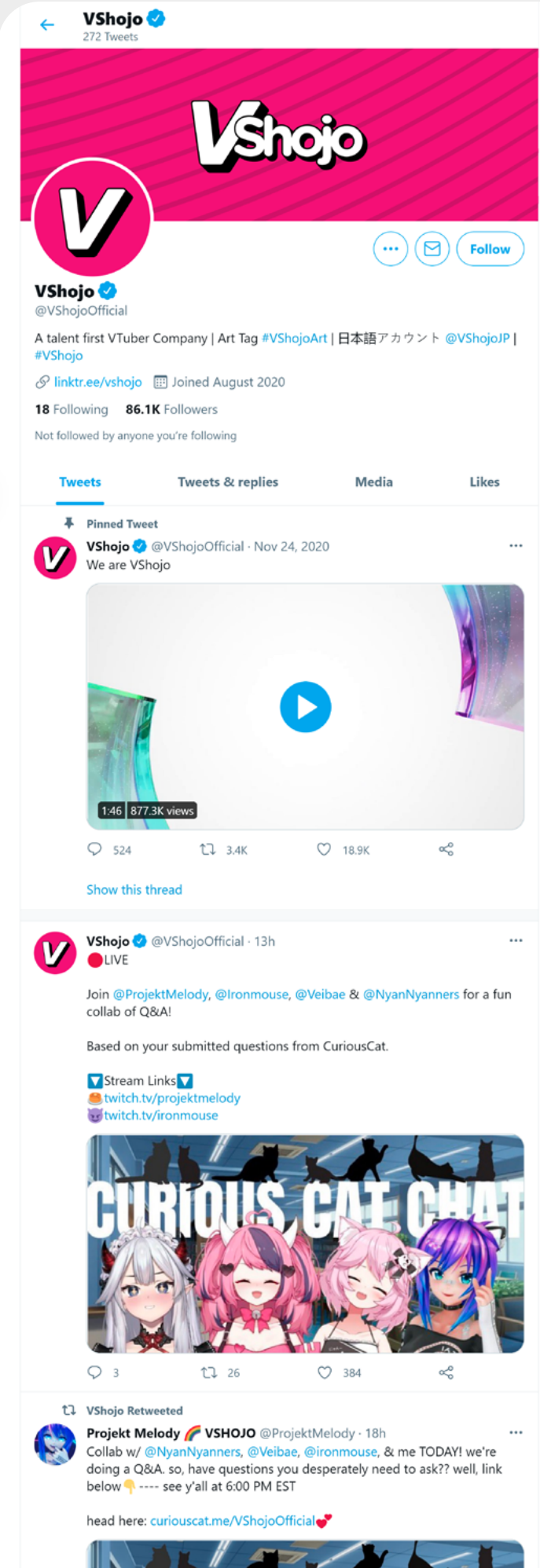
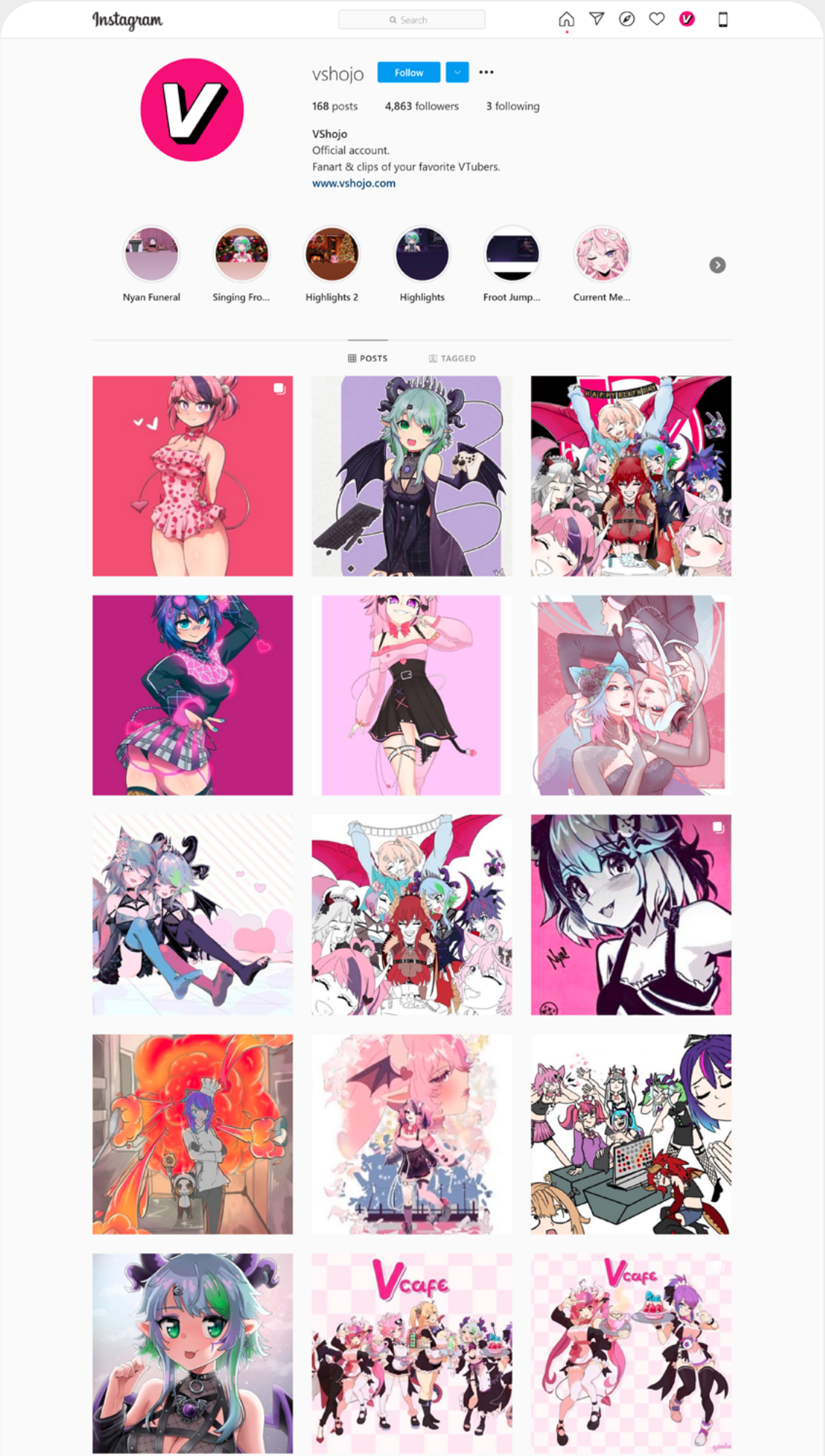
Full Logo On Dark



SOCIAL PROFILE BRANDING

For social media profiles using circular profile pictures make sure to use the full color background version of the V Logo.

This is to make sure the circle from the profile frame doesn't clash with that of the logo.



**BUSINESS
FACING LOGO**

This is VShojo’s business facing logo. Removing the drop-shadow to provide a more serious and professional brand presentation.



Mono Logo On Light



Pink Logo On Light



Mono Logo On Dark



Logo On Pink

BRAND PALETTE

VShojo Pink is the core brand color.

Secondary Purple is the brands secondary color functioning along side VShojo Pink in things like backgrounds and layouts.

Rich Black is a key component in the brands framing system providing contrast and drop-shadows.

#F50F75

R 245
G 15
B 117

C 0
M 94
Y 17
K 0

VShojo Pink

#C41C6C

R 196
G 28
B 108

C 18
M 97
Y 22
K 4

Secondary
Purple

#000000

R 0
G 0
B 0

C 30
M 20
Y 20
K 100

Rich Black

TALENT LOGOS

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Zentreya



Nyatasha Nyanners



Project Melody



Silervale



TALENT PALETTE

Each talent in the VShojo roster has their own sub-brand color palette allowing them to differentiate themselves certain aspect of the brand tailored to them.

This Talent palette can be applied to the logo and other graphics within the brand.

<div>#FC69AB</div> <div>Ironmouse</div>	<div>#FF97DC</div> <div>Nyanners</div>	<div>#BF332B</div> <div>Zentreya</div>	<div>#8F8FB2</div> <div>Veibae</div>
<div>#44E07D</div> <div>Froot</div>	<div>#5CBAED</div> <div>Silvervale</div>	<div>#FAA37D</div> <div>Hime Hajime</div>	<div>#6621ED</div> <div>Melody</div>

**BRAND
TYPOGRAPHY**

Headlines

The headlines are set in **Gotham Black** with **-10 tracking**.

Body Copy

The body copy is set in **Gotham Book** with **0 tracking**.

**BIG NEW
SERIES!**

**NEW
MERCH!**

Headlines

Idisci consed molorrovid molore,
comnimu strum, sum fugia dis dolese
poresequiam labo. Bis voluptas as
simillo ratum, cus, et electotate nima
quamet maio magnamet es molor
sundi dis que peliquatur, nullam
dellabo repellibust latistiatur sim aut
ut lam.Fictorepero quidendem dolent
quasitas aliqui blabore isinum eatet
amus quissi volesti aut doluptatur

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Body Copy

BRAND TYPOGRAPHY (JAPANESE)

Headlines

The headlines are set in **Kozuka Gothic Pro H** with **-25 tracking**.

Body Copy

The body copy is set in **Kozuka Gothic Pro M** with **0 tracking**.

ビッグニュー
ーシリーズ!

Headlines

新商品!

Vshojo Inc・(米国)は、VTuber「Veibae(ヴェイベ)」が
新たにVShojoの所属として加入したことをお知らせ致します。

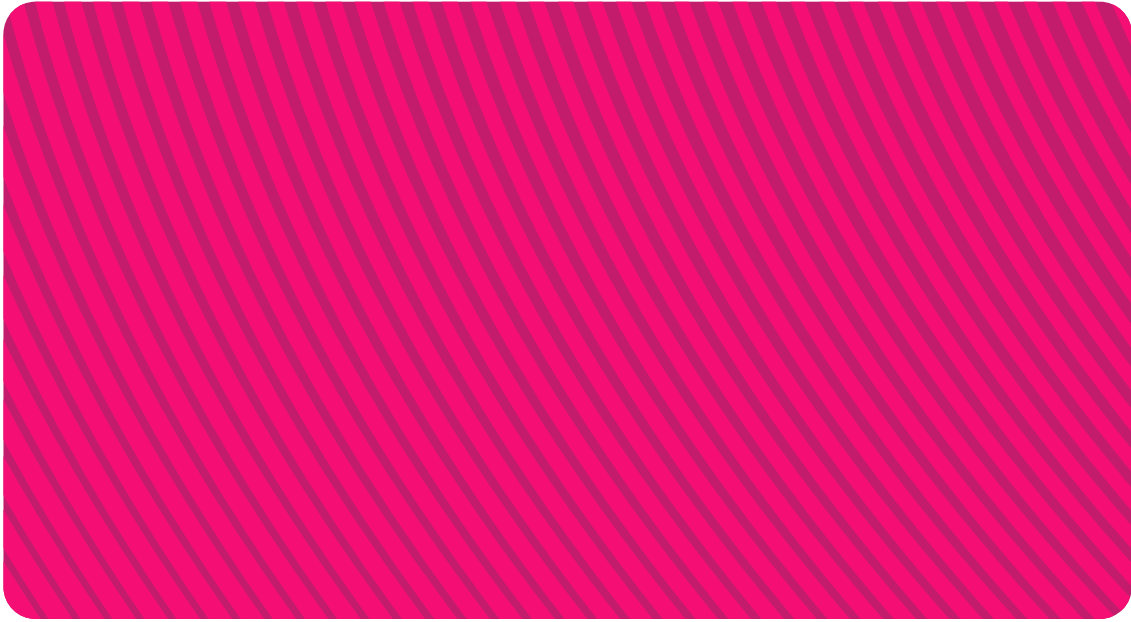
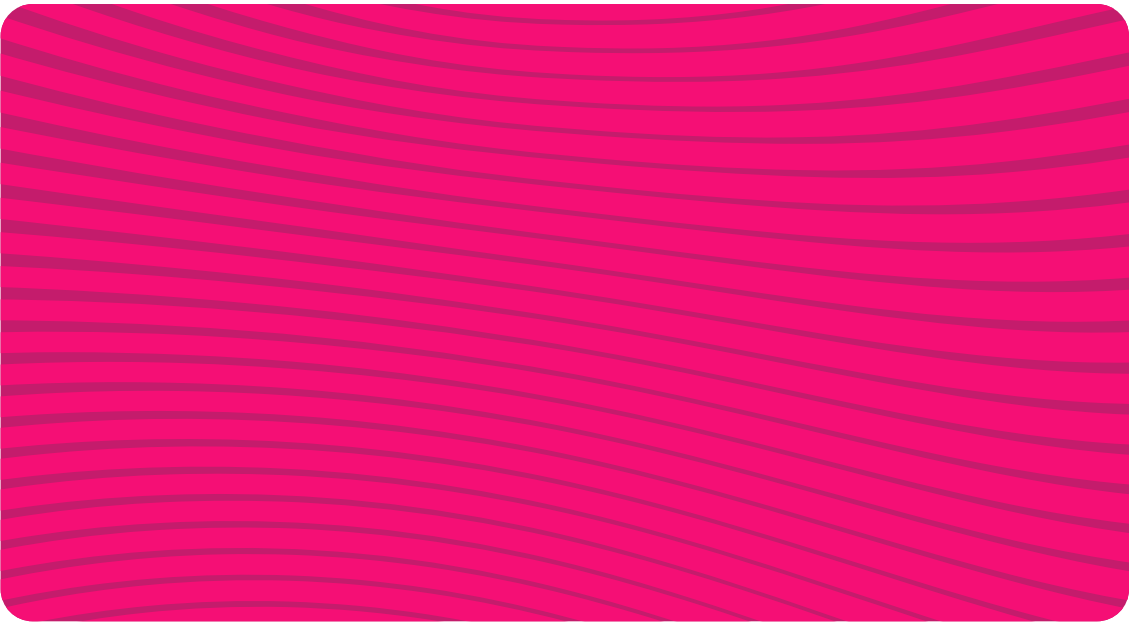
Veibae(ヴェイベ)は、昨年4月より活動を開始したVTuberで、主にTwitchに
て配信しております。翻訳動画の影響もあり、彼女は日本ファンも多くチャット
では国際的な交流が行われています。

VShojoのブランドローンチ後は、個人のコンテンツクリエイターとして、弊
柵属タレントと共同にてコラボにて多くのコンテンツを製作してきました。

Body Copy

BACKGROUNDS

In the asset package you'll find a range of backgrounds to use. These graphic elements are here to add dynamism and movement to the rigid grid layouts.



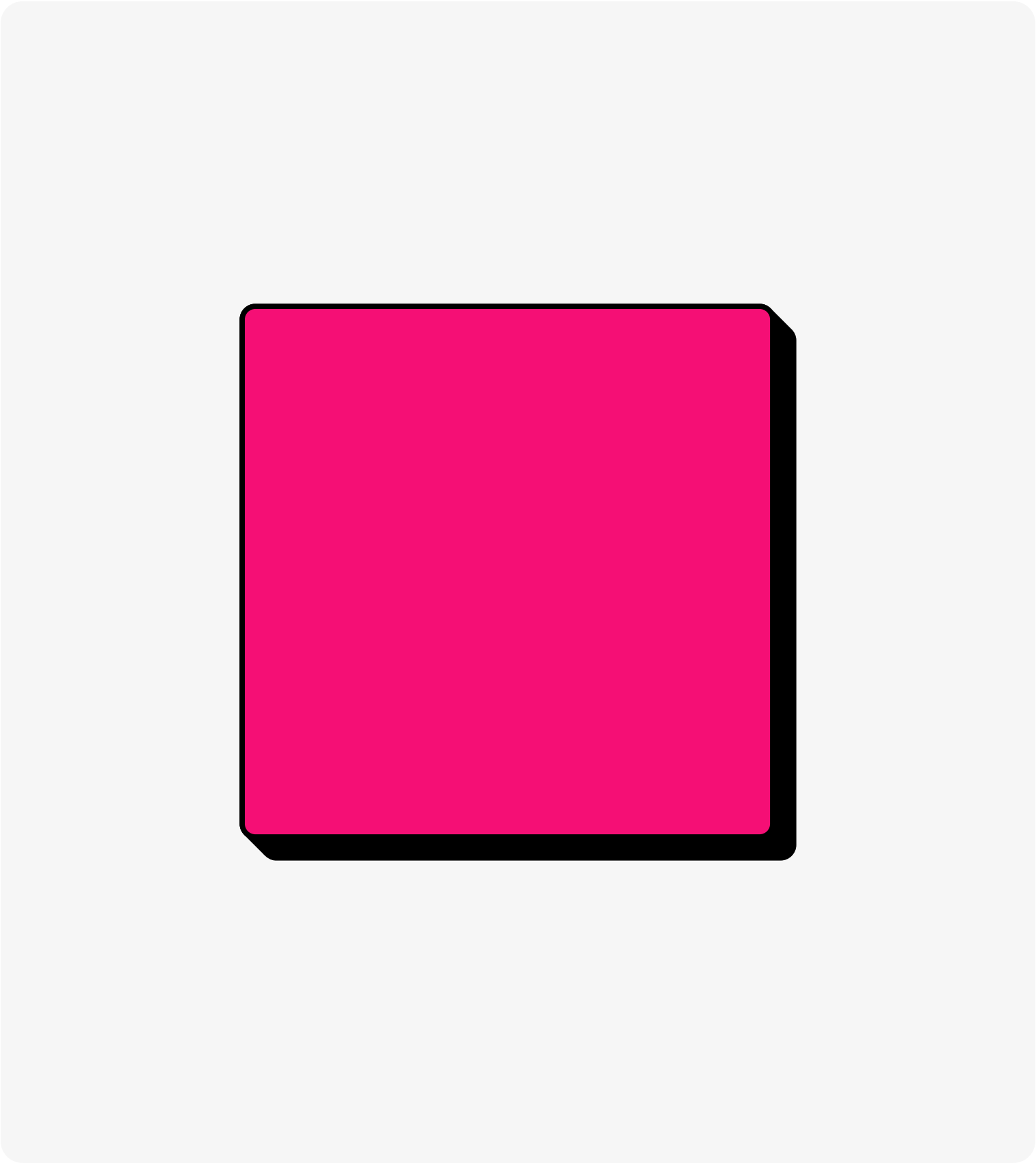
SHADOW FRAMES

These tags and frames are a device to make handling content and layouts in a consistent manner.

This allows you to create robust and flexible templates that remain in line with the brand.



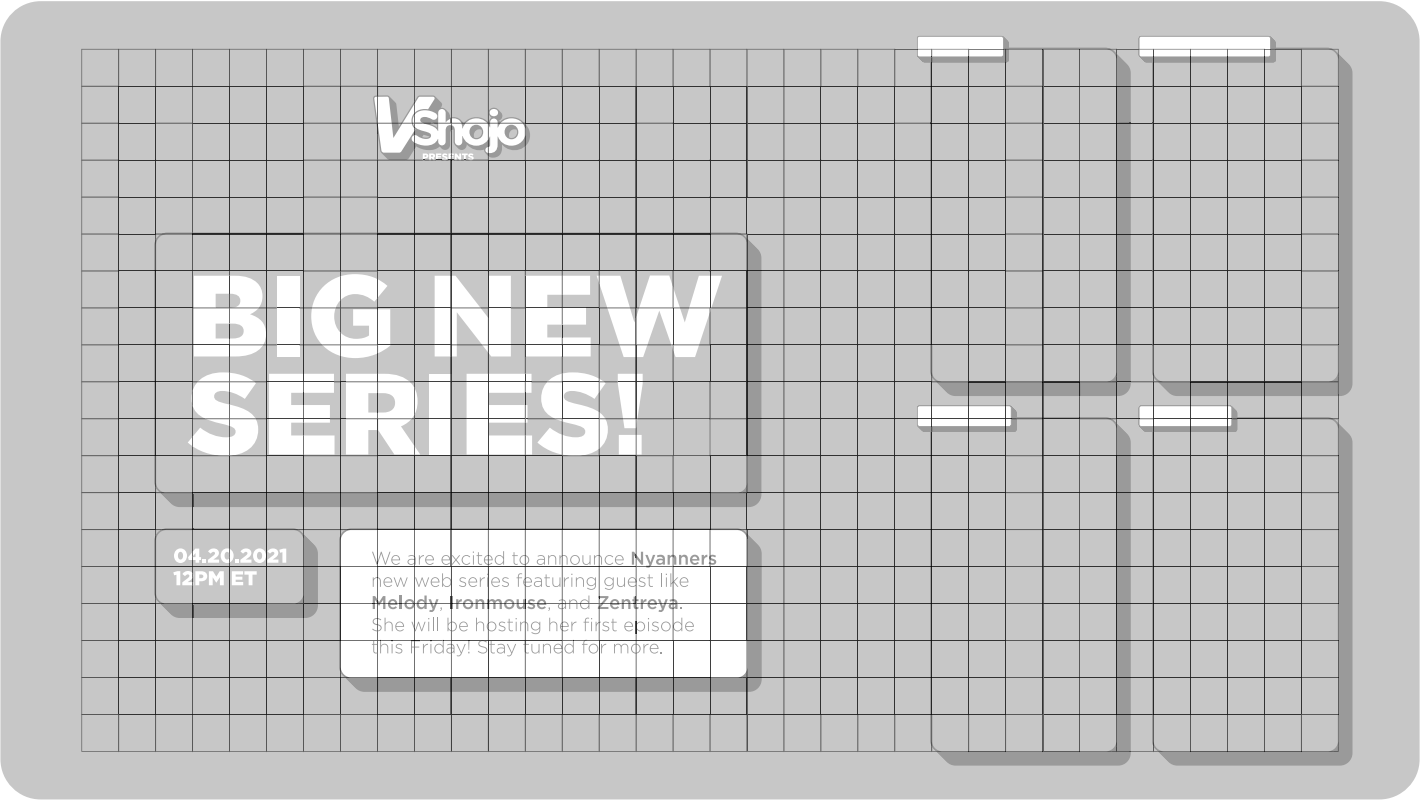
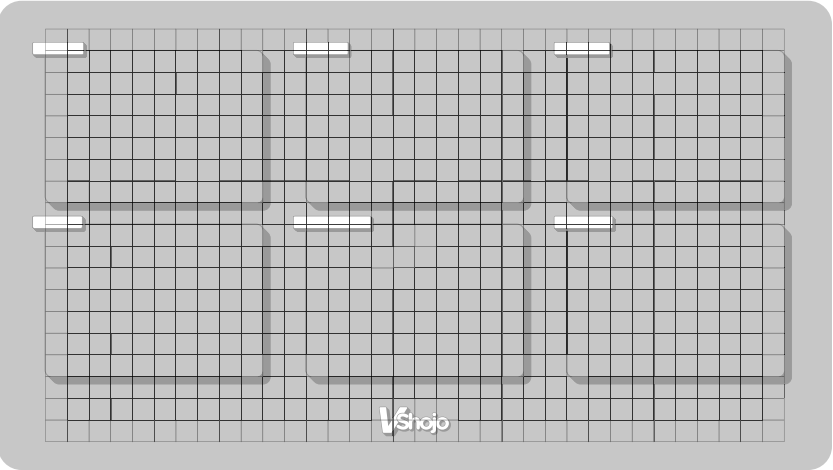
Name Tags



Shadow Frame

GRID SYSTEM

Here are some example of how the grid & frame system might be used to create design solutions.



EXEMPLARY DESIGNS



VShojo Inc.

Justin Ignacio

CEO & Co-Founder

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🎮 [@theGunrun#0843](#)

🐦 [@theGunrun](#)

vshojo.com



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VShojo



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