



GOALS Create a unique, playful brand that functions as a unified system across a wide variety of deliverables and that reflects the diversity and colorful personality of the anime community.

PURPOSE To give anime fans a unique hybrid physical and digital space where they can connect and relax with other fans as well as share and enjoy premium content.

Materials Matrix

Logo & Identity*	Color Logo, Black & White Logo, Typography, Color Palette
Visual System*	Branding Guideline
Stationery*	Business Card, Letterhead, Envelopes
Website*	Home, Info, Contact, Menu, Theater Schedule, E-Shop, Blog/Newsletter
Merchandise*	Shirts, Lanyards, Jelly Bracelets, Phone Cases, Totes, Stickers
Signage*	Acrylic Window Graphic, Building Sign, Entryway Wall Graphic
Wayfinding*	Billboard, Posters
Advertisements*	Event flyers, Restaurant/Theater Flyers, Internet ads, Postcards
Restaurant*	Uniforms, To-Go Containers, Napkins, Chopstick Slips, Menus, Coasters
Theater*	Uniforms, Snack/Beverage Containers, Tickets
Kurabu ONline*	Multi-platform App for web, mobile & TV Functionality: Streaming, social, library

* Items listed above total 14 points (of the required 8 points).



FALL 2015
GR 800 Thesis Refinements
GA Elective

SEP | OCT | NOV | DEC

SPRING 2016
GLA 676 Professional Practices
GR 650 Portfolio Seminar

JAN | FEB | MAR | APR

Identity

Deliverables

Finalization

Web Development & Refinement

Feedback & Adjustments

Photograph Locations

Signage & Wayfinding

Restaurant / Theatre Components

App Development (Streaming, SoNet & Library)

App Refinements

Begin Final Presentation

User Testing, Feedback & Adjustments

Final Tweaks

Source & Assemble Deliverables

Final Presentation

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