FUNIMATION ファニコン CON2021

Convention Style Guide

Version 1.1

Mood Board

Messaging

Name

FunimationCon 2021

Subtitle

The World's Anime Convention

Date

September 3–5

Tagline

All Fans Welcome

Hashtag

#funimationcon

Web Address

FunimationCon.com

Design / Copy Relationship

Create a feeling of immersion.

A movie in a dark theater, a concert under the stars, a dance floor lit by color. Make fans feel like they are a part of something bigger than themselves, where everyone has come together for the same, singular purpose—to experience the world of anime.

Tone

Your best friend is throwing the biggest party ever.

This is a weekend for the world to celebrate their love of anime. Our fan-forward messaging positions FunimationCon as a place where fans around the world see themselves and their passion represented on the biggest stage possible.

Positioning

All Fans Welcome

Conventions are for celebrating, and this is gonna be our biggest party ever. We're putting the focus on fun by bringing the energy and excitement of a con directly to you—both online and LIVE in Melbourne.

Plan a weekend in, because this is the convention that don't stop.

Logos

Primary, Alpha

Primary, Inverse

Primary, White

Primary, Tag

Primary, Inverse

Primary, White

Logos, cont.

Secondary, Alpha

Secondary, Inverse

Secondary, White

Secondary, Tag

Secondary, Inverse

Secondary, White

Logo Usage Guidelines

For use on darker, unobstructive graphics and textures

For use as accent branding on solid black or white only

For use as accent branding watermark on black portion of Portal graphic

For use on solid white only (when 1C is needed)

For use on solid black only (when 1C is needed)

For use on busier graphics, brighter textures, or other solid colors

Logo Usage Guidelines, cont.

Do not rotate

Do not distort

Do not recolor

Do not outline

Do not expand or crop

Do not incorporate odd shapes

Please Follow For All Logo Variations

Color

Digital Gradient

Print Gradient

#FFCC00	C0, M15, Y100, K0	For Print Gradient Only	C0, M60, Y81, K0	#FF00B0	C0, M95, Y0, K0	#8B66D5	C47, M70, Y0, K0	#00E0FF	C80, M0, Y0, K0

#FFFFFF	C0, M0, Y0, K0	#CCCCCC	C0, M0, Y0, K23	#2A2A2A	C3, M0, Y2, K97	#000000	C60, M40, Y40, K100

Color, Marketing and Print Usage

Digital Gradient

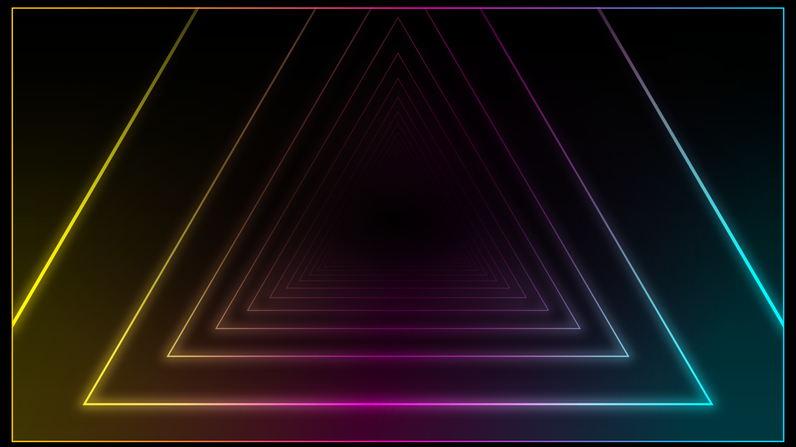
Print Gradient

Not For Use	Not For Use	Accent Text, Hyperlinks	Not For Use	Not For Use
#FFCC00	C0, M15, Y100, K0	For Print Gradient Only	C0, M60, Y81, K0	#FF00B0	C0, M95, Y0, K0	#8B66D5	C47, M70, Y0, K0	#00E0FF	C80, M0, Y0, K0

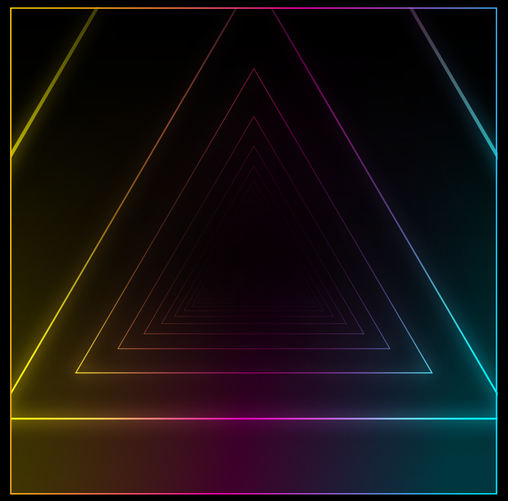
General Copy, Copyright Against Portal, Buttons, Unit Borders	Copyright Against White, Complex Schedules and Charts	Copyright Against Black, Complex Schedules and Charts, Button Rollover	Copy Against White, General Backgrounds
#FFFFFF	C0, M0, Y0, K0	#CCCCCC	C0, M0, Y0, K23	#2A2A2A	C3, M0, Y2, K97	#000000	C60, M40, Y40, K100

Design Elements

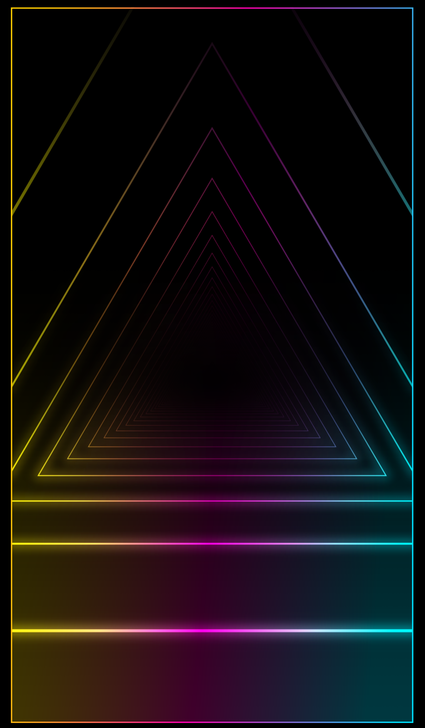
Portal, 16:9 Animated Loop



Portal, 1:1 Animated Loop



Portal, 9:16 Animated Loop



Border Frame, Gradient

Border Frame, White

Hashtag

#FUNIMATIONCON

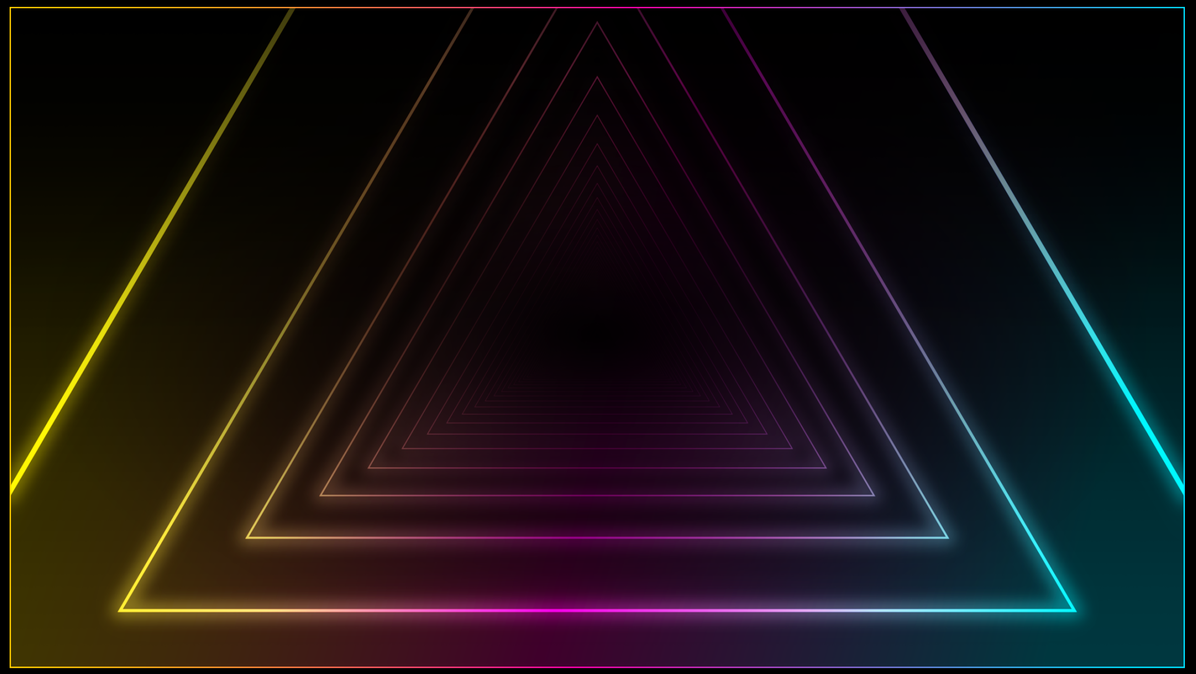
Buttons

NORMAL HOVER

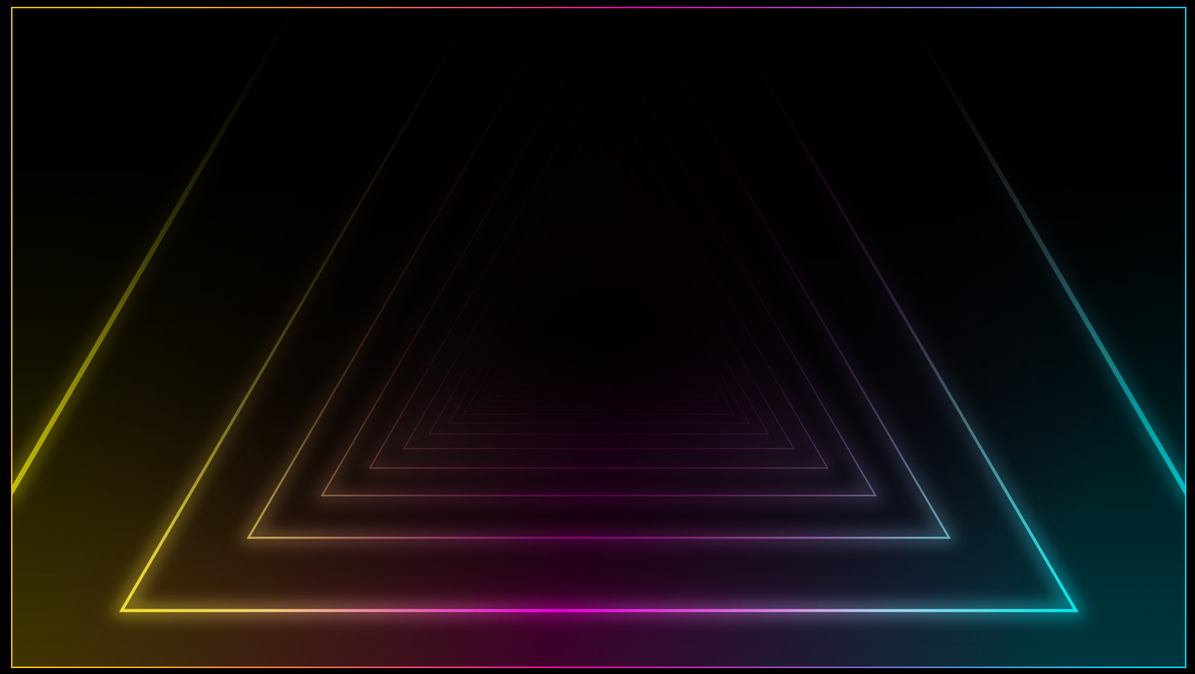
Content Divider, Header Bar

Do Not Use With Gradient Border Frame

Design Elements, cont.



Standard Portal



Fade Portal

Fade Portal alternates exist for when additional background contrast is needed (as seen in several slides of this guide).
Additionally, please feel free to add your own vertical black gradient or reduce the graphic’s opacity as needed.

Font Ratios, Line-Height Multipliers

TITLE

GOTHAM ULTRA, ALL CAPS
SIZE: 50PX DESKTOP
38PX MOBILE
LINE-HEIGHT: 1.0

`<h1>`

Headline

Gotham Bold
Size: 28px
Line-Height: 1.1

`<h2>`

TITLE, SMALL

GOTHAM ULTRA
SIZE: 26PX
LINE-HEIGHT: 1.1
ALL CAPS

`<h3>`

Headline, Small

Gotham Bold
Size: 22px
Line-Height: 1.1

`<h4>`

Subhead

Gotham Bold
Size: 18px
Line-Height: 1.3

`<h5>`

Paragraph

Gotham Bold
Size: 14px
Line-Height: 1.4

`<p>`

BUTTON

GOTHAM BLACK
SIZE: 14PX
LINE-HEIGHT: 1.0
ALL CAPS

`<button>`

Legal

Gotham Bold
Size: 10px
Line-Height: 1.2

`<h6>`

Line-height multipliers refer to the leading ratio: the relationship of the font size to the height of its line spacing.
For example, a 10px font with a line-height multiplier of 1.2 would result in a 12px leading value.

Typography

Paragraph Lorem Ipsum

TITLE LOREM IPSUM

Headline Lorem Ipsum

Subhead Lorem Ipsum

Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pellentesque orci quam, vitae fermentum nibh mattis et. In sed porta sapien, eu vestibulum est. Pellentesque dictum mollis suscipit. Fusce lobortis elementum quam id aliquet. Nunc sodales lectus eget justo bibendum laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi rhoncus pellentesque nulla, et tempus leo viverra quis.

NORMAL STATE | HOVER STATE | Secondary Link | Hover State

Copyright or Legal text. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Your Weekend of Anime Begins Now

ALL FANS WELCOME

My Hero Academia Voice Actor Q&A

Sept 3, 1pm – 2:30pm ET

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WATCH NOW | Panel Details

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Paragraph Lorem Ipsum

TITLE LOREM IPSUM

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Subhead Lorem Ipsum

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NORMAL STATE | HOVER STATE | Secondary Link | Hover State

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Your Weekend of Anime Begins Now

ALL FANS WELCOME

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Sept 3, 1pm – 2:30pm ET

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WATCH NOW | Panel Details

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Typography, Focused Content

Show title within focused areas like lower thirds, slates, or featured web carousels

Focused guest or host, with line for title or other description (such as “Live from Melbourne”)

Show title as above, incorporated alongside a product description

Focused guest or host, with areas for social media handles

Google Font Alternative

Gotham Bold

GOTHAM ULTRA

Gotham Bold Lorem Ipsum

Gotham Bold Lorem Ipsum

Gotham bold. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pellentesque orci quam, vitae fermentum nibh mattis et. In sed porta sapien, eu vestibulum est. Pellentesque dictum mollis suscipit. Fusce lobortis elementum quam id aliquet. Nunc sodales lectus eget justo bibendum laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi rhoncus pellentesque nulla, et tempus leo viverra quis.

GOTHAM BLACK | GOTHAM BLACK | Gotham Bold | Gotham Bold

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Montserrat Bold

MONTSERRAT BLACK

Montserrat Bold Lorem Ipsum

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MONTSERRAT BLACK | MONTSERRAT BLACK | Montserrat Bold | Montserrat Bold

Montserrat Bold. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

If the Gotham font family is not supported on a particular platform (like Google Slides), Montserrat is an acceptable alternative. Please refer to the above for weight translations.

Design Considerations

Don’t get too colorful.

Use pink sparingly to draw attention, but keep the majority of overlay designs in solid black and white. We want to highlight the convention branding or the licensed content we’re talking about, making any focused subject feel like bright lights in a dark room. Don’t harsh the vibe.

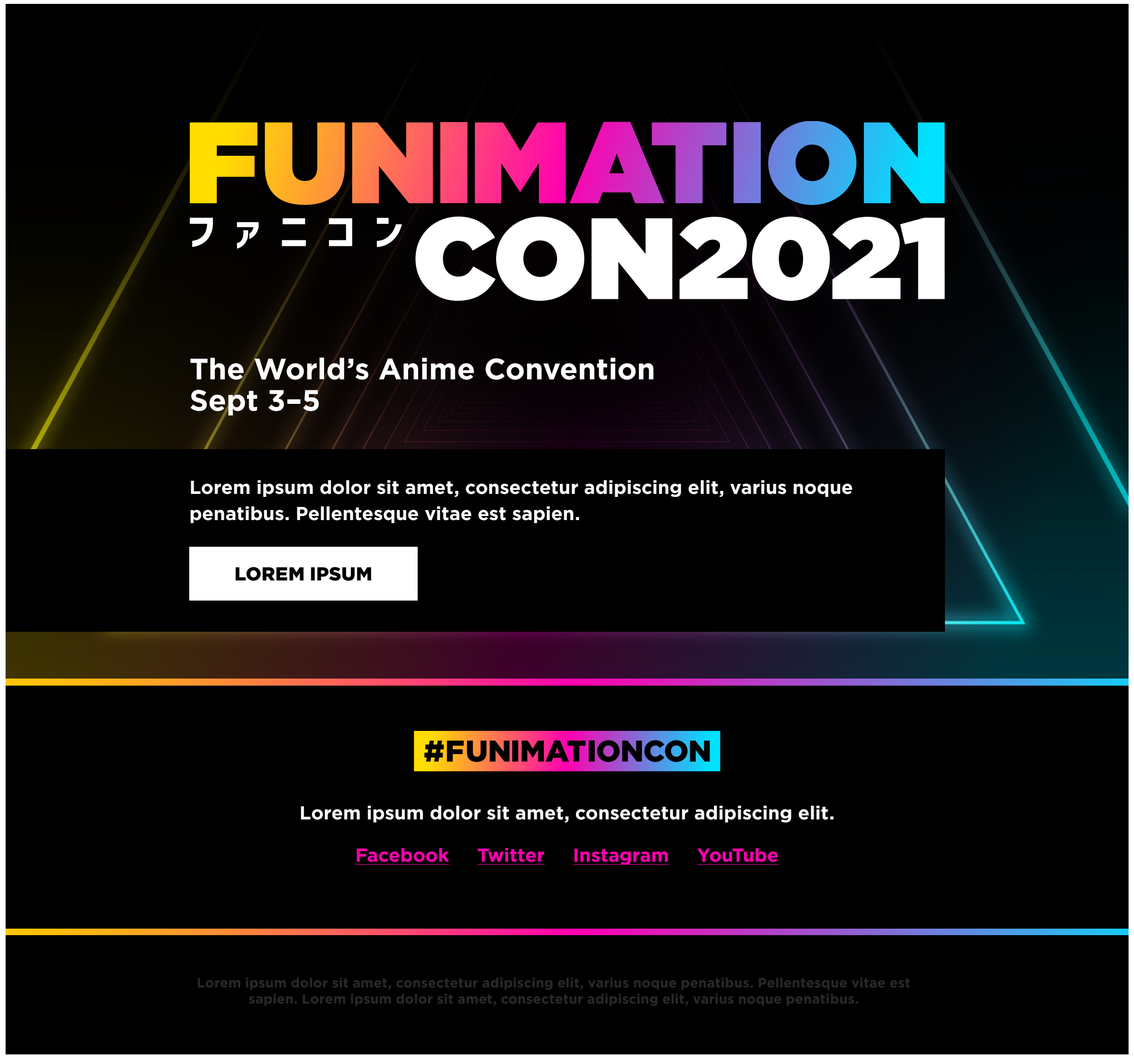
When in doubt, left align.

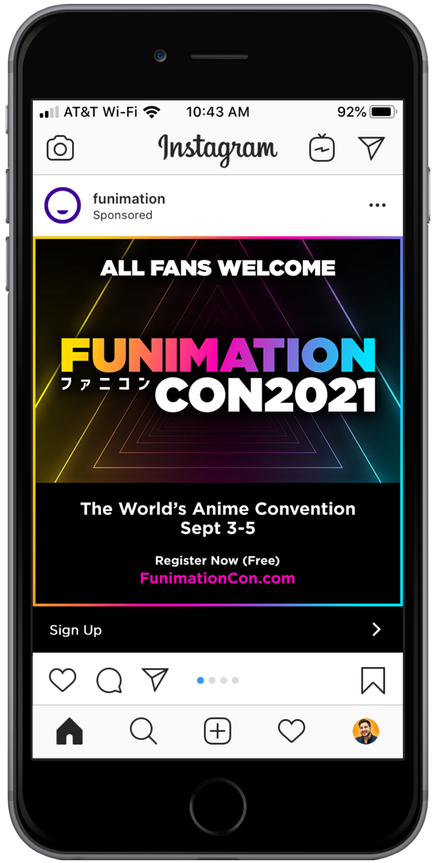
While some aspects of designs should be centered to indicate isolation, try to left align content whenever possible (especially long-form content). The most common center alignment exceptions include email footers, various paid media modules, and focused content balanced around the Portal background.

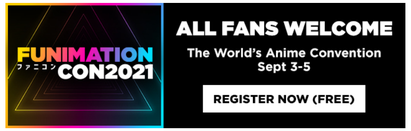
Use technology as a reference.

FunimationCon’s aesthetic is very web typography driven, so utilize tech-leaning type and layout practices whenever possible, with Windows 95 high contrast as your spiritual guide. Think anime watch party Command Prompt, or *Tron* as an isekai. Please note however that we don’t want to get too representational.

Design Examples







FUNIMATION
ファニコン CON2021

REGIONAL VARIATION

Messaging Variation: Australia IRL

Date

September 4–5

Tagline

Live in Melbourne, Online Everywhere

Positioning

Live in Melbourne, Online Everywhere

FunimationCon isn’t just a place or an event, but a chance to celebrate what we love most: anime. In Australia, we’re taking things to the next level with festivities hosted in person, giving our local fans a worldwide platform for sharing their passions both IRL and online. Through an immersive experience of art, performance, cosplay, and more, FunimationCon Melbourne is a moment for Australian fans to tell the entire anime community:

“This is how Australia does anime.”

Logo Variation: Australia IRL

Block, Alpha

Block, Inverse

Block, White

Block, Tag

Block, Inverse

Block, White

Logo Variation: Australia IRL, Small Size

Logo Variation: Australia Virtual

Block, Alpha

Block, Inverse

Block, White

Block, Tag

Block, Inverse

Block, White

Logo Variant Usage Guidelines

FUNIMATION
ファニコン CON2021
MELBOURNE

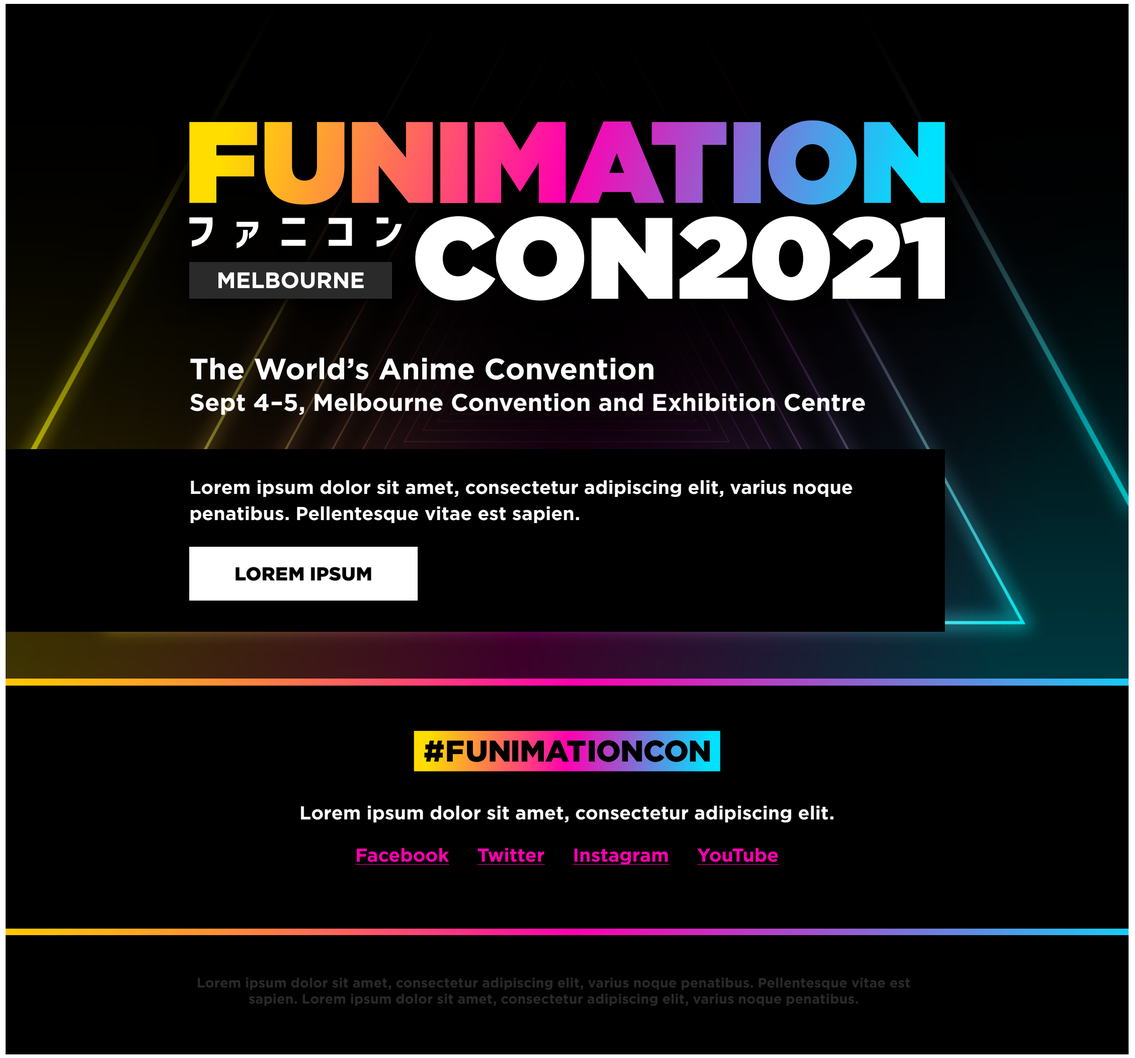
Physical Registration Landing Page, Physical Location Marketing, and Critical Clarification Points (Floor Guides, Printed Schedules, etc.)

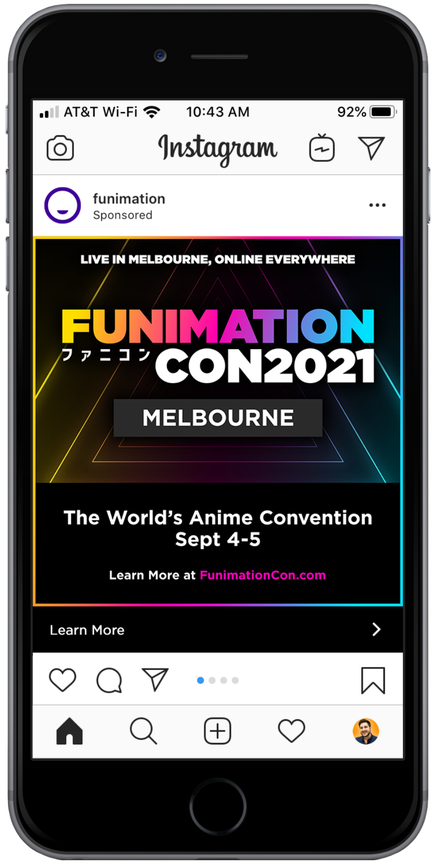
FUNIMATION
ファニコン CON2021
GLOBAL

Virtual Registration Page (AU Only)

For the majority of physical and virtual branding, please do not use these variants. Physical attendees should feel like a local community engaging with the worldwide convention, NOT as members of a localized event. These variants should be only be used where a clear distinction is needed.

Australia IRL Examples





#FUNIMATIONCON

ADOBE CC LIBRARY

SYNC NOW

ASSET PACK

DOWNLOAD NOW

Credits

Agustin Sanchez
Chandler Nolan
Jen Merritt
Jeren Tan
Kirk Damato
Thomas Roach
TJ Walker
Victor Ochoa
Walter Parenton

Style Guide Changelog

1.1

Australia IRL Messaging Updated

1.0

Release