



Branding Bible



CLUB NAME

The club name is “Silicon Valley Shogi Club” or “Silicon Valley Shogi”. Internally, SVSC may be used, but this should be avoided for public documents.

At this time, you may not publish, print, or share anything not created by the club under the club names without permission from Will Maynard.

FONTS

English Text	Palatino
Monospace Text	Consolas
Japanese Text	Hiragino Mincho ProN
Special Use Cases	Chalkduster

COLORS

Text for printed materials should generally be **BLACK** on a pure white (#FFFFFF) or **OFF-WHITE** background. Text requiring special emphasis should be **BLACK** with **WHITE** text.

Document headers should have a **BLACK** background with a **KOMA** font color.

For digital content, the default background color should be **BLACK**. Clickable links should be **VERMILLION**.

Other colors may be chosen for the design, though the rule of thumb is to use as few colors as you need, and keep the theming consistent.

GEOMETRY

Flyers, business cards, and other printed materials, should always feature a “black blade”; this is a **BLACK**-colored rectangle, rotated in some multiple of 15°, that spans the entire height of the document. The purpose of this blade is to be minimalist but striking, and contain an “attention-grabber” like Bigsby or a QR code.

The blade must use less than 50% of the area of the document; ideally around 20–30%.

For larger documents, an even smaller **BLUE**-colored blade may be used, running { **perpendicular + 15°** } to the black blade. For an example of this, refer to the club flyer:

<https://southbayshogi.club/downloads/Flyer-FullPage.pdf>

BIGSBY

Bigsby vector files can be found here:

<https://southbayshogi.club/bigsby>

Bigsby never looks in any cardinal direction other than straight down, and other angles are multiples of 30 degrees. Vector images will scale to any size you need. Bigsby always looks towards either the headline (if one exists) or the club name.

Other than the size, do not modify these images without permission. Similarly, do not use them for any kind of financial profit without permission.

BLUE #1097DE

KOMA #E8AD80

BLACK #252526

VERMILLION #E34234

OFF-WHITE #DCDCDC

WHITE #FFFFFF

LIME #B8D7A3

