



ONIKUMA

BRAND GUIDE BOOK



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COMMUNICATION & MERCHANDISE



1

ABOUT THE BRAND



THE ONE WE CALL ONIKUMA:

Our story began at adolescence—with rolling hills and raging rivers, rice and watermelon fields.

We often traversed the surrounding mountains with our trusty slingshots; we sought birds to shoot. Each day, we travelled higher up the mountain, where we found a cave. It was no ordinary cave, for there were gadgets and trinkets galore. We thought an old sage lived there, but we were sorely mistaken...

One Fall morning, while we played in the cave, its dweller returned.

It stood nine feet tall, its skin was fire red, a stark contrast to the cold metal of its robotic arms. Its face was expressionless, mouth agape. As we caught its smell - a sickening mixture of odors, both sweet and noxious - it removed its goggles to reveal eyes like portals to another world. We fired at it with our slingshots, but they were no use... We Froze with fear, and our breath was stolen away.

Where we expected a roar from deep within the beast, it sang a magical song. Its chant pulsed like a wave of thunder and echoed across the mountainside. We covered our ears, and ran, but by the song's crescendo, we were deafened. By the end of it we had left the cave long behind, and the beast was firmly out of sight. We didn't know then, but we would be changed forever. As we recalled its eyes its song kept playing in our heads, a wordless ballad lurking at the back of our minds, unceasing - a story of the one called Onikuma.

As we travelled back down the mountain, our hearing returned, and slowly, the world became alive with sound. We heard the world's true song for the first time. How hadn't we heard it before? The raging river's flow, the birds' calls, and the snow's crunch under our feet were music to our ears. The message became clear: The one called Onikuma wanted the world's beauty to be heard by all.

Since that fateful day, we have sought to share the world's song. With our keen ears, and eager hearts, we created Onikuma Gaming. We know our story is not an ordinary one, but had the beast not awakened our ears, we would not be able to share our experience with the world.

So whenever you use our products, thank the one we call Onikuma, and game like one possessed.



ONIKUMA GAMING

At Onikuma Gaming, we create our products with two things in mind: Capability, and the gamer's immersion.

Like other leading brands, our products are top of the line, and are built to last. Our gaming accessory designs combine a sleek and modern look with functionality and durability. Our products are designed with our gamers in mind, so every click, every movement is smooth and seamless, and each sound registers clearly.

Founded in 2016 (after an encounter with the one we call Onikuma), and based in Shenzhen, China, we have recognized our skills for making gaming accessories, and have since been sharing our passion with the world. Since our conception, Onikuma Gaming has expanded our consumer base to the worldwide market, and we strive to become a leading gaming peripheral company, sought after by professional gamers and casual players alike.





2

BRAND IDENTITY



color palette



DARK GREY

C: 77 R:18
M:69 G:16
Y: 65 B:11
K: 90

#12100b



FIRE RED

C: 0 R:231
M:90 G:51
Y: 78 B:52
K: 0

#e73334



DIRTY WHITE

C: 7 R:240
M:5 G:240
Y: 5 B:241
K: 0

#f1f1f2



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main logo



ONIKUMA



main logo + payoff



ONIKUMA
GAMING



main logo + payoff + headline



**ONIKUMA
GAMING**

GAME LIKE ONE POSSESSED

main logo's color rules - full color version



ONIKUMA
GAMING



ONIKUMA
GAMING



ONIKUMA
GAMING



main logo's color rules - b/w version



ONIKUMA
GAMING



ONIKUMA
GAMING



ONIKUMA
GAMING



secondary logo (without circle)



ONIKUMA



secondary logo + payoff



ONIKUMA
GAMING



secondary logo + payoff + headline



**ONIKUMA
GAMING**

GAME LIKE ONE POSSESSED

secondary logo's color rules - full color version



ONIKUMA
GAMING

NOT ALLOWED



ONIKUMA
GAMING



ONIKUMA
GAMING



secondary logo's color rules - b/w version



ONIKUMA
GAMING



ONIKUMA
GAMING



ONIKUMA
GAMING



alternative logo's versions (horizontal)



ONIKUMA



ONIKUMA
GAMING



ONIKUMA
GAMING
GAME LIKE ONE POSSESSED

alternative logo's versions - full color version



NOT ALLOWED



alternative logo's versions - b/w version





main + alternative marks



marks usage rules based on product's color





not allowed use

stretching

twisting

changing color

changing elements & positions



ONIKUMA
GAMING



ONIKUMA
GAMING



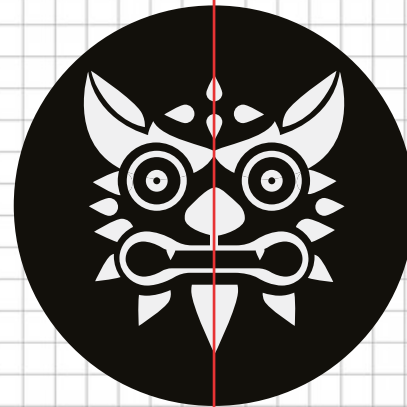
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HEAD DESIGN FOR GAMERS
ONIKUMA
GAMING



structure, balance and proportional grid



ONIKUMA
GAMING



margins



maximum reduction



ONIKUMA
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∞



ONIKUMA
GAMING

25 MM

images & overlay rules



Never put the logo on bright pictures without an overlay:
it will reduce its visibility.

recommendation



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GAMING

At low resolutions, logos begin losing detail.
A good logo retains most of its form at low resolutions.
Anyway to have the best results we recommend to use the
correct logo resolution for each platform.



3

GRAPHIC ASSETS & CHARACTER



features icons illustration



features icon inside circle - positive version



MOUSE



KEYBOARD



HEADPHONE



HIGH-FIDELITY



IN-LINE CONTROL



NOISE-CANCELLING MICROPHONE



DYNAMIC DRIVERS



PADDED HEADBAND



PRECISE



INTERNATIONAL FREE SHIPPING



ABOUT US



FOCUSED ON GAMING



2 MILLION CUSTOMERS



LOCATION



WEBSITE

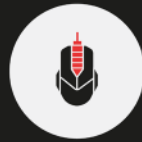


E-MAIL



MOBILE

features icon inside circle - negative version



MOUSE



KEYBOARD



HEADPHONE



HIGH-FIDELITY



IN-LINE CONTROL



NOISE-CANCELLING MICROPHONE



DYNAMIC DRIVERS



PADDED HEADBAND



PRECISE



INTERNATIONAL FREE SHIPPING



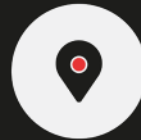
ABOUT US



FOCUSED ON GAMING



2 MILLION CUSTOMERS



LOCATION



WEBSITE



E-MAIL



MOBILE



social icons inside circle - positive version



SKYPE



INSTAGRAM



TWITTER



FACEBOOK



MESSAGING



social icons inside circle - negative version



SKYPE



INSTAGRAM



TWITTER



FACEBOOK



MESSAGING



icon inside circle



color pattern - unit



color pattern - full example





monochrome pattern - unit



monochrome pattern - full example





related mockup example



ONIKUMA
GAMING



character design - drawing phases



FIRST SKETCH ON PAPER



DIGITAL DRAWING + DETAILS



FIRST COLOR TEST



COLOR & STROKE IMPROVEMENT



FINAL RESULT

character design - character poses



MAIN POSE



POSE WITH HEADSET



POSE WITH MOUSE



POSE WITH KEYBOARD



CHARACTER KEY VISUAL
#1 - color version



CHARACTER KEY VISUAL
#1 - black & white + main color version



related mockup example



related mockup example



related mockup example



CHARACTER KEY VISUAL
#2 - color version



CHARACTER KEY VISUAL
#3 - black & white + main color version



related mockup example



related mockup example



CHARACTER KEY VISUAL
#3 - color version



CHARACTER KEY VISUAL
#3 - black & white + main color version



related mockup example



4

PACKAGING & CORPORATE ID

product packaging





related mockup example



FRONT



BACK

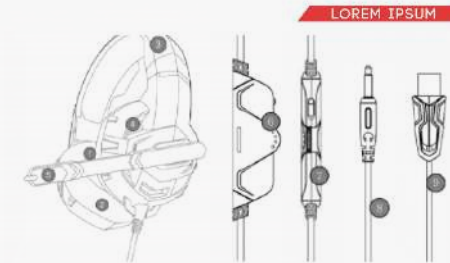


K2PRO

WITH 7.1 VIRTUAL SURROUND SOUND

LANGUAGE 1	1-2
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LANGUAGE 3	5-6
LANGUAGE 4	7-8
LANGUAGE 5	9-10
LANGUAGE 6	11-12
LANGUAGE 7	13-14

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LOREM IPSUM

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Xerist	Xerist	Xerist	Xerist

1

CONTENT PAGE



related mockup example



related mockup example

business card - institutional



FRONT



BACK



-KUMA.COM

ROOM A502, JISHENG
MINZHI ROAD, MINZHI
LONGHUA AREA, SHENZHEN,
GUANGDONG PROVINCE, CHINA.



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GAME LIKE ONE POSSESSED



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related mockup example

business card - employee



FRONT



BACK





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GUANGDONG



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related mockup example



5

COMMUNICATION & MERCHANDISE



related mockup example



related mockup example



related mockup example



related mockup example



related mockup example





ONIKUMA
GAMING

related mockup example



related mockup example



related mockup example



THANK YOU