



**QUIRK IT!**



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Philosophy





# Mission

Our mission is to give cosplayers a family to be a part of. Many cosplayers struggle with conditions such as anxiety and depression. Our goal is to give cosplayers a safe and relaxing community to be apart of. Our environment is welcoming and free from judgement.









# Story

Quirk It started off as a group of cosplayers with a vision: What if they were to create their own cosplay group that anyone could join? Many groups come off as cliquish and many new cosplayers have had a tough time finding new friends in a constantly growing and changing fandom. Quirk It was formed to be a cosplay group that anyone regardless of age or experience can join and feel accepted while at the same time feel like an individual.







Essence  
Words

# Individualistic



# Quirky





# Friendly



# Inclusive







Core Brand



# Signature



The Quirk It logo was designed with feathers in mind. There's a multitude of bird species out there thus meaning a multitude of feather types. To us it's reminiscent to the many different types of cosplayers we wish to help. Feathers being a common cosplay material is also a reason for our decision.



# Brandmark



# Secondary Brandmark





# Secondary Brandmark

**QUIRK IT!**

**QUIRK IT!**

**QUIRK IT!**

# Brandmark Proportions



Make sure that nothing crosses over the bracket's borders. Doing so could cause clashing design issues.



# Brandmark Restrictions

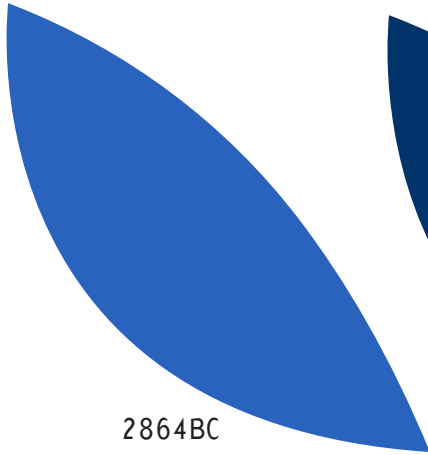


Do not swap the feathers around.

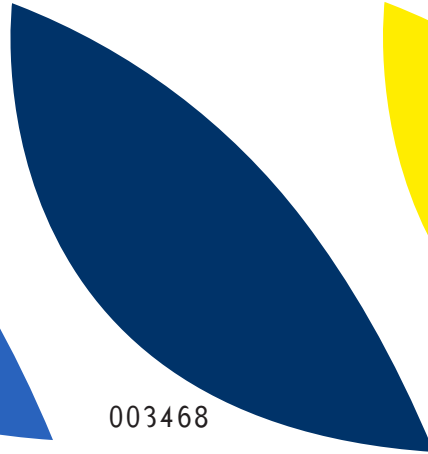
Do not alter the colors of the feathers.



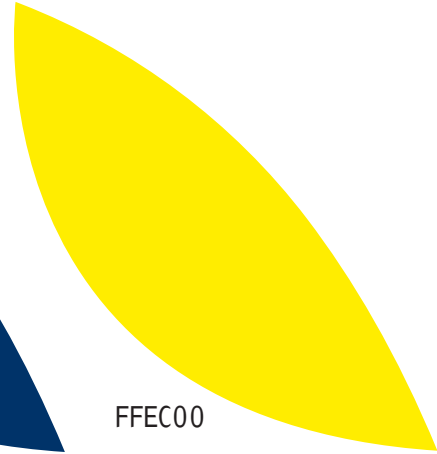
# Color Use



2864BC



003468



FFEC00



FFC20E



F25652

# Typography

## Display

**ITC BEE/KNEE**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890**

## Sub-Header

*Sand*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890*



## Header

### Lucida Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## Body Copy

Arbitrary Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Applications

# Stationary







# Packaging







# Merchandising





# Environmental







# Apparel





# Vehicles



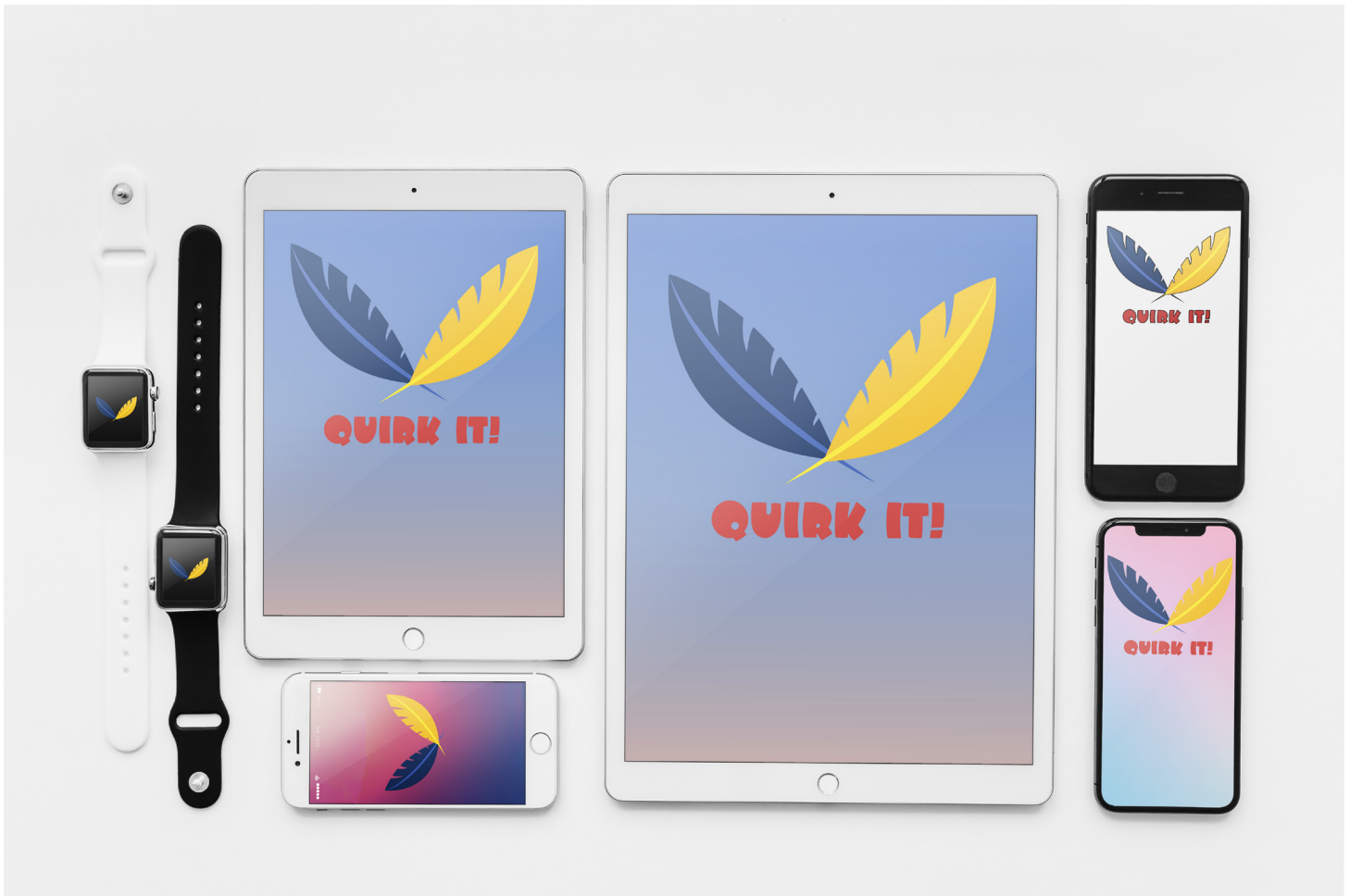








# Interactive





Research



# Need and History

Cosplay as a term is a combination of “cos- tume” and “play.” The term meaning is quite obvious. It’s roleplaying while wearing a costume. It was first coined in Japan in 1984, grew rapidly in the 90’s and is still a growing hobby even to this day. (Wikipedia) Cosplayers often spend hours studying the source material and weeks on creating the costume itself. This has resulted in a \$400-million cosplay industry (Zarin)

When cosplaying, fans of popular culture (which can consist of television, movies, games, and musicals) produce their own costumes inspired by these fictional characters that they’re attached too. These costumes often involve four elements: a narrative, a set of clothing, performance, and the cosplayer in question. (Lamerichs) The cosplays themselves are often fanmade. There have been several dedicated online communities that have sprung up over the years dedicated to helping other cosplayers fine tune their craft such as Cosplay.com.

Despite the popularity of cosplay, it’s received little study and critical analysis. It is however a great example of how fans identify with their characters and understand fan identity. (Lamerichs)

Cosplay is used for much more than just showing off a costume of a character the subject likes. A great example of use besides just for fun is to use it as a coping mechanism. It can build confidence and self esteem.





Participating in cosplay has a similar effect to going to a costume party all dressed up. People take notice of you in a positive way, such as asking for pictures and complimenting your outfit. It's not very common for there to be negative responses. (Klensman) These positive occurrences can make people feel good about themselves. The positivity one receives from is a reinforcing feeling. It gives the cosplayer a sense of accomplishment at succeeding at accurately recreating a character they enjoy. Setting and achieving goals can make difficult tasks seem less futile, and make life seem easier. (Klensman)

Cosplay can be an escape for some people and is a great coping tool for those that suffer from anxiety. To them, it is almost like putting up an avatar, giving them a mask to safely hide behind. This makes social situations much easier for them to handle. (Klensman)

Cosplay can help you discover yourself. According to Jennifer Klensman, LCSW, Cosplay can be a therapeutic tool to help people of all ages with anxiety, trauma, depression, low-self-esteem, as well as gender identity issues.









# Target Audience

The target audience is not as niche as one might assume. Age, race, religion, ability, and gender are not boundaries in cosplay (Klensman), meaning anyone of any diverse group could be a target audience for a cosplay product.

One demographic survey undertaken in 2013 describes the average cosplayer as 28 years old, cisgender, a woman of Caucasian or Asian descent, possesses a four-year degree, lives in the United States, and cosplays between one to five times annually. They spend roughly \$100-\$400 and 44 hours per year on creating their costumes. (Zarin) However, cosplay shouldn't be targeting only this type of person, as stated above: Anyone and everyone can cosplay.

Many cosplayers suffer from disorders such as anxiety and depression. (Klensman) Cosplaying and costume making can be therapeutic to those that suffer from these disorders. Marketing cosplay as a coping mechanism could do a lot of good for the community.

The interests most cosplayers share are all sorts of pop culture such as television and video games. Many seem to be a fan of odd things that would confuse most people, such as dressing up as anthropomorphic animals. Making the advertising appear quirky and understanding of nerd culture would certainly appeal the average cosplayer.







# Competition

## **Cosplay for a Cause**

Cosplay for a Cause is charity that uses cosplay to raise money for various charities such as the Japanese Red Cross, American Red Cross, Philippine Red Cross, and the USO. The group sells cosplay calendars yearly with all their profits going to the Wildlife Conservation Society. There are around 18 famous cosplayers in the organization.

## **We are Cosplay**

We are Cosplay is a group dedicated to serve as a hub for other creative individuals to show off their abilities. It's designed for cosplayers that want to be part of a new social group and are looking for friends and tips to improve their cosplay skills. The group is also known for panel planning workshops as well as charity event appearances.







### **501st Legion/Rebel Legion**

The 501st Legion and Rebel Legions are groups of Star Wars cosplayers that sponsor the Make-a-Wish Endowment Fund. They specialize in community, costume building, and doing good things through cosplay. They seek to promote interest in Star Wars as well as give cosplayers a place where they feel like they belong. It was founded in 1997 and currently has 12,148 members as of 2017.

### **Cosplay Is NOT Consent**

Cosplay is NOT Consent is an awareness movement dedicated to making cosplayers feel more safe and comfortable at conventions. The idea behind it, it to educate others that certain behavior is not allowed in these communities. The movement started in 2014 and the ideas have spread all across the cosplay and fandom communities. The movement doesn't have a set organization. It's an idea.





**COSPLAY  
IS NOT  
CONSENT**





Resources









# Sources

popsugar.com - Mario

weheartit - Seraph of the End

karousell.com - OSHHC

peekabee - Veronica Sawyer

carousell - Chiaki Nanami

earthboundcentral.com - EarthBound

Kristina Horner - Gravity Falls

newscosplay.com - Mob Psycho 100

geekyrant - Link

Andragon Cosplay - Sora

istrash on Pinterest - Jeremy Heere

York in a Box - Pokemon

Aliexpress - Maka Albarn

galacticghost - Terezi

Cosplay for a Cause

We Are Cosplay

Rebel Legion

The 501st Legion

Cosplay Is NOT Consent

Wikipedia

Jennifer Klesman - Cosplay Therapy

Nicole Lamerichs - Fan Identity

Babak Zarin - Cosplay Privacy

