

**VPUG**

digital creatives united

[brand book]

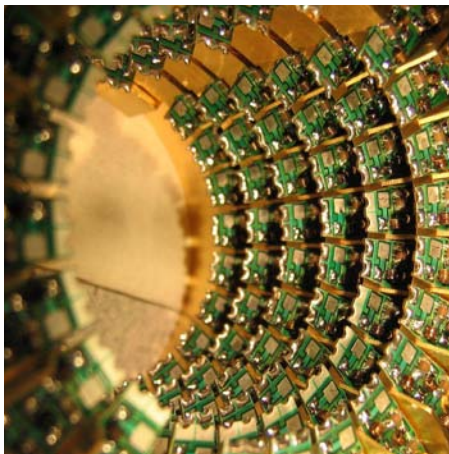


# DIGITAL CREATIVES UNITED

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# INTRODUCTION



Virtual Planes Users Group is a fresh new student organization that is on the verge of big growth. With a target audience of 18-22 year-old college students, the image of VPUG needs to be young, edgy, and eye-catching. It also needs to represent a group that welcomes not only gamers, but animators, and film makers alike. The 3 parts are united through an energetic collection of color, shape and texture.



# LOGO DESIGN

The logo created for VPUG was made to stand as both an emblem and a combination mark, depending on where it's used. The 3 hexagons represent the 3 main aspects of VPUG: animation, film, and gaming. The interaction of the 3 within the circle unite them to form a solid unit. The colors chosen are full of energy and can be easily recognized in the future as the colors of VPUG. The brush stroked edge of the shapes keep the creativity flowing within the digital, forward moving typeface of VPUG.

emblem



wordmark and  
symbol



black and white  
wordmark and  
symbol



# BROCHURE

front cover



back cover





spread one

As a digital creative, I use the virtual realm as my canvas.

-Will Foldi  
(ninja)  
ACU chapter

digital creatives **UNITED**



The Virtual Pixels Users Group was established to connect students who have an interest in the field of digital creativity. The group has major emphasis in game development, film, and animation. These 3 areas are tied together with the ultimate purpose of telling a story, entertaining the audience, and creating something in a virtual realm.


spread two

it's all in the **PROCESS**

This forward-moving student organization helps students develop the skills they need to enter the exciting careers just waiting for them. VPUJ members unite to share and experience their knowledge with one another in a motivating atmosphere.

PROGRAMS:

- Autodesk's 3DS Max
- Procreate
- Acid Burn
- Sound Booth
- Final Cut Pro
- Adobe Premier Pro
- Unreal
- Torque Game Engine




My process usually involves coffee... and more coffee.

-Taru Edwards  
(secretary)  
MSU chapter

spread three

The way I see it... networking makes me feel connected.

-Zach Adam  
(treasurer)  
ACU chapter

it's time to **NETWORK**



Besides regular meetings and club events, we think it is extremely important to make direct connections with practicing professionals early on. We frequently go around the country taking the opportunity to expand our knowledge and get a real grasp of the reality that awaits. One of our annual trips is to the Austin Game Developers Conference in the fall of each year.



# POSTER SERIES





# ADVERTISEMENT

A postcard mailer is an ideal way to get the message to students on a personal level.



Joel Herold  
13111 Willow Point Dr.  
Fredericksburg, VA  
22408

# WEBSITE

The VPUG website was designed to be visually stimulating with emphasis on the energetic colors of VPUG on a charcoal background. The tabs across the top were modeled after the hexagon shape in the logo to keep with consistency. Also, the strokes around the images and tabs provide the connection with the arts that is always present. Each section of VPUG has a colored tab that has specified information for those who are interested in only one area, or are simply curious about the others. A "links" tab has also been added for easy access to the organization's favorite websites.





# EPHEMERA

This hat was designed simply to show how easily the emblem and logotype can be pulled apart and are still easily recognizable. With the pictorial image of VPUG on the front of the hat, and the logotype in white on the back, that's all it needs to appeal to a college crowd.



