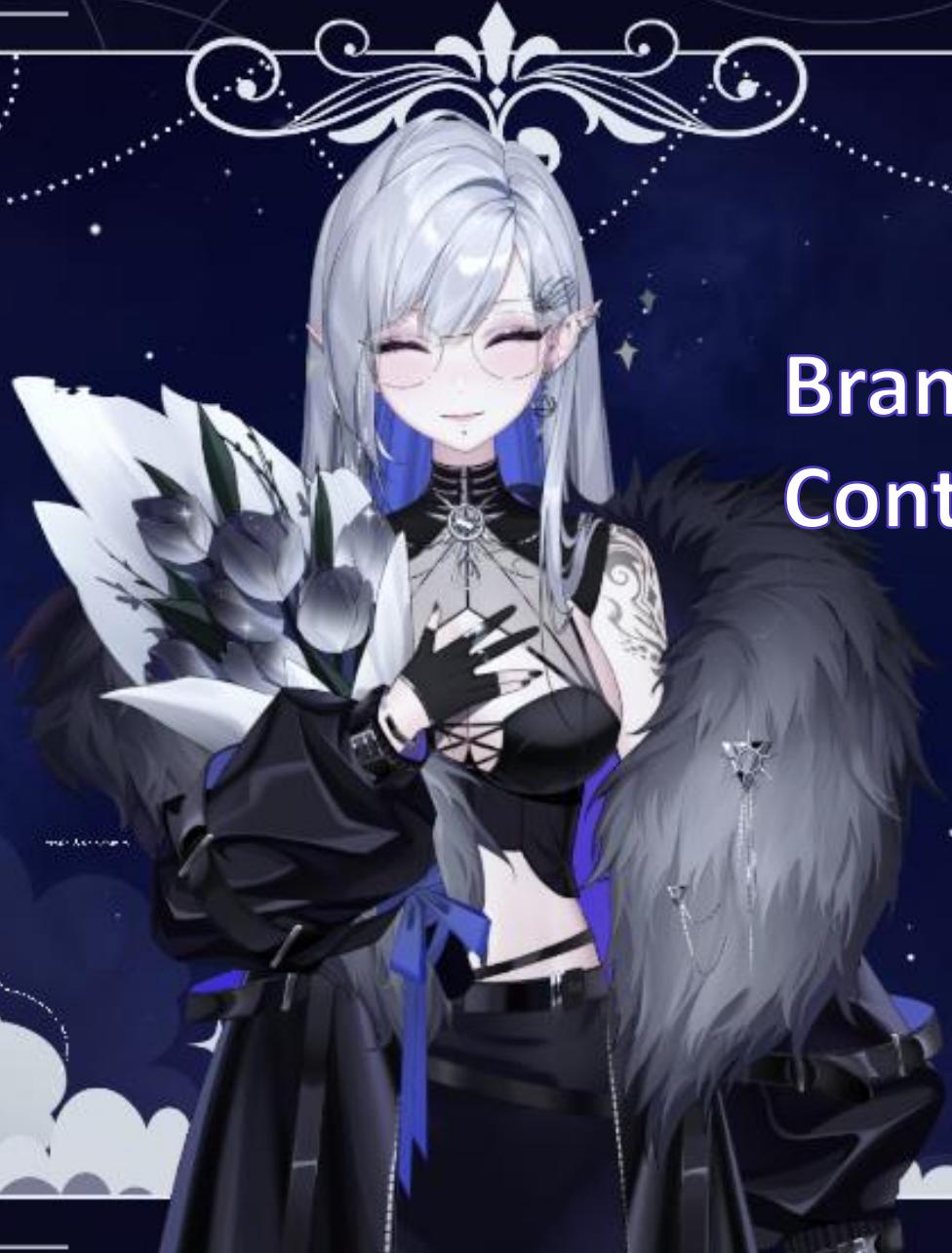


★ VTuber:
Blaze

Branding &★
Content Strategy



Project Context

1. What is a VTuber and why?
2. Goal
3. Visual identity
4. Platforms + Content strategy



What is a VTuber?

a digital content creator who uses a virtual avatar instead of showing their real face



Why?

- It's a flooded market.
- Many creators lack consistent branding or a clear strategy.
- Viewers forget them or lose interest quickly.

Goal

- Build a complete, consistent brand identity.
- Build an impactful content strategy focused on growth and real audience connection.
- Make Blaze as The Midnight Empress stand out, be remembered, and build a loyal community.

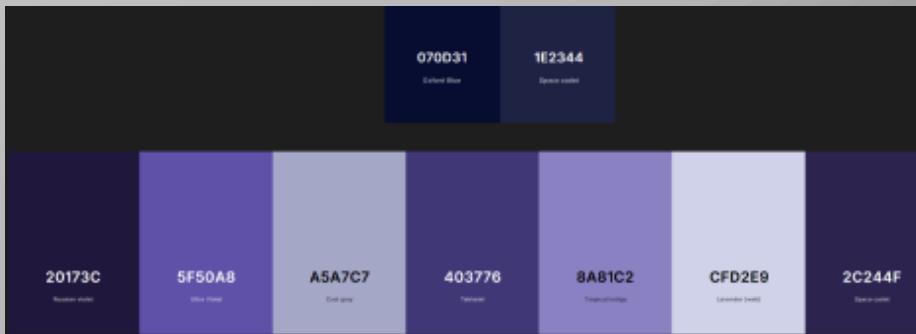


Visual Identity

The Midnight Empress - Moodboard



Logo ideas



Typography:

oxanium - titles
nunito - chat



Content Strategy

- **Twitch** (livestreams, fun interactions & monetization).
- **TikTok** (fast growth, short edits & livestreams).
- **Discord** (offline interaction & loyalty).



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