

★ **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



		070031 Midnight Blue		1E2344 Empress Violet		
20173C Midnight Violet	5F50A8 Olive Violet	A5A7C7 Dark Grey	403776 Violet	8AB1C2 Tranquil Indigo	CFD2E9 Lavender (pale)	2C244F Starry Night

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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