

# Project plan



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# Project X – Branding & Content Strategy

**Blaze | VTuber ♦ Empress**

Twitch: [midnighttempres\\_](#)

Tiktok: [midnighttempres\\_](#)

Linktree: [midnighttempres\\_](#)

Start of rebranding: 14-03-2025



# Context

## About the project

This project is about creating a strong brand for a VTuber. A VTuber (Virtual YouTuber) is an online creator who uses an animated avatar instead of showing their real face. Many people watch VTubers on YouTube, Twitch or TikTok, and they often have their own style, voice, and online personality.

The goal is to focus on the visual identity (how the VTuber looks and feels online) and the content strategy (what kind of videos or posts the VTuber makes, and how often). This project will help build a clear, strong, and fun brand that fans can connect with.

## Stakeholders

- The VTuber and creator: the person behind the virtual character who wants to grow and reach more people. Also, the same person who will be creating the vibe and planning the content strategy.
- The audience/viewers: people who will watch and follow the VTuber, mostly on social media and streaming platforms.

## Problem/Challenge

There are many VTubers online, and it's hard to stand out. Some don't have a clear style or plan for their content, so it's harder for people to remember them. Also, many new VTubers don't know how to build a strong brand or keep their content consistent.

## Assignment/Task

Design a clear visual identity and content plan for a VTuber. This includes how the character looks (style, colors, logo), but also how they post online (schedule, type of content, and how to talk to fans).

This branding should fit the VTuber's personality and goals and help them stand out while being easy for new fans to understand and follow.

## Goal

To build a complete and unique brand for a VTuber, with a strong visual identity and a clear content strategy. This helps the VTuber grow online, connect better with their audience, and look more professional to possible future partners.

# Approach

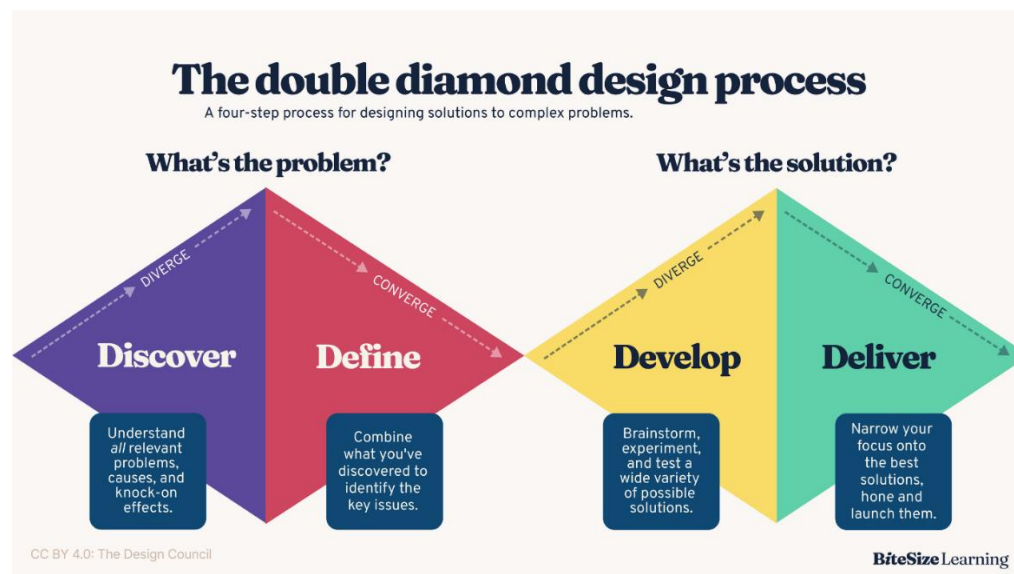
To build an impactful brand and strong content strategy for VTuber Blaze, I will focus on two main aspects:

1. **Visual Identity:** how the VTuber looks, talks and feels.
2. **Content Strategy:** what kind of content is made, when, and on which platforms.

To do this, I will use different research methods:

- **Literature study** to understand successful VTuber branding and strategies.
- **Available product analysis** to study tools and formats that work.
- **Community research** to learn what the audience expects.
- **Prototyping** to test design and strategy ideas.
- **Usability testing** to validate effectiveness.

I will gather feedback from the target audience to refine the brand and analyze how the visuals and content strategy are received using the double diamond design process.



## Problem Definition

Many new VTubers struggle to stand out due to weak branding and unclear content planning. Their visual style may not reflect their character, or their content may seem random. This confuses viewers and weakens audience connection.

There is often no clear strategy for platform use, posting frequency, or community building. This makes it harder to grow a loyal fanbase.

This project helps solve that by developing a consistent visual identity and a strategy that supports growth and engagement, making VTuber Blaze more recognizable, memorable, and connected to their audience.

# Research questions

## **Main question:**

How can I develop an impactful branding and content strategy that improves reach and builds a consistent identity for VTuber Blaze.

## **Sub-questions:**

1. What are proven strategies for building a brand like VTuber and what resources are needed to do so?
2. What branding resources do I need to build the brand?
3. How do I develop a strategy that uses these resources appropriately?
4. How do I validate the effectiveness of the strategy and resources created?

# Methodology

To answer the sub-questions above, I use different research methods. These methods ensure that I combine both theory and practice and get a complete picture of the situation. Below I explain which methods I use for each question.

For each question, name at least 1 method:

1. Literature study, Community Research.
2. Available product analysis, Prototyping.
3. Literature study (channels, data), Data analytics (Twitch & TikTok), Strategy development (Prototypes).
4. Usability testing.



## **1. What are proven strategies for building a brand like VTuber and what resources are needed to do so?**

Method: Literature study, Community Research

From the articles and community input, I learned that successful VTubers often:

- Have a clear personality and story (called a 'VTuber persona').
- Use strong visuals (like logos, consistent colors, overlays).
- Stay active on social media and post content that fits the platform (e.g. short videos on TikTok, streams on Twitch).
- Engage directly with their fans using Discord, polls, and comments.
- Make sure the design matches the character's personality and audience.

## **2. What branding resources do I need to build the brand?**

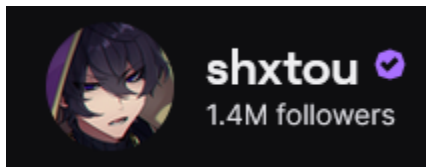
Method: Available product analysis, Prototyping

To define what makes a VTuber brand effective, I analyzed some successful creators I personally admire: Shxtou, CottontailVA, and AmaLee. By breaking down their visual assets, tone, and audience interaction, I identified key branding elements that drive engagement. I then applied those insights in my own prototyping process, testing visuals, overlays, and content types to see what best fits my concept. Here is in short what each of them do well based on my analysis.

*The additional pictures are based of their Twitch and TikTok.*

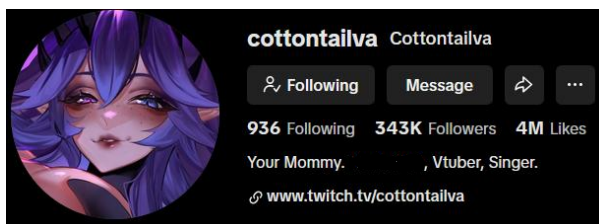
## Shxtou

- Master of storytelling and character depth.
- Strong lore that connects with fans on a deeper level.
- Visuals reflect his dark, vulnerable persona consistent overlays, gothic tones, and animated intros that build a cinematic experience.



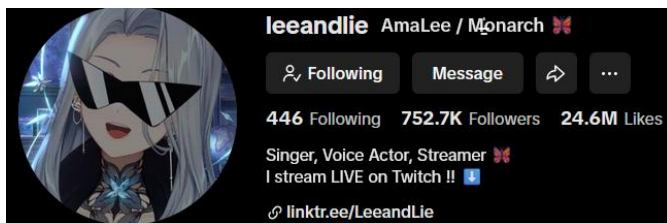
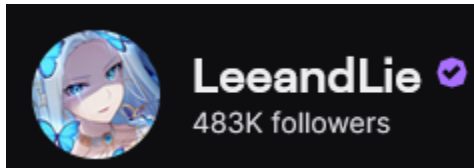
## CottontailVA

- Completely owns her voice and character. Chaotic, bold, and unapologetically herself.
- Her streams are full of raw personality, which sets her apart in an overly polished space.
- Visual theme blends bold seductive tones (pinks, blacks, purples) that match her mature, chaotic brand.



## LeeandLie (AmaLee/Monarch)

- She built her brand across music, anime covers, and now VTubing, proving that cross-platform identity works when it's consistent.
- All her visuals, from thumbnails to merch, are clean and consistent.
- She's a great example of growing a polished brand (due to her earlier career what she went viral for) while staying true to herself and becoming a successful VTuber as well.



### **3. How do I develop a strategy that uses these resources appropriately?**

Method: Literature study (channels, data), Data analytics (Twitch & TikTok), Strategy development (Prototypes)

Using research on social media strategy and VTuber marketing plans, I found that:

- Each platform works best with different content. (TikTok = live & short edits, Twitch = live streams + monetization)
- Posting consistently helps fans know when to watch
- Strategy should include platform goals (e.g. TikTok for growth and to get noticed, Twitch for community and keep them engaged)
- Analytics can help track what content works best

### **4. How do I validate the effectiveness of the strategy and resources created?**

Method: Usability testing

I'll test branding and content with real users through:

- TikTok polls and feedback on visuals
- Google Forms to ask for opinions on logo and design
- Test posts to see what gets most views and reactions

# Project Scope

## In Scope

### 1. Visual Identity Design

- Moodboard
- Logo design
- Typography
- Color palette
- Social media covers
- Channel banner
- Weekly stream schedule

### 2. Content Strategy

- Livestream plan (TikTok, Twitch)
- Upload plan (TikTok)

### 3. Target Audience Feedback

- Testing brand recognition (via Google Forms, flyers, TikTok posts)
- Analyzing what visuals and strategies work
- Iterating based on feedback

### 4. Optional

- Basic video editing (e.g. After Effects) to support content style

## Out of Scope

- Full animation or VTuber rigging
- Long-form video editing
- Paid promotions or marketing campaigns
- Streaming software/hardware setup

## Risks & Considerations

- Limited time might affect optional parts
- User feedback is based on voluntary responses and may be limited
- Algorithms or platform changes (TikTok, Twitch) may impact result.

# VTuber Content Feedback Survey

<https://forms.gle/vyMWJUq14buPY9so9>

## Engagement & Enjoyment

- What do you enjoy the most when watching my streams?
- What keeps you coming back?
- What moments do you remember most from my content?
- What do you think makes me different from other VTubers?

## Content Preferences

- What type of content would you like to see more of?
- Which platform do you watch me on the most (Twitch, TikTok)?
- Do you prefer longer streams or short, edited clips?

## Branding & Visuals

- Does my visual style fit my personality?
- What colors or styles do you associate with me?

## Community & Interaction

- How connected do you feel to the community?
- What kind of community events or activities would you join? (e.g. Discord events, Q&As, mini-games)
- What makes you feel most included or valued as part of this community?
- Have there been moments where you felt left out or ignored during streams or events?

### **General Feedback**

- If you had to describe “The Midnight Empress” in 3 words, what would they be?
- Is there anything confusing or unclear about my streams or posts?
- Any features or changes you’d like to suggest?



# Survey answers summary

## **What People Enjoy Most in the Streams**

Most viewers mentioned they really enjoy the interactions. Both with me as the streamer and with the chat in general. That connection and personal vibe stood out the most. People also like the chill and chaotic energy, the fun atmosphere, and the feeling of just hanging out. Some highlighted the gameplay too, especially when they can play along or watch while chatting. A few newer viewers mentioned they're still figuring it out but already enjoy the vibe and personality shown on stream. Overall, the mix of being authentic, interactive, and fun is what keeps people coming back.

## **What Keeps Viewers Coming Back**

The biggest reasons people keep coming back are the streamer's personality, the fun chat interactions, and the sense of a friendly, close-knit community. Viewers enjoy the positive, silly, and chill vibe, along with the feeling of being part of something fun and supportive. Some stick around for the games being played, others for the funny titles, inside jokes, or just to hang out and pass the time. A few also mentioned specific people, showing how connected the community feels overall.

## **Most Memorable Moments**

The moments that stand out most to viewers are the funny, chaotic, and personal interactions. People remembered things like screaming during games, spicy water content, and struggling to speak from laughing too hard. There's a clear love for the jokes, trolling, and unfiltered reactions. Especially in games like Valorant or horror titles. Some viewers mentioned specific memories like game nights, gift battles, or inside jokes around a character from Wuthering Waves. Even smaller moments, like simply being spoken to or daily check-ins, meant a lot. Overall, it's the mix of raw reactions, running gags, and personal engagement that sticks with people.

## **What Makes Blaze Different**

Most people pointed out that what sets Blaze apart is the strong connection with the chat. Unlike many VTubers, Blaze takes time to interact with everyone, responds personally, and gives real attention to viewers. The vibe is also more grounded and natural, no over-the-top anime voice or persona, just someone being themselves. Some noted Blaze's deep voice, the balance of chaotic fun and chill, and the unique personality as standout traits. Others appreciated the non-judgmental and kind atmosphere. A few mentioned the VTuber design (like the avatar) as a fun bonus, but overall, it's the genuine energy and effort to connect that really makes the difference.

## **Most-Watched Platform**

The majority of the audience watches on Twitch, with a smaller group preferring TikTok. Twitch is clearly the main platform where people follow the streams and engage, but TikTok still holds a solid presence likely for short-form content or more casual viewing.

Out of the 19 answers:

- Twitch: 13 responses
- TikTok: 6 responses

## **Preferred Content**

Most respondents want to see more gaming content, especially horror games, Valorant, and multiplayer games like Lethal Company, Brawlhalla, and Minecraft. A few mentioned interest in funny or chaotic games or mature content. Others would enjoy reaction content, interactive games with chat, or more variety. Overall, viewers are generally happy with the current content but open to seeing a broader mix that keeps the fun and chaos going.

## **Preferred Stream Types**

The majority of respondents prefer gaming streams, showing a strong interest in consistent gameplay content. A few viewers enjoy variety streams, guest appearances, or just chatting formats. One respondent specifically values long streams, while another mentioned they're here for the personality, regardless of the type of content. Overall, gaming remains the core interest, but mixing in other formats is still appreciated by parts of the community.

## **Visual Style vs. Personality**

Most people said my visual style fits my personality really well. They described it as sweet, elegant, and dark. A good match for the “Empress” vibe I go for. A lot mentioned how my avatar works with my voice and expressions, which makes me glad because I want it to feel authentic.

Some also said the style matches my softer and more goofy side, but a couple suggested I could lean more into a colder or more assertive look to really capture that “Empress” energy. I get that, and it’s something I’ll keep in mind as I continue refining my brand.

Overall, I’m happy with the feedback because it tells me I’m on the right track, but there’s still room to sharpen the vibe even more.

## **Visual Elements That Stand Out**

Based on the responses, several parts of my visual style stood out to people. The most mentioned were my hair, eyes, ears, and outfit. Especially the fluffy coat and accessories like the bouquet and scarf. Some also pointed out the tattoos, the darker color tones, and even the “blood” details that add to the aesthetic. A few responses were unsure, but overall, it’s clear that the combination of design elements makes an impression. I’m glad the details I chose reflect the darker, mystical “Midnight Empress” vibe.

## **Community Connection**

Most people feel at least somewhat connected to the community, and quite a few said they feel very connected, which is a great sign. Only a couple mentioned feeling slightly disconnected or neutral. That tells me the community vibe is working, but there’s still room to bring a few more people in and make sure everyone feels included. I’ll keep encouraging interaction and finding ways to make the space more welcoming.

## **Feeling Included**

People feel included when I talk with them in chat and make them feel seen. Many said they enjoy the friendly vibe and that I read every message. Some feel valued because they've been around for a while, get roles, or hang out in Discord. Even new viewers said the community is kind and welcoming. So the best way to keep people feeling included is by staying active, friendly, and personal.

## **Community Event Preferences**

Most of the community is interested in interactive and fun events. The most popular ideas are gaming with viewers, Discord events, watch parties, and challenges with prizes. People also like Q&As, art contests, and giveaways. The overall vibe is that viewers enjoy being involved and want fun, relaxed ways to connect with me and each other. Keeping events simple, inclusive, and rewarding will likely get the best response.

## **"The Midnight Empress" in 3 Words**

When asked to describe "The Midnight Empress" in just three words, the community came up with a mix of fun, kind, and chaotic traits. Common themes were funny, silly, cool, and relatable, with others seeing the Empress as elegant, mysterious, and supportive. Some described the character as comforting, interactive, and even goddess-like. The mix of cozy and chaotic is clearly coming through in the branding.

## **Suggestions & Feedback**

Most viewers had no changes to suggest and are happy with how things are now. A few mentioned ideas like more community engagement, promotion, and game nights. Some specific requests included more singing, and even a card game on Discord. Overall, the message is clear: keep being yourself, the vibe is working.

## Brand Personality & Tone

The Midnight Empress is a VTuber brand built on the unique fusion of cozy chaos. The brand personality, Blaze, is balanced between laid-back vibe and spontaneous humor so the streams are comforting and entertaining.

Despite having half-time work timetables and half-time study timetables, Blaze shows up on a consistent basis with passion, creating a feeling that is real and relatable. The community is founded on loyalty, hard work and enjoyment.

### Personality Traits

- **Warm:** Really nice and community-oriented. Welcomes all types of viewers and makes them feel like family.
- **Cozy-Chaotic:** A unique blend of calm and fun. One moment you're vibing and chilling, the next you're laughing at spontaneous chaos with lots of screaming.
- **Real:** Shows the human side of content creation. No fake persona, just Blaze being Blaze.
- **Passionate:** Even with limited time, puts in effort because it genuinely matters.
- **Relatable:** Speaks like a friend, not a brand. Down-to-earth, authentic, and sincere.

### Tone of Voice

- **Not too produced but friendly:** Speaks in common, genuine language. Addresses the community like friends, not fans.
- **Useful and frank:** Tells community members what they must know and is honest and down-to-earth. No avoiding the truth, yet always respectful.
- **Relaxed with bursts of energy:** The voice is like cozy chaos, soft vibes mixed with quirky humor and energy.
- **Community-oriented:** She appreciates audience interaction, loyalty, and emotional connection.

## Platform Focus & Goal

The main platforms for The Midnight Empress are Twitch and TikTok. These two platforms have been selected based on strengths, user activity, and how they align with creator available time and goals. Other platforms (Twitter, YouTube, Instagram) are out of current scope because of practical considerations. YouTube will not be active, but assets such as the banner can be made for preparations of the future.

### Twitch, Main Livestream Hub & Monetization

- **Primary function:** Long-term livestreaming, community interaction, and potential monetization (subs, bits, etc.)
- **Why it's a good fit:** Twitch has the ability to handle long streaming time and encourages strong community interaction connection through the inclusion of raids, chat interaction, and emotes.
- **Monetization potential:** Twitch already has monetization features in place, making the platform a good fit for long-term brand cultivation.

### TikTok, Visibility & Short-Form Discovery

- **Primary function:** Short-form content (clips, highlights, skits) and live streaming for visibility and discoverability.
- **Why it succeeds:** TikTok's algorithm is ideal for discoverability. It accommodates fast reach and allows live streaming to extend reach to a wider audience.

### Why Just These Two Platforms

Content creation is currently a side pursuit, not a full-time career, where there is little time and energy dedicated to content creation being a full-time student with a part-time job. Managing multiple platforms at once includes frequent posting, engagement, and various content strategies for each platform, impossible with less time and energy. That's why the focus is solely on TikTok and Twitch that offer the highest potential for growth, visibility, and community development with manageable effort.

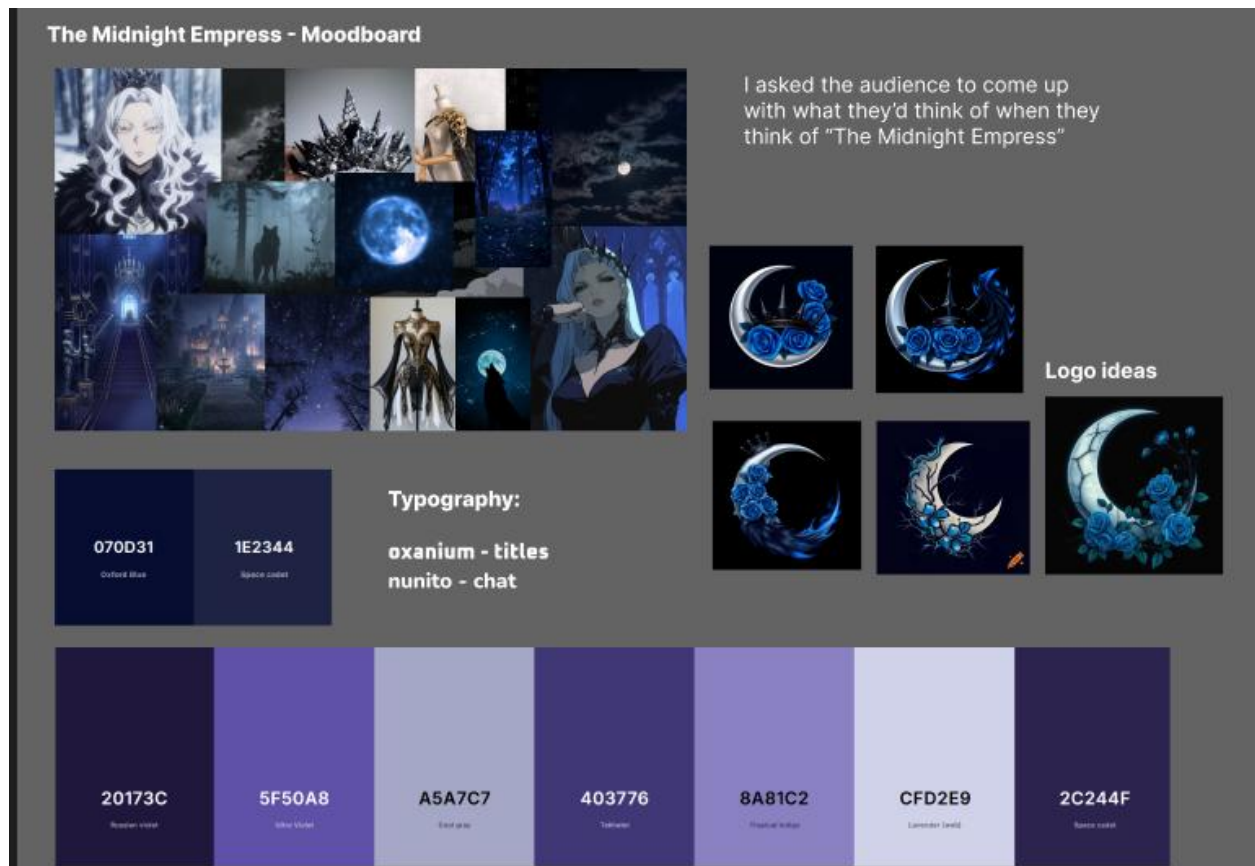
The priority is to build a strong brand foundation on these two platforms first before considering expansion elsewhere.

**Dedicated focus solely on TikTok and Twitch allows:**

- Better quality control of streams and edits.
- Easier to keep the brand consistent without splitting focus between lots of platforms.
- Less burnout by avoiding having to cross-promote constantly.
- This focused approach makes it easier to grow while keeping the workload manageable and realistic for now.

# Branding design

I made this moodboard to show the feeling and style I want for The Midnight Empress. I picked images with the moon, wolves, castles, and dark skies. These things show the kind of energy I want: strong, royal, kind, and a little mysterious. I also asked my audience what they think of when they hear "The Midnight Empress" and used their ideas.



## Logo Ideas

I chose logo ideas with the moon and blue roses. Some look soft and pretty, others are darker and more powerful. I wanted the logo to show both sides of her. The calm, sweet side and bold, strong side. A crown added to show royalty as the Empress.



This is the final logo for The Midnight Empress. I used AI to generate the base, then edited it in Photoshop to shape it exactly how I wanted. I made sure every detail fits my theme and lore.

The blue roses were chosen because they feel dark, mysterious, and royal, they give that “Midnight Empress” vibe. The blue wolf tail connects to the Empress’ lore, and it also links to the fur coat she wears. The crown shows her power and status, not just given, but earned. All of it together shows who she is: strong, elegant, and mysterious.

“Blue roses are considered one of the flowers full of charm and mystery. Since this color of rose does not occur naturally, it has become a symbol of rarity, secrets, and dreams that are hard to attain.” K, A. (2025, 23 april). That suits the Midnight Empress’ persona perfectly.



## Typography (Fonts)

I picked Oxanium and Nunito because they look very different but still match well when used in the right way. Oxanium is sharp and modern. It’s strong and bold, so I use it for titles or things I want people to see first. Nunito is soft and round. It’s friendly and easy to read, so I use it for chat text or longer words.

When I use them together, they balance each other out. Oxanium gives the "Empress" feel cool and powerful. Nunito brings the "cozy chaos", warm and soft. Together, they show both sides of me. That's why they work well as a team.

### Color Palette

I chose colors like dark blue, purple, and silver.

- The dark colors show power, night, and mystery.
- The lighter colors add softness and balance.

These colors fit the Empress style strong, elegant, and magical. I wanted everything to match who I am and how I want the brand to feel.

### Expert feedback (Fonts)

I first used two fonts: Oxanium for titles (sharp and bold), and Nunito for body text (soft and easy to read). They worked well together to show both sides of The Midnight Empress, strong and powerful, but also warm and friendly.

But after getting feedback and advice from a graphic designer with over 7 years of experience, I made a change. They suggested a better font that fits the dark, royal theme of the Empress much more.

So now I use Obra Letra. It looks gothic and elegant, which fits the brand way better. It gives the design a more fantasy, royal feeling, exactly the vibe I want.

# KC Obra Letra Font

## Content Strategy

As part of my content strategy, I aim to stream every day when possible. This helps me stay consistent and visible as a growing content creator. Since my community spans across Asia, Europe, and America, it's challenging to pick a perfect time that works for everyone. However, I usually go live around 7 PM CEST or during the day on free days for longer streams.

The weekly schedule is flexible and changes based on my availability as a full-time student with a part-time job. By being active on both TikTok and Twitch, I make the most out of every opportunity to engage with my audience and grow my brand across platforms.

Each day has a theme that fits the mood people enjoy based on the feedback survey like horror games, games with viewers, chill talking streams, or intense gameplay. I stream more on Fridays and Saturdays because that's when most viewers are online. During the week, I keep it more flexible so I can try different content and post on TikTok.

This plan helps me stay active without getting tired. It gives people what they like while still giving me room to change things if I need to.

## Stream Schedule

Here's the plan for the week. Each day has its own vibe to keep things fresh but consistent. From cozy chats to chaotic vibes, there's something for everyone. Schedule may flex slightly, but the themes stay locked. This way it helps the creator and the audience to have a clear path of expectations.

Day	Theme & Content
Monday	Mystery Monday - Horror games, story games, or something chill and moody
Tuesday	Chill Tuesday - games like Wuthering Waves or just chatting
Wednesday	Viewer Wednesday - Games with chat, community lobbies, maybe Q&A
Thursday	Wildcard Thursday - Flex day for new games, or just chatting
Friday	Sweaty Friday - Competitive games like Valorant, ranked chaos, longer streams
Saturday	Chaos Saturday - Long stream day, community events, horror, collabs or anything wild
Sunday	Slow Sunday - Chill stream, chatting, cozy games or reaction content

## TikTok Upload Schedule

This TikTok content strategy is based on recent algorithm insights. Instead of daily uploads, the focus is on quality and timing. Uploading 2–3 times on specific high-engagement days helps grow reach without burnout. Hashtags are not the focus. Instead, use keywords in captions to help the content get discovered. This plan allows flexibility and ensures videos are posted when the audience is most active. It's important to take the different time zones into consideration. When Europe wakes up, America will go to bed so it could work both ways since people will scroll more. When Europe is having lunch, Asia is having dinner for example.

*This information is based of different content creators on TikTok and their tips and insights. For more accurate times, check your personal insights.*

Day	Best Times to Upload
Monday	7 AM / 1 PM / 5 PM
Tuesday	1 AM / 8 AM / 10 AM
Wednesday	2 PM / 3 PM / 8PM
Thursday	12 AM / 3 PM / 6 PM
Friday	11 AM / 3 PM / 7 PM
Saturday	2 AM / 5 PM / 9 PM

Sunday	3 PM / 4 PM / 10 PM
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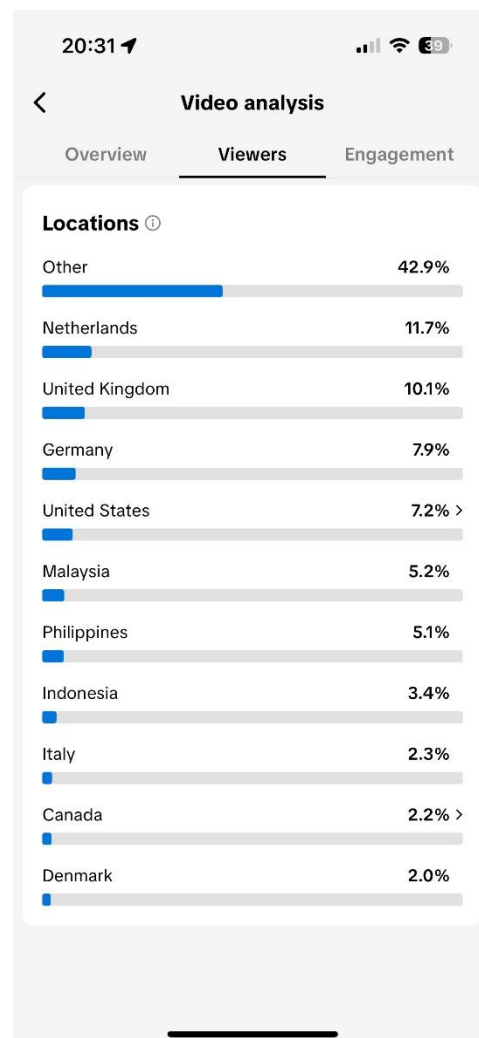
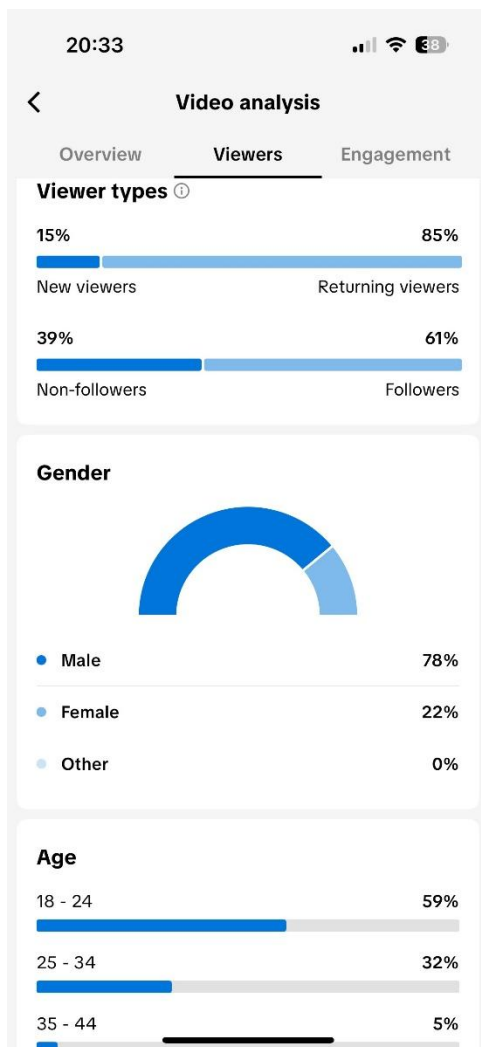
**Upload Content Examples:**

- Funny or relatable clips that capture the VTuber's personality
- Short gameplay highlights (e.g. Valorant or Wuthering Waves moments)
- Edits using trending sounds or popular meme formats
- Chaotic or high-energy stream moments
- Duets or collabs with other creators
- Voice clip content (e.g. character quotes, reactions)
- Strong viewer interaction moments (e.g. Q&A, polls, Discord highlights)
- Spicy edits and aesthetic visual videos for mood or lore building

# Upload Insights

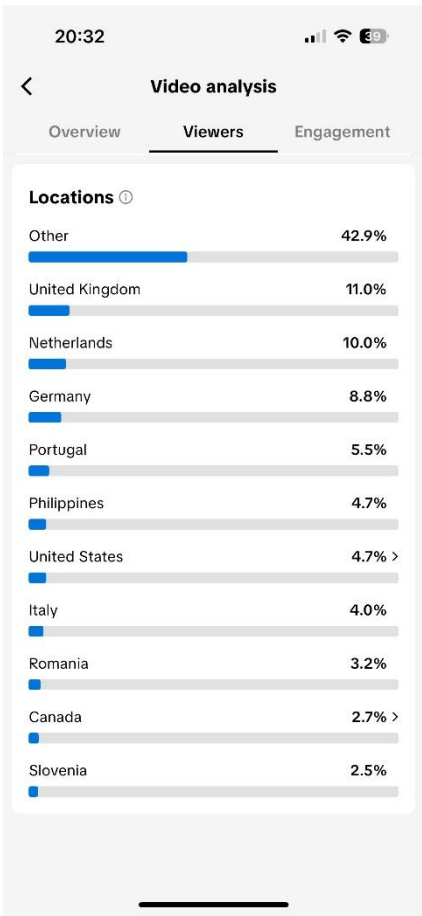
These are the insights of the latest two videos posted on tiktok and the video analysis of them. The last picture is a logbook of the 24-hour insights from 5 different uploads. This gives a real-time insight of the audience. You can see that the audience are watching from around the world, its mostly male and the younger generations. Depending on the day and time, the algorithm changes.

06-06-2025





03-06-2025



<b>TikTok uploads</b>
Saturday 17 May, 22:40
300 views - 50 likes
Tuesday 21 May, 9:00
400 views - 35 likes
Saturday 25 May - 21:30
600 views - 80 likes
Tuesday 3 June - 15:00
800 views - 50 likes
Friday 6 June - 13:00
400 views - 60 likes
Monday, 19 May

# Planning

**Deadline:** June 18 (19 & 20 June, finalizations and end 'presentation')

## **Week 1:** May 28 - June 2

**Focus:** Gather insights, define direction, prepare visual concept.

### **Tasks:**

- Conduct literature study on successful VTuber branding and strategies.
- Analyze top VTuber examples for visual identity and content strategy.
- Perform basic audience research (Google Forms, TikTok/Discord engagement).
- Define brand personality and tone (style, vibe, themes).
- Collect references and create a visual moodboard draft.
- Decide on platforms to focus on and define purpose for each.

## **Week 2:** June 3 - June 9

**Focus:** Develop and test the VTuber's visual identity.

### **Tasks:**

- Finalize moodboard.
- Design initial logo concepts.
- Choose and apply typography.
- Develop a brand color palette.
- Create visual assets: social media covers, Twitch/YouTube banners, stream schedule layout.
- Post early visual drafts online for target audience feedback (TikTok, Discord, Google Forms).

### **Week 3: June 10 - June 18**

**Focus:** Finalize visuals, develop and validate content strategy.

#### **Tasks:**

- Build a weekly stream and upload schedule.
- Create a platform-specific content plan (Twitch, TikTok, YouTube).
- Plan community engagement structure (Discord server layout, event types, moderation plan).
- Run second feedback round to validate updated designs and strategy.
- Refine visual identity based on feedback.

**Optional:** Create a short video edit (TikTok) to show the brand in motion.

### **Finalization: June 19 - June 20**

**Focus:** Final polish, documentation, and delivery.

#### **Tasks:**

- Organize all project files and visual assets.
- Finalize the content strategy plan in the documentation.
- Write a short reflection

## Reflection & Feedback

During my pitch presentation, the overall feedback was very positive. Anke and Frank noted that I spoke with energy and enthusiasm, which helped communicate my passion for the project. It was also clear to them that I had a strong direction and knew exactly what I wanted to achieve with both the branding and content strategy for this VTuber.

One main point of feedback focused on the logo, specifically the text “The Midnight Empress.” They felt that, because the text is small and hard to read when scaled down, it might not work well in a typical logo context. I took this feedback seriously, but I also want to clarify the creative decision behind it.

The logo was designed intentionally as an emblem, not just a brand stamp, but a symbolic crest that reflects the identity of the Midnight Empress. Fitting her Empress theme and vibes. The text isn’t meant to stand out or even be fully legible at all sizes. Instead, it functions like a watermark or an engraved detail. Think of it like the kind of small engraved text you find on luxury jewelry or ornate weaponry in fantasy. It’s there for those who look closely, who want to explore the layers of the character and her world.

For example, in engraved rings or locket, the words aren’t meant to be read from afar. They carry personal value and weight when viewed up close. That’s my intention behind this text. It ties into the lore-heavy, mysterious nature of the Empress. The emblem itself carries the characteristics, using symbolic elements like:

- Crown representing royalty, Empress.
- Blue Rose symbolizing secrecy, rarity, and beauty.
- Moon tying into the “midnight” theme.
- Wolf Tail reflecting her lore-based persona and power.

That said, I also recognize the importance of scalability and functional design in branding. That’s why I created a simplified version of the logo for practical use. It still carries the core symbolism. The moon for “Midnight” and the crown for “Empress.”

Light mode



Dark mode



Black & White



## Sources

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