

2026

Vol//**02** | 2026

ANIME IMPULSE

BRAND GUIDELINES

Please follow our standard Trademark Guidelines. Other sizes and resolutions of the logo, some suitable for print, can be found here.

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BRAND STORY | ABOUT US

Innovation. Freedom. Community.

These three principles form the bedrock of the ANIME Impulse brand, epitomized by its distinctive triangle logo. Each point signifies a key pillar: the top represents ANIME Impulse's commitment to industry leadership and innovation, avoiding complacency. The leftmost point embodies the cherished freedom to break from tradition, fostering creativity in decision-making. Lastly, the community, represented by the final piece, stands as the most vital element.

From new attendees to steadfast industry partners and dedicated supporters, ANIME Impulse owes its current success to the robust and supportive community cultivated over the years. Grateful for this backing, the company is committed to reciprocating through unforgettable experiences, honoring the encouragement that has propelled its journey.

LOGO | ITERATIONS

Our primary visual identifier demands precision and consistency in its usage, serving as the cornerstone of our brand identity. It is imperative that we handle it with care, ensuring accuracy and uniformity across all applications.

GENERAL LOGO(S)







HORIZONTAL STACKED LOGO(S)

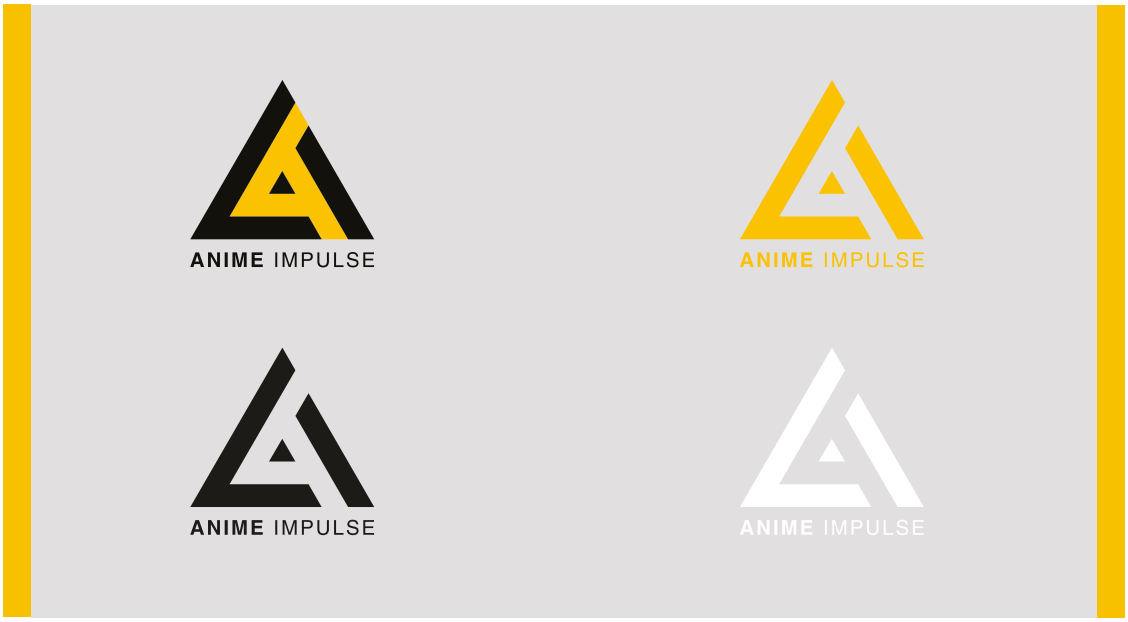




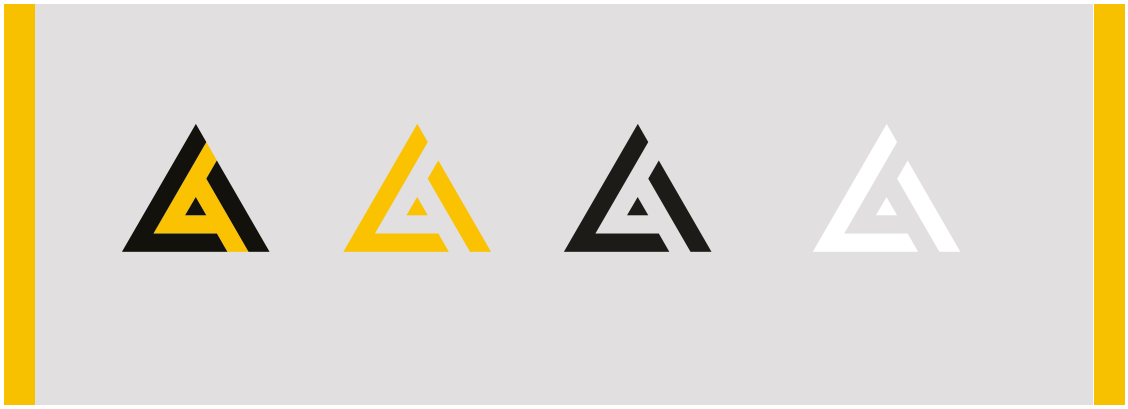


LOGO | ITERATIONS

STACKED LOGO(S)

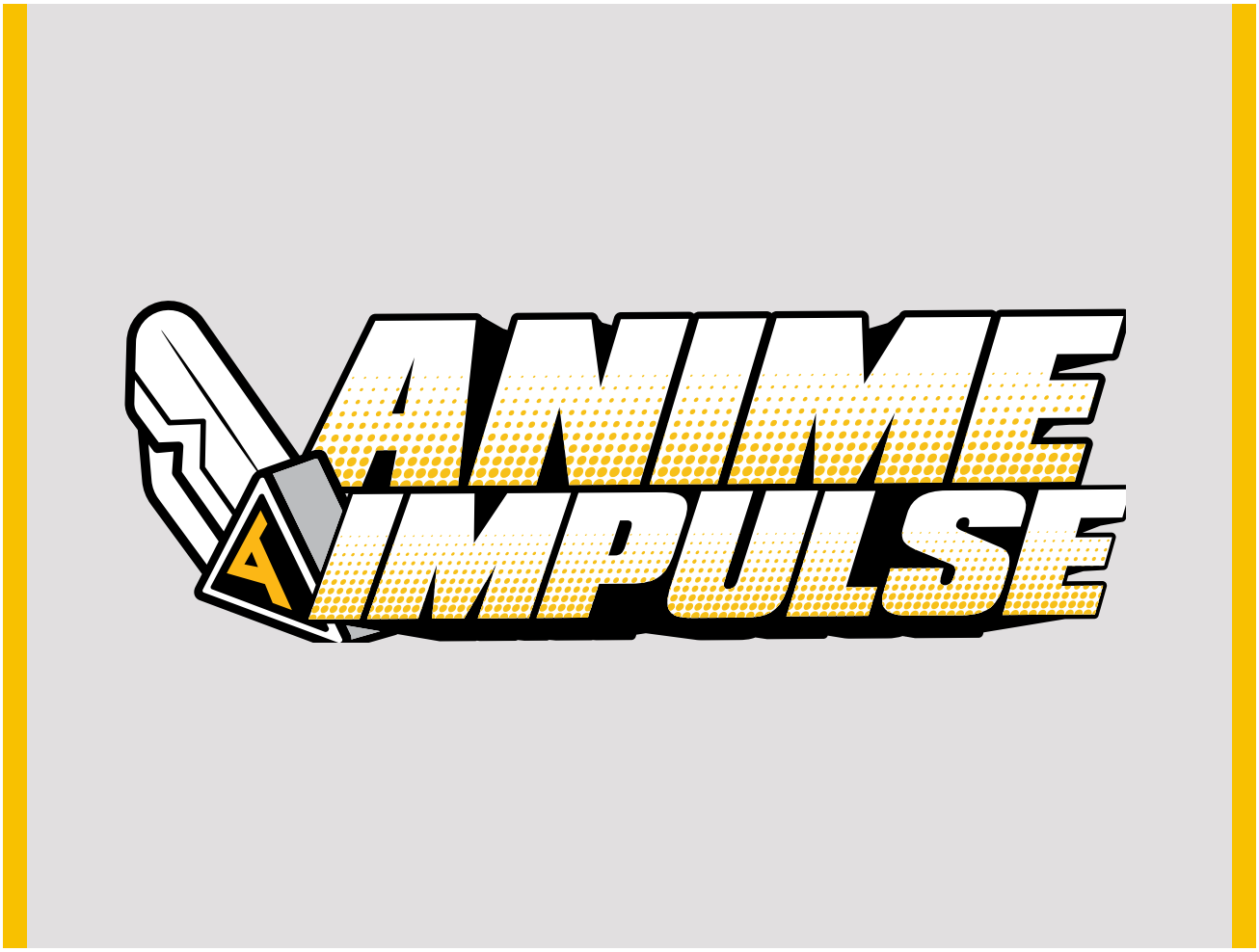


SYMBOL LOGO(S)



LOGO | ITERATIONS

EVENT LOGO(S)



We meticulously embrace a curated color palette, exclusively featuring the listed colors. This deliberate choice not only enhances our brand with a distinctive visual identity but also sets ANIME Impulse apart, ensuring immediate recognition and differentiation within the industry.

LOGO | IMPROPER USAGE

DO NOT

× DO NOT Rotate.



× DO NOT Change the Colours.



× DO NOT Create or add Gradient.



× DO NOT Distort Proportions.



× DO NOT Change the Typography.



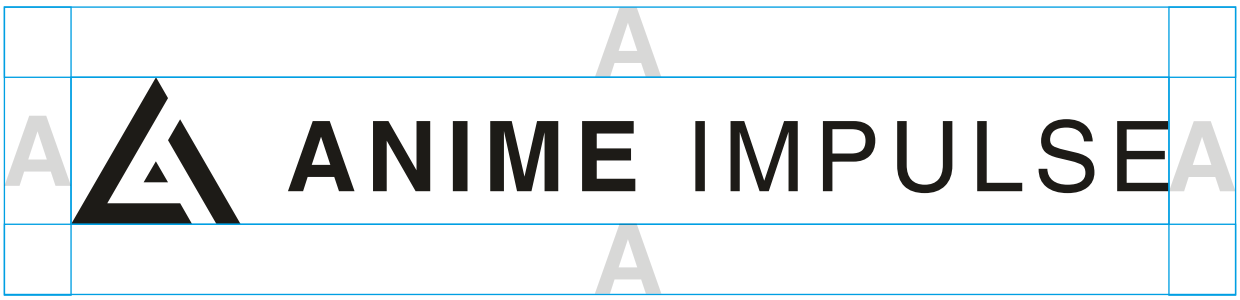
× DO NOT Add a Drop Shadow or Special Effects without Authorized Permission.

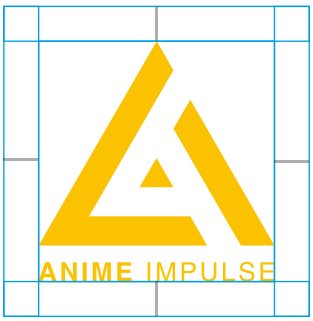


Adhering to our branding guidelines is essential for maintaining the integrity and impact of our logo. Unauthorized alterations compromise recognition, making it crucial to ensure consistent and correct logo usage across all channels.

LOGO | CLEAR SPACE

Embrace the Space! Our logo thrives in its clear area, ensuring it stands out and shines bright. Let's keep it fresh and vibrant!





LOGO | MINIMUM SIZES

Clarity is Key! Please keep it legible by never using it smaller than the specified size. Let's keep our brand bold and clear!"

SCREEN MIN SIZE



PRINT MIN SIZE



COLOR | PRIMARY COLORS

We meticulously embrace a curated color palette, exclusively featuring the listed colors. This deliberate choice not only enhances our brand with a distinctive visual identity but also sets ANIME Impulse apart, ensuring immediate recognition and differentiation within the industry.

01// PRIMARY COLOR

Color Codes

CMYK : C-75, M-68, Y-67, K-90
Pantone : P PROCESS BLACK U
RGB : R0, G0, B0

BLACK

02// PRIMARY COLOR

Color Codes

CMYK : C-0, M-16, Y-89, K-0
Pantone : 123 C
RGB : R248, G192, B20

YELLOW

03// PRIMARY COLOR

Color Codes

CMYK : C-00, M-100, Y-100, K-0
Pantone : P 1-1 UMYK
RGB : R237, G30, B.36

WHITE

COLOR | SECONDARY SWATCHES

Only use the colors shown below in the exact mixes
(HEX, CMYK, RGB, or Pantone) depending on your medium.

01// SECONDARY SWATCH

Color Codes

HEX: #F05A2B
LOCATION: 0%
HEX: #FDBA22
LOCATION: 55.3722%

GRADIENT

02//SECONDARY COLOR

Color Codes

CMYK : C-65, M-3, Y-0, K-0
Pantone : 298 C
RGB : R41, G170, B225

BLUE

TYPOGRAPHY | LOGO

Ariel

Aa

1 2 3 4 5 6 7 8 9 0 ‘ ? ’“ ! ”

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× = > ® © $ € £ ¥ ¢ : ; , . *

About Ariel

Arial is a sans-serif typeface in the neo-grotesque style. Fonts from the Arial family are included with all versions of Microsoft Windows after Windows 3.1, as well as in other Microsoft programs,[2] Apple's macOS,[3] and many PostScript 3 printers.[4] In Office 2007, Arial was replaced by Calibri as the default typeface in PowerPoint, Excel, and Outlook.

The typeface was designed in 1982 by Robin Nicholas and Patricia Saunders, for Monotype Typography.[5] It is metrically compatible with Helvetica, enabling documents to use either typeface without affecting the visual layout. Because of their similar appearance, both Arial and Helvetica are commonly mistaken for each other.

FONT DOWNLOAD:

https://font.download/font/arial

TYPOGRAPHY | CONTENT

Poppins

Aa

1 2 3 4 5 6 7 8 9 0 ‘ ? ‘“ ! ”

(%) [#] { @ } / & \ < + ÷

× = > ® © $ € £ ¥ ¢ : ; , . *

About Poppins

Poppins is a popular sans-serif typeface designed by Indian Type Foundry. It was released in 2014 as part of the Google Fonts library and has since gained widespread popularity for its versatility and modern aesthetic.

The font features a clean and geometric design with open forms, making it highly readable in both print and digital media. Poppins offers a range of weights and styles, from Thin to ExtraBold, as well as italic variants, providing flexibility for various design needs.

Poppins is known for its balanced proportions and rounded letterforms, which give it a friendly and approachable appearance. It is suitable for a wide range of applications, including branding, editorial design, web design, signage, and more.

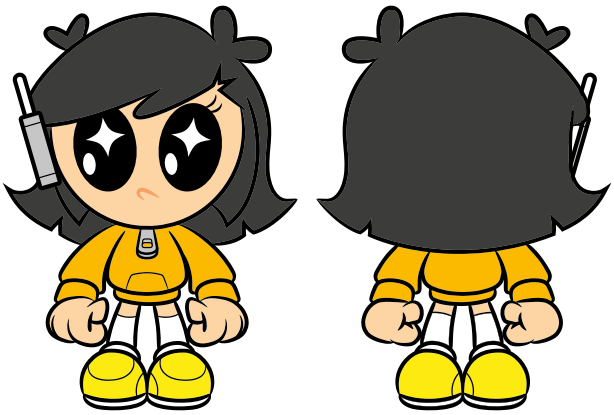
Overall, Poppins is valued for its clean, modern, and versatile design, making it a popular choice among designers looking for a contemporary sans-serif typeface.

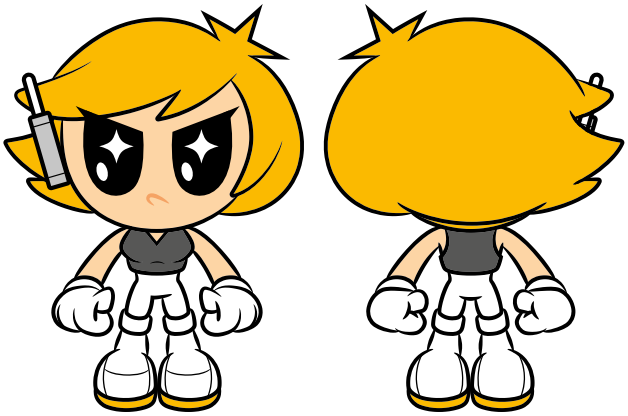
FONT DOWNLOAD:

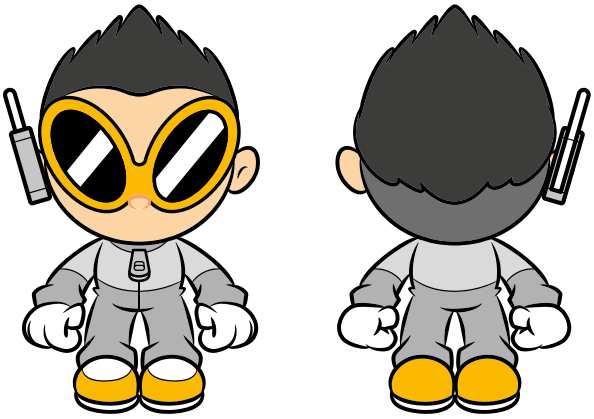
https://fonts.google.com/specimen/Poppins

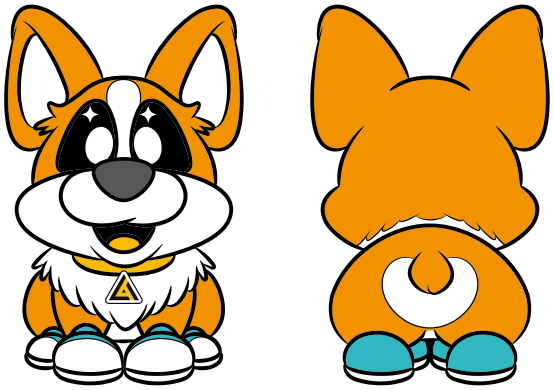
MASCOT | CHARACTERS

Meet Our Energetic, Charming Characters! Bursting with personality, they embody our brand spirit and bring our story to life.









MASCOT | CHARACTERS









IMPULSE UNIVERSE

If you need more information or have questions about using these guidelines, contact us at design@impulseuniverse.com