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Visual Identity & Style Guide

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ARMORY

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ABOUT THIS GUIDE

The Visual Identity and Style Guide will play a key role in how the Dragonfly Armory (DFA) engages with its audience and how we are perceived as a group, and as individuals. A clear and consistent visual identity is critical to our branding. These guidelines are the first step.

Within these pages, you will find a color palette; costuming inspiration, geared towards new and existing members alike; details that should be included in apparel and weapons for consistency, so Armory members are more easily identifiable on their own and united in groups; among other things.

WHAT IS DIESELPUNK?

Dieselpunk is a sub-genre of science fiction that features diesel-powered machinery and weaponry. It is marked by an artistic style that blends the spirit of the 1920s –1940s. At Dragonfly Armory, we are inspired by the blending of eras: the roaring movement of the 20s (art deco, streamlined technology), the classic style of the 40s (pinups and film noir), and the world conflicts that they both shared (World Wars I and II).

NOTE: DFA does not participate in dressing up as any real world, World War I or World War II enemy combatants (i.e., Nazis, Kamikazes, etc.).

Dragonfly Armory engages in its own, self-defined brand of Dieselpunk. It is a blend of past and future worlds. DFA combatants come from a world where machinery and weapons are powered by both diesel fuel and futuristic energy. DFA Dieselpunk is more than wearing period-inspired costumes for our members. It is the melding of diesel fuel and futuristic energy engineering into our costuming foundation that defines the genre for us.

HOW DIESELPUNK DIFFERS FROM STEAMPUNK

STEAM IS CLEAN. DIESEL IS DIRTY.

Diesel fuel and exhaust leave a dirty, grimy residue. Dragonfly Armory is a group of active-combat fighters. We are in the field; in the thick of it. Therefore, costumes should look tarnished, dirty and used.

Of course, as cosplayers, the last thing we want to do is sully an awesome costume after building it. But consider this: because of the nature of our genre, the grime is an embellishment that lends to the authenticity of your gear. Additionally, layering can make your costume look battle-worn while leaving the base elements intact. Many Armory members wear canteens, harnesses, vests, gators, etc. Weathering these items with stains, scratches, and burn marks then adding them your clean costume will help you achieve a look of worn and battle-hardened authenticity.

Props and costumes can be weathered using sandpaper over layers of different color paint. Using a dry brush technique can give the illusion that the paint has chipped and exposed the metal below.

Because DFA members are active combatants, long stretches in the field make it near impossible to obtain replacement weapons on a regular basis. Weapons should look used and abused. They should have diesel stains, especially around the exhaust and fuel intakes. And they should be weathered with scratches, smudges, cuts and scrapes that expose the metal beneath the paint.

COSTUME AND PROP COLOR USAGE

PRIMARY COLORS

These colors should be used for the main costume. These colors are just an approximation. Use your best judgement, but remember, main colors of the battle uniform should be “Army” green.



SECONDARY COLORS

These colors should be used for accents, boots, gauntlets, gloves, hats, etc.



TERTIARY COLORS / ACCENT COLORS

These colors are purely accent colors, to be used for things like shoulder boards, stitching, small patches, etc. New uses of these colors should be approved by HQ. Fuel cells are always yellow.



METALLICS

Chrome, nickel, silver and steel make up the metallic tones of Dragonfly Armory Dieselpunk.



Metal

COLOR DON'TS

Do not use shiny and polished copper or bronze. These colors are reserved for and associated with Steampunk—which we are not.

ART DECO

ART DECO ACCENTS

Art Deco is an influential visual arts design style that first appeared in France after World War I, flourishing internationally in the 1920s, 30s and 40s before its popularity waned after World War II. It is an eclectic style that combines traditional craft motifs with Machine Age imagery and materials. The style is often characterized by rich colors, bold geometric shapes, and lavish ornamentation.^[1]

You are encouraged to incorporate elements from Art Deco art and design into your costume and weapons to tie them into the time period and add another layer of interest. Below are a few examples of Art Deco design elements.



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PATCH USAGE

DRAGONFLY ARMORY LOGO PATCH

The main Dragonfly Armory patch should be purchased by all new members, and is one way that we promote our group. The logo patch shows up nicely in photographs and helps unify us at events and conventions. It can be worn on either the right or left sleeve. When making your choice on placement, think about how you intend to pose during official photoshoots and for impromptu photo requests. Will your right or left shoulder be facing the camera/ photographer? Affix the patch to the shoulder that will give the Armory maximum exposure



Logo Patch

The patch can be ordered through General Griffon. Orders will be placed in July. Please contact him for pricing.

NAME AND DESIGNATION PATCHES

These patches can be reliably ordered from www.colorpatch.com/name_patches.htm.

NAME PATCH

Name patches should be black san serif, block lettering on a red background with black edging. When ordering your patch, follow the example to the right.



Name Patch

DESIGNATION PATCH

The designation patches are curved and should be black block lettering on a red background with black edging. When ordering your patch follow the example to the right.



Designation Patch

INSIGNIA AND DIVISION PATCH

Soon to be declassified.

LAYERING & ACCESSORIES

As stated before, the key to a good Dieselpunk costume is layering. In fact, this practice actually holds true for all genres of cosplay and costuming, as well as prop building. The more layering, the more interesting the costume will look. As an example, a costume foundation can be boots, pants and a shirt. Alone this is not enough. Adding other accessories, such as a utility belt, enhance the look. The pouches on the belt add visual interest, with the added benefit of additional storage. Three or more of the following accessories used together on the base costume will automatically make the costume stand out:

| | | | | |
|----------------|-----------------|-----------|-------------|----------------|
| backpack | canteen | grenades | maps | shoulder armor |
| backpack radio | compass | harness | medals | suspenders |
| bags | elbow pads | hat | patches | torso armor |
| bandana | forearm armor | holster | pouches | utility belt |
| bandolier | gauntlet gloves | knee pads | satchel | vest |
| bayonet knife | goggles | knife | shin guards | |

If you have doubts or questions, please email HQ at dragonflyarmory@gmail.com.

HATS

Various styles of hat work within the Dieselpunk genre. For example a crush cap, garrison cap or helmet.

WEAPONS

Dragonfly Armory Dieselpunk weapons are powered by diesel fuel and futuristic energy, which is conveyed by the use of fuel cells. Since our weapons use diesel fuel, remember to also add a diesel-fuel cap.

CORSET

Corsets are common in many genres of cosplay and no one will be discouraged from wearing any style of corset. However, please DO consider 1920s–40s style and construction, and reference the Dragonfly Armory color palette when designing/choosing yours.

Shortly after the United States' entry into World War I in 1917, the U.S. War Industries Board asked women to stop buying corsets to free up metal for war production. This step liberated some 28,000 tons of metal, enough to build two battleships. The corset, which had been made using steel stays since the 1860s, further declined in popularity as women took to brassieres and girdles, which also used less steel in their construction. However, body shaping undergarments were often called corsets and continued to be worn well into the 1920s. A return to waist nipping corsets in 1939 caused a stir in fashion circles, but World War II ended their return. In the late 1940s, they were revived and were popularly known as "Merry Widows." The merry widow differed from earlier corsets in that it separated the breasts, whereas corsets had held them together.^[2]

²Source: en.wikipedia.org/wiki/History_of_corsets

LAYERING & ACCESSORIES (cont'd)

GOGGLES

If you choose to wear goggles make sure the colors and materials are geared towards Dieselpunk and not Steampunk. Don't use bronze and copper colors. Don't use gears as embellishments.

LIGHTING & LEDS

Adding lights to your prop or accessory is a great way to make it stand out. Light helps attract the viewer's eye. Light also helps elevate your prop to the next level. Depending on your skill level, there are several ways you can add lights. A great vendor for purchasing prefabricated LEDs is superbrightleds.com. They have great customer service and are completely comfortable talking to geeks and cosplayers.

WWII UNIFORM REFERENCES

Here are some real world examples of WWII combat soldiers. Use these photos as a basis for inspiration and build on them. In order to achieve the Dragonfly Armory Dieselpunk-feel the uniform needs to have futuristic elements. For instance, body armor, shoulder plates, futuristic helmets, LEDs, chrome, etc. A period Army uniform without any embellishments is only an Army uniform. DFA costumes should exude Dieselpunk even in the absence of weapons.

ACCESSORY DON'TS

Don't use gears, pith helmets, Victorian dresses, top hats, tailcoats, anything related to steam or Steampunk, etc.



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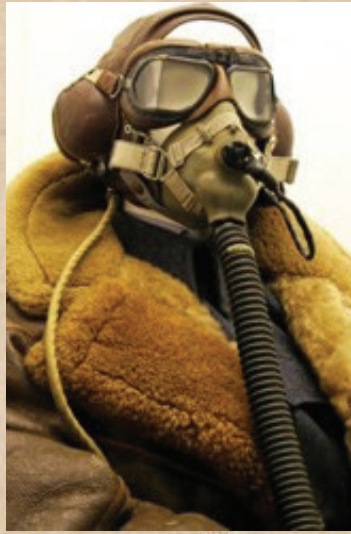
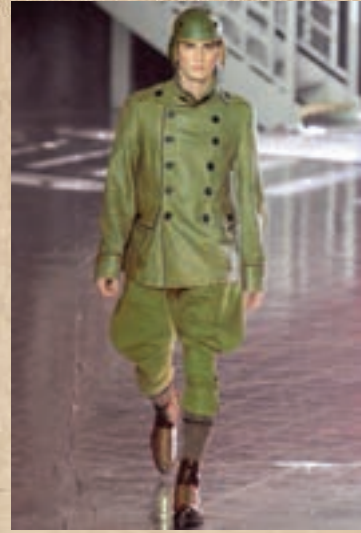
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STARTING POINT FOR THE DAMES



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STARTING POINT FOR THE FELLAS



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MAIN WEAPON & REQUIREMENTS

Please feel free to be as creative as you want. You can scratch build or repurpose existing weapons (i.e., Nerf®). In order to make it seem as if all the weapons come from the same manufacturer, country or allied force, certain elements need to be included. Two elements have been identified as the easiest to make. These are Fuel Cells and Exhaust Pipes.

Since Dragonfly Armory Dieselpunk is a blend between old and future worlds, and the weapons run off of diesel fuel and futuristic energy, the use of the above stated elements is required.

Fuel cells and diesel fuel power the weapon.

Exhaust pipes expel the exhaust.

Below is a quick and dirty tutorial on how to make fuel cells and exhaust pipes. The fuel cells should be clearly visible, not hidden, tucked away or too small on your prop so as not to be seen. (None of the items below are to scale.)

HOW TO BUILD A FUEL CELL



Step 1: Buy two of either a PVC Threaded Cap or PVC Cap at your local hardware store (Two pieces make one fuel cell). These caps can be found in various sizes.

Step 2: Sand the rim edge (most have serial numbers that will get in the way) and glue the two Caps together.

Step 3: Spraypaint the fuel cell with bright yellow paint and add water-slide decals. DFA fuels cells are yellow. Please follow this visual style in order to best coordinate with your Armory-mates.

HOW TO BUILD AN EXHAUST PIPE



Step 1: Buy one or more of either of these PVC Elbows at your local hardware store. These elbows can be found in various sizes. Each exhaust pipe should be paired with a fuel cell—two fuels cells, two exhaust pipes.

Step 2: The top two Elbows can glue directly to your gun without drilling any holes. This method is easier, but the pipes are more likely to be knocked off, if you're not careful.

When using the bottom two Elbows, drill a hole for each exhaust pipe into your gun and push the narrow end of the elbows into the holes, securing it with glue. This method is more secure.

Step 3: Paint the pipes to match your weapon. Embellish them to add dirt and grime.

BEAUTY SHOTS



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