hllhvnd

Brand Creation & Process

Philososphy

HLLHVND (Hellhound), it's purpose, vision, mission, values and proposition encompass the ability to utilize pseudonyms, to build a sharp business from the ground up.

The design, and philosophy of the branditself are not desirably mainstream, but appear to fall within the guidelines of what is acceptable in mainstream branding. Thus bringing a fresh, exciting, and unique flavor to a modernized e-commerce brand.

A Hellhound is a mythological hound that embodies a guardian or a servant of hell, the devil, or the underworld. Hellhounds occur in mythologies around the world, with the best known examples being Cerberus from Greek mythology, Garmr from Norse mythology, the black dogs of English folklore, and the fairy hounds of Celtic mythology. Physical characteristics vary, but they are commonly black, anomalously overgrown, supernaturally strong, and often have red eyes or accompanied by flames.
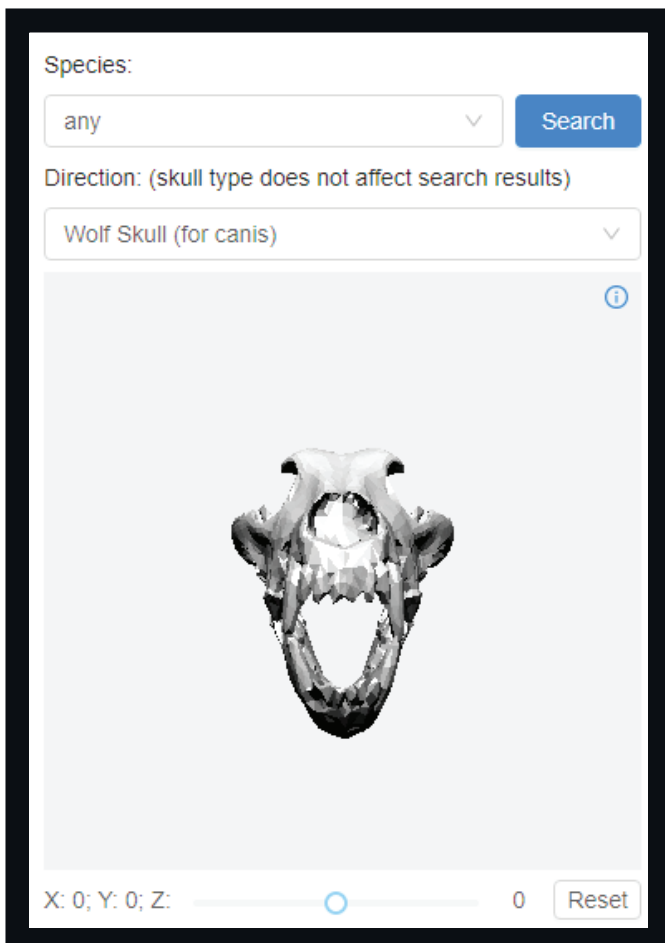
Given the ideology that all demons in The Underworld were once Angels, but fallen, we can safely assume Hellhounds were once Angels.

The brand excites the emotion of strength, and perserverance despite the climate. Bright, vibrant colors, sharp, glaring edges, and a niche name to top it all off.

Drafting

Hellhounds are difficult to define visually. How do you define something that simply has never existed in the phsyical world? I took this upon myself to let the right hemi-sphere of my brain do all the talking and hard work here. My first direction was to canid references online.
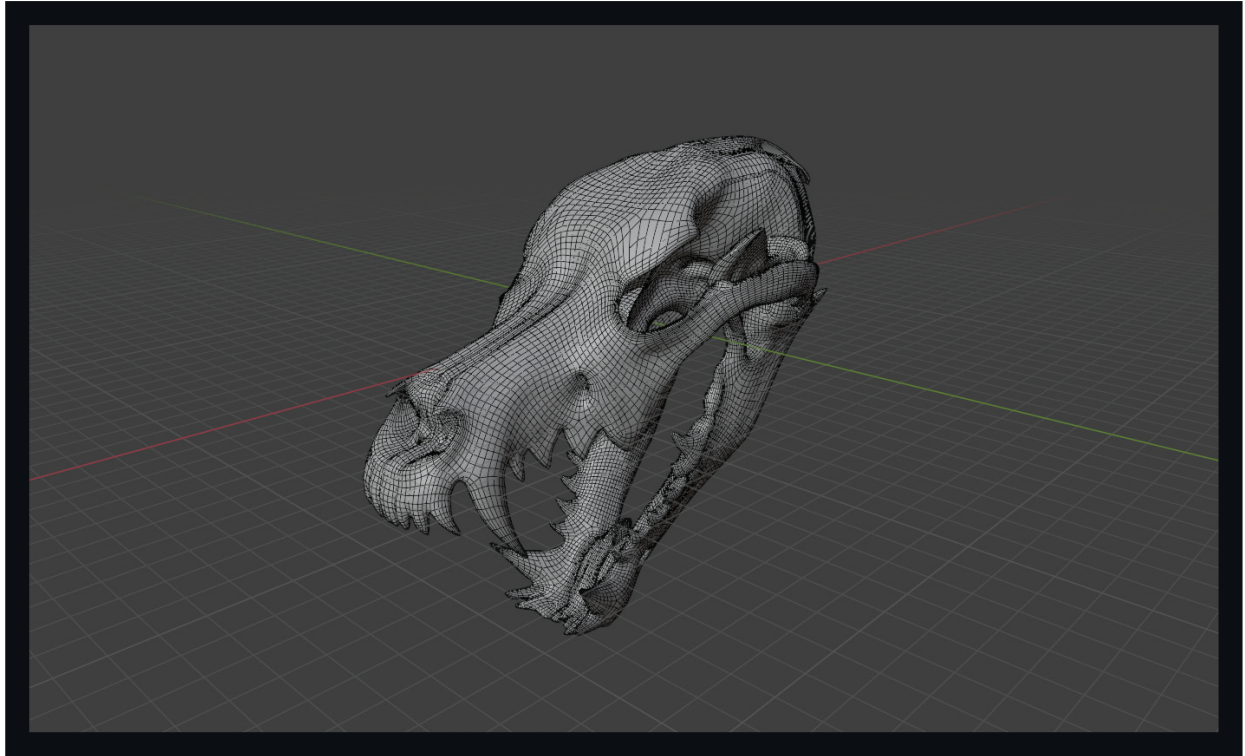
Credits to:
https://x6ud.github.io

I often reference this website, as you can load multiple reference angles of many species from a 3D model of a skull. The minute I used it, I immediately got the idea for my brand and it's entirety.

Drafting

Off to Blender 3D. I started with a cube, began to sculpt the canid skull using a few references, and then began to alter the shape of it overall to appear otherworldly.

After some fidgiting, I finally had a product I was happy with. I posed the meshes, lit them from the side, and pushed out a render of a skull shape.

3D Viewport, wireframe mesh visibility on. Approximately 70K Poly after retopography.

Finalized render. Ready to be taken to Adobe Illustrator for converting to a vector.

Drafting

After bringing the render into Illustrator, I began to vector outline the skull, and clean it up. After I finished this, I realized I only had a skull, and it felt a little dull, as if it were lacking more to the logo. A skull by itself didn't encompass the idea of HLLHVND.
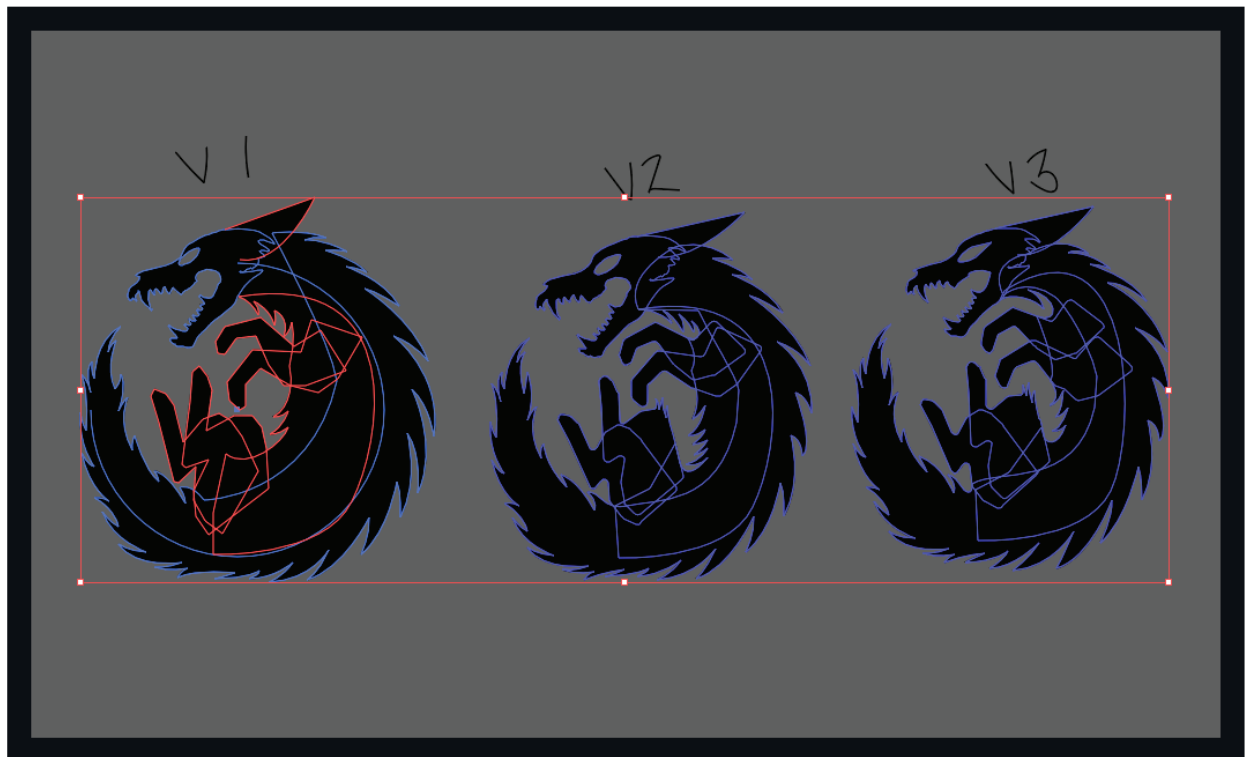

2D Vector view with vert points and outline enabled. Though as I said, this wasn't enough to satisfy the HLLHVND brand. So I took it to traditional sketching.

The design was beginning to take shape, and have far more life than it once did. Thus, the HLLHVND brand was born.

Conjuring Life

The first few drafts of the the vector design of my last sketch were definitely rough. I personally felt as I wasn't hitting the nail on the head with even the smallest of details that were in the design. Here are a few versions I left behind. Along with each of their wireframe vector outlines.

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What about typography?

Glad you asked, or well, I asked? Why would I ask? You know what, let's keep moving forward with this.

I wanted a mythological, old-worldly, medieval-esque font. Luckily, Google Fonts had just what I was looking for.

Pirata One is the gorgeous typeface you see for my typography styled logo, that can be combined with the iconism, or simply live on it's own.

One Hellhound befriends a wizard Jackalope and vex the quiet gym.

Hey! I made this pangram. Isn't that neat? 54 Letters, 11 Duplicates.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!?

Any other subheader fonts are Open Sans:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!?

Colorgraphy

While I don't believe "Colorgraphy" is a thing, I'm creating it here now.

The philosophy behind the colors in the HLLHVND branding are quite simple, cooled magma (cool dark colors), crimson lava (bright red-oranges), and silver & grey. Many colors that invoke a underworld tone and emotion.

Cooled Magma Crag
Used for:

- the background of the icon
- tint of images icon is in foreground of

#0f1118

Raw Crimstone Ore
Used for:

- primary icon colorway

#ed2324

Hellslate
Used for:

- alternative icon colorway

#101010

Mushy Brainstem
Used for:

- alternative icon colorway

#b92e69

Raw Aerogel Ore
Used for:

- alternative icon colorway

#ffffff

Finalized Brand & Assets

Congrats you made it this far. Surprised I made it this far in the creation of this PDF, but there is no time to kill. The following designs are the final creations I birthed out of my right hemisphere of my brain, and my hands doing work with traditional pen and paper, Blender 3D, Illustrator, and more.

Primary colorway and logo & typography stack.

hllhvnd's
knowledge domain

Alternative design for an upcoming project about educating new 3D enthusiasts!

hllhvnd

Fin.