



Logos for Plastic Factory production

Client request



Fresh, engaging, minimal and recognisable logo.

Colors: black and yellow (open to different proposal)

First act

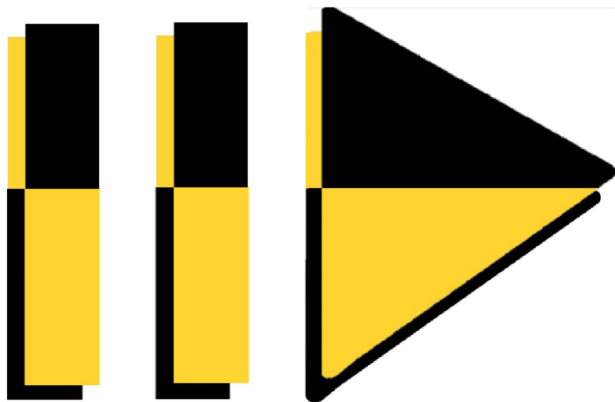
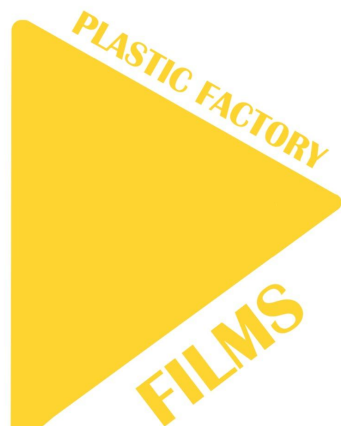
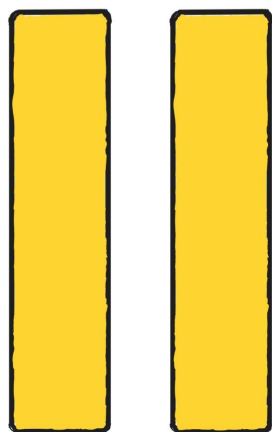
We heard the client's requests, and many ideas immediately came to our mind so, while some of us were doing the sketches not to forget them, the others were dissecting the company's field and thinking what an hypothetical client would want. We had great ideas indeed, but three of them stood out



First logo explanation and first ideas

For this logo we focused on the word «minimalistic», doing something simple without any complex shape. We used the «stop» and «play» button to clarify to anyone who sees the logo that the company make films. That idea is enhanced by the shadow, that both help with the concept of films, usually make in 3D, and give color contrast to the logo





PLASTIC FACTORY FILMS



PLASTIC FACTORY FILMS



made with **Placeit**



Second logo explanation and first ideas

in this case we decided to go out of brief: we wanted to do something that would stay impressed in people's mind forever. We opted for an hanging robot on a dead tree: a figure hanging and a dead tree represented the horror and the thriller, the robot instead of a corpse the sci-fi. We later added a red moon, mostly know as «blood moon», to amplify the horror and danger theme as well as to make contrast with the black







PLASTIC FACTORY
FILMS



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