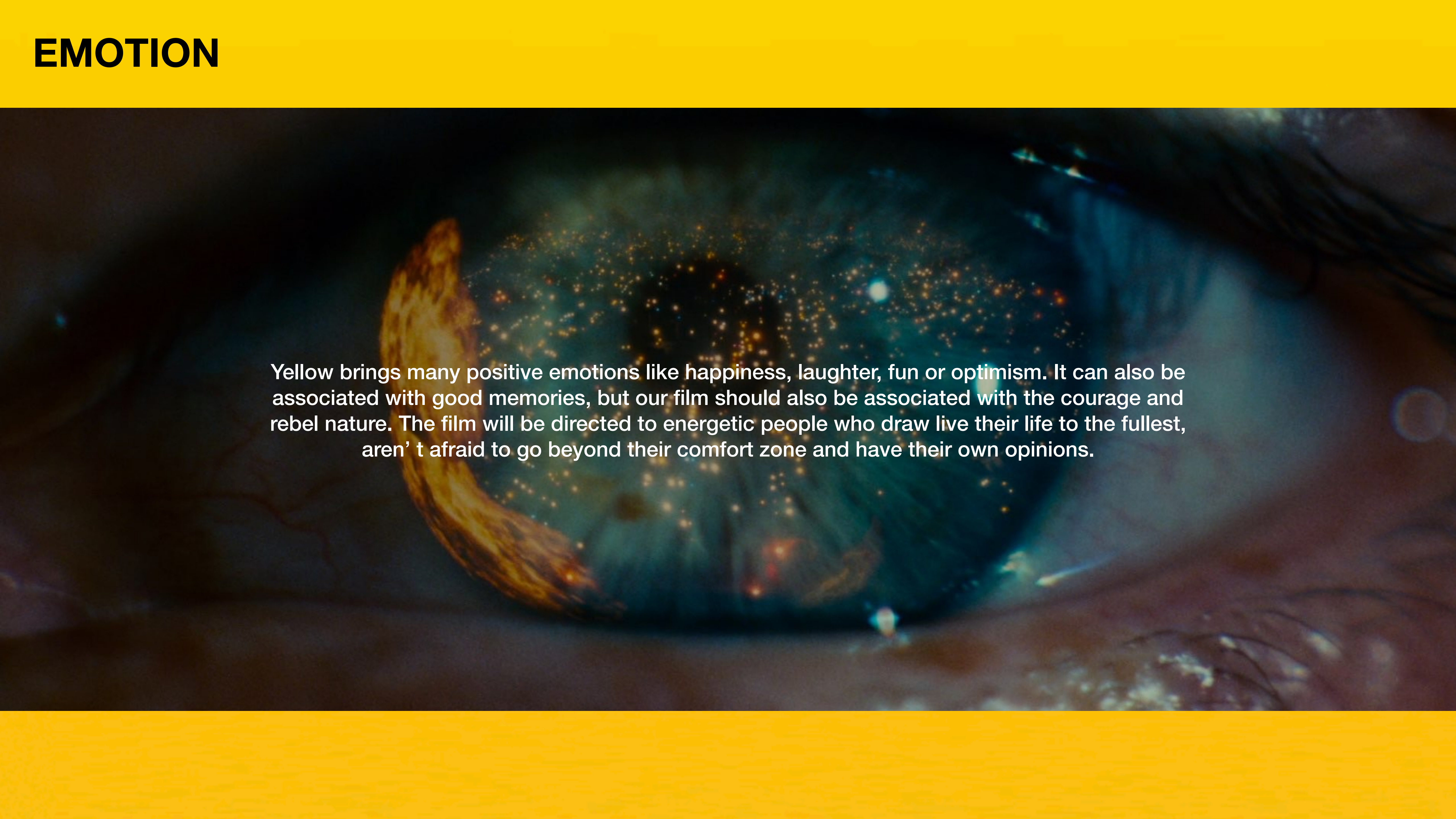


## IDEA

Many things in life are associated with something. Sometimes, to such an extent that these associations are permanently written in our consciousness. For example yellow taxi reminds us New York City. This is of course a strong example. However, sometimes there are some things which become just a synonym for us. I'd like yellow Beeline shade to become a synonym of quality, functionality and a sense of uniqueness. I want to give the viewer a feeling that there is nothing wrong with it when he stands out from other people. The viewer has to learn from our film that he can set a new directions. Sometimes it's good to take a different course than the rest. It's always worth reaching for more, and standing in opposition to the "gray mass" we can reach the highest peaks.



# EMOTION

A cosmic scene featuring a bright, glowing yellow ring or nebula on the left side, set against a dark blue and black background filled with numerous small, distant stars and a larger, diffuse nebula. The overall color palette is dominated by the yellow of the ring and the deep blues and blacks of the space background.

Yellow brings many positive emotions like happiness, laughter, fun or optimism. It can also be associated with good memories, but our film should also be associated with the courage and rebel nature. The film will be directed to energetic people who draw live their life to the fullest, aren' t afraid to go beyond their comfort zone and have their own opinions.