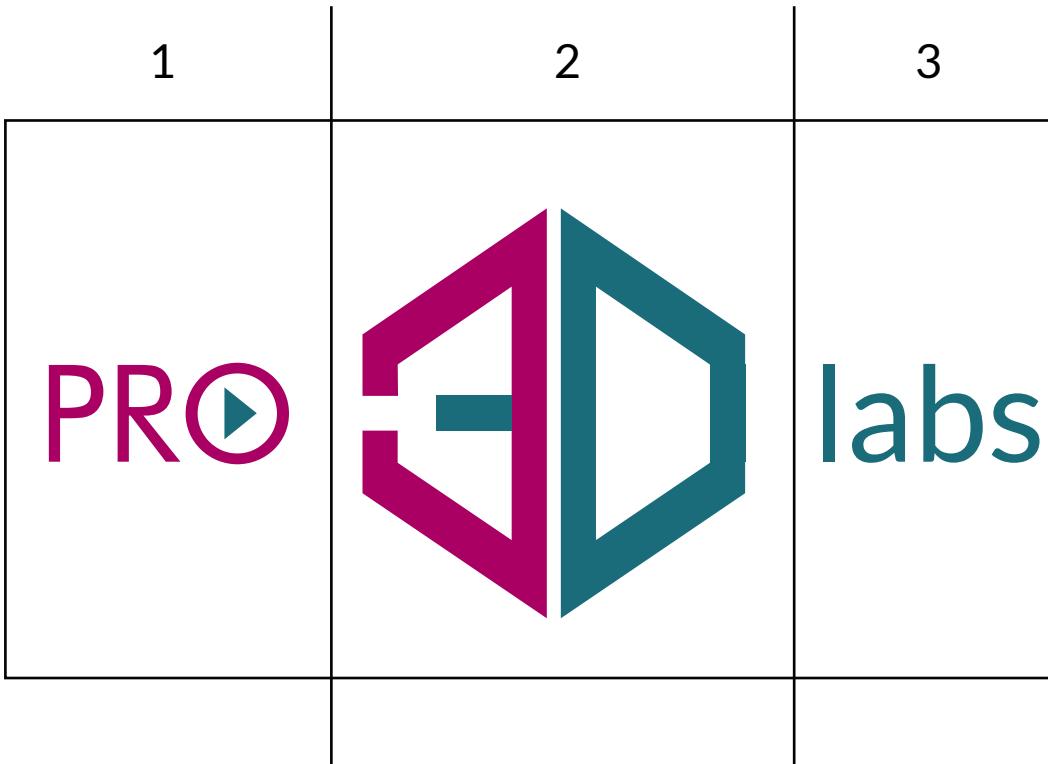


BRAND IDENTITY
DESIGN



■ COLOURS

#1A6C7A

#AA0064

CONCEPT EXPLANATION

The logo concept is gotten from the array of services provided by the company.

The first section of the logo as indicated in the left side of this page has “a play head” which tells more about the company’s services in 3D animation.

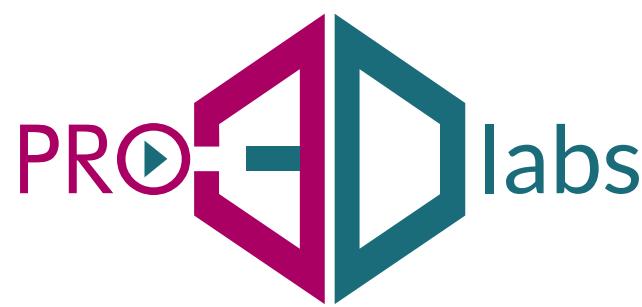
The second section boldly shows the “3D” which defines the company in it’s entirety. The idea of the perspective view instead of a flat representation clearly defines class and professionalism in the art.

The last part completes the Company’s identity as part of its cognomen.

Herein, there are 3 variants of the logo which the company can make use of concurrently by owning it.

The choice of colours are from the existing company colour as it is on the company’s website. However, the other colour is Jazzberry Jam, a member of the purple spectrum which is associated with luxury and dominance.

LOGO VARIANTS



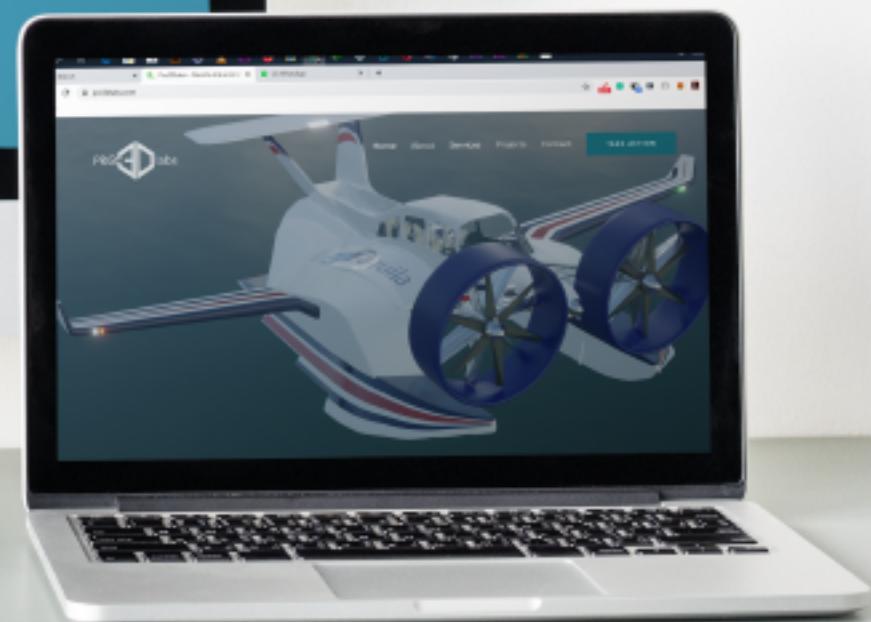
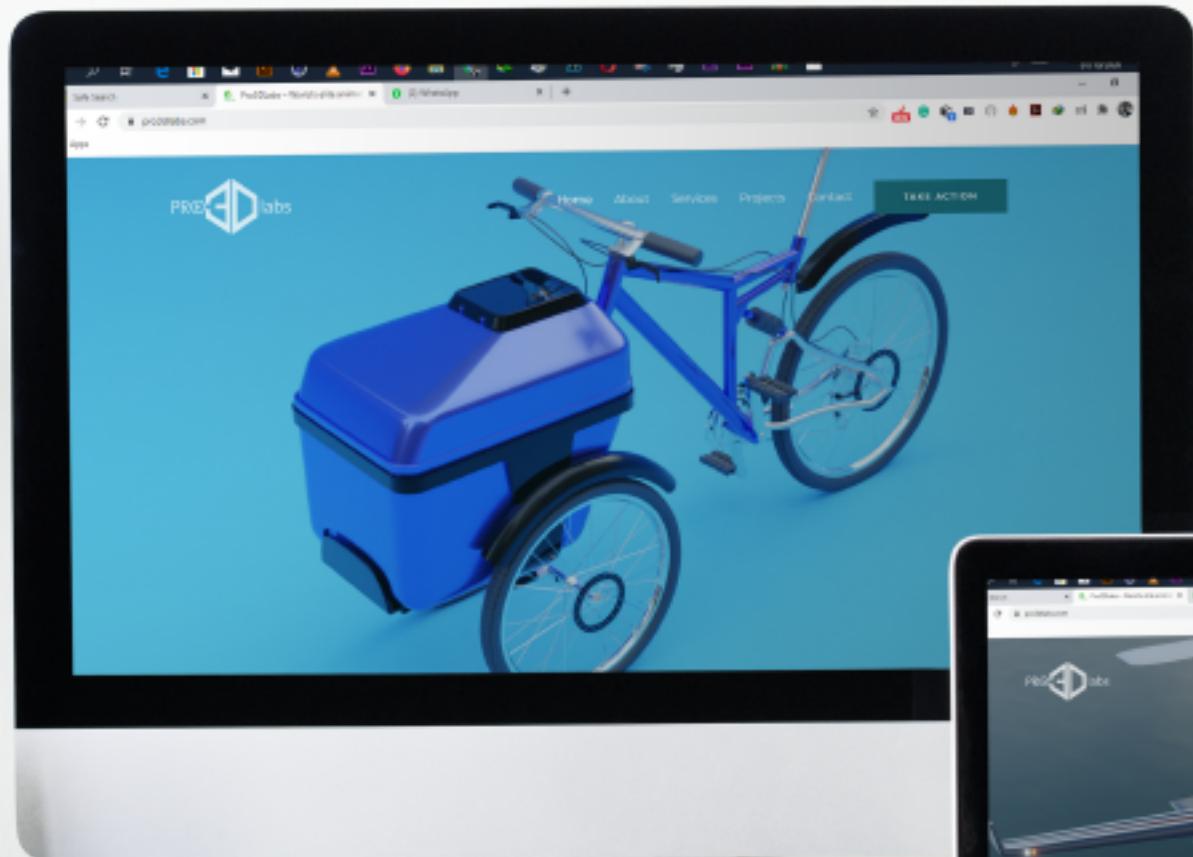


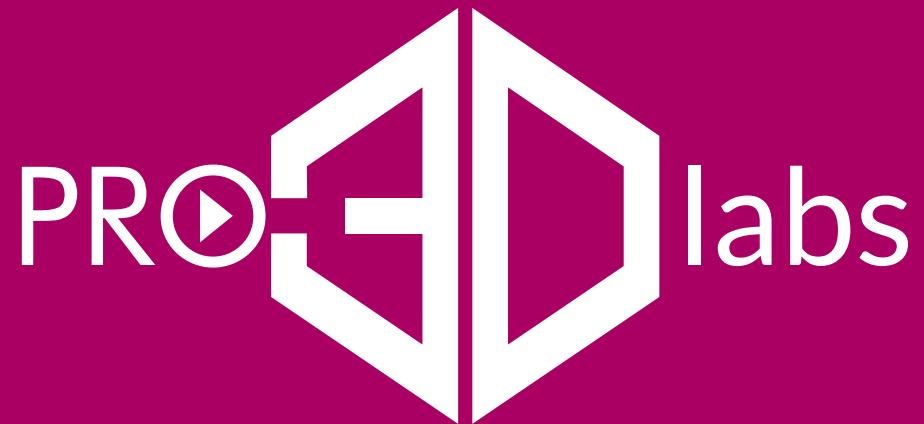












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Thank You