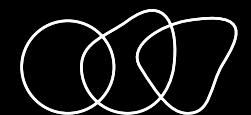
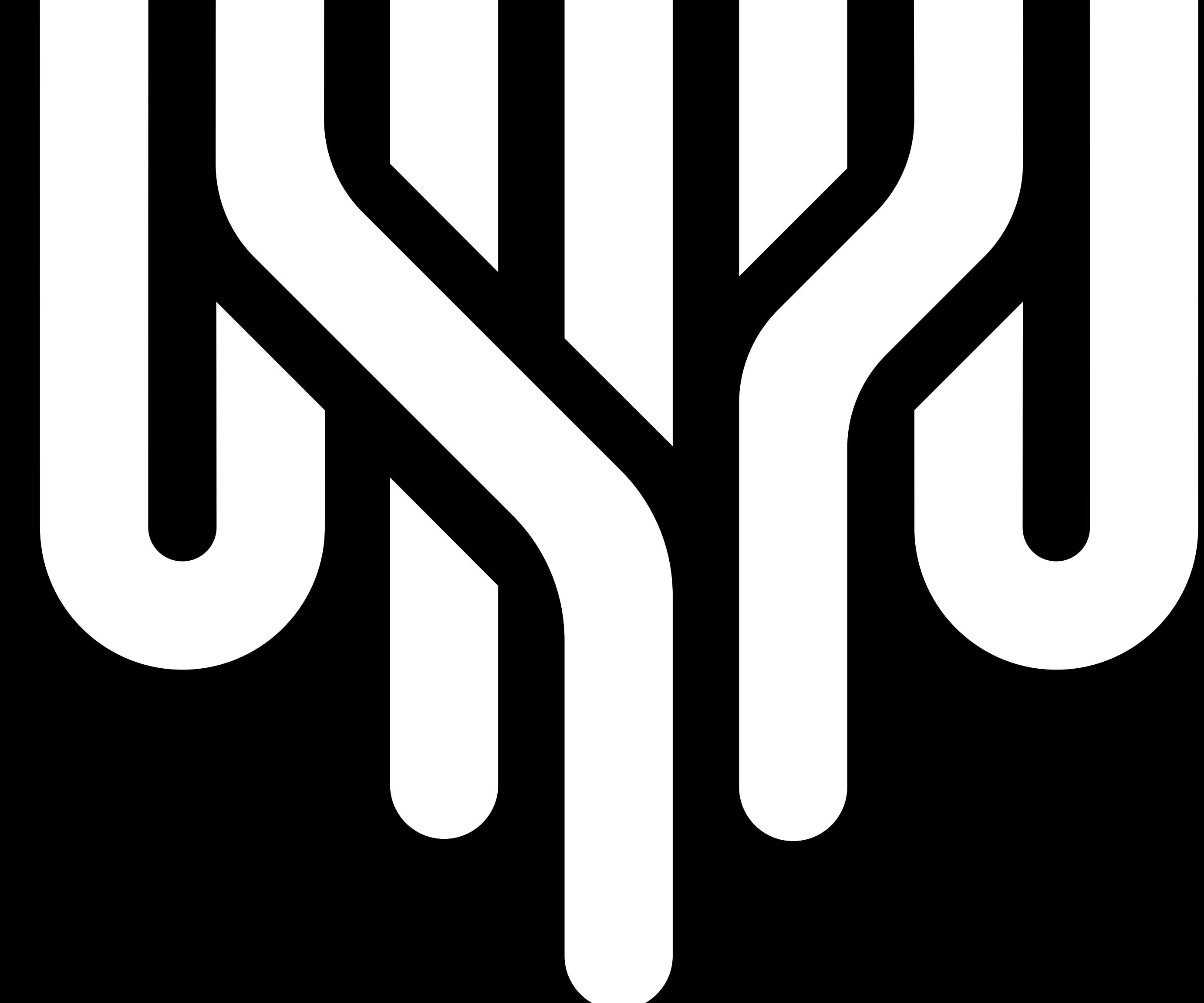


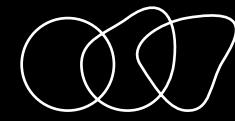
BRAND DEVELOPMENT /

KRAKEN

BRAND CREATION | V2



ABDULAZIZ DHABBAN / 2023



1.0

A LITTLE BIT OF BACKGROUND.

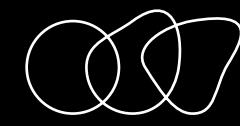
[]

KRAKEN is a creative production agency that tells impactful stories through their various services, documents and covers events in an elevated out of the box taste, and that will be registered and operating in Saudi Arabia, targeting the entertainment and tourism sector.

Project Brief

To design a suitable logo that will clearly communicate the unique value proposition of KRAKEN, while maintaining a brand identity that reflects the essence of the company, keeping in mind that logo would ideally remain in use for long-term.

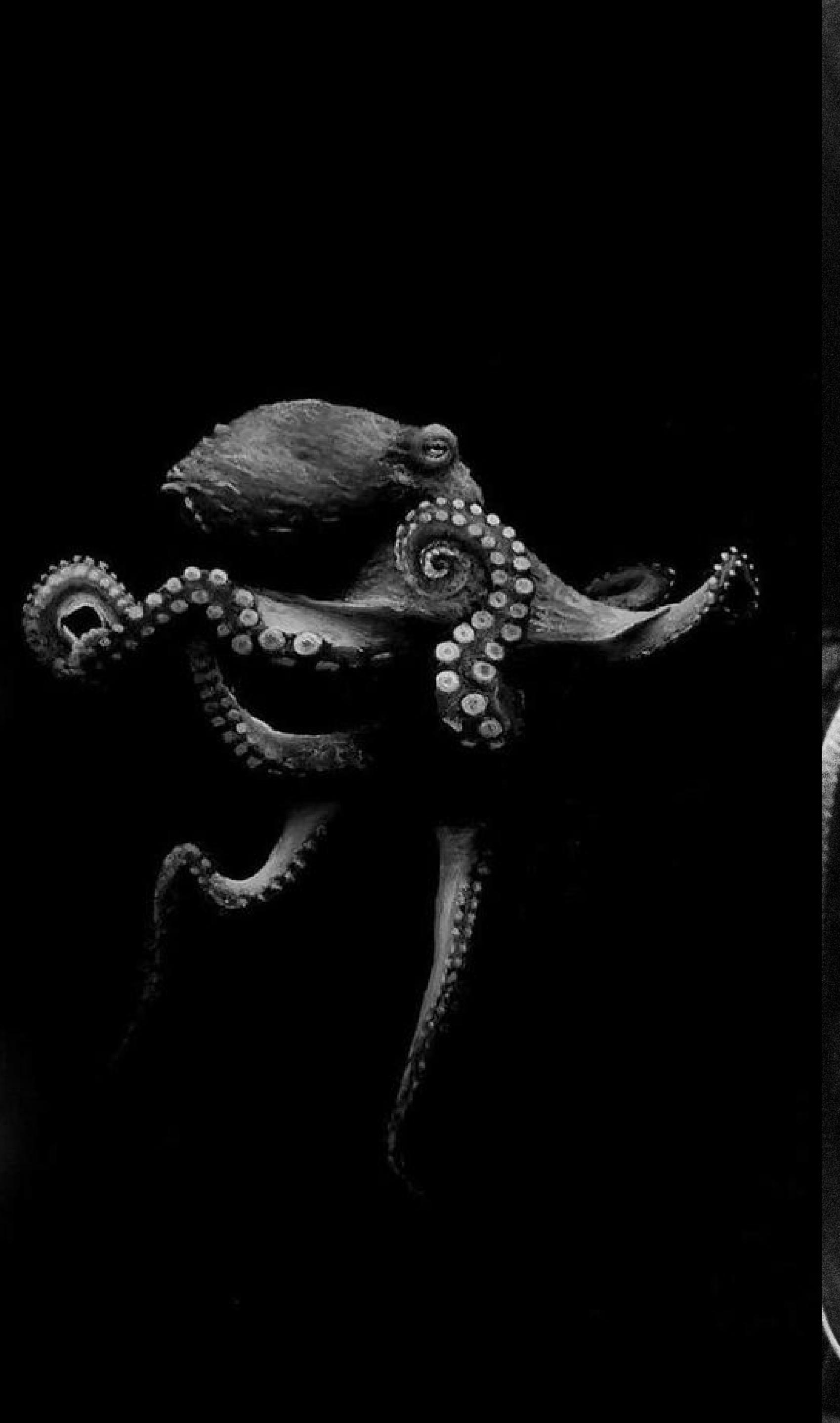




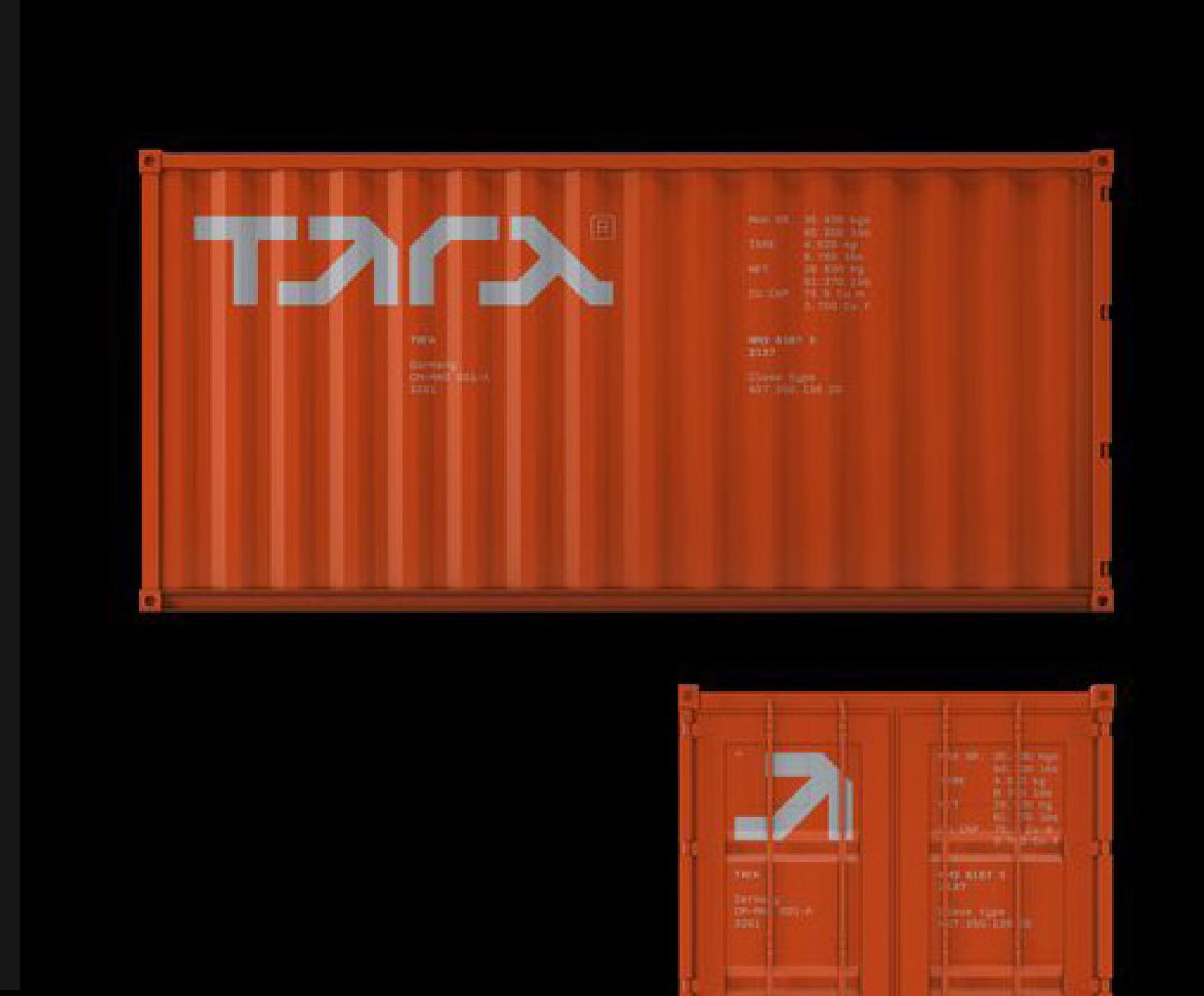
KRAKEN BRANDING

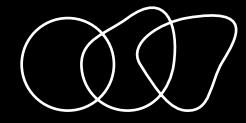
1.0

MOODBOARD



GENERAL MOODBOARD





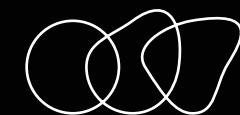
2.0
LOGO

Variations

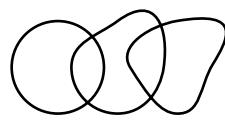
- 2.1** Logo Concept
- 2.2** Primary Logo
- 2.3** Logo Clear Space
- 2.4** Logo Mark
- 2.5** Typography Mark
- 2.6** Graphic elements
- 2.7** Color Palette
- 2.8** Typography



KRAKEN
PRODUCTION STUDIO



KRAKEN BRANDING

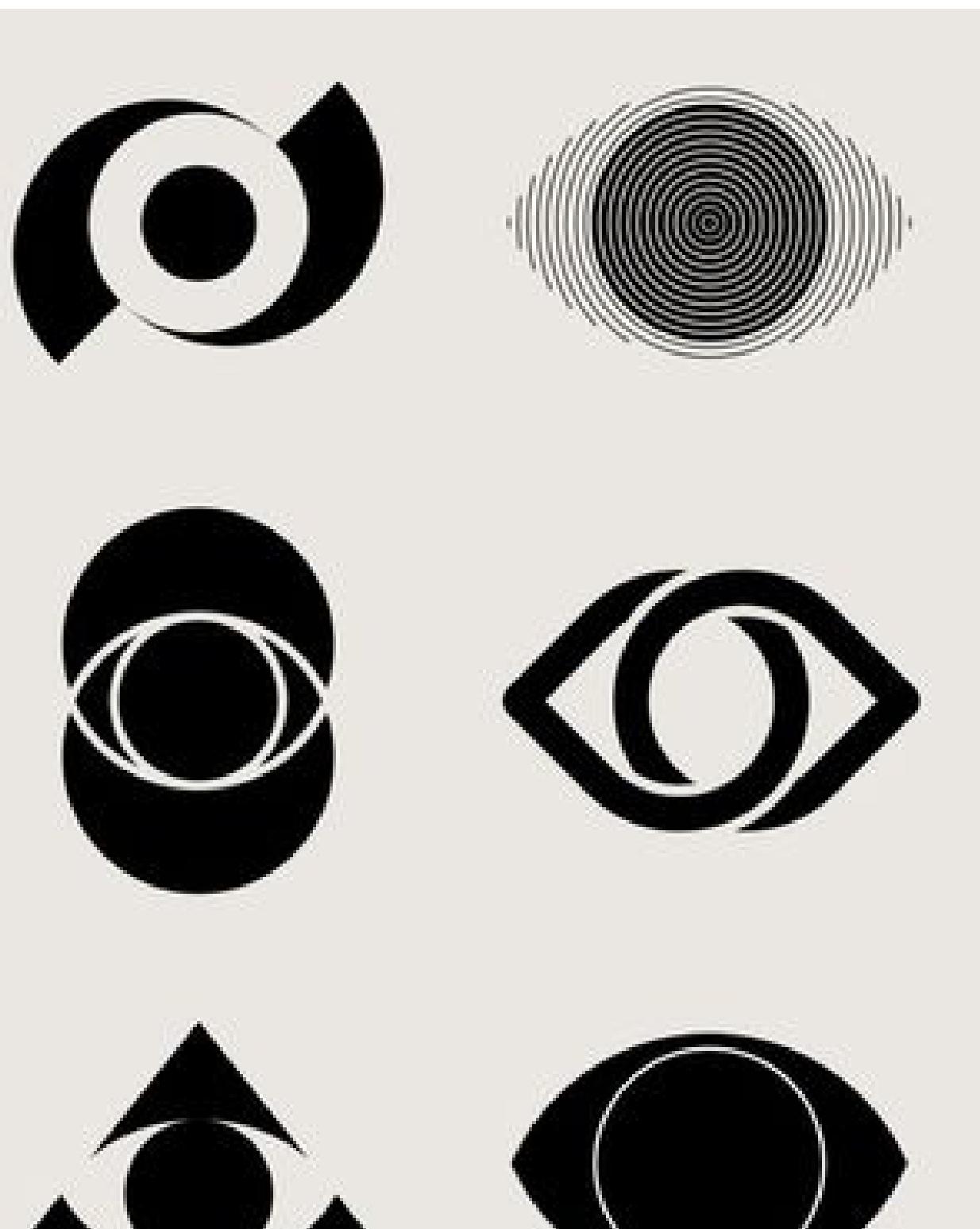


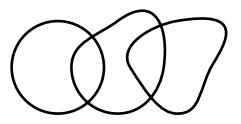
KRAKEN BRANDING

2.1

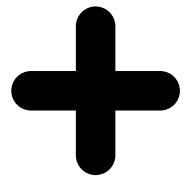
LOGO CONCEPT

A HUMANIZED KRAKEN



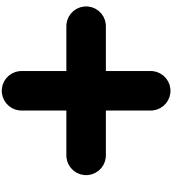


THE VISION



BRAIN AND SOUL

Different KRAKEN's profiles, Also depicting the brain sides (creative & logical)

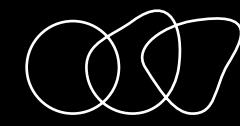


THE MACHINE

Which represents the the tenticles and the human hand

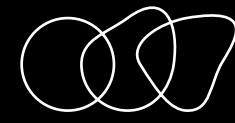


Combined



KRAKEN BRANDING





2.2

PRIMARY LOGO

This is KRAKEN's Primary Logo.
The primary logo of KRAKEN should always be resized proportionately and never stretched. It is suitable for use in black on light backgrounds, white on dark backgrounds, or in contrasting brand colors.

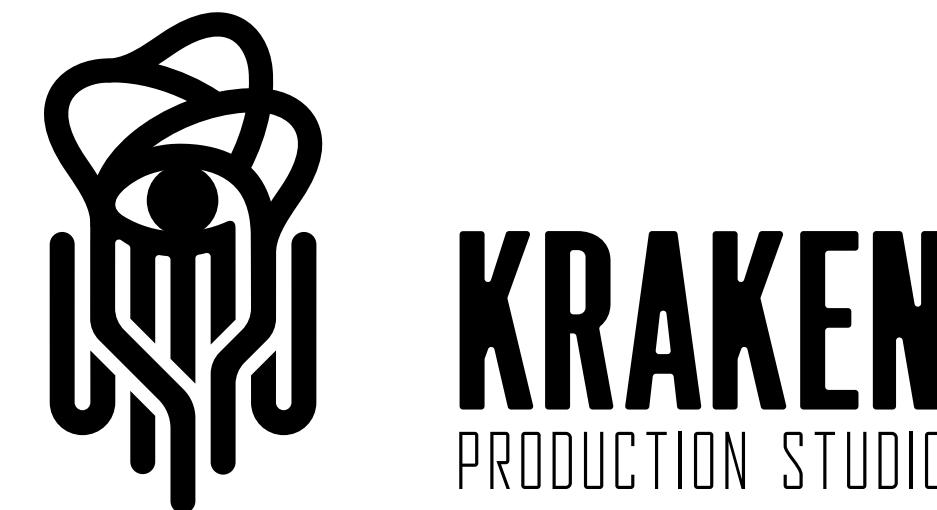
KRAKEN LOGO DESIGN

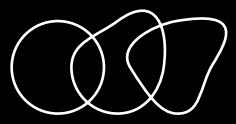
VERTICAL LOGO
CONFIGURATION



KRAKEN
PRODUCTION STUDIO

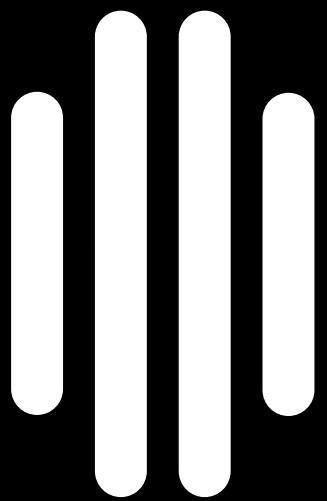
HORIZONTAL LOGO
CONFIGURATION





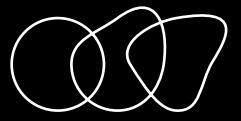
2.3

LOGO CLEAR SPACE



The clear space around KRAKEN's logo must be kept free of any text or graphic elements. This ensures that the logo stands out on all our communications. The dimensions of the clear space are based on the four tentacles of the logo. Depending on the print area, the logo may need to be resized, but it should always be kept in proportion. Additionally, it's crucial to ensure that any accompanying text remains legible.



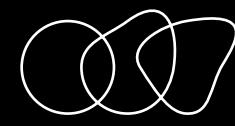


2.4

BRAND STAMP

KRAKEN's Brand Stamp is presented here. It should always be resized proportionately and never stretched. The Brand Stamp is suitable for use in black on light backgrounds, white on dark backgrounds, or in contrasting brand colors.





2.5

TYPOGRAPHY MARK

This is KRAKEN's typography mark. The typography mark must be resized proportionately, never stretched. typography mark can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.

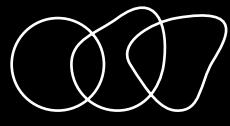
KRAKEN LOGO DESIGN

TYPOGRAPHY MARK
VARIATIONS

KRAKEN
PRODUCTION STUDIO

KRAKEN
PRODUCTION STUDIO

KRAKEN
PRODUCTION STUDIO



2.6

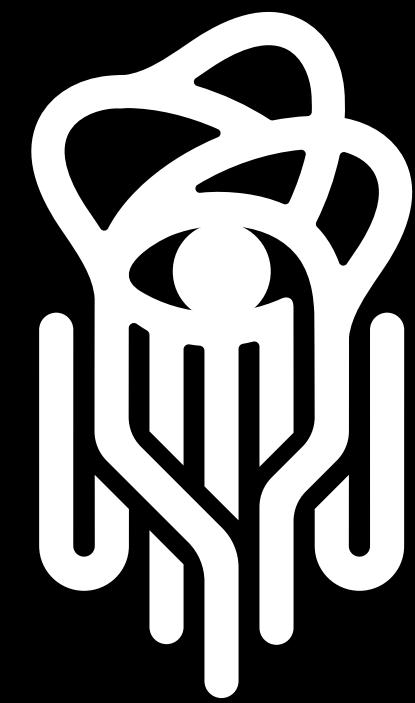
GRAPHIC ELEMENTS





EYE-PUPIL VARIATIONS

KRAKEN BRANDING



Pupil-1



Pupil-2



Pupil-3



Pupil-4



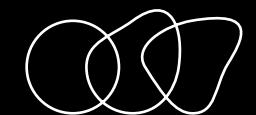
Pupil-5

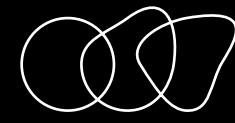


Pupil-6



Pupil-7



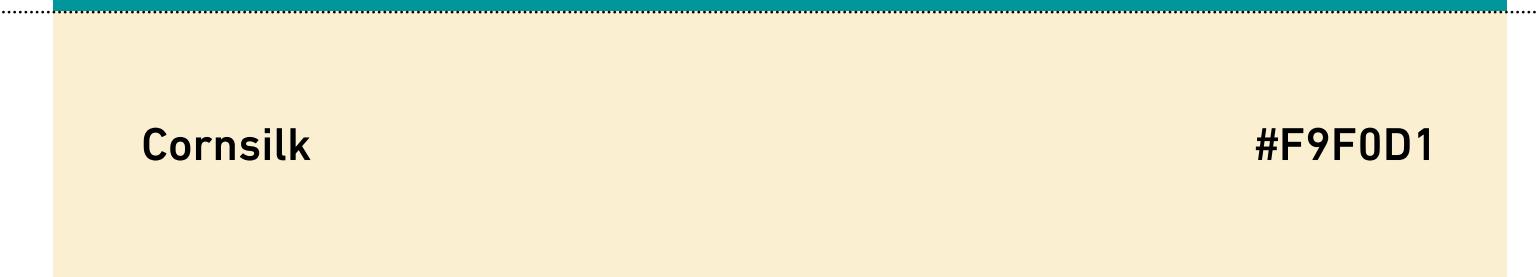


2.7

Color Palette

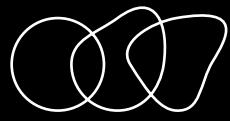
KRAKEN uses colors that reflect its holistic brand and its strength. Colors are selected to express a bold and creative brand. A mix of cool and warm combination of colors that portrays power and confidence.

PRIMARY COLORS



SECONDARY COLORS





FORM AND FUNCTION

2.8 TYPOGRAPHY

Dense Regular is our primary brand typeface. Our typography is as unique and elegant as we are.

Typography is a key element in KRAKEN. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

**PRIMARY
TYPEFACE**

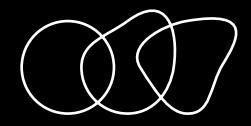
Dense Regular

**SECONDARY
TYPEFACE**

Karla Regular

**BODY TEXT
TYPEFACE**

Karla Regular, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque porta ante, non tincidunt leo porttitor sit amet. Sed hendrerit urna eu leo pretium porttitor. Nam nibh eros, egestas nec arcu sed, finibus auctor est. Integer euismod enim ac augue iaculis lacinia. Phasellus eu ullamcorper velit. Nullam hendrerit nibh id placerat suscipit. Phasellus dui diam, bibendum in lacus nec, elementum porttitor turpis. Maecenas vehicula, lorem ac egestas ultrices,

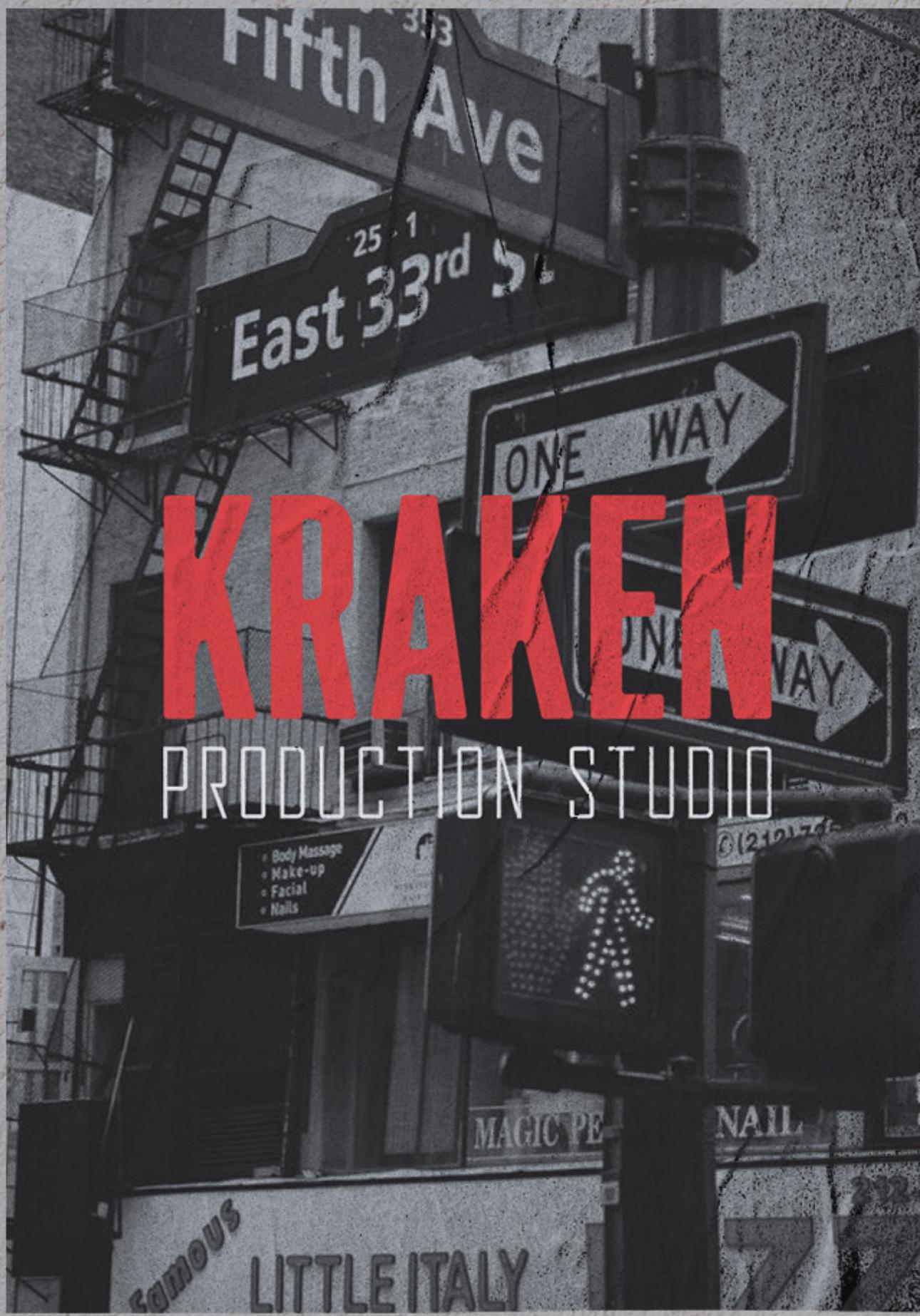


KRAKEN BRANDING

3.0

BRANDING











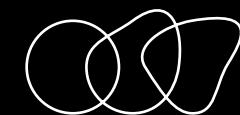
KRAKEN
PRODUCTION STUDIO

Real People.

Real Stories.

kraken.co

THANK YOU



ABDULAZIZ DHABBAN / 2023