

Brand Name: Needle's Edge

Brand Logo:



Brand Mission Statement: Needle's Edge invites players into an immersive AR adventure where agility and precision weave new paths forward. Jump across lush floating platforms inspired by Greenpath, master Hornet's silk thread abilities with intuitive gestures, and explore a world where every swipe and tap becomes a dance of survival and grace.

Brand Tagline: Leap, Weave, Ascend

Brand Mood Board:



Brand Color Swatches:



Immersive Media Platform: I am interested in exploring Snap AR. I want to create an AR game of Hornet jumping to platforms. I want the area to be Greenpath inspired, so lush, green, maybe some followers. Here is an image as well as a storyboard to show off a general idea:

