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WHAT

iid Software is a critically acclaimed video game development company whose titles include Doom, Wolfenstein, and Rage. Most recently, they released Doom Eternal which received a Best Action Game of the Year award from the Critic's Game Awards. The studio started in 1991 and created the groundbreaking first person shooter Wolfenstein 3D which revolutionized the genre. Their games are known for being intense, immersive, and innovative with a heavy metal edge that sets them apart from the competition.

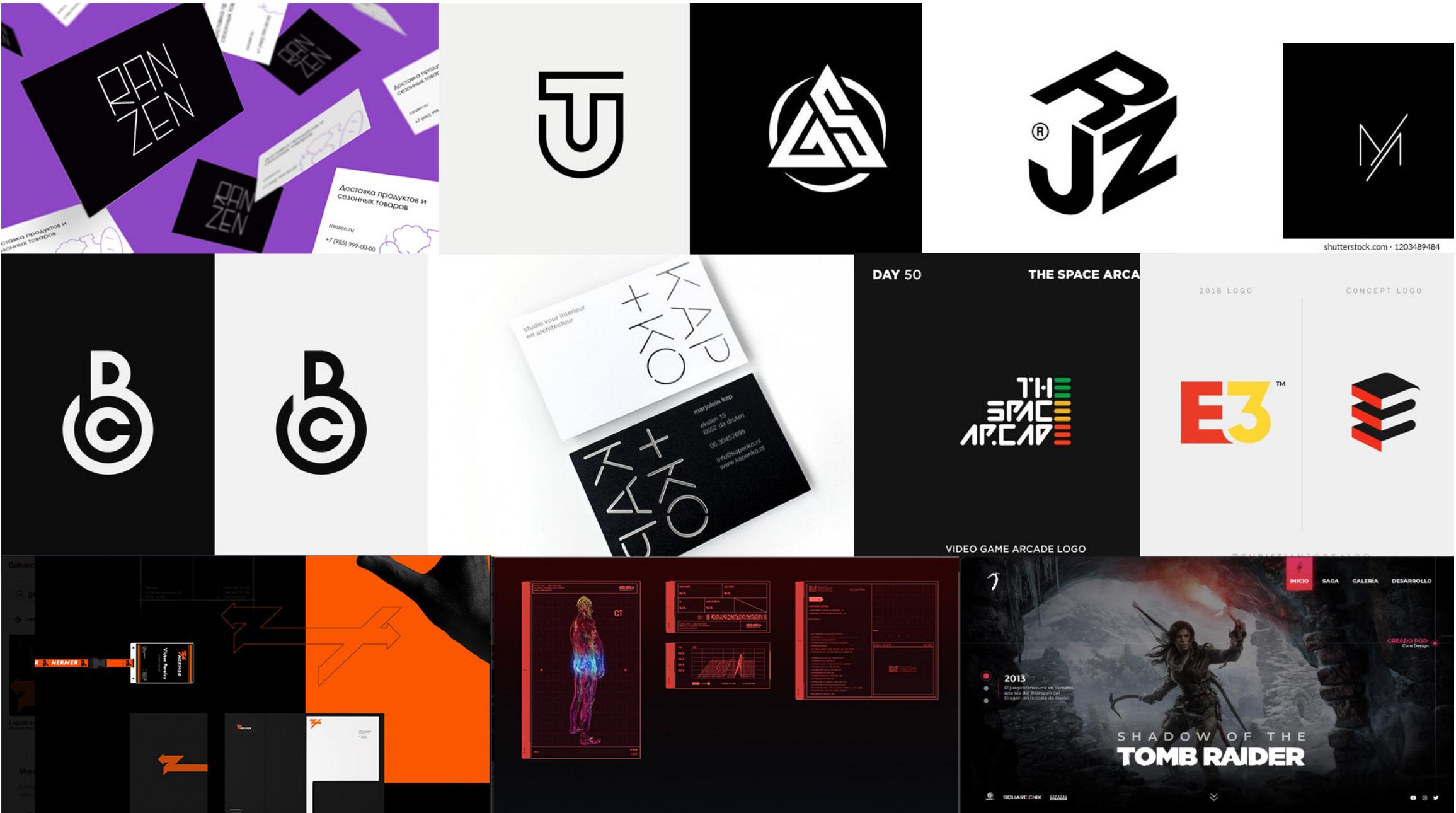
WHY

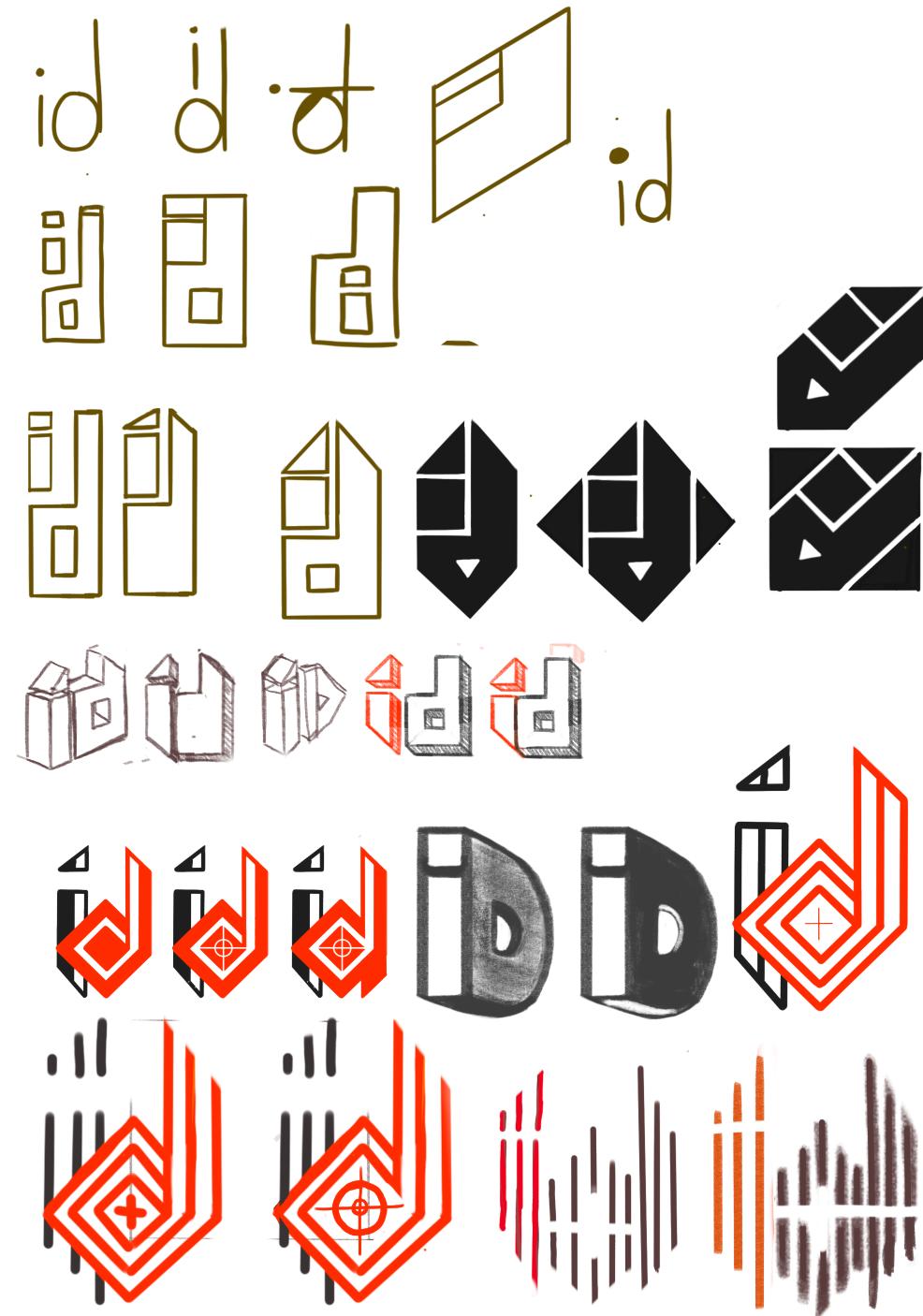
Their branding has stayed the same since their inception. While it's a unique look that conveys the edge of their brand, it doesn't hold up to the more contemporary branding of the present day. With other game companies slowly rebranding after years of the same look, I figured one of the oldest and most innovative companies in the industry needed an overhaul.

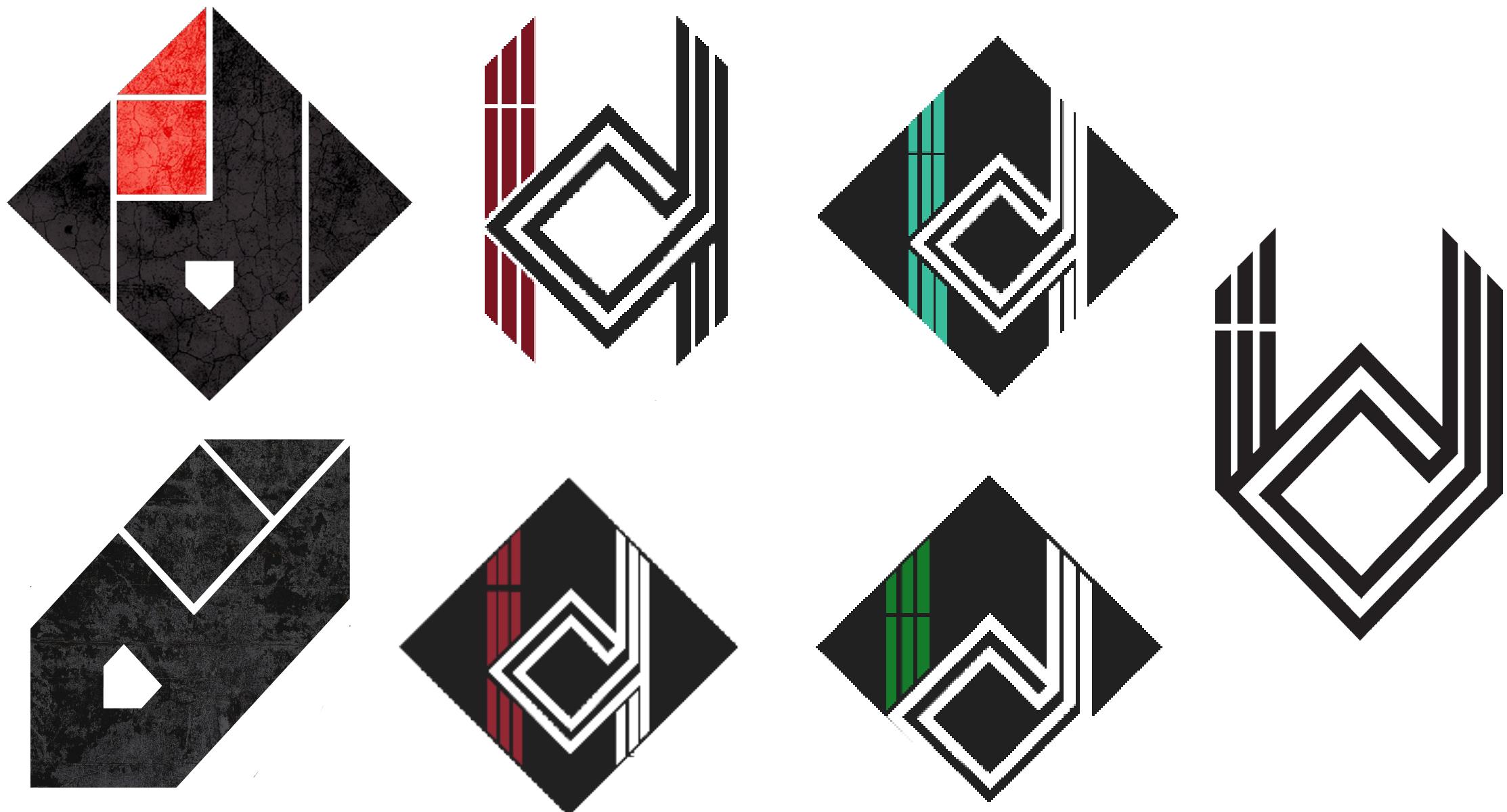
HOW

First, I would need to redesign the logo to have a simpler look while still conveying the edge and intensity their games have. Along with that, I would tweak the color treatment of their branding to retain their darker, gritty style. To keep the important aspects in mind, I chose to use the keywords intense, edge, gritty, and innovation.

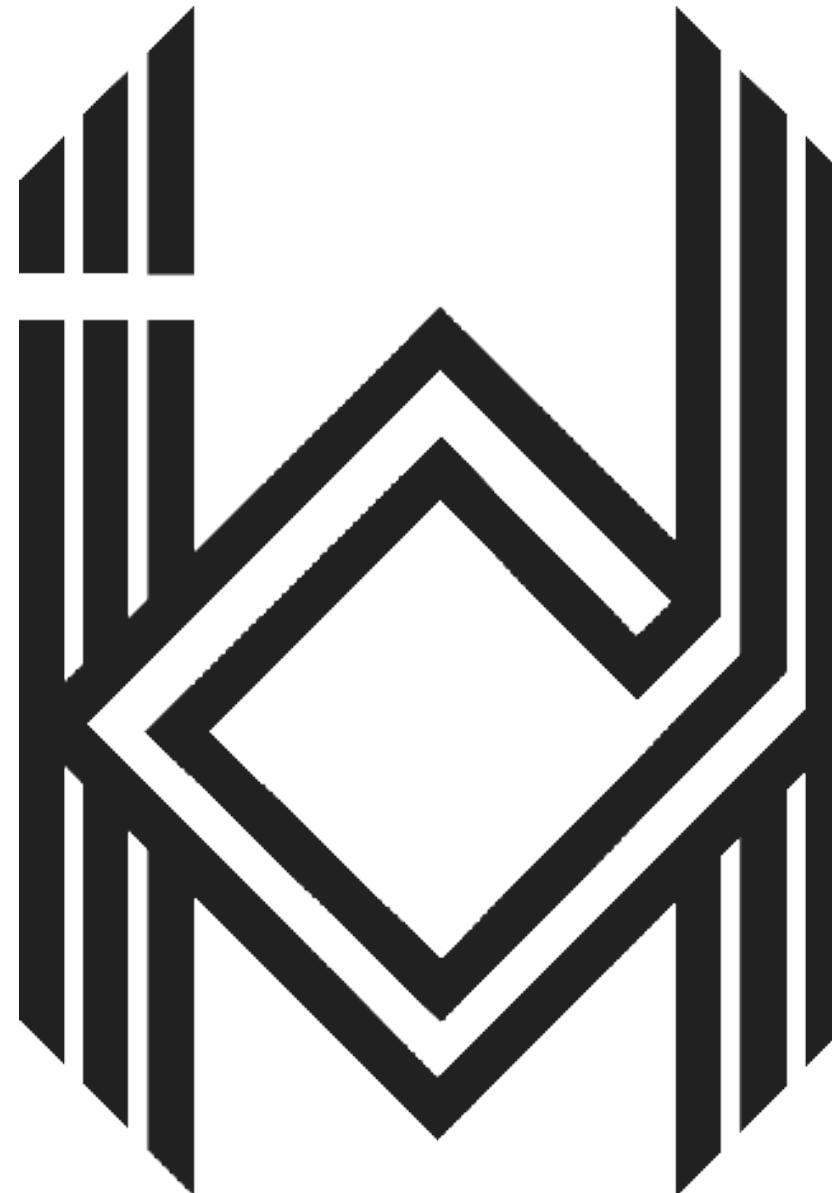












BP NIPPORI

DIN 2014 Semibold

DIN 2014 Light

AMBOY BLACK

Avenir Next Demi Bold

Avenir Next Regular

BDRMONO 2006 BOLD

BDRMONO 2006 REGULAR

Andale Mono

ABOLITION

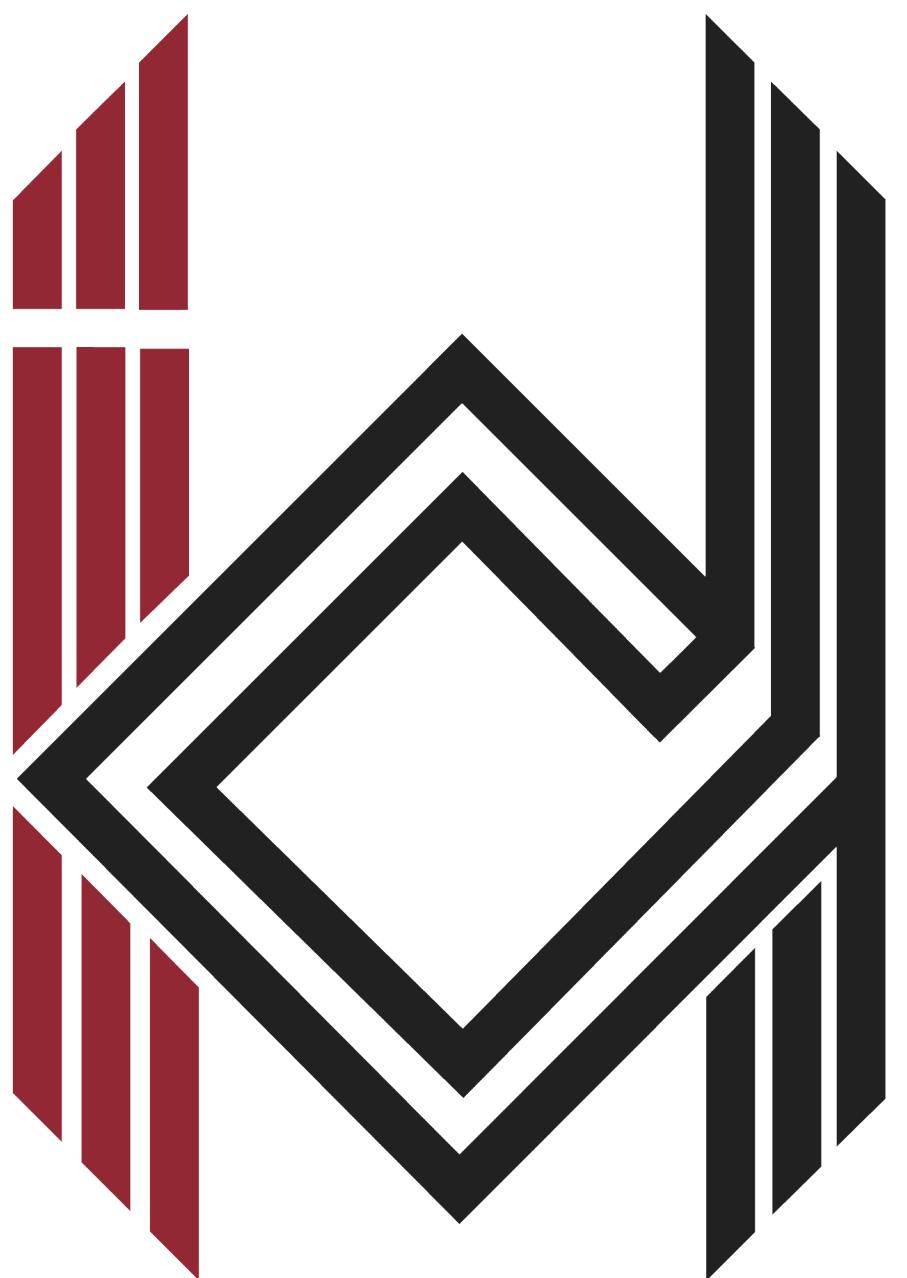
Adelle Sans ARA Regular

Adelle Sans ARA Light

Chandler42Regular

Courier New Bold

Courier New Regular



SOFTWARE

ALT LOGOS



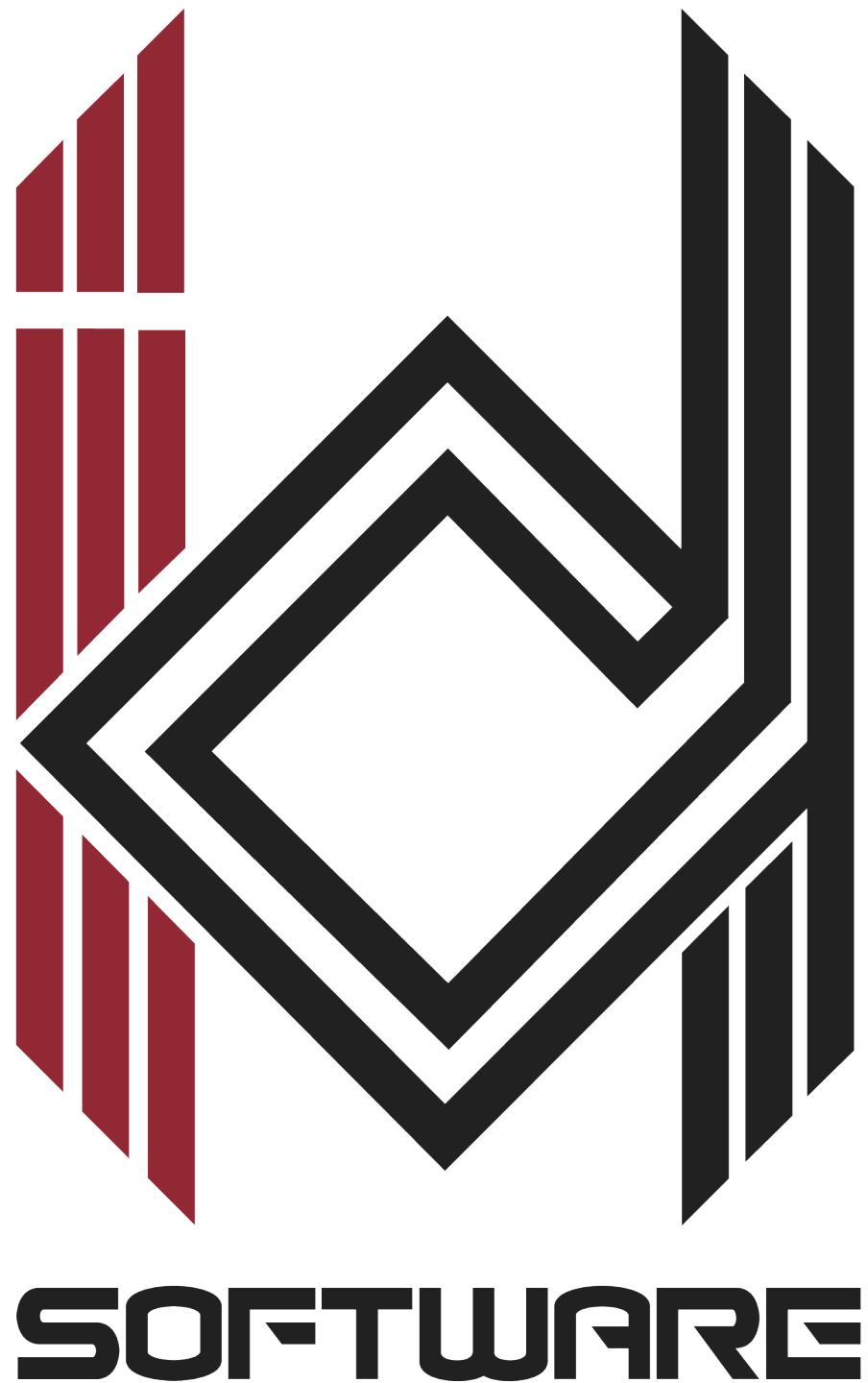
COLORS

932835

212121

3f3f3f

efefef



BP NIPPORI

DIN 2014 Semibold

DIN 2014 Light

ID SOFTWARE

IMMERSION. INTENSITY. INTENSITY.

id Software, part of the ZeniMax Media Inc. family of companies, has provided technical, design and artistic leadership as a world-renowned game developer and technology innovator since its founding in 1991. id Software's iconic brands such as Wolfenstein®, DOOM®, QUAKE® and RAGE® have become staples of popular culture for generations of gamers. At id Software, everything revolves around the people; we believe in hiring the best and brightest and giving them the tools and the environment to be successful.

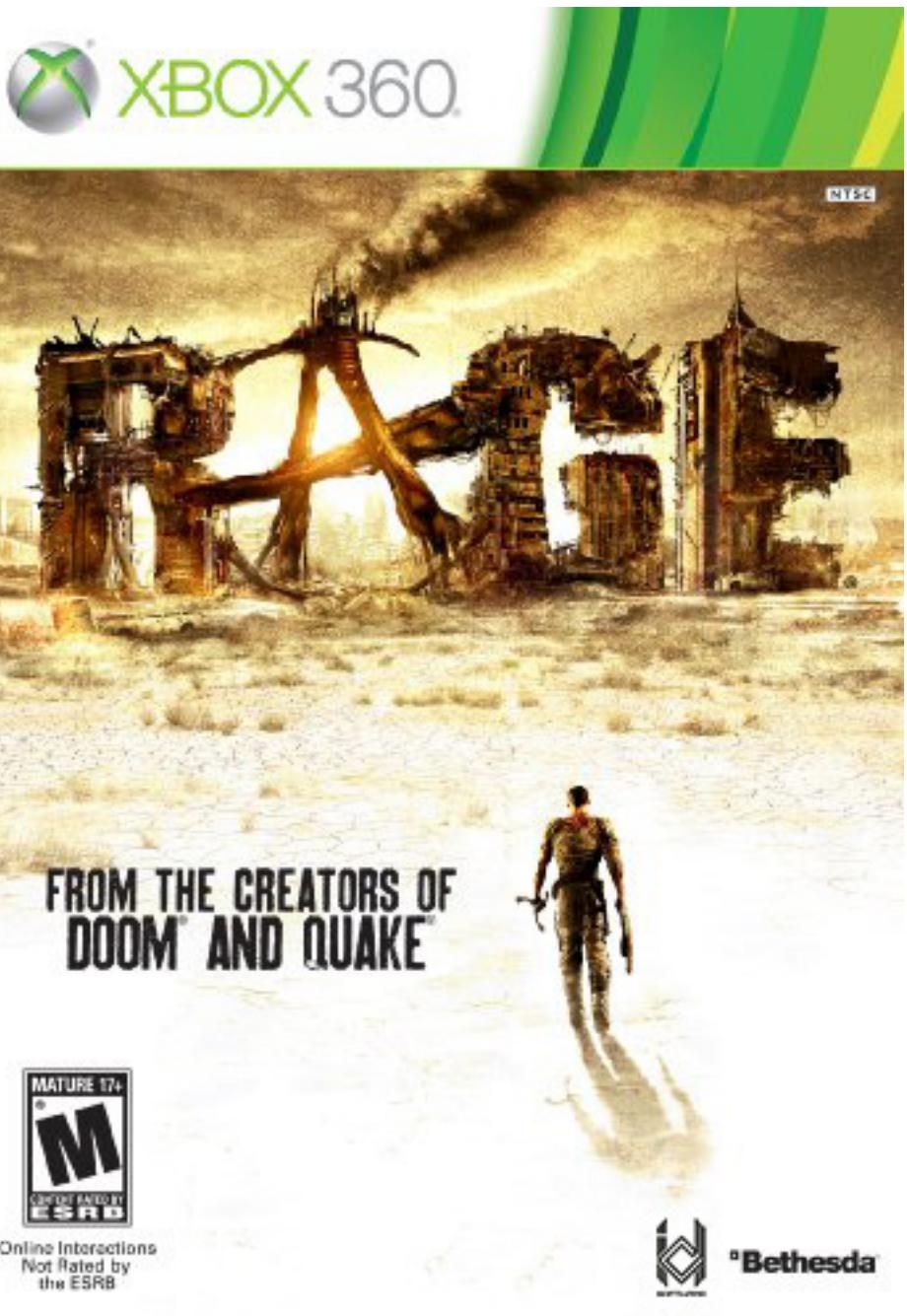




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SLAYERS CLUB



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JOIN

CAREERS

id Software is hiring across all departments for our unannounced project. We're looking for talented, self-motivated teammates with the skills and passion to drive innovation. Join our team in building premier, engaging gameplay experiences for a connected world.

FRANKFURT

id Software's Frankfurt studio is an extension of the Dallas office focusing on technology development and the idTech engine for DOOM® and other games in development at Zenimax-owned studios. Located in Germany's fifth largest city, Frankfurt is host to some of the most influential trade fairs, it has the most banks in continental Europe and with its impressive skyline and Main river flowing through it, it is lovingly called "Mainhattan" by many.

DALLAS

id Software is located in the Dallas-Fort Worth Metroplex in North Texas. With the fourth largest metropolitan area in the USA, there is fun to be had no matter what your taste is. From our award winning restaurants and sports teams, to our world class art and history museums, the DFW area has some of the most vibrant, exciting and unique entertainment in the country. Our employees also enjoy being part of the DFW game industry organized through our local IGDA chapter.

SOFTWERKE
OPENINGS

