

Identity

for

Cine Dani Productions

The Essentials

Simplistic and natural.

The identity should talk the very crux of the kind of film the prod house creates- Realistic with a social and/or cultural message.

The Objective

The aim of the project was to create an identity which would reflect the medium through which Dani translates his thoughts. Independent and simple were the primary element for the logo.

The Study

The medium, its structure and form was heavily studied. The angle of the camera is one of the signature moves which needed to be studied.



The Study

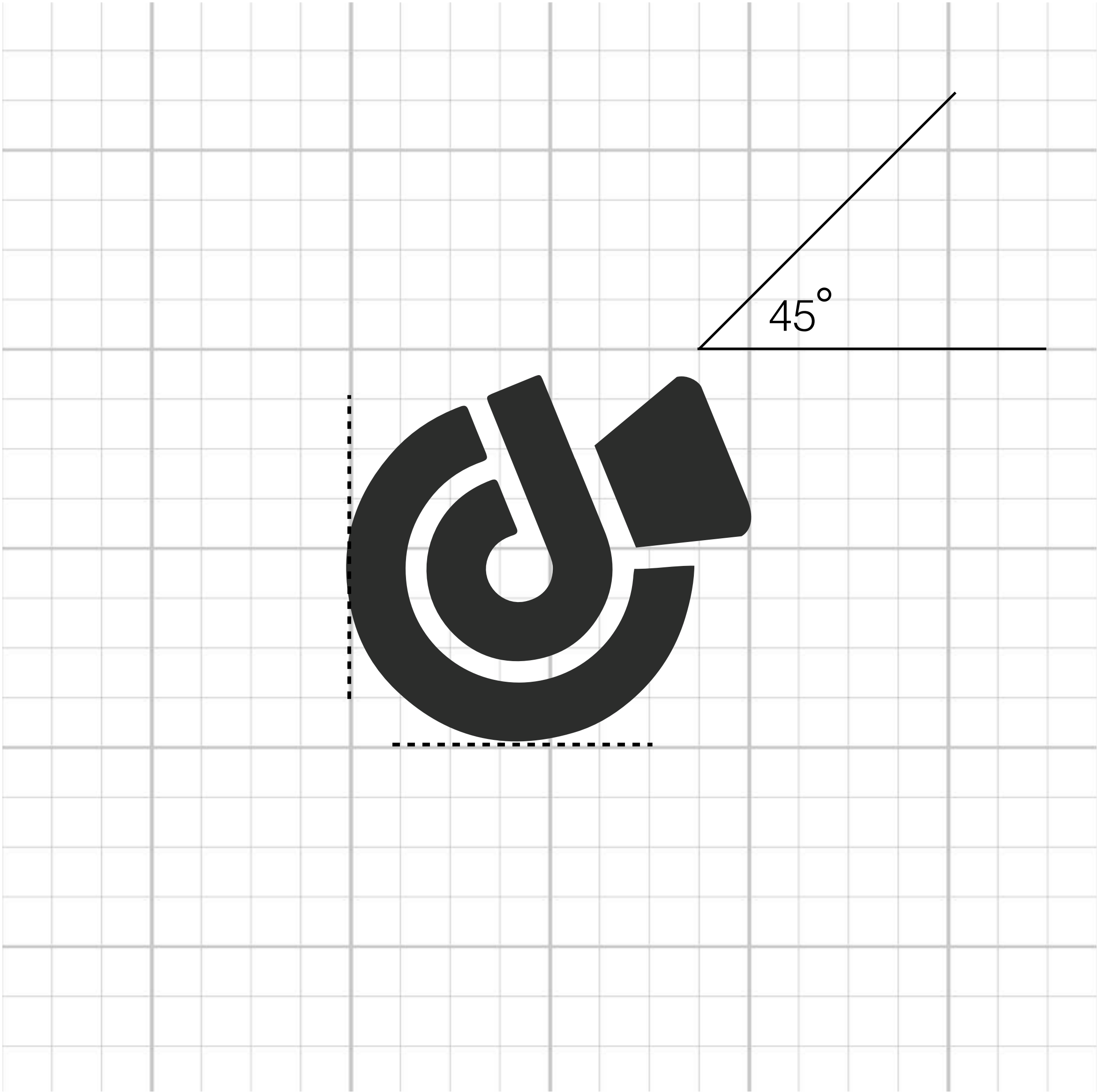
Fellini. One of the inspirations, his visuals depiction and language helped in creating the reflected language of the logo.



The Idea

The logo has the main form of the camera, also keeping the angle into consideration. The logo is an integration of the initials(C & D) which directly reflects the quick identity of the house.

The logo



- The C & D
- Camera
- Frame angle



Variations

