

# PHR MOODBOARD



# **PHR Presentation**

## **What is it?**

**The Pandemic Horde Reborn project is an overall project of compiling, updating and redesigning PH branding.**

## **Why?**

**7 years after its creation, Pandemic Horde has evolved bigger than it was ever expected at its creation. Our size is almost unmatched in New Eden apart from goons and so is our power, our organization grew into an efficient force that shines both by its might and its welcoming identity.**

**Yet, contrary to the rest, our designs remained more or less the same since our creation. They aren't at PH level anymore.**

**I was a media bean for a year and a half now, maybe a bit more, and I've been producing numerous posters and banners for the alliance. Through my experience I tackled a few major flaws in our designs and workflow that severely handicap our media asset production and the emergence of the high-quality branding that PH deserves.**

**I first faced a great lack of symbols to work with. The PH library is modest to say the least. To put it bluntly, we only have the bean, the biohazard and the yellow. It is clearly not enough as soon as you're trying to create elaborate designs. In addition, symbols could be great tools for our communication and to fuel the "family feel" inside the alliance.**

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The second huge issue that is keeping most of the beans from producing good material is the lack of any consistency in our designs, of any guide, branding code etc.

While we still have most of the assets gathered by Qymm years ago, it is a mess and pretty hard to use. It turns every attempt at doing PH art into more of an archeology task than an artistic one. Having to look under rocks and forum threads to try to find the reference of our yellows etc.

The third issue I'll mention here is the rather immature tone of the few pieces we have to work with and their uneven technical quality.

While the first is an issue when compared to what PH is now, the second is a problem for artists leading to hours wasted trying to clean up lines, to understand unnamed layers etc.

All these combined with the inexistence of any will to push our media production, no request for anything, is leading to a dead media sig.

Whatever our thoughts about propaganda, as a huge group everything we do is in a narrative logic. Not having a working media sig is a handicap both by cutting our selves from a way to boost moral and cohesion in our alliance but it is also condemning ourselves to always be on the receiving end of our enemies' narratives.

We need a proper, high-quality, curated and productive group of media beans.

This whole project is aiming to make that possible by giving them as many tools as possible.

## How?

To answer these major issues, I started to compile all the assets I could find regarding PH designs, to sort them all, to clean as much as I could the files, to remove the duplicates. Ultimately, I realized that, since such a gigantic work was ahead, there was no point updating our old assets while keeping their design flaws. After all, even if it would be day and night for media beans, the designs themselves wouldn't really change apart from the pixelization and color adjustments in the eye of the rest of the world.

I first tried to improve on our existing design by working on a bigger color palette and on a few icons. Soon I started to create new symbols that I implemented into the overall design. For example, the new PH logo I did is built with the historical biohazard but I also added the new TKE symbol I'd been working on. I worked on Cali, a new mascot that wouldn't replace the beans but pair up with them. She's filling a role we never really had as the embodiment, not of the individual players, but of the caring and efficient veterans and the organization itself.

The main things I worked on lately are the numerous logos that we use, Calista and a new design for the beans.

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The beans purpose being shifted toward a more personal representation, their design needs to change accordingly. It would give us also an easier shape to work with and ultimately a lot more freedom to use the bean in every piece of media that we'd want to. By making it not a 2D fixed image but a fully movable shape and by making it customizable (and arguably cuter), I believe the bean could have a lot more interest for artists and designers. This whole change is made to line up with Kalbair's project of having, in the long run, a way to customize your own bean as an avatar. Switching it from a fixed, bidimensional sketch to a race of living beings and removing the bounds around the bean as a unique logo by other, cleaner logos, adding Cali for the inspiring and helping messages and leaving the bean as the reflection of each and every one of us is in my opinion the best way of handling it.

## When?

I'll do my best to get the most important assets ready for PH 7th anniversary in February. That being said the designs would then be implemented gradually all over the year up until the 8th anniversary.

It would give us time to finish working on the beans and Cali while having the most important stuff, namely the main logos and colors, ready at the start.

When it comes to revamping the media sig and getting it to work smoothly, it is not my role to tell you how to handle this, I could try to come up with some ideas but ultimately, we'll need a director to be in charge of it (Tulian would be nice <3), I just hope it'll get sorted during the pcoming year.

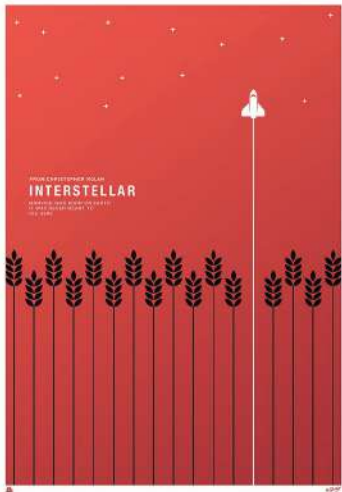
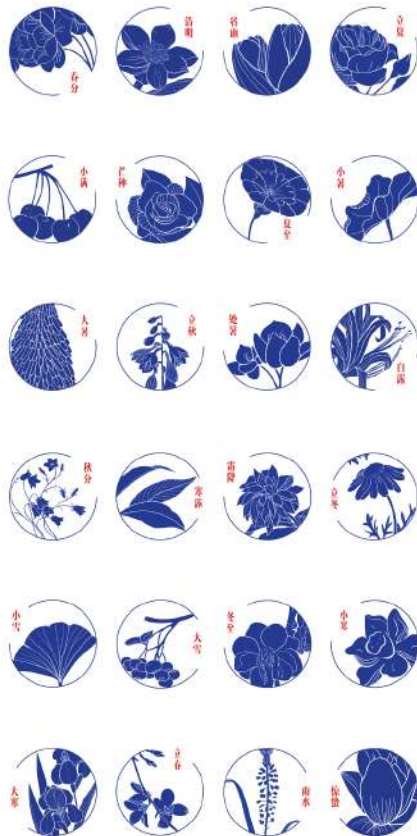




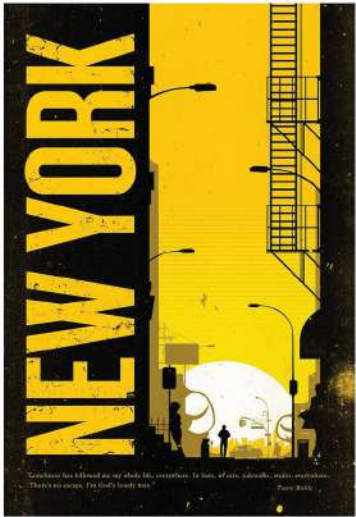
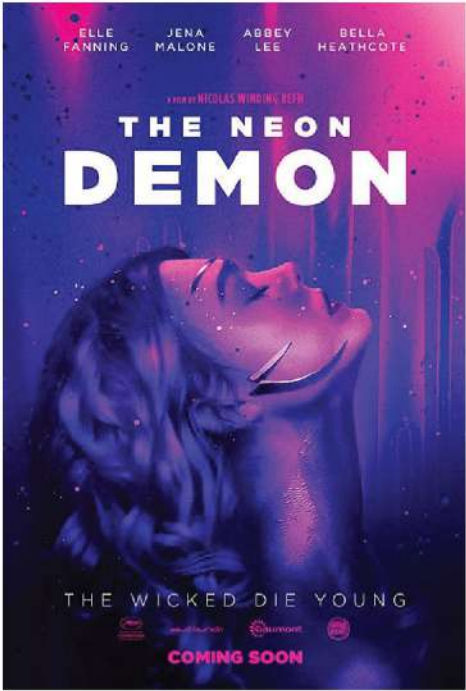
# Pure style



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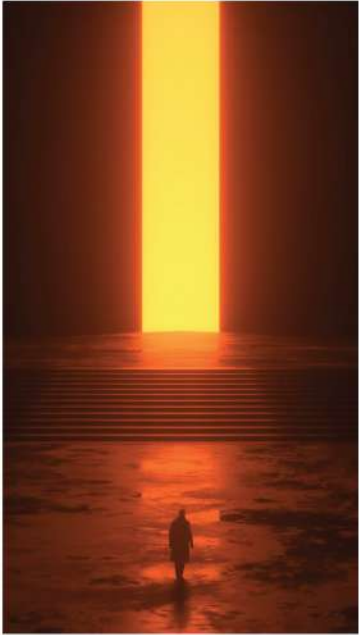


# Colours and textures





# Background and composition ideas



# New character and symbols





# Cartoony part

