

Bachelor's Thesis

Corporate Identity Design  
of an Innovative Film Production Company

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Natálie Šedivá\_GMD\_2023

# Introduction

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Choosing my topic  
and deciding for a project



# Film Industry

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Collaboration

Many professions

Economic impact



# Analyses of visual styles

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**Locarno  
Film Festival**

# About Cinergetik

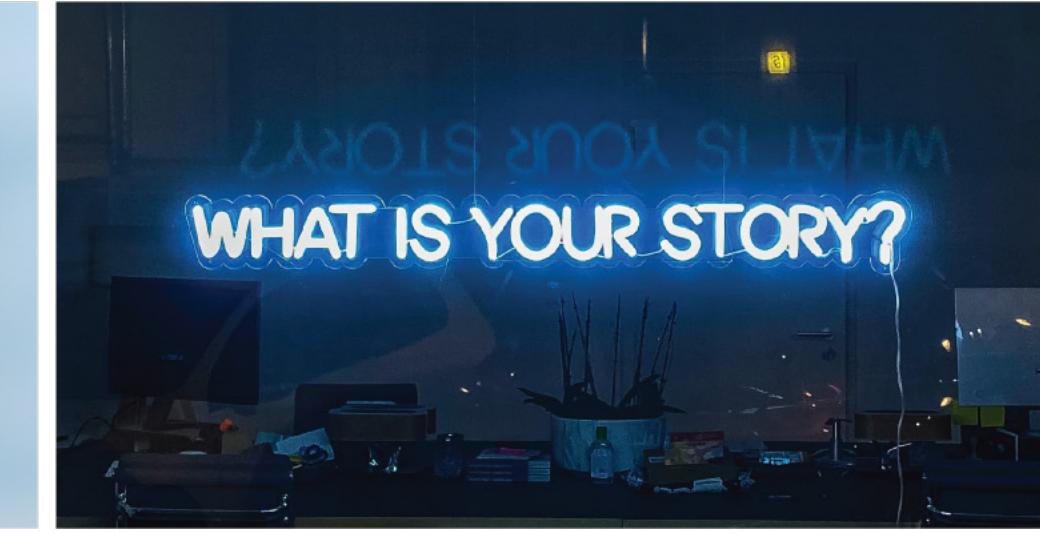
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Cinergetik describes itself as a film and media company that uses digital technology to innovate the way filmmakers tell stories. Through the Collective Storytelling concept, the company focuses on developing tools and methods for effective collaboration between creative talents from around the world.

Believing that there are meaningful stories within each of us that need to be told, they will focus on spreading the knowledge and access to resources that filmmakers need to perfect their craft and produce quality films.

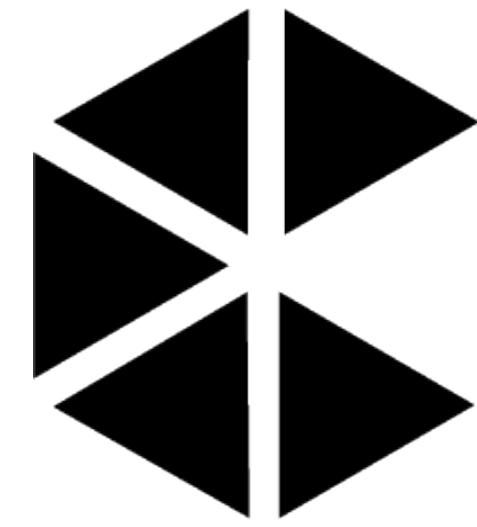
# Visual Style

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Logo

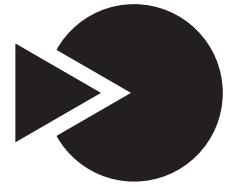
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**cinergetik**

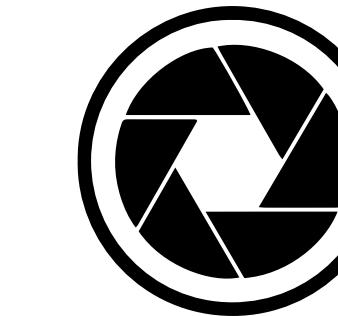
# Logo

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collectivity

+



apertures in the  
camera lens

+

C

letter C

# Logo

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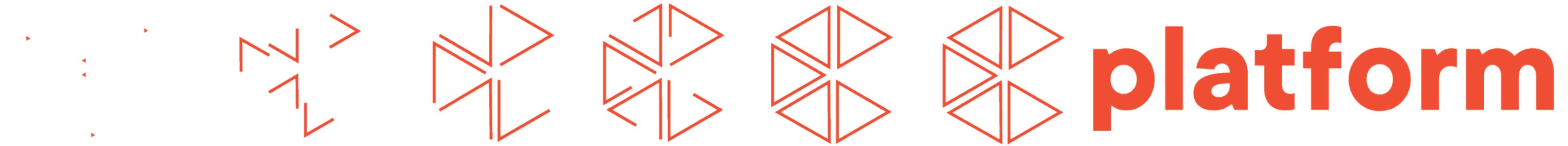
# Animation

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# Animation

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# Animation

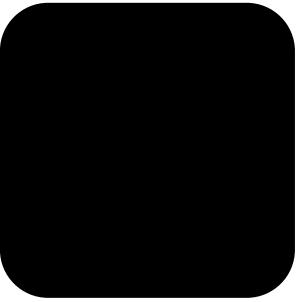
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# Colors

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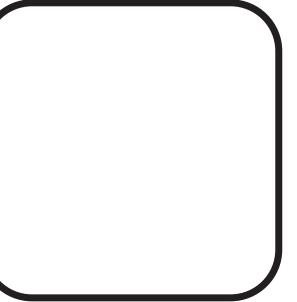
## cinergetik



#000000

RGB: 0, 0, 0

CMYK: 75, 68, 67, 90



#ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

## agency



#8793c1

RGB: 135, 147, 193

CMYK: 49, 38, 5, 0

## platform



#f04f31

RGB: 240, 79, 49

CMYK: 0, 85, 89, 0

## films



#eca429

RGB: 236, 164, 41

CMYK: 6, 39, 96, 0

# Type

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## TT Commons

Filmmaker is someone who instead of Cinnamon Rolls like when a camera rolls.

*Filmmaker is someone who instead of Cinnamon Rolls like when a camera rolls.*

**Filmmaker is someone who instead of Cinnamon Rolls like when a camera rolls.**

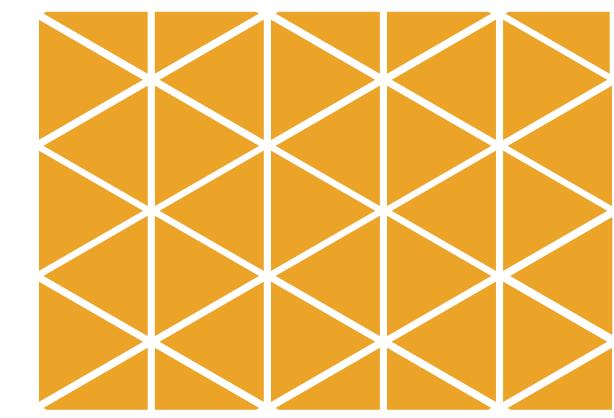
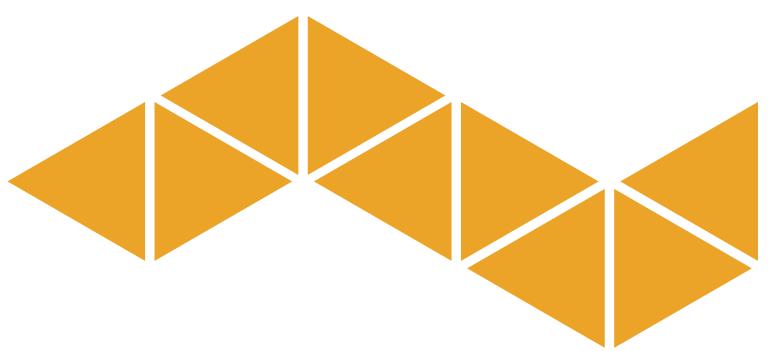
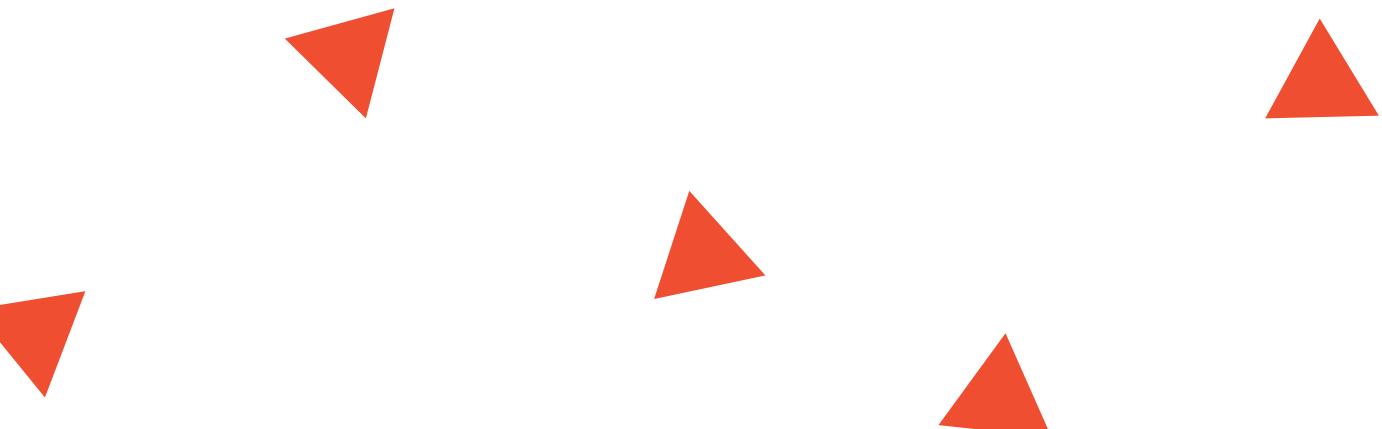
## Kinetica

Filmmaker is someone who instead of Cinnamon Rolls like when a camera rolls.

**Filmmaker is someone who instead of Cinnamon Rolls like when a camera rolls.**

# Graphic Elements

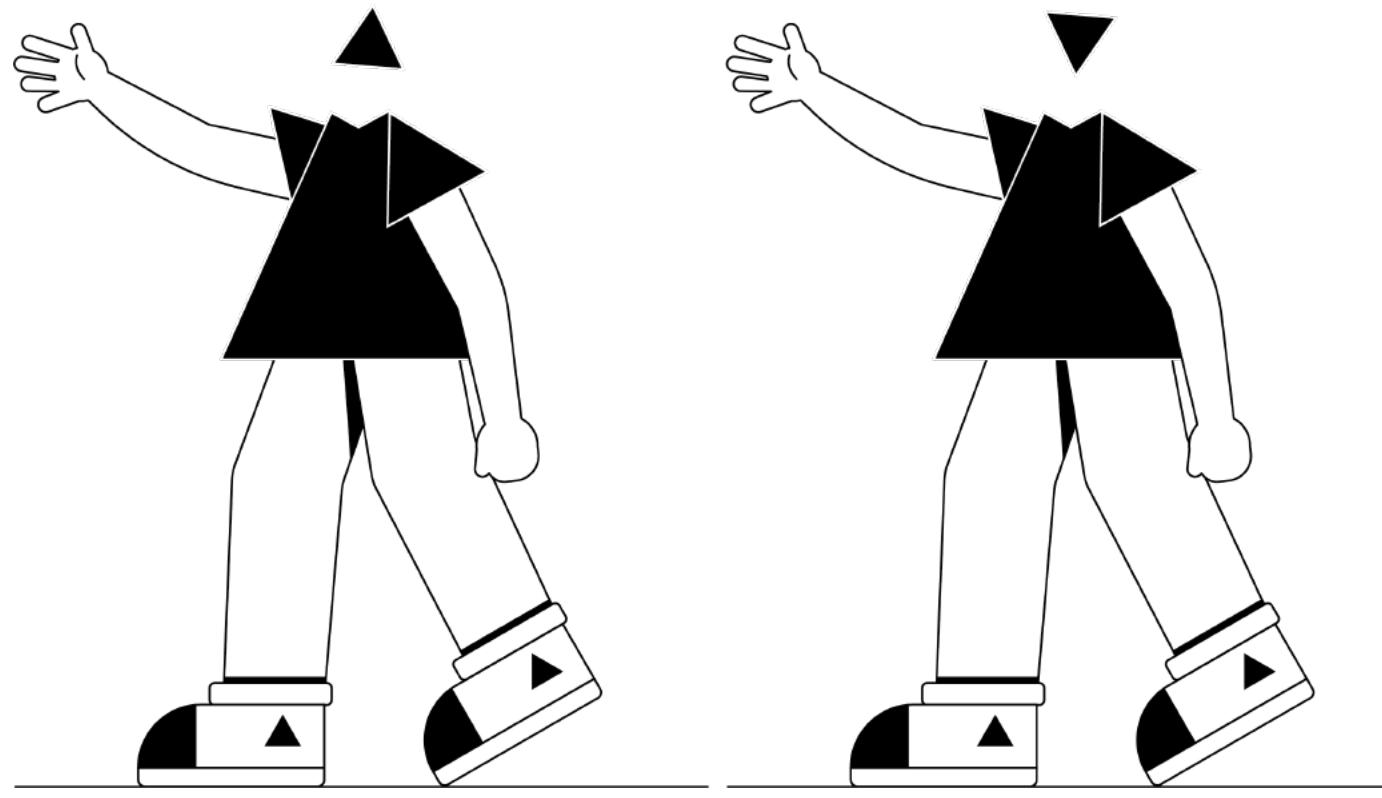
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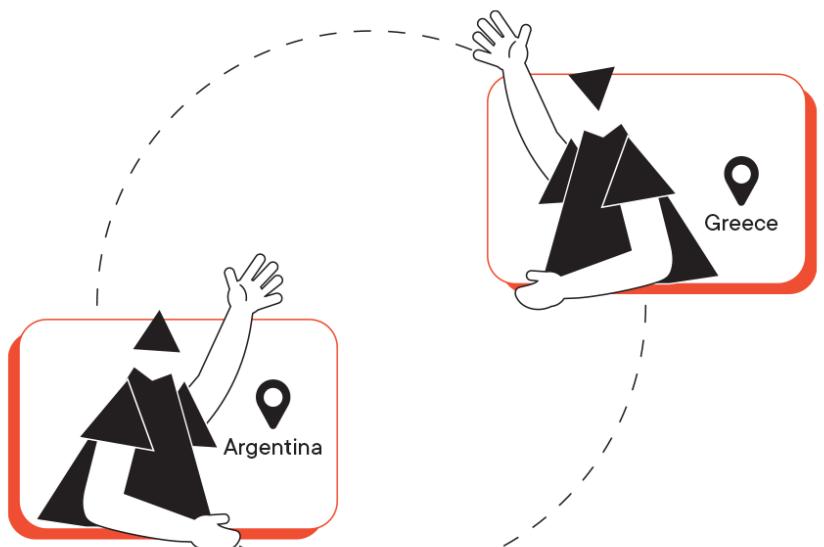
TIME

# Illustrations

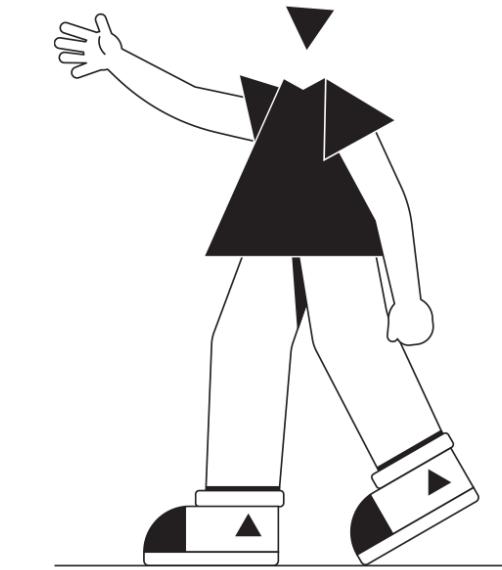
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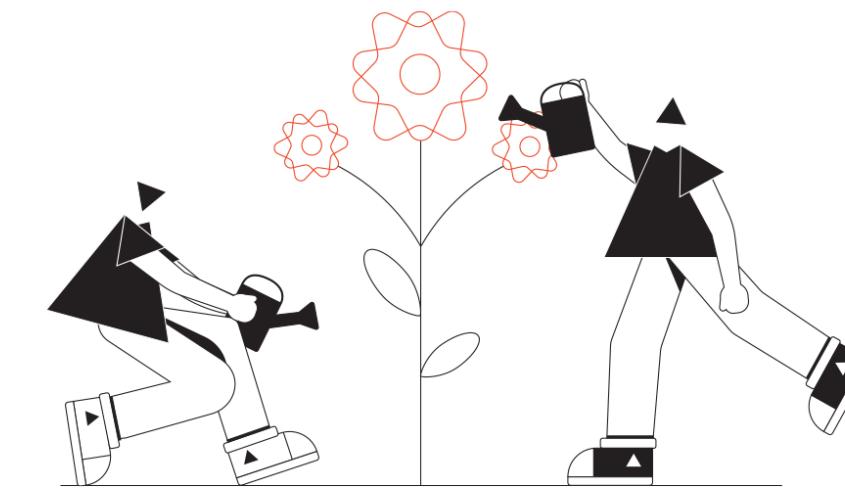
Our platform is **a home to filmmakers** from all over the world!



Join us on the Cinergetik journey  
**and be part of the experience.**



We believe in  
**collective storytelling.**



# Communication

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**“Collective Storytelling.”**

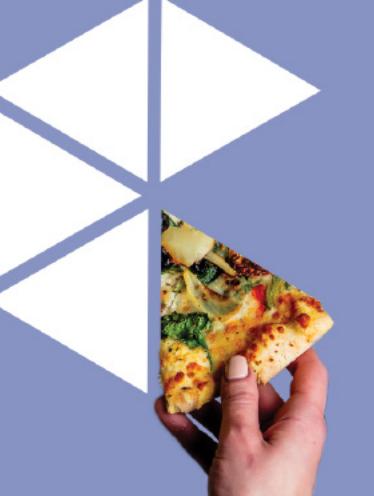
“Born to Storytell.” “Place where you get creative  
from every [tri]angle.”

# Social Media

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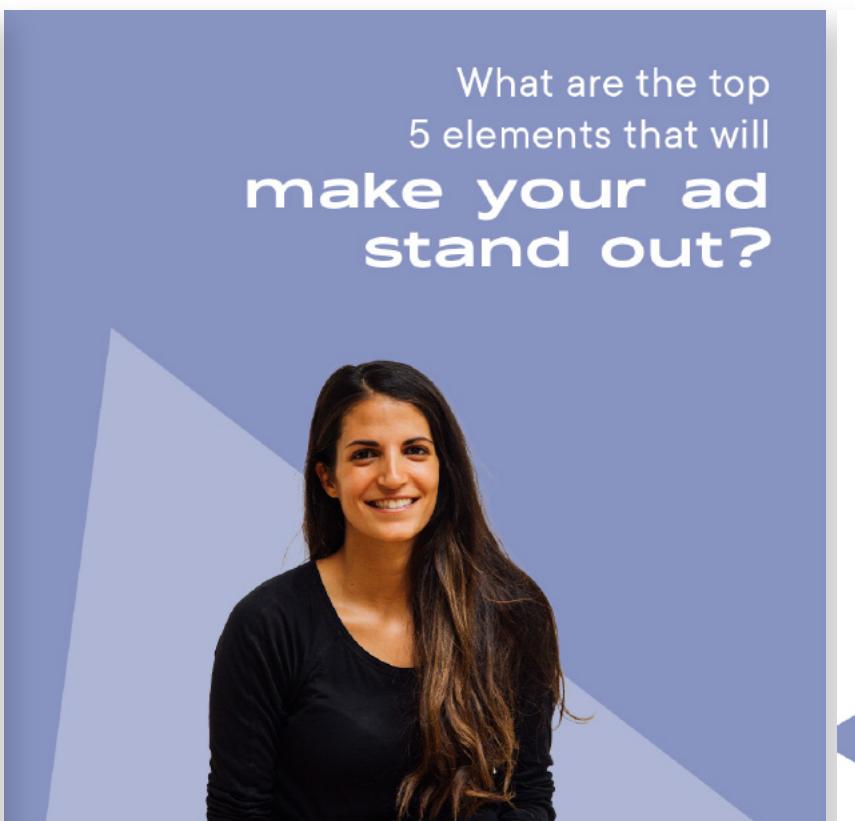
Happy birthday to our amazing Video Editor Elena!  
Thank you for all you do for Cinergetik Agency.



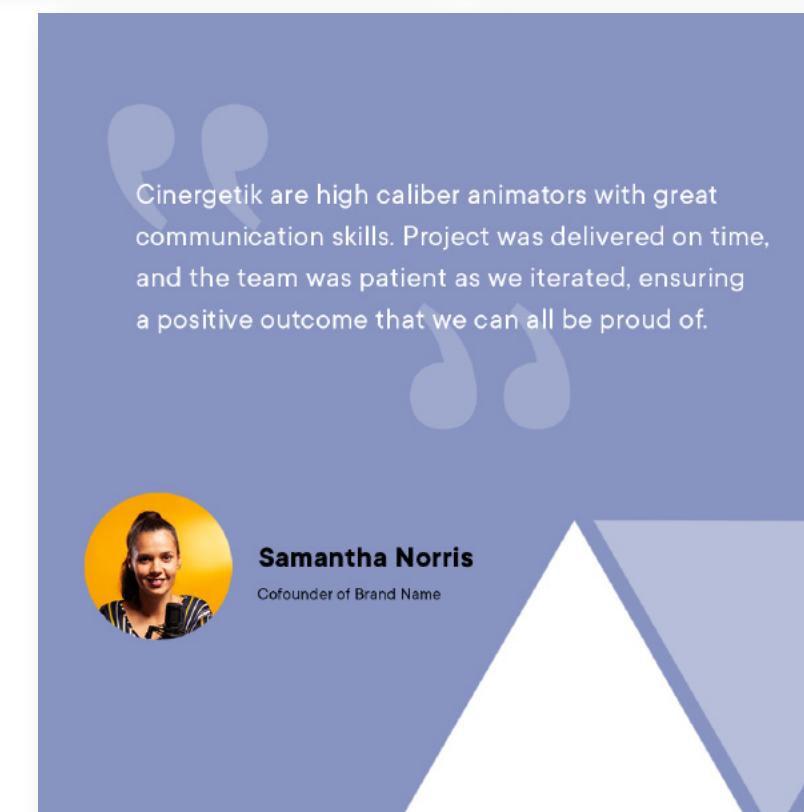
Friday team lunch  
to recharge some energy!



In need of explainer video?  
**We got you covered.**

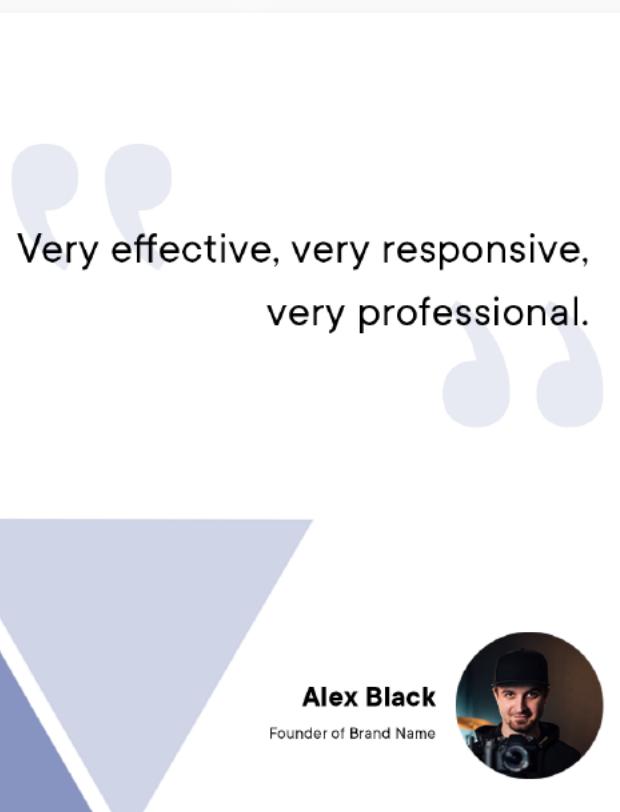


What are the top 5 elements that will **make your ad stand out?**



Cinergetik are high caliber animators with great communication skills. Project was delivered on time, and the team was patient as we iterated, ensuring a positive outcome that we can all be proud of.

 **Samantha Norris**  
Cofounder of Brand Name



Very effective, very responsive, very professional.

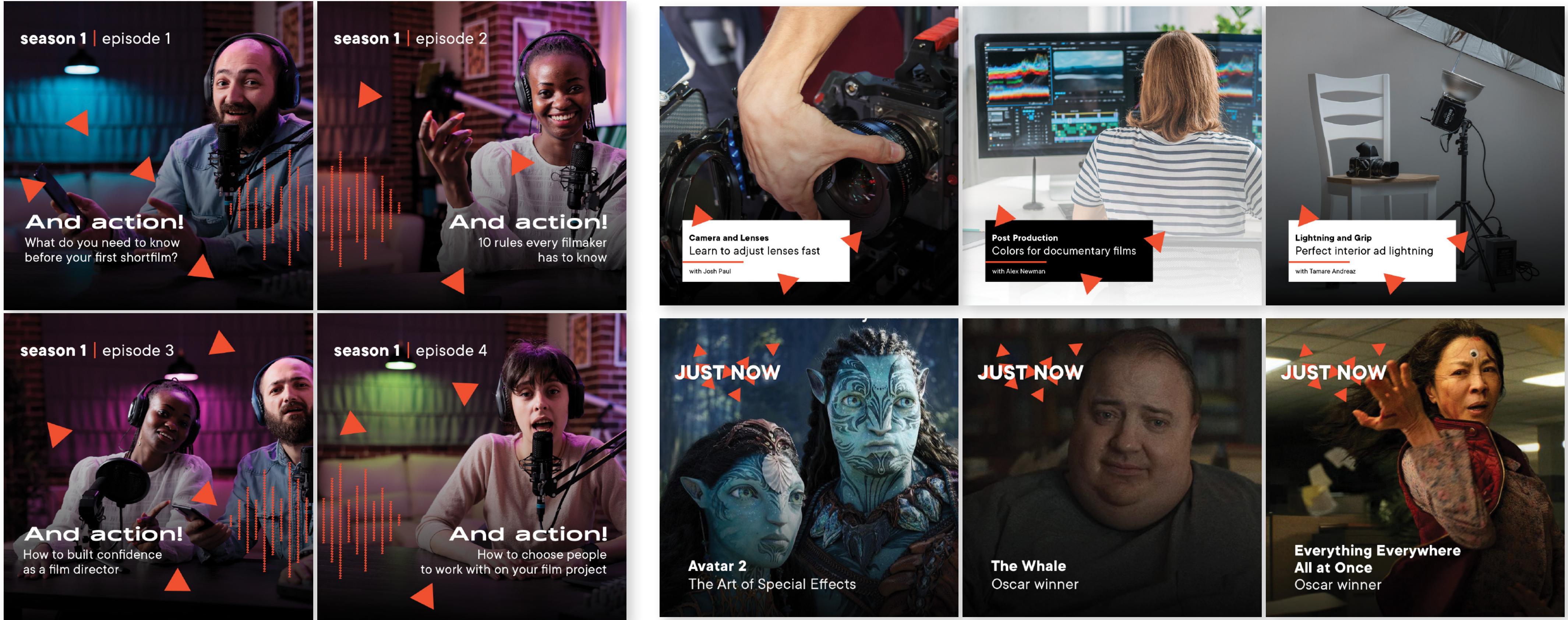
 **Alex Black**  
Founder of Brand Name



Learn about the impact of **business promo videos**

# Social Media

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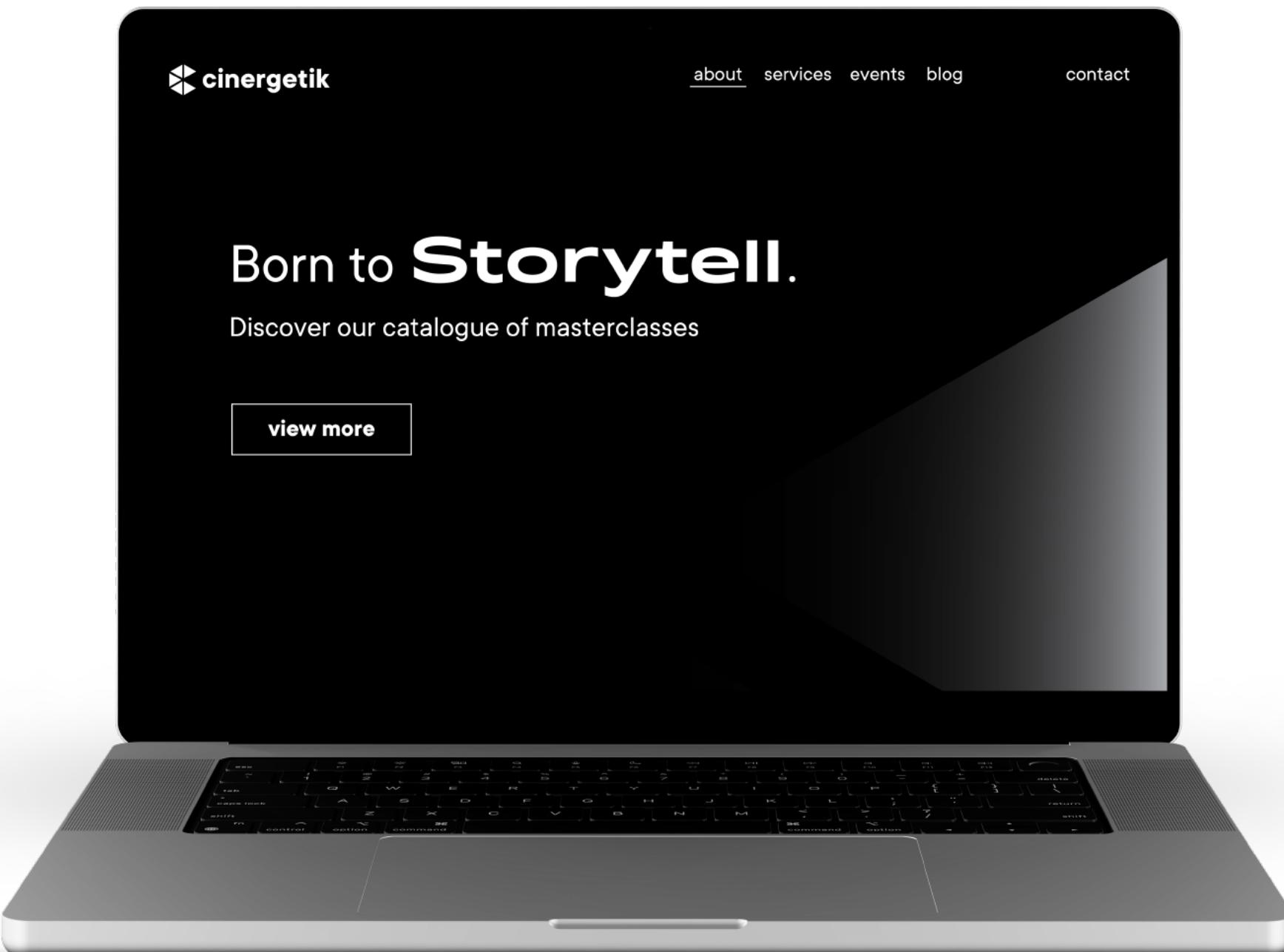
# Social Media

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# Web

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**cinergetik**

about services events blog contact

## Born to **Storytell.**

Discover our catalogue of masterclasses

[view more](#)

our services

Connect: We support a global community of creative talents.  
Innovate: We are here to make history and you should be too.  
Learn: Take advantage of our ever-growing digital resources.  
Grow: The sky is not even the limit.

agency

Check out our creative agency for video production content

→

films

Explore film production of feature films and short films

→

platform

Browse industry knowledge and check out filmmaking courses

→

“

Cinergetik went way above and exceed my expectations! On top of their high quality work they gave us very great insights on the high level strategy of the project.

< >

WeTransfer

Place where you get creative from every [tri]angle.

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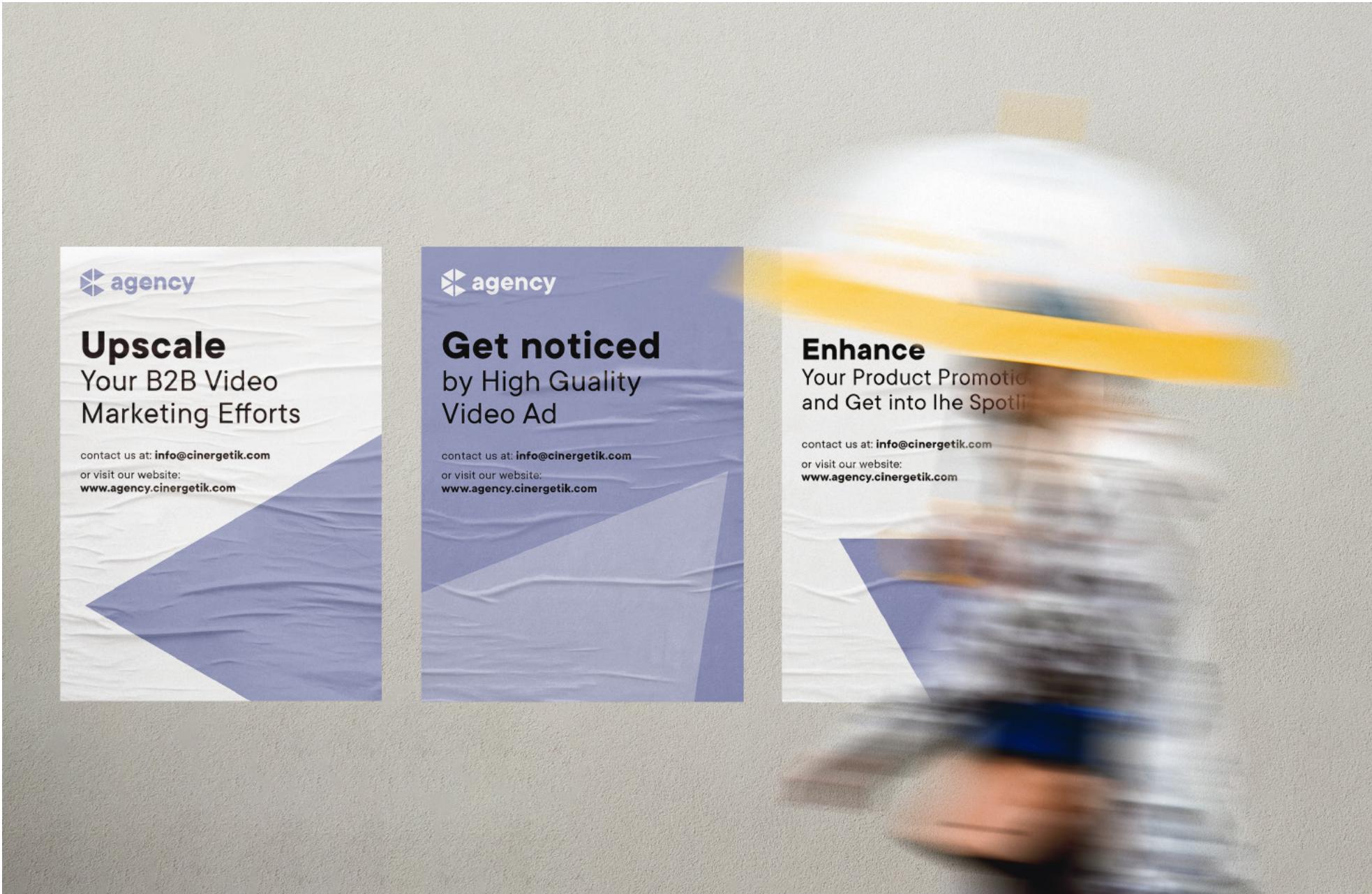
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Cookie Policy

Privacy Policy

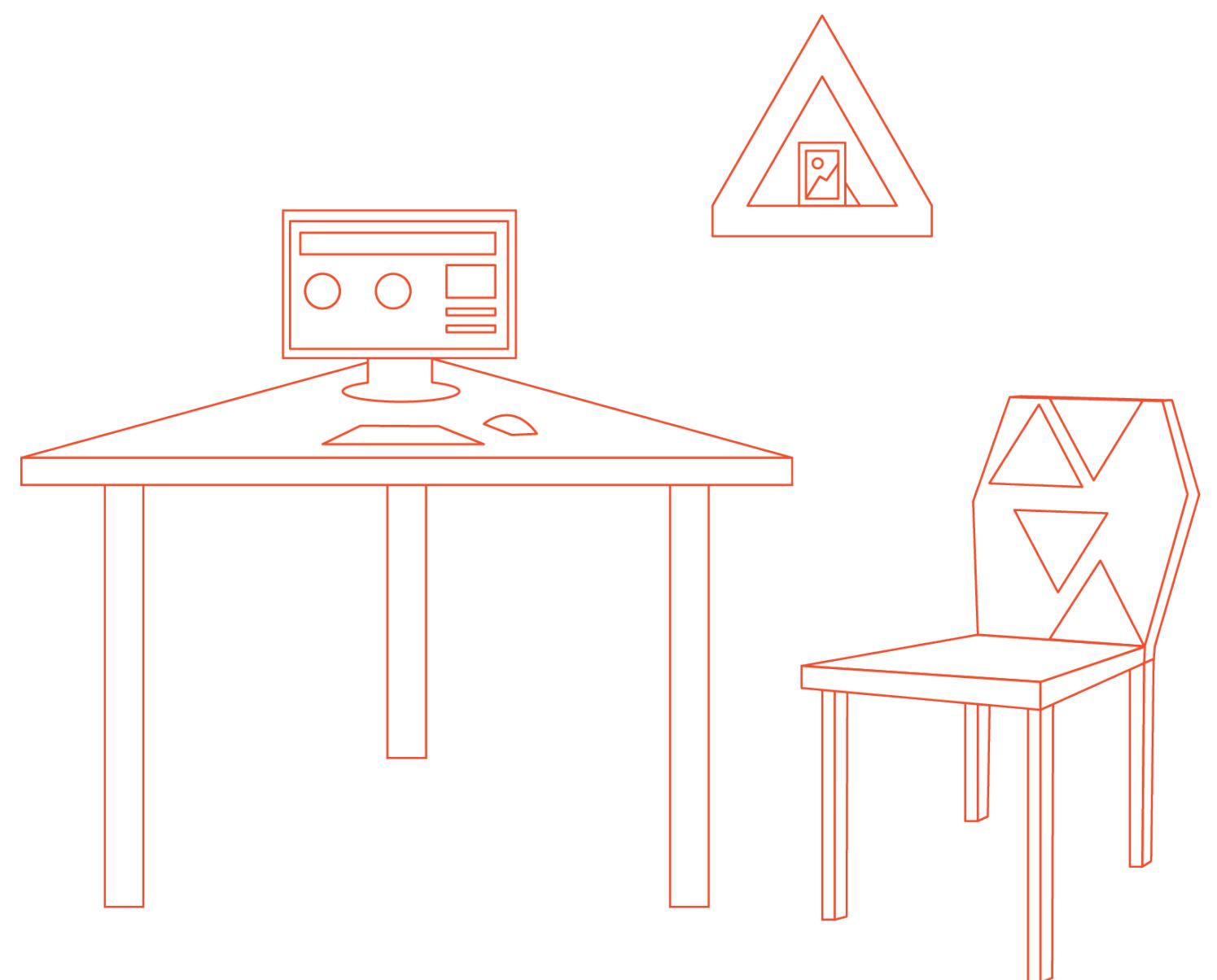
# Offline

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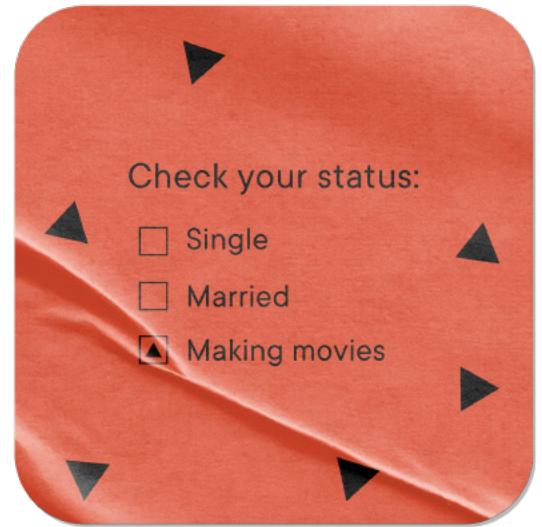
# Company Architecture

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# Merch

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Thanks!