

Brand Guidelines

WHERE EVERY PIXEL HAS
PURPOSE. CRAFTED IN 3D.
BROUGHT TO LIFE IN MOTION.

Brand Introduction

Imhotion is a creative studio making 3D commercials, VFX, and filmed content for brands. We blend live-action shoots with digital effects to bring bold, creative ideas to life, especially things too hard or impossible to film in reality.



Imhotep Motion Pictures

Vision

To build a studio that brands trust when they want to create something bold, visual, and different. We want to be known for bringing strong ideas to life with clarity, creativity, and the tools that make the impossible possible.

Mission

Our mission is to help brands tell visual stories that can't be filmed in real life. We use 3D and VFX to create what doesn't exist yet. Whether it's a product, a place, or an idea, we build it from scratch and make it feel real on screen.

Our Logo

Our logo is a visual representation of who we are. The symbol combines a video play button with the letter “i” from Imhotion, highlighting our connection to video and film and the first letter of our name. The second wordmark also includes a play button on the last “o” from Imhotion.



Symbol



Imhotion

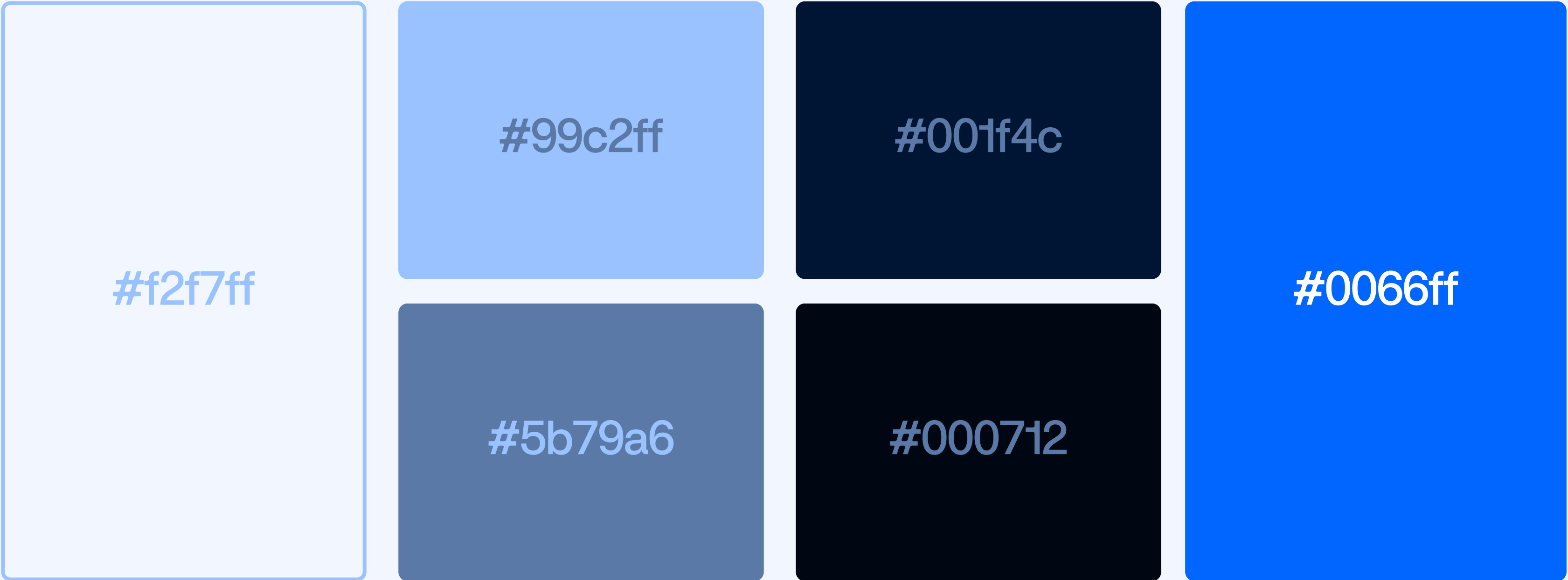
Logo 1



Imhotion

Logo 2

Color Palette



Primary Typeface

We use a custom font chosen for its readability and creative look. This typography helps to reinforce our brand identity and should be used in all communications.

Britti Sans

Sample Text

Regular

Medium

SemiBold

Bold

abcdsefghijklmno
pqrstuvwxyz1234
567890&%\$!~

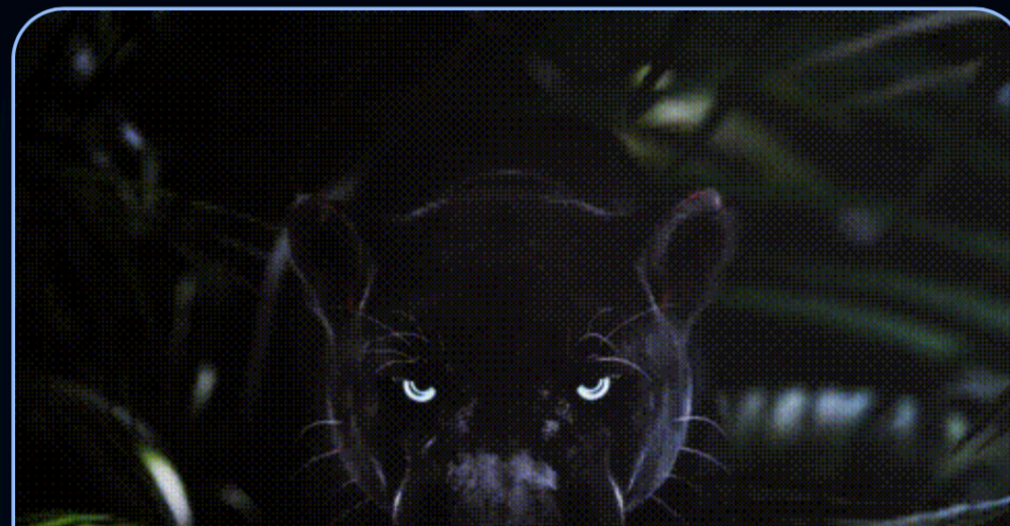


Our Website

imhotion.com

**We are a creative
vfx studio.**

Specialized in 3D visual effects,
we're excited to bring creative ideas
to reality, turning bold concepts into
unforgettable memories.



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