

GIZMOSITY

A NERD SPACE

CALL OF DUTY
MODERN WARFARE
CAMPAIGN REMASTER

THE BRAND

Gizmosity is a place for nerds, a place where nerds found the updates they wanted to read about without being bothered with news that isn't something that would matter to them.

A place where there were all the updates you may need coming from Technology, Movies, TV Shows, Gaming, Comics and Anime.

A source that had a strict no BS policy towards what they posted over the internet for the masses.

It started as a place that only had Technology as their niche hence

gizmo - Anything around tech

city - as in electri'city'

and that brought the name,

GIZMOSITY

THE FONTS

Fonts are crucial for a brand. They speak a lot about what the brand does, their mindset, their attitude towards the world and much more.

The hole brand was about posting information about different niches it had. It was a niche that concluded as the entire Pop Culture.

The fonts needed to be modern and hip according to the trends and yet not so serious in any manner. So it was obvious going with a **San Serif** for the body font and going for a heading specific font for headings throughout. Over analyzing we found - **Bellfort** for the headings. It was a bit heavier than Bebas Neue and had a rugged look to it adding that carefree attitude. For the body, **Lato** was something that fit in everywhere both on the website and their social media posts and was fitting the entire thing snuggly.

HEADLINE

Bellfort

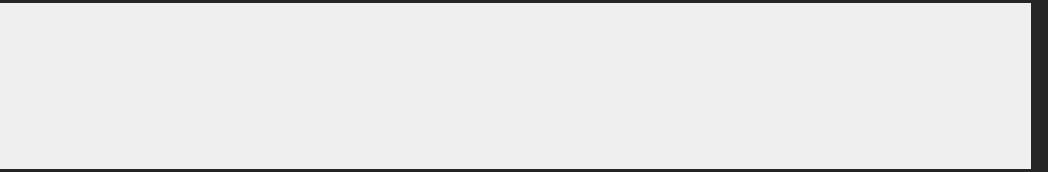
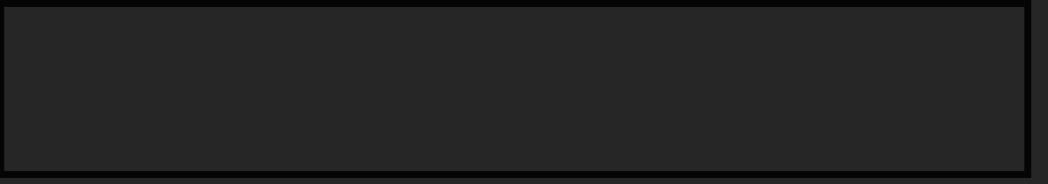
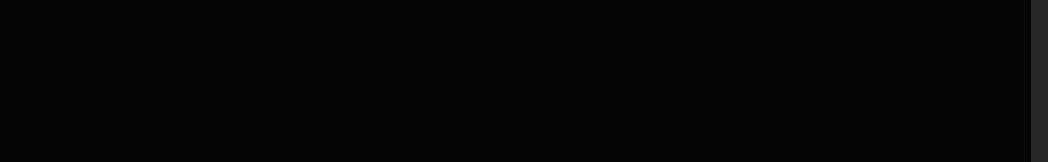
Body

Lato

THE COLOR SCHEME

The entire world is shifting to dark UIs making everyplace on the internet go dark. We needed something that would look great on those dark backgrounds and still not be an eyesore.

The color scheme was chosen on iterations with respect to a black background. Green, Red and Black made a composition that couldn't be beat. It just fit right in.



THE LOGO

With the entire brand starting off their journey from social media platforms, it needed something symbolic at first. Something that fits into all the profile pictures and can be used for branding over social media posts as a watermark.

It had to poppy and vibrant for our target audience was the GenZ, the youth. It had to be catchy yet have that decent nature to it. We were trying to define a certain market and that needed the logo to be a bit neat and yet attractive enough to be rememberable.



THE LOGO

The symbolic logo was good but we needed a Typographical logo as well for various purposes like Letterheads, Websites and many other spaces.

It had to be simple yet conform to the brand's carefree attitude.

It was the word - Gizmosity written in a font called - Phosphate Inline with a 10% black stroke that just felt right to the brand's vision. It was carefree, still neat enough, feels similar to Symbolic logo we designed.

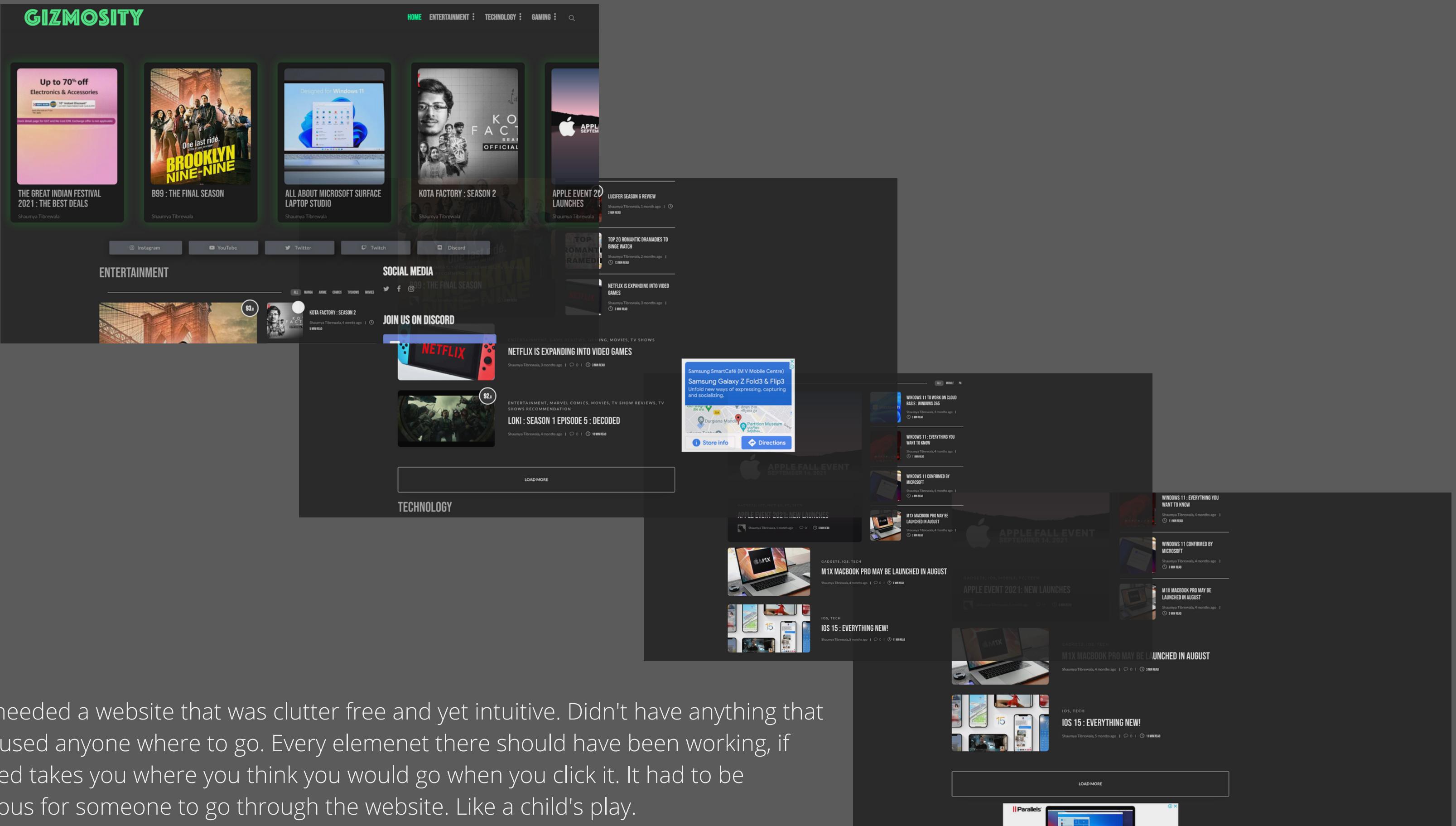
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THE LOGO

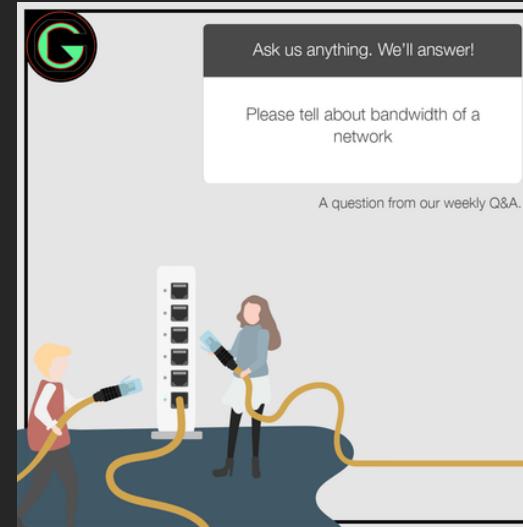
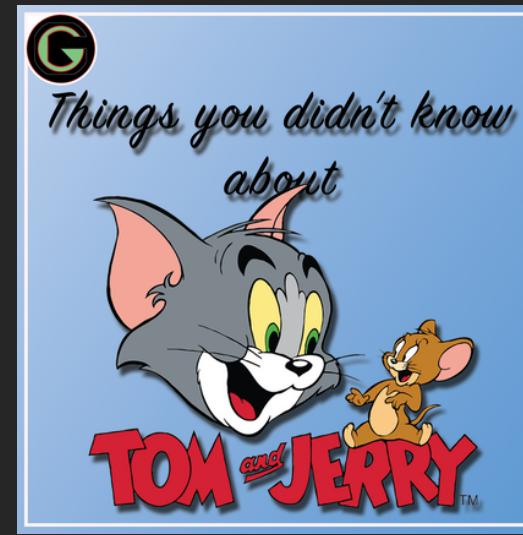


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THE WEBSITE



SOCIAL MEDIA



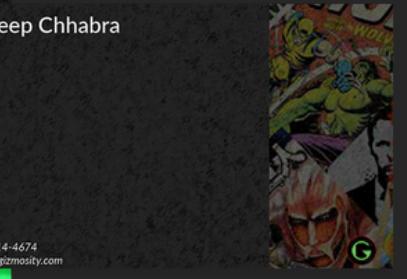
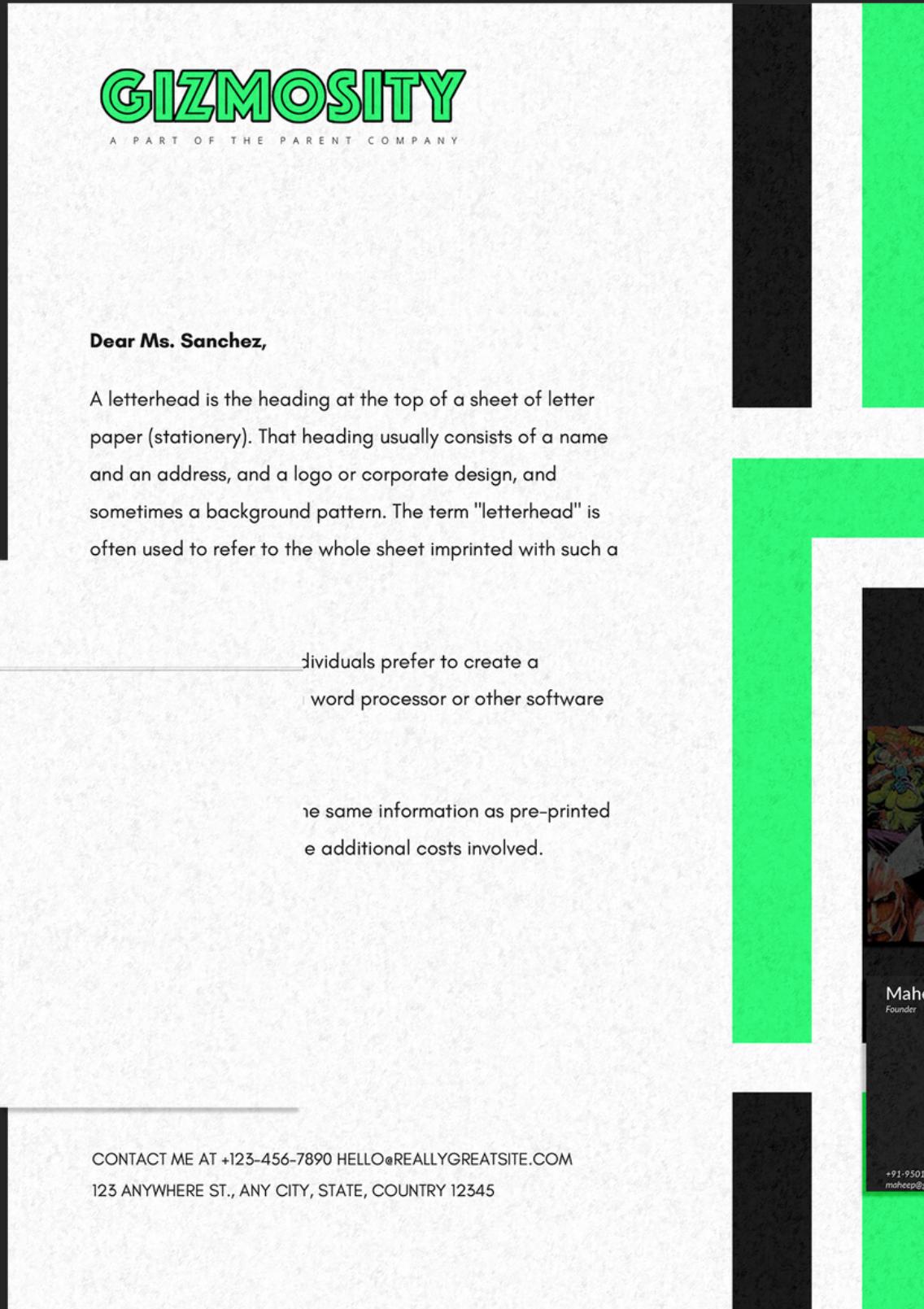
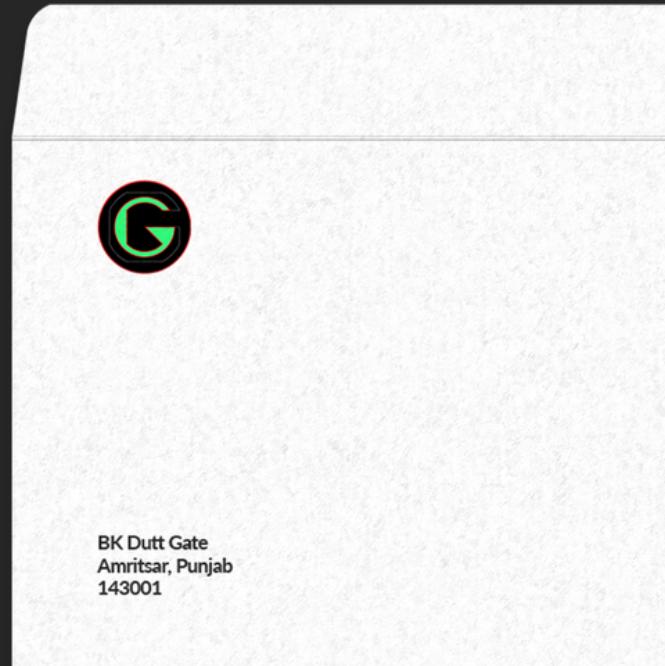
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A Nerd Space 🍹 • From Nerds for Nerds -> Godspeed
No BS updates about Movies • TV Shows • Anime • Technology • Video Games •
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THE STATIONARY



THE STATIONARY

