

# MeerBear Production



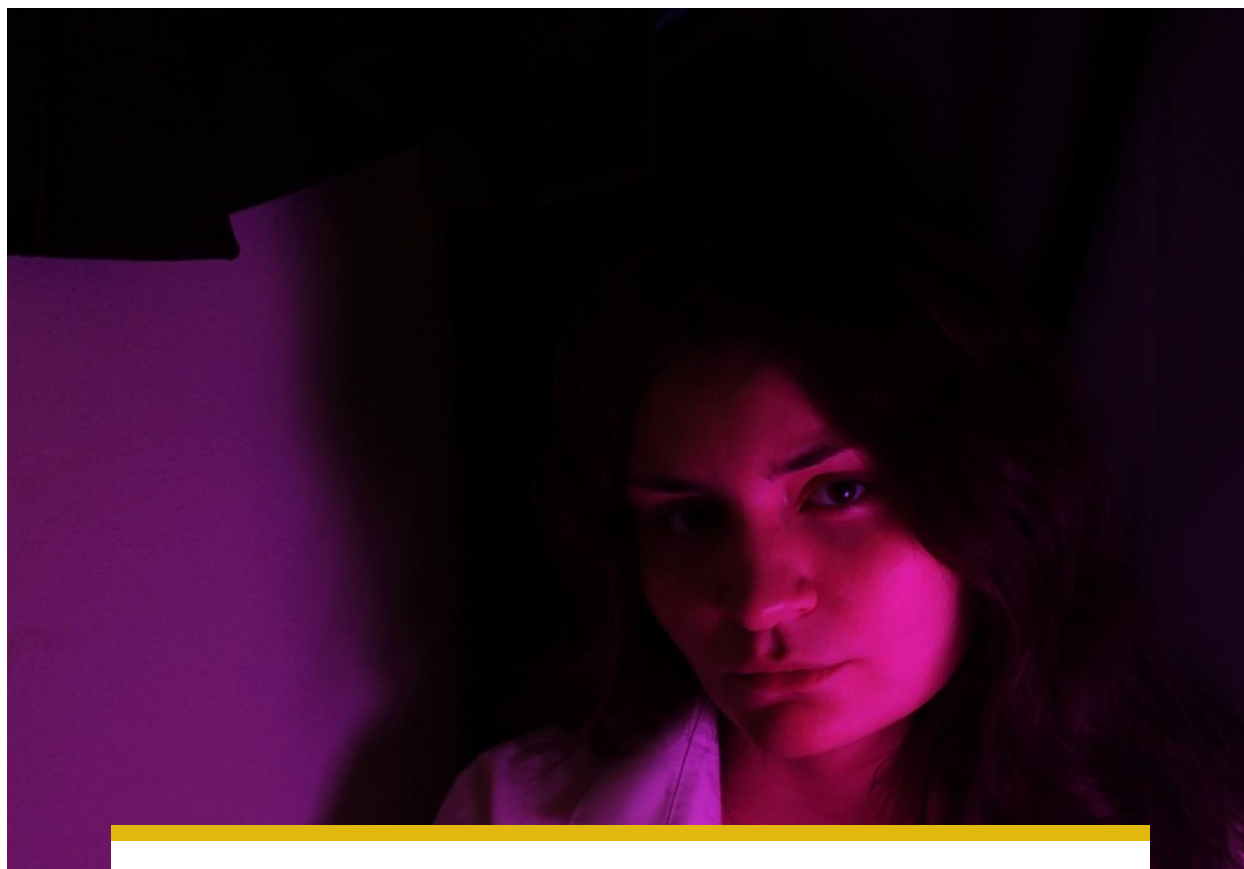
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# Introduction

## The name and logo

The logo is of our brand, which represents two great animals in the animal kingdom. The bear symbolizes sweetness of life and our appreciation of it, it invokes power and stability, which means will be on top of every project and assignment we get. As the Meerkat we are ready to harsh environments and can adapt to everything that is thrown at us. Meerkats are know to be pack animals, which means the like working in a team, which we are fond of. Group oriented we managed to combine two passions into one. Branding and photography. The jungle in the background symbolizes our unrelenting nature to explore the wild. The two letters in the triangle are the initials of our founders of the brand: Svetoslav and Viktor. The animals are colored by us.





## Portraits during the night

As fans of flashy colorful lights we thought of photography during the night. We tried several times and saw it was very hard but as the bear in our logo we were determined to stick with this and keep trying until we succeed. Our model for the project was the kind and irresistible Veronika from Bulgaria, first year student at Fontys. She was very eager to help us in this endeavor. The first photo was made with a pink light which falls on her left cheek, and hides her other eye in darkness giving her a mysterious tone.



**We tried to  
shoot outside  
and we found  
out that it  
was not as  
easy as it  
seems.  
Dealing with  
noise was  
harsh.**





## Difficulties shooting in the dark

We found the hard way shooting in the dark is hard, if the lens doesn't catch enough light the photo will appear dark. This was a challenge for us but we got through it after reading through the lectures of our great teacher Jan about exposure, iso and shutter speed. After we started to get good results we found the perfect place to shoot at. It was in the start of Stratumsiend next to the church there's a beautiful Christmas tree. After a lot of trial and error we got the portraits we wanted.







We have several more picture which we are very happy how they resulted. We joked that The picture with the red globe could be used in a movie poster. Veronika was really fond of the pictures and thinks to use them on her social media.

We are very happy of how it went and how we worked as a team to make the best possible passion of ours great. Special thanks to our lovely model! Lastly we want to thank for the given to us by Jan and all the support he gave us. Because of him the subject was fun to learn and exciting.





Svetoslav Stanoev



Viktor Kalinkov

Photo shooting	Logo creator
Photoshop Jedi	Colors and saturation editing
Document writer	Photoshop Guru