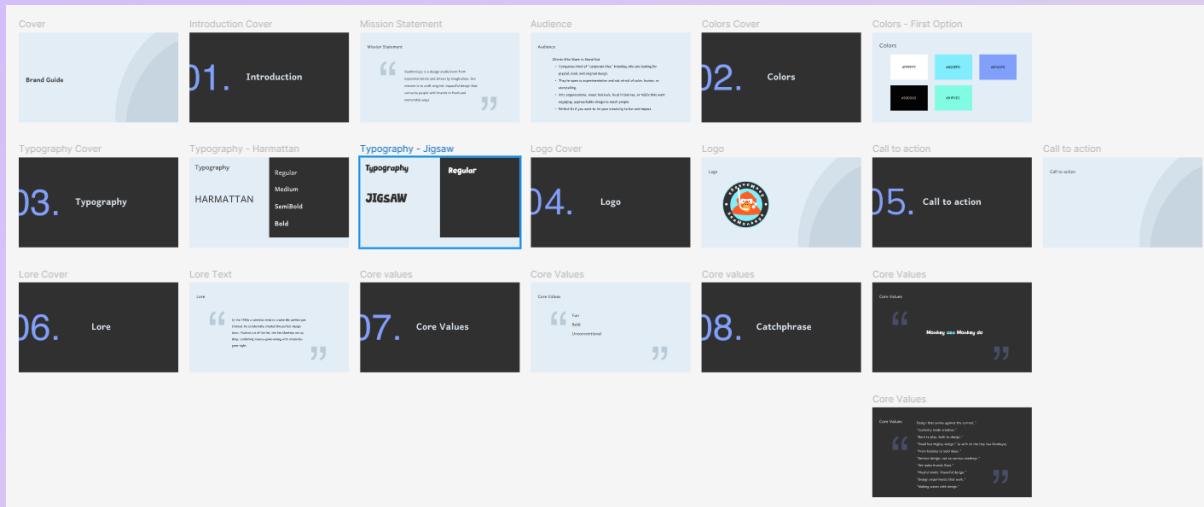


### 3. Brandguide

#### Intro

While working on our studio's logo and graphic elements, we decided to start creating a brand guide to define our visual identity and keep consistency throughout our designs. I laid down the first foundations for the brand guide, including the mission statement, target audience, color palette, typography, and logo.

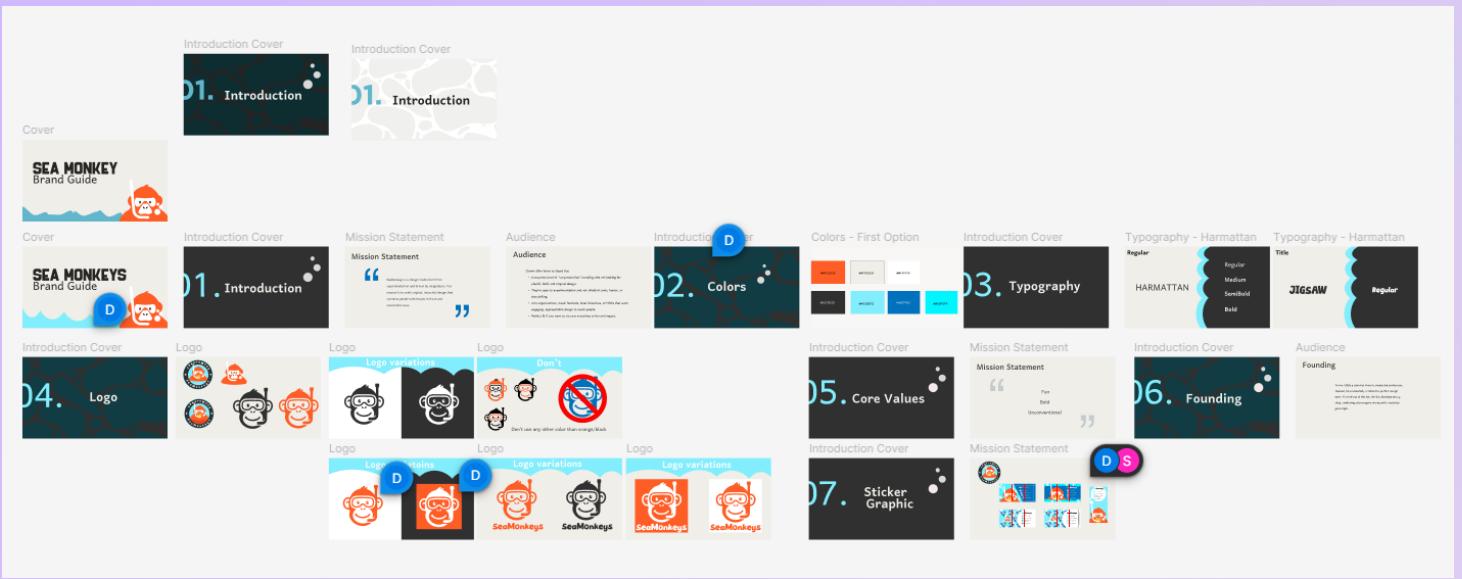


After adding our initial work into it, both I and some of my teammates realized that the design didn't fully align with our core values and vision. It looked a bit bland and colorless compared to the lively and creative energy we wanted our studio to represent.

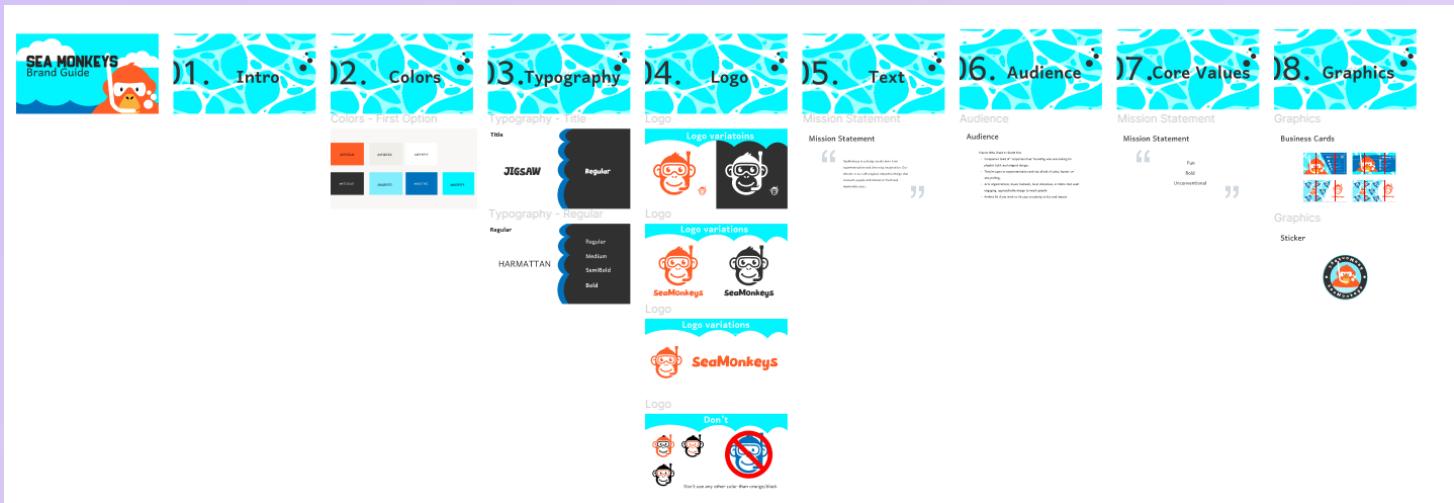
<https://www.figma.com/design/2tkhKClIiwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-1379&p=f&t=b16fyCkon3Mlbw2b-O>

#### Process & Feedback

As we improved our logo, we also refined the brand guide, developing a second version that better reflected our identity. We then gathered feedback on it, and although the improvement from version one was noticeable, the feedback showed that it still didn't fully match our group's vibe and energy.

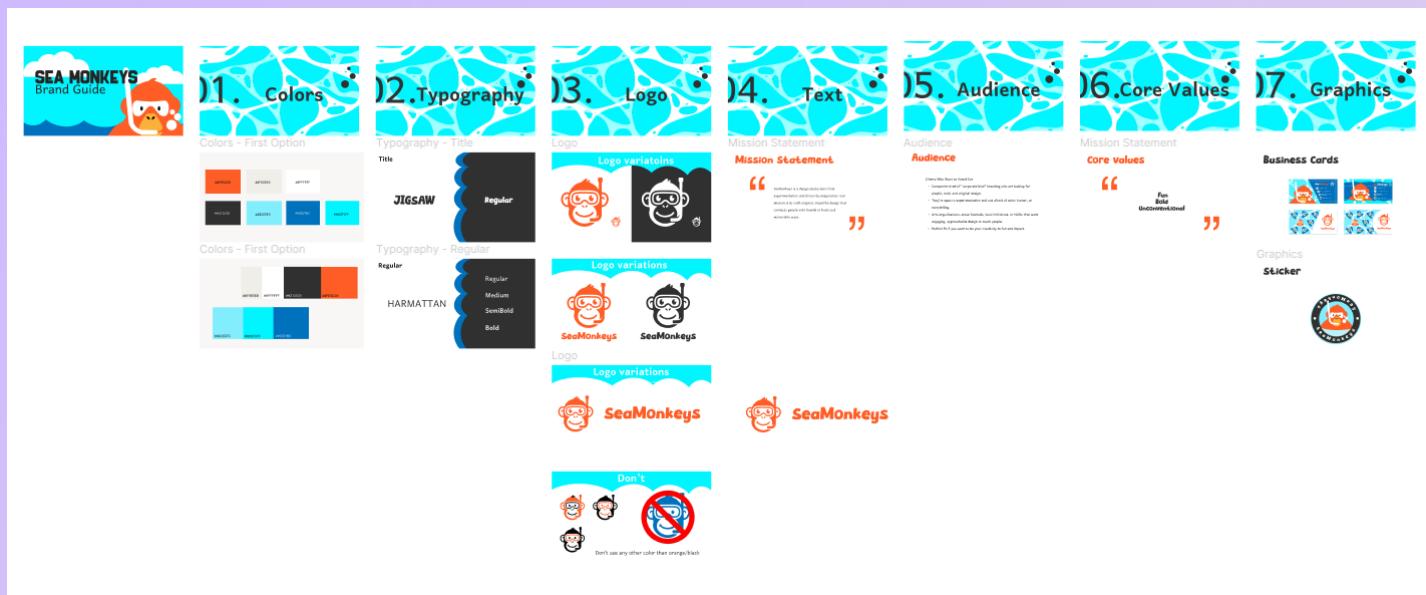


This led us to create a third version, one that featured the finalized logo, new color choices, and refined layouts. This version felt much more “alive” and dynamic. However, the bright colors were slightly overpowering, so feedback suggested toning them down while keeping the clean, wavy graphic elements that gave the guide a calm yet playful appearance.



Since “playful” is one of our core values, this direction fit perfectly. The calm and balanced visuals made the brand guide not only reflect our identity but also function as a professional document.

In the following weeks, we applied the brand guide’s visual language when creating our poster for the showcase day. The poster was well-received for its color use and overall graphic style. I also reused the same brand elements in the client letters for our project, ensuring visual and conceptual consistency.



## Reflection

At first, I just wanted to complete the brand guide quickly and move on, without thinking too deeply about it. However, after attending the brand identity workshop and reflecting on the feedback we received from the earlier versions, I realized how important this document is.

The brand guide should be a mirror of our identity, a true reflection of our team's character, creativity, and core values. It's not just a formality or checklist item, but a foundation that communicates who we are through design. One of the best examples being translating our brandguide into the poster I created.

**Our goal is to refine and develop an efficient workflow for creating high-quality 3D assets through indoor full room scans.**

**3D SCAN RESEARCH**

These photogrammetry-based models will be fully compatible with Unreal/FBX format, ensuring high-fidelity performance at 25 fps with a 20–30 degree range of motion minimum.

IRON FILMS    UNREAL ENGINE

**2<sup>nd</sup> Version:**

<https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=66-28&p=f&t=b16fyCkon3Mlbw2b-0>

**3<sup>rd</sup> Version:**

<https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=313-201&p=f&t=b16fyCkon3Mlbw2b-0>

**Final Version:**

<https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=315-8799&p=f&t=b16fyCkon3Mlbw2b-0>