

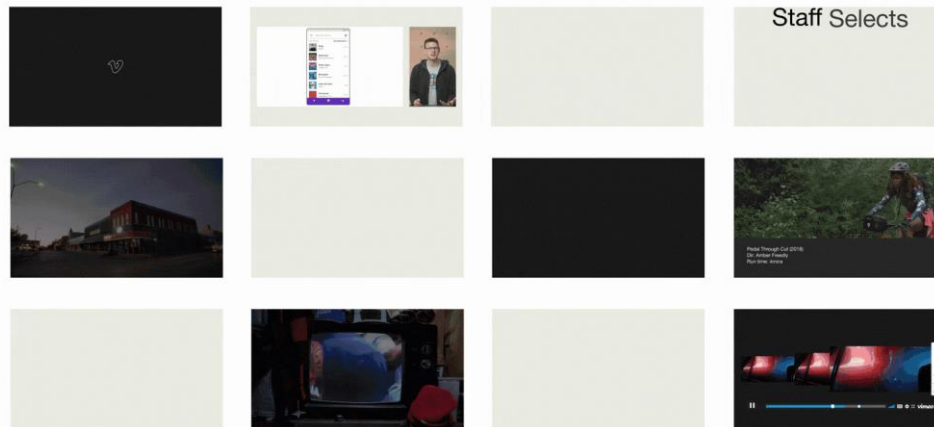
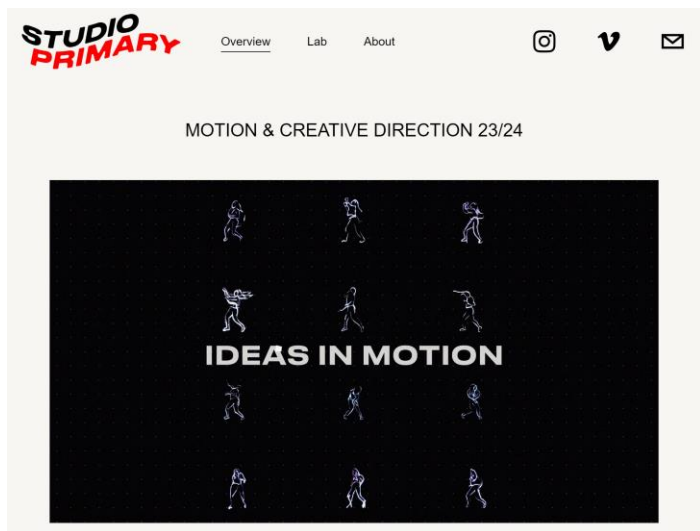
StudioPrimary Brand Refresh

StudioPrimary | Ravensbourne

STUDIOPRIMARY OVERVIEW

StudioPrimary is a motion design agency with a comprehensive knowledge of tech, fashion, lifestyle and sports. They collaborate with brands who want to elevate their visuals through motion and film.

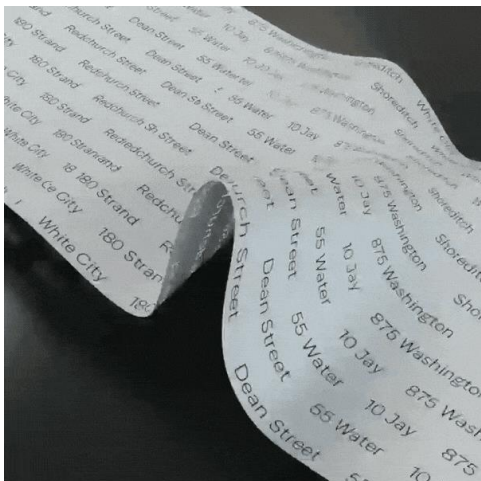
StudioPrimary have a range of clients for example, Adidas, Nike, Amazon Prime, Burberry and so on.



AIMS

The purpose of this project is to design and create a motion toolkit for StudioPrimary.

To understand the kind of personality, brand values and tone of voice the brand has to help guide the visual and motion language.



PERSONALITY / TONE OF VOICE

StudioPrimary brand values:

Playful

Expressive

Exploration

Flexibility

Adaptability

Dynamic

Innovative

Professional

Creative

Efficient

Responsive

Evolving

Friendly

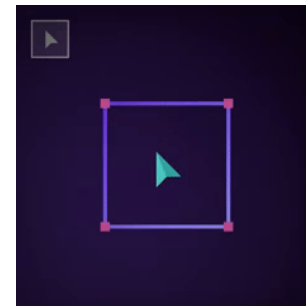
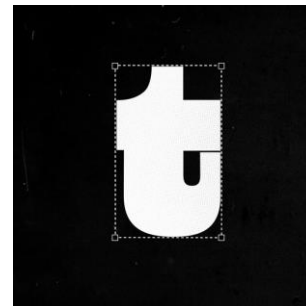
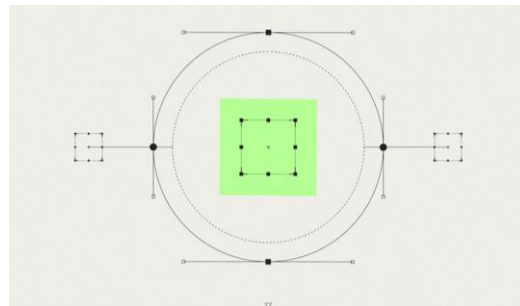
Welcoming

CONCEPT

My concept, which is called flexibility, is about showing how Studio Primary can adapt to and elevate the visuals of the range of different clients they have and brands they work with.

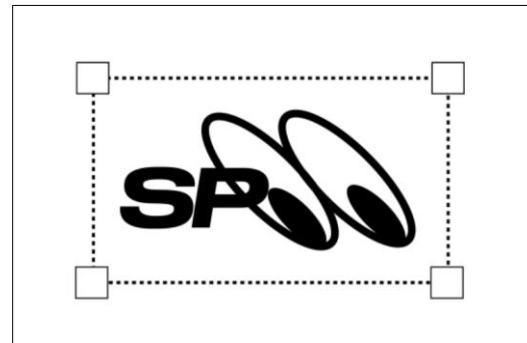
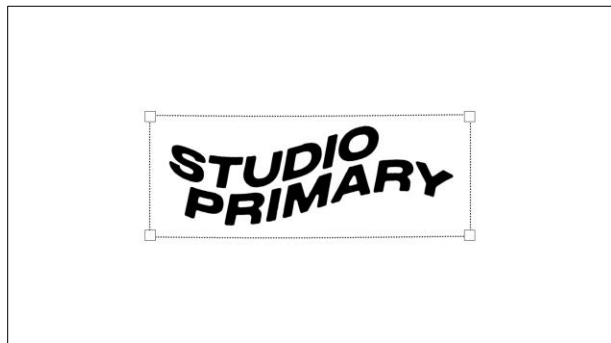
I have also taken the brands values of adaptability, expressiveness and playfulness to form the visual and motion language.

INSPIRATION

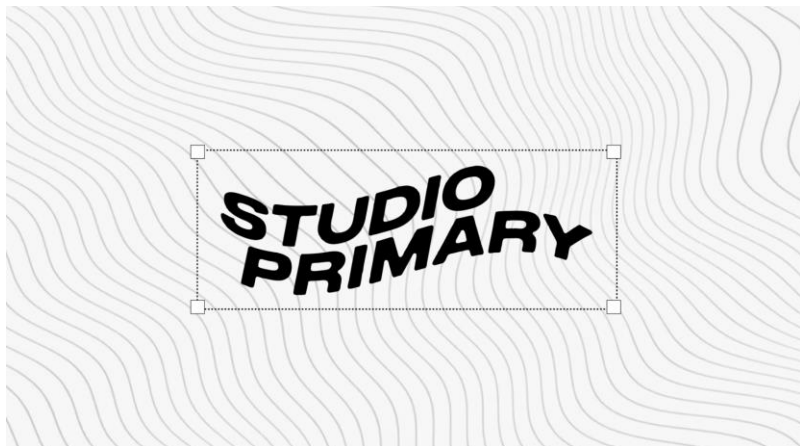


LOGO APPLICATIONS

I have decided to use both the primary and secondary logos:



LOGO APPLICATIONS



Over a graphic background



Over a video background

LOGO – PARTNERSHIP BRANDING



- Both logos are of a similar size
- One is not overpowering the other

COLOUR PALETTE

Black and white colour palette

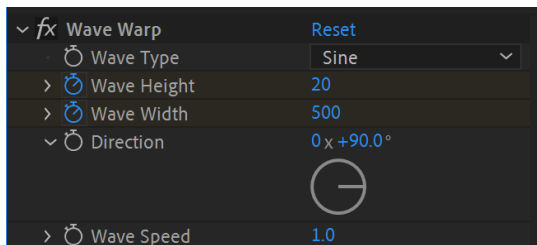
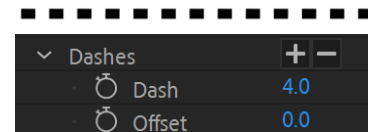
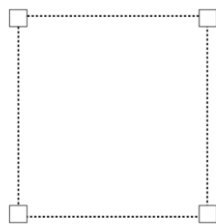


- Using the original black and white colour palette
 - Everything will feel more consistent
- It works with all other colours well, for example over an image or video.

VISUAL LANGUAGE – GRAPHIC LANGUAGE

The visual language I have designed to express the concept:

All graphic elements will follow this to keep everything consistent



VISUAL LANGUAGE – TYPEFACE

Druk Medium

Druk Heavy

Druk Medium Italic

Druk Heavy Italic

Druk Bold

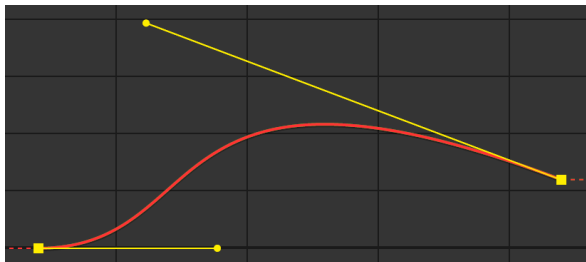
Druk Super

Druk Bold Italic

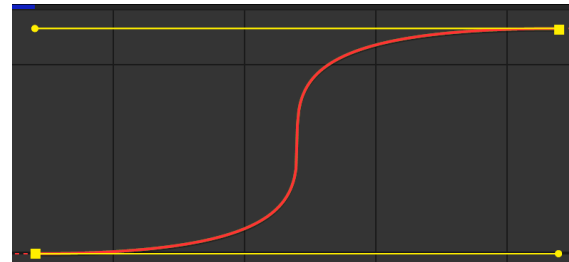
Druk Super Italic

MOTION LANGUAGE

- Exaggerated and expressive movements in animations to convey flexibility. For example, elements can stretch, scale, bounce, etc...
 - Fast paced / snappy motion to show another brand value of efficiency.



Expressiveness / overshoot

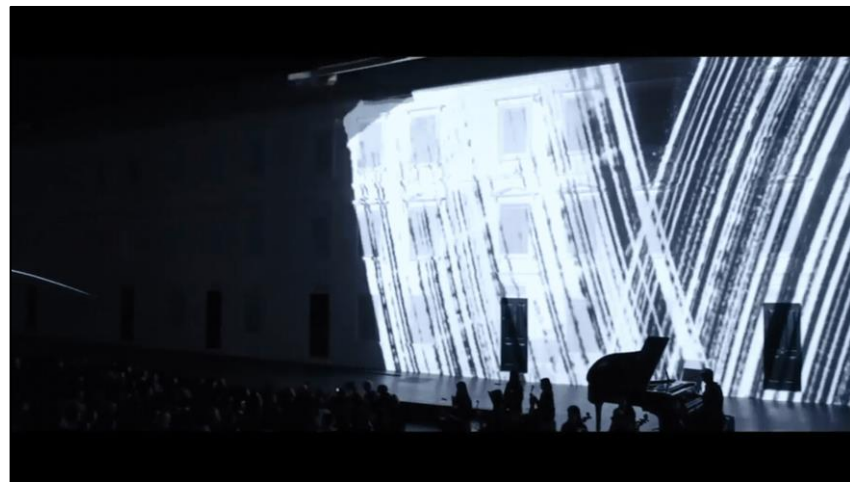


Fast movement

LOGO ANIMATION

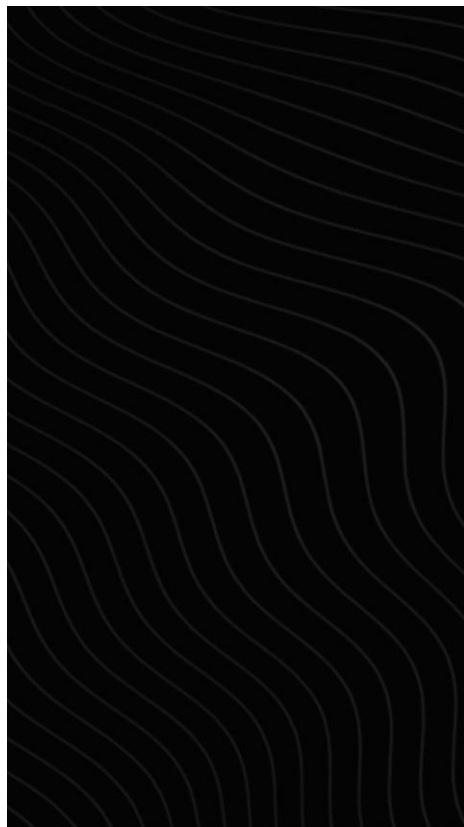
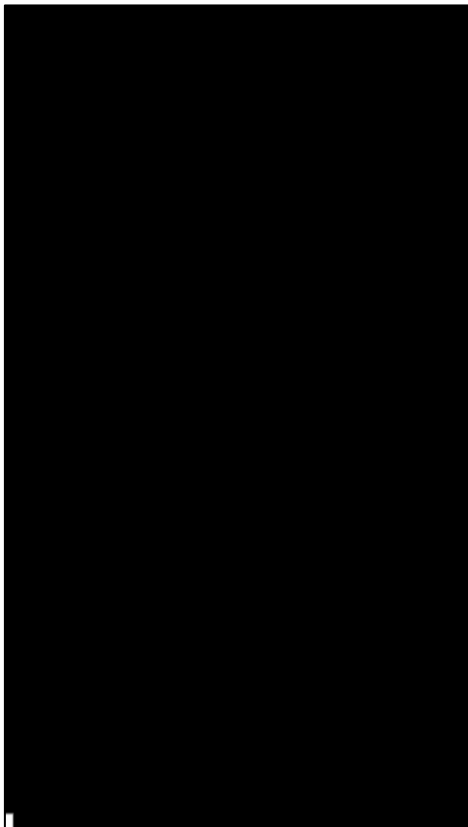


Over a graphical sequence



Logo at the end of a video

GRAPHIC ANIMATION

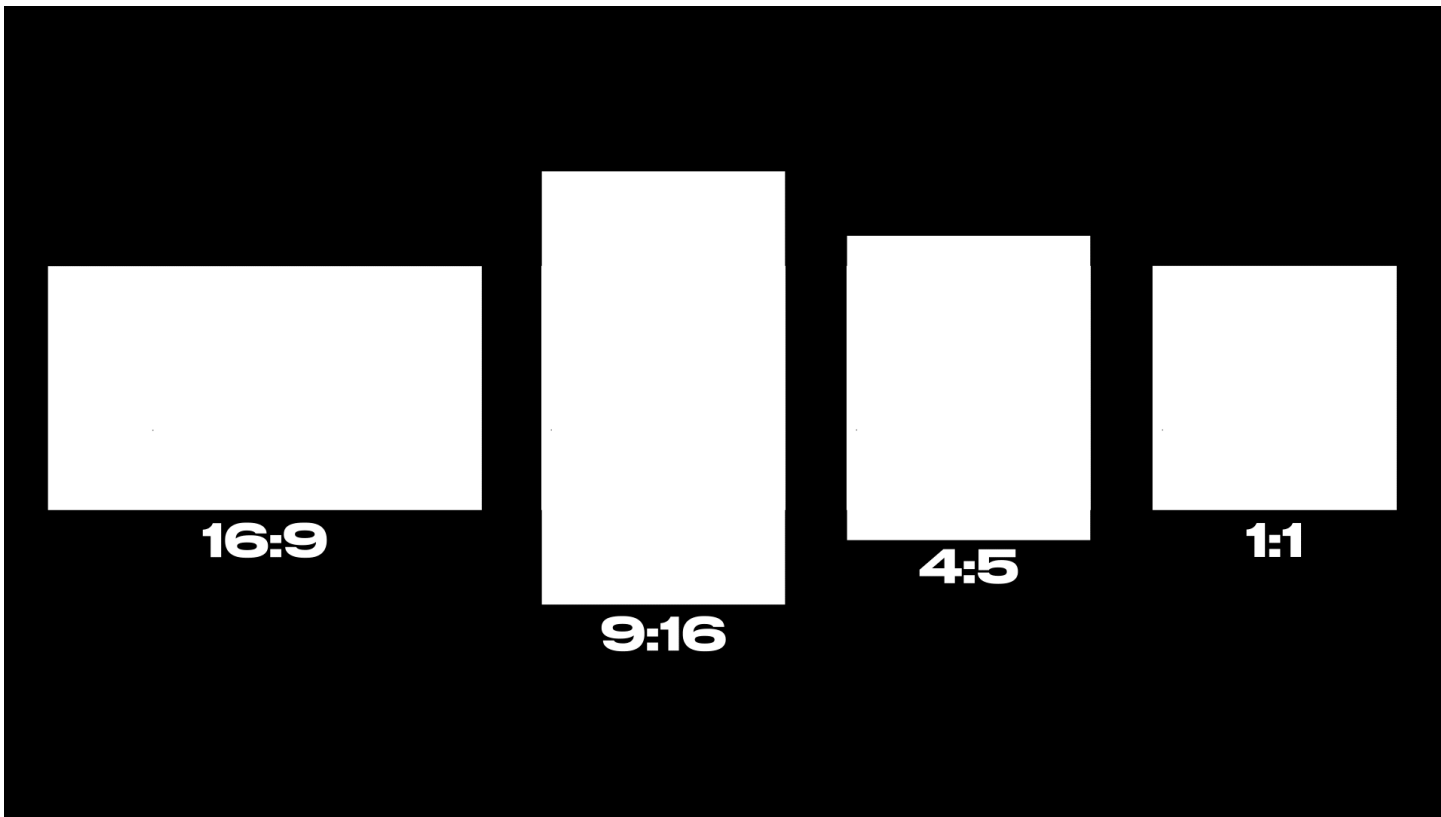


- Two animations to show how social media announcement stories might look.
- Shows the consistency of everything even on other platforms.

BENTO BOX

The bento box layout consists of four panels arranged in a 2x2 grid. The top-left panel is a solid white square. The top-right panel features a white background with a pattern of thin, wavy, light gray lines. The bottom-left panel contains a photograph of a large, illuminated, geometric structure made of thin white lines, possibly a sculpture or architectural model, in a dark space. The bottom-right panel is a solid white square. The footer contains the Studio Primary logo (STUDIO PRIMARY, IDEAS IN MOTION) and the Ravensbourne University London logo.

ASPECT RATIOS



STUDIO PRIMARY

STUDIO PRIMARY / MOTION IMAGE LAB
DESIGN FOR MOVING IMAGE / BASED IN LONDON, UK
2D / 3D / ANIMATION / FILM / NARRATIVE

EST. 2009