

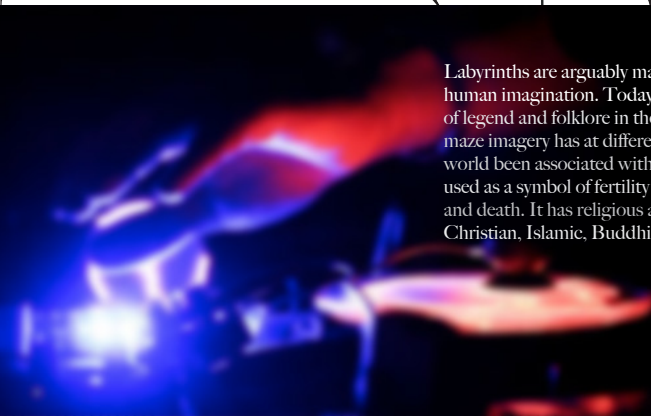
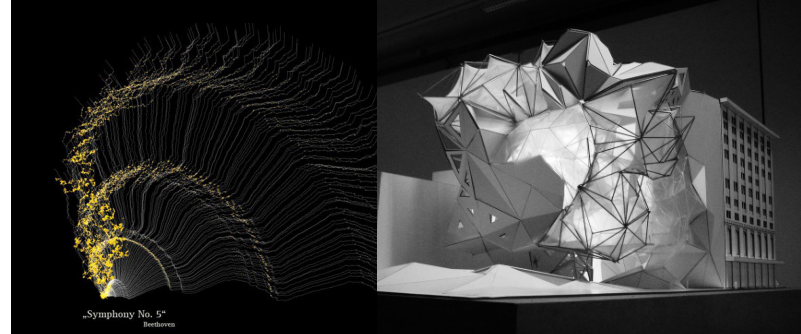
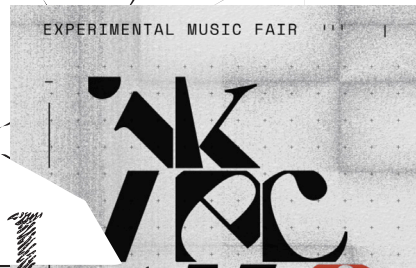
# Moving Matter

The client, Moving Matter is a Audio Visual Studio based in London. They wanted to kick start the brand idenity kit with a logo and moodboard that aligns with their creative vision.

The cornerstone of the project is the discovery phase, where I learn about the different aspects of the brand: values, culture and literature. This is fulfilled through a set of short questions and brainstorming, building a solid foundation for reference if needed.

Once the discovery is completed, I like to create a moodboard (page 2) that captures the core attributes through colours, typography and imagery. The intention here is to conceptualise abstract ideas to communicate a meaningful feeling of the brand in its entirety forming relationships between different aspects for further exploration. This is also a great visual cue for everyone else working on the project to refer to.

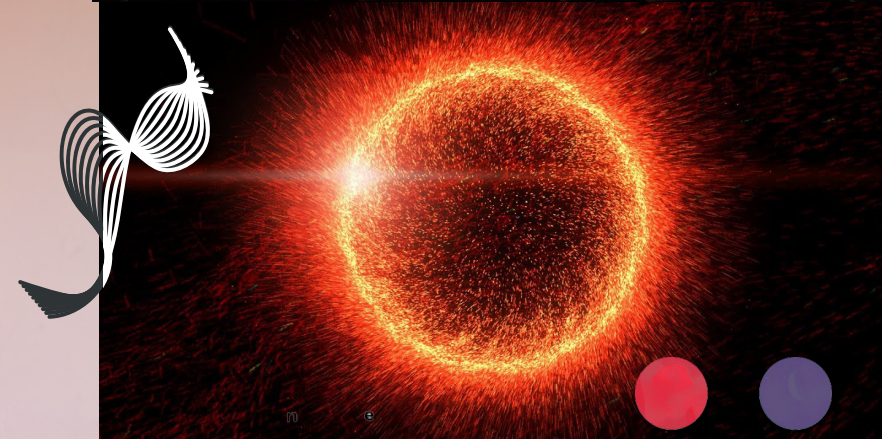
# ORGANIC EXPERIMENTAL VISUAL



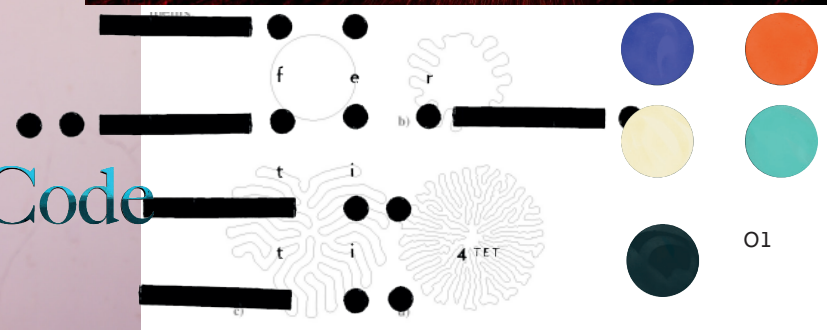
Labyrinths are arguably mankind's first creation borne purely of human imagination. Today labyrinths and mazes cradle millennia of legend and folklore in their twisted articulations. Labyrinth and maze imagery has at different periods of time in various parts of the world been associated with all aspects of human life. It has been used as a symbol of fertility and birth, as well as one of purgatory and death. It has religious and meditative importance in Hindu, Christian, Islamic, Buddhist and Shamanic rituals



## Labyrinths



## Code





## Concepts:

These were my initial three concepts for the Moving Matter logo. They wanted a text based logo that was easy to read, clean and represented the linear, tech driven persona of the brand. My aim at this point was to create concepts that contrasted with one another in order to offer variety but also eliminate ideas that do not work.

1. This concept was developed with the organic, familiar and comfortable attributes in mind. Containing the type into a box with one 'M' sitting above the larger negative one, plays with the notion of moving between space.

2. I wanted this concept to be easy to read and capture the feel of new media and innovation with a modern element. The contrasting fonts create a dynamic relationship between modern and traditional, by bridging the gap in a nostalgic fashion. The monogram is underlined by distinct element that provides stability, movement and motion.

3. The last concept was inspired by my personal interest in particle systems that are used in visual performances. The repetition feels harmonious and balanced but also structured. The intention for this concept was to drive forward the application of animation, considering it would be an accurate representation of their brand culture.

## Monogram Logo:

1.



2.



3.



## Wordmark logo:



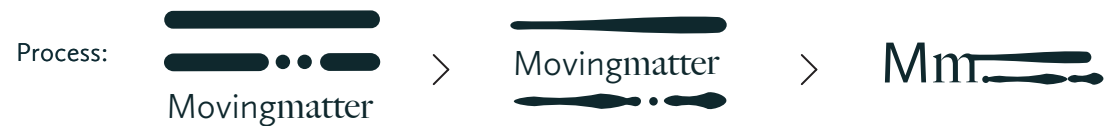
## Development:

Once the client was happy with the concept, I demonstrated how the branding would look against the base colours for clarity and legibility. This is the point where we can adjust parameters of the type including its weight.

To illustrate how my design process evolved, I've included how I take a primary idea and apply my critical thinking and abstraction. I started off inspired by a morse code element from the discovery stage and took the liberty to extract it, while retaining some of the original artifacts. The client wanted to capture the essence of motion to emphasise the brand name and identity.

Understanding the application, I wanted the client to see how the logo appears against different backgrounds so that they can visualise how it would look on digital displays and large screen projectors, as the client will be mainly advertising at festivals and indoor venues. For me, the graphical element created symmetry, balance and grounded the lettering.

It's integral to clearly communicate the direction we're taking, so that there is consistency across the brand.



Vertical lockup:



Horizontal lockup:





Mock-ups:

natter.

Moving

# Syn chro nicity

Mnt   
WWW.MOVINGMATTER.COM

Oval Arena  
July 18th



## Movingmatter

In the end, this case study was an opportunity to explore the various facets of the brand and bridge the relationship between design and thinking. I offered a wide set of tools that could be used in specific formats as required, but also maintained and built upon the direction they wanted their brand identity to take. The logo was meant to be dynamic, clean and simple yet modern and I was successfully able to address this requirement as well as improving upon the initial premise of movement by embodying evolution.

