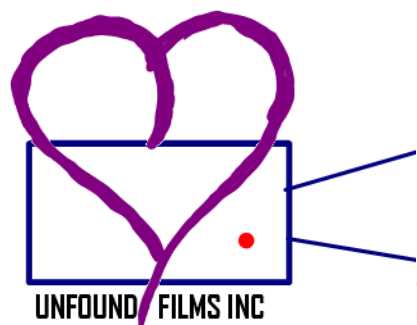
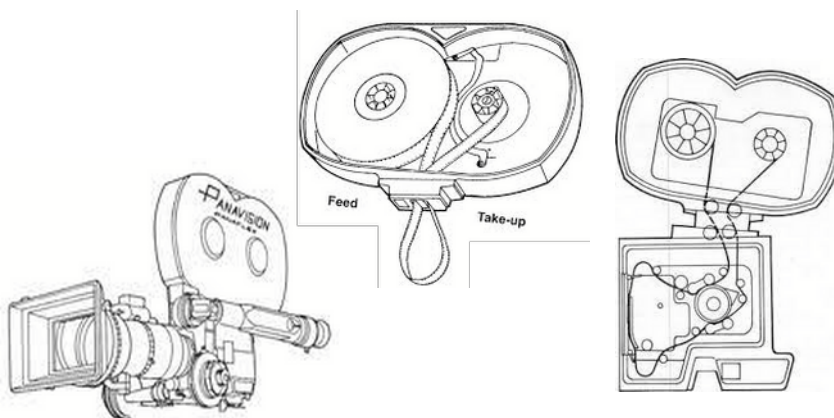


BASE LOGO CONCEPT



CAMERA LINE DIAGRAMS



DESIGN NOTES

Logo Use:

The logo will mostly be used for printed **STICKERS** in assorted sizes. These will mostly be used to label our equipment and cases. Additional uses for the logo will include on other print productions such as invoices, timecards, thank you cards, etc. Swag items, such as mugs, t-shirts, notepads, etc. Digital use will be mostly limited to email signatures at this time as we don't currently have nor do we intend to create a website.

Deliverable Format

- vector capable
- white/black reversible (see Panavision logo)
- company name may be part of graphic but the design should be such that we can also have a stand-alone version of the company name text and a stand-alone version of the logo graphic

Logo Concept Description

- focus should be on the physical equipment and getting across the shape/style of gear we work with in a simple and elegant line drawing - almost like a technical diagram
- ideally we would like to work in the shape or sentiment of "loving the work we do and the equipment we work with" (technical or whimsical)

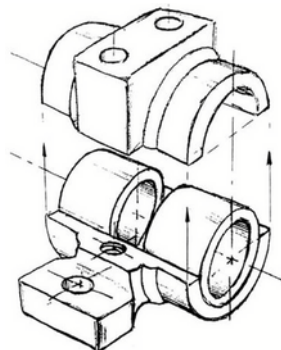
Themes to AVOID

- end product: finished movies or watchable content
- story: plots, scripts, drama, themes, characters, etc.
- visual artistry of a film: lighting, make up, set decoration, costumes, etc.
- post production process: editing, data storage, green screen or visual effects, etc.

Themes to EMPHASIZE

- making of: technical professionals working with complex camera gear during the filmmaking process on a movie set
- equipment: the physical aspects, shapes, and traits of the filmmaking gear used in movie production
- love of the job: proficiency with and affection for the equipment we work with and the job we do as camera assistants

ALTERNATE LOGO CONCEPT ART / INSPIRATION



ARCHITECTURE
SLOGAN GOES HERE



GREEN CITY
YOUR TAGLINE HERE

