

Logo Animations Process Book

Vedika Savalani | GRDS 408 | Spring 2022

Project Brief and Approach

Create three 5 second logo animations for three brands of your choice. The animations should follow the brand guidelines of each of the companies. They should showcase complex techniques and smooth motion sequences.

The three logos I chose to animate for this assignment belong to Tower 28, A24, and Fender. I chose these three companies because I enjoy the products they make and the work they do. For each of the animations I recreated

Company Backgrounds

**TOWER
28**

Tower 28 is a sustainable beauty brand based in California. They cater their products to people with sensitive skin and those with skin conditions.

A24

A24 is a production and distribution company. They are known for creating unique thriller films.

Fender[®]

Fender is a guitar and mechanical manufacturer. They make and sell guitar, amplifiers, speakers, and various other types of musical equipment.

Moodboards

TOWER 28

Vibrant

Psychadelic-ish

Playful



Vedika Savalani | MOME 206 | Project 1 | Tower 28 Moodboard

For each of my moodboards I wanted to add visuals and elements that I felt would work for the brand.

Tower 28 has a modern graphic psychadelic inspired approach to their branding with the typography and colors they use which I tried to implement into my animation.

For Fender I wanted to capture a grungey feeling to the animation and broadcast their most famous guitar, The Stratocaster, which is most used for rock music.

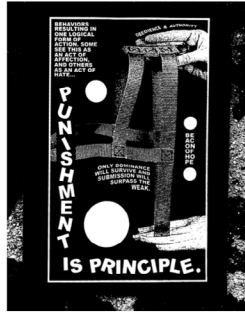
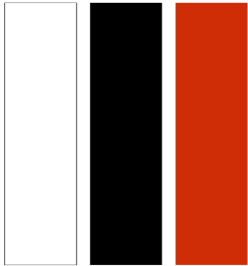
A24 is known for making psychological thriller films which is why for that logo animation I wanted to make something that was almost like an optical illusion to emulate that.

Fender

Grungy

Retro

Energetic



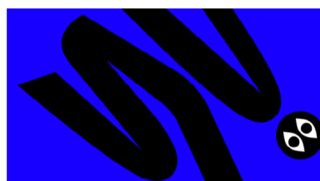
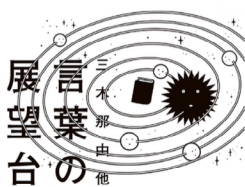
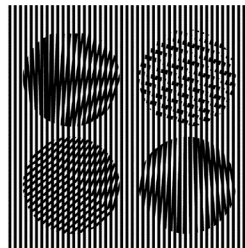
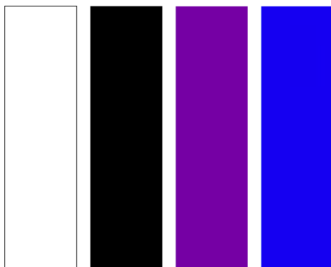
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A24

Sleek

Geometric

Theatrical



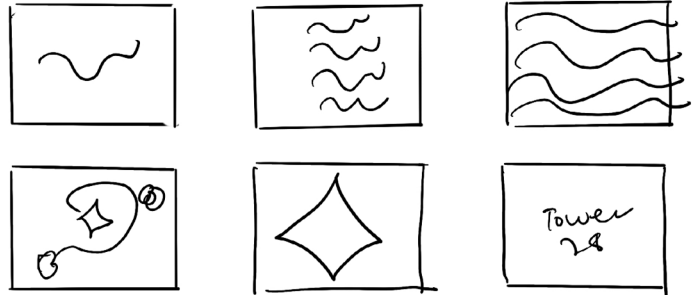
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Storyboard Sketches

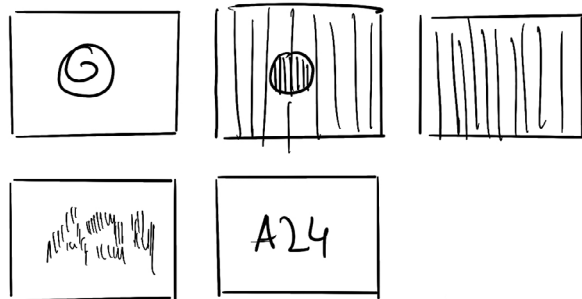
I created the storyboards based on music I had found that I felt would fit the brand well. I made sure to time the motion elements to the music, I used for each of them.

The audio I chose for Tower 28 and Fender were both instrumental audio's that I felt matched the emotion I wanted to show case through the animation. For A24, I used the first five seconds from the song, This is The Life, from their film, Everything Everywhere All at Once.

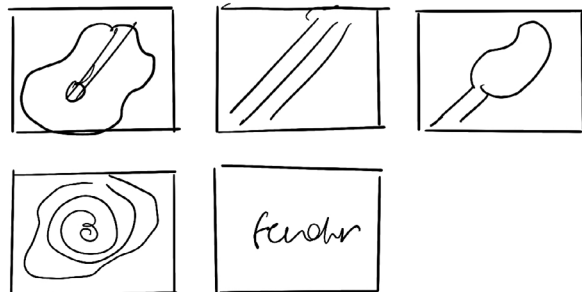
Tower 28



A24

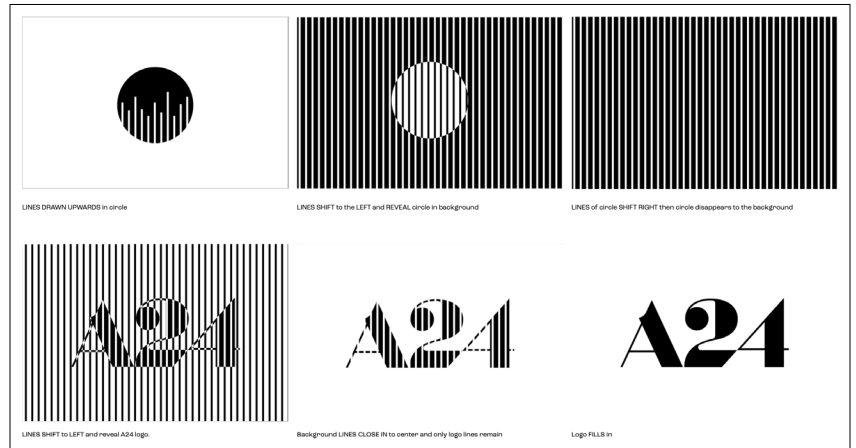
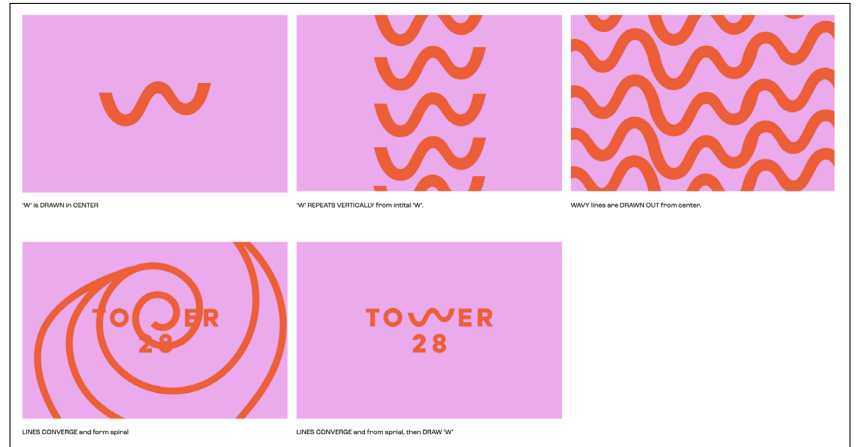


FENDER



Refined Storyboards

When making the refined storyboards I had to cut down on elements I initially planned for in the rough storyboard draft because of the time constraints. With most of them I took out the first or second section to allow time for the primary motion elements with the logos.



Feedback

Refine transitions to allow smoother motion.

Adjust composition in specific frames for individual animations, and adjust color.

Final Outcome

