SIVZ

Branding

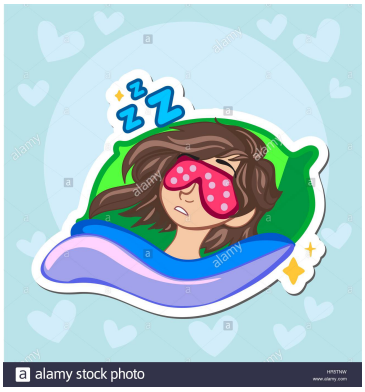
Story Book

Feb 2022

The Need:

To create the branding concept
and graphic elements
that support the release
of future content,
feature a specific color scheme,
and play with the idea of
sleeping and dreaming
but without being sleepy.

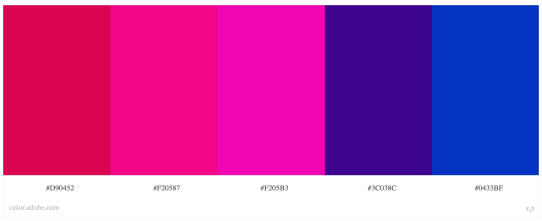
The concepts to work with should draw inspiration from Sleeping, dreaming, flying, clouds, night, sky...

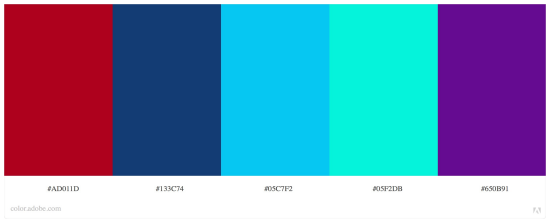


Reds & Blues are the colours
that have been more dominant
on previous content,
so lets dig in that direction...

We need visuals that can feature
the sleep/dream/night theme
in a fresh, modern and fun way,
and that can also speak about
music, party & nightlife.

Let s start by finding
some initial colour schemes
based on fun previous pictures...





Now that we have some potential
colour schemes,
let s start using
the words.

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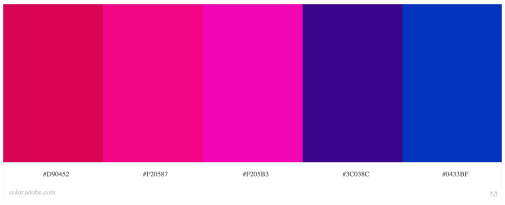
The name and logo of the mix series
already work great,
so we can start playing with it
while keeping its essence

We can now combine it all,
play a bit and see how it feels…



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It feels too bright and too girly…

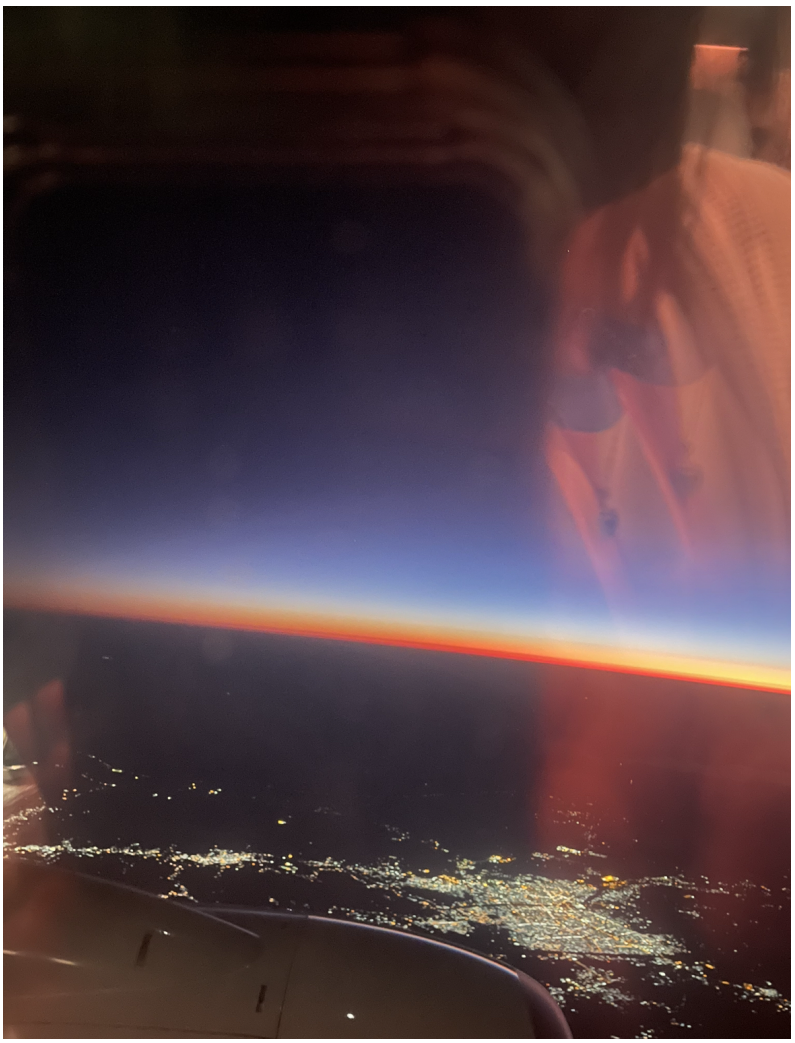
but it also feels like
the gradient could be
a sunset… a sky… a type of night..

So, we need to find
a more badass colour scheme
that plays with red and blue
in a cooler/slicker way,

that stays away from purple
because that s Nostalgix color,

and that ties up with the
sleep/dream/night/sky theme
in a more palpable, real
and modern way...

On my flight from Dubai to Amsterdam,
I could see the sunset showcasing
a beauiful gradient from red to blue,
connecting the day to the night
through colour:



And it made me think that
I needed to find coloured skies
featuring an impactful gradient with Red and Blue

BOOM!

Let s create
a first gradient

a first sky...

We can start adding
some wording

Too simple...
How about
adding an element?

A cloud is a great
element that works
with sleep, dreams,
sky, night, fly...
and unlike the moon,
works equally well
for day and night

Ok, interesting...

Let s now create
new skies,
different types of nights
using the same
color scheme

Great, let s now bring all the elements together,
to create a more complex and complete piece
using gradients, words, clouds,
and even turning the words into clouds for more depth...

Like it, but it needs
more focus...

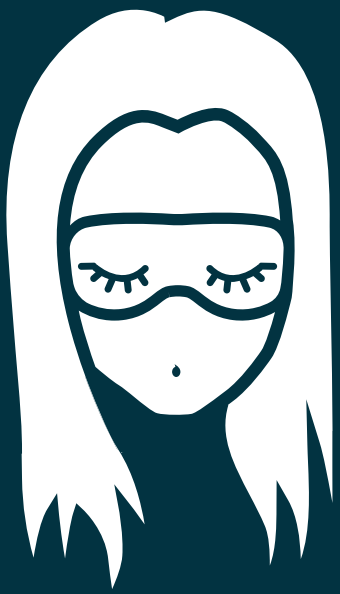
Better,
Let s now make
a collection
using the other
gradient skies...

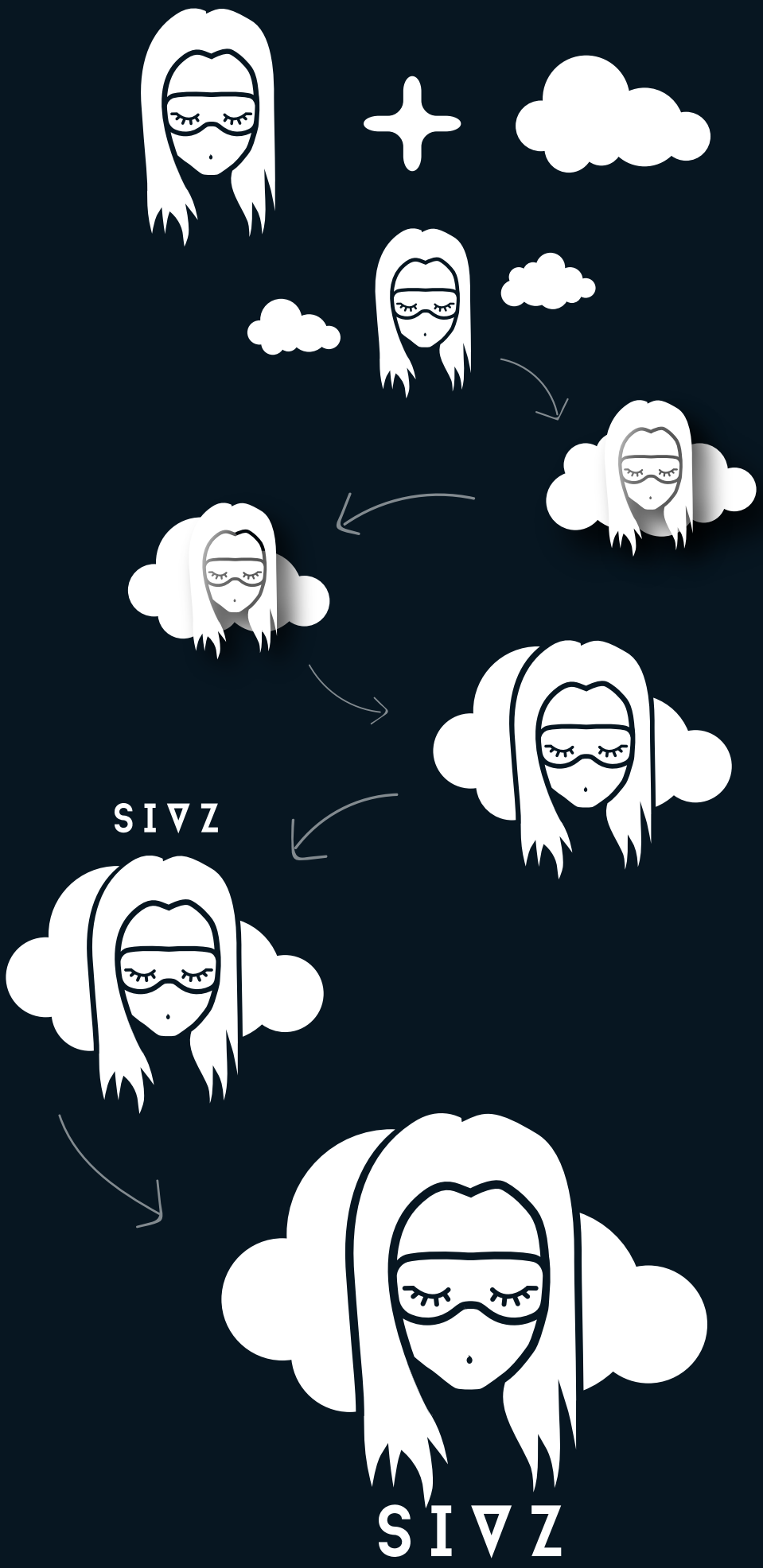
It looks like a sweet consistent collection but it feels like it could have more depth, so let s work on the icon...

The concept is already good,
so it s about playing with it...

Maybe is about
making the image
less sleepy,
and a bit less busy...

The outlines style can feel
a bit empty, but also,
doesn t really connect with
the SIVZ letters because
they are full...
so turning around
the negative space
brings out the magic!





Going back to the
Cloud as an strong
element,
we need to find
great clouds in 2D
that can compliment
the letters
and the icon

The cloud
works as a pillow,
as a way to dream,
to transport into the sky,
and even looks like
a pair of headphones

The SIVZ letters
become the body
complementing the face
and closing the image,
making it full
and usable
in different ways

So now, we bring everything together
for a DREAMY vibe...

To make it into a series...
we need to create a collection
where the general frame, title and colours
are the same to keep consistency,

but where we can play with gradients and elements
to evoke differentiation and uniqueness
on each piece...

SYLECTIONS MIX SERIES ARTWORK Vol 1-5

Now let s add some sofistication
for special occasions...

MIX SERIES COVER

SPECIAL EDITION MIX

So, What s next?

We can continue playing
with these elements and colours
in many ways...

And use them in different adaptations
for release artwork and merch...

But with a focus on artistic branding,
we can also create NFTs with every piece,
to support and enhance each release campaign,

And step into the future of
art, technology, and money.

The sky is the limit,
so let s keep on dreaming...

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