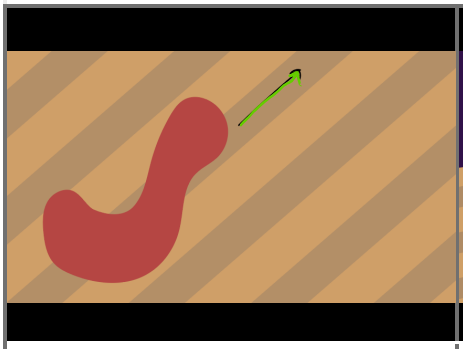
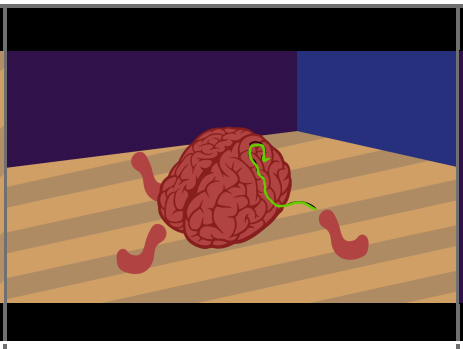
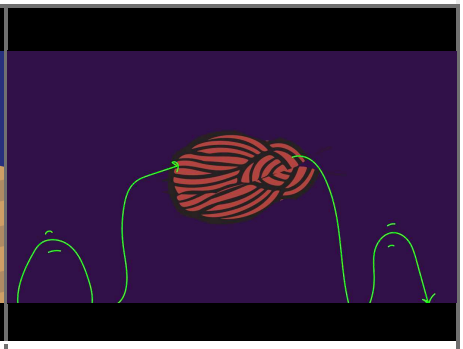
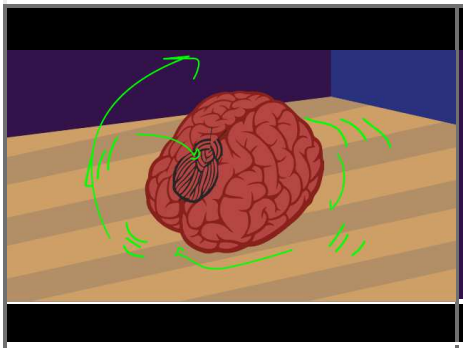
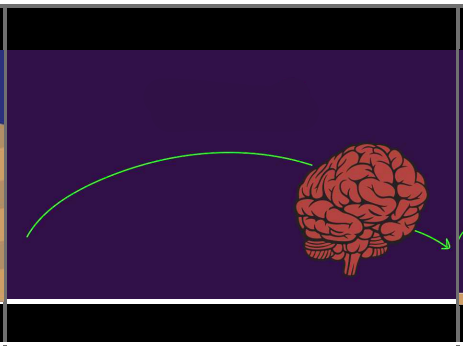
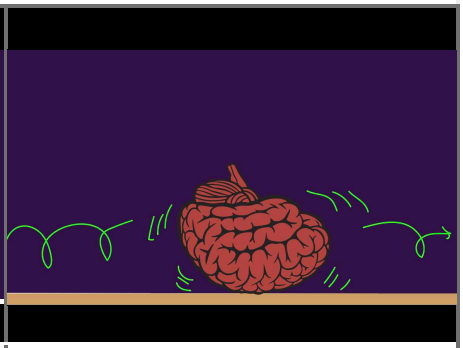
Project: Purple Brain – 3D Logo Animation

v

1	2	3
		
⧗: 2 sec ◉: ES/ CS – high/Bird eye ♫: squish squish (worm SFX)	⧗: 2 sec ◉: LS – high/Bird Eye ♫: flesh squishing	⧗: 2 sec ◉: LS – Eye level ♫: owing owing (bouncing SFX)
✎: video starts by the camera following a single brain wrinkle making its way to the brain	✎: wrinkle reaches brain and settles in its place. camera pas around the brain slowly as it assembles. camera cuts.	✎: camera tracks the last part of the brain as it jumps up and down. Camera pans left to right with the part. Camera cuts.

4	5	6
		
⧗: 2 sec ◉: LS – high angle ♫: loud drum	⧗: 2 sec ◉: LS – low angle ♫: weee	⧗: 2 sec ◉: LS – Profile angle ♫: drum + ball rolling
✎: the last part jumps high and into its place in the brain, giving it force launch. Camera shakes due to the impact.	✎: brain projectile up due to impact. Camera follows. The purple brain neon light shows in the back.	✎: brain falls on the track ad starts rolling fast towards the bowling pins. B-roll of the brain from the back with the pins far in sight.

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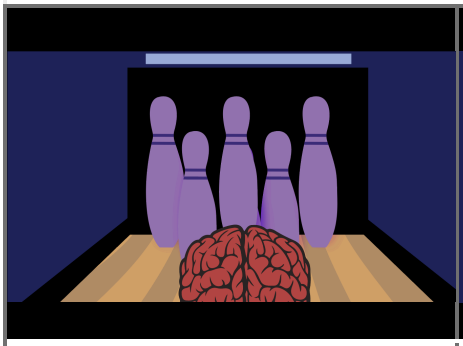
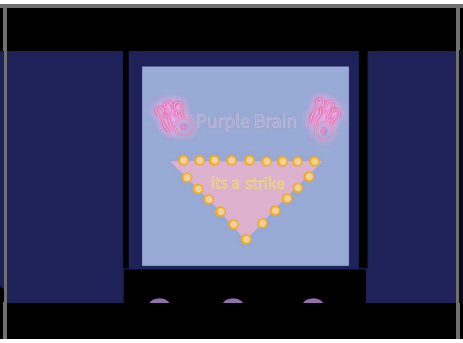
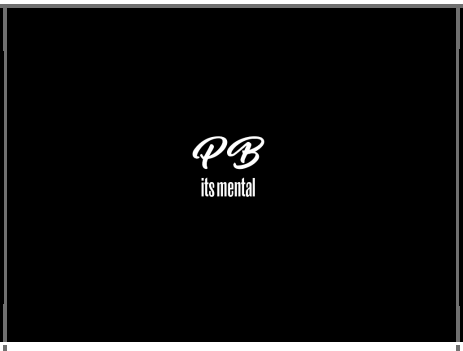
7	8	9
		
⧗: 2 sec ◉: LS – Front/Eye level ♫: ball hitting pins ✎: brain hits all pins and stops. Camera cuts.	⧗: 2 sec ◉: XLS – Eye Level ♫: winning lights roll ✎: camera shows all the bowling monitor. Purple Brain neon light flashes on the wall, and another light below flashes stating, "it's a strike".	⧗: 2 sec ◉: XLS – Eye level ♫: light flicker/glitch ✎: screen glitches. Lights flicker and out. Only Purple Brain letters light up with "it's mental" changed from it's a strike.

10	11	12
		
⧗: 2 sec ◉: LS - Digital Shot ♫: lights zzzzzzzz ✎: P&B letters get closer to each other forming the initials logo, and the words (a, strike) fade out.	⧗: 2 sec ◉: - ♫: lights zzzzzzzz ✎: The remaining is the (PG, its mental) ad transitions to the 2D logo. Camera zooms in.	⧗: 2 sec ◉: - ♫: - ✎: credits rolls

1

Purple Brain Studio

Research and Study

“IT’S MENTAL”

“

Who is “PurpleBrain.co”?

- Production House
- Located in Jeddah, Saudi Arabia
- Founded by Otbah Rayess and Maria Almahdaly in 2017
- Behind the name!

Services By PurpleBrain.co

- **Pre-Production**
  - Production Planning
  - Location Scouting
  - Set Design and Construction
- **Post Production**
  - VFX
  - Video Editing
  - Motion Graphics
- **Production**
  - Directing
  - Set+Prop Management
- **Creative Services**
  - Concept Development
  - Storyboarding

AND MORE!

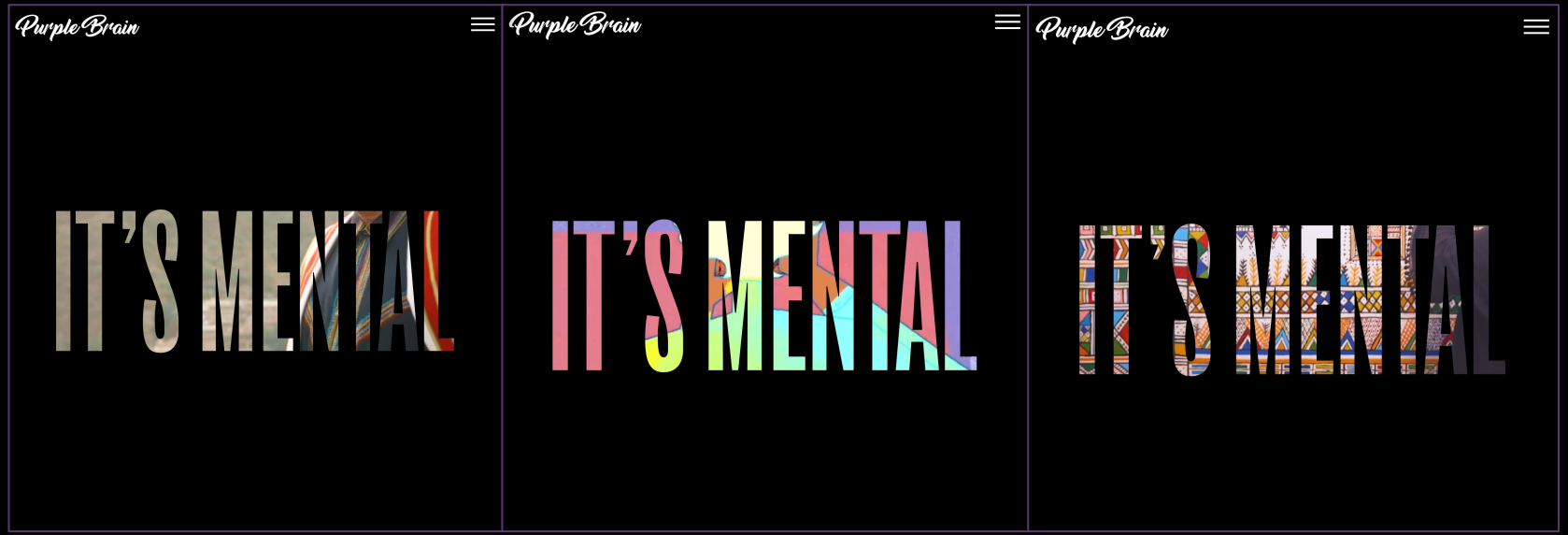
Why we chose PurpleBrain.co ?

- Related to our field
- They can benefit from a 3D Logo Animation
  - HOW?

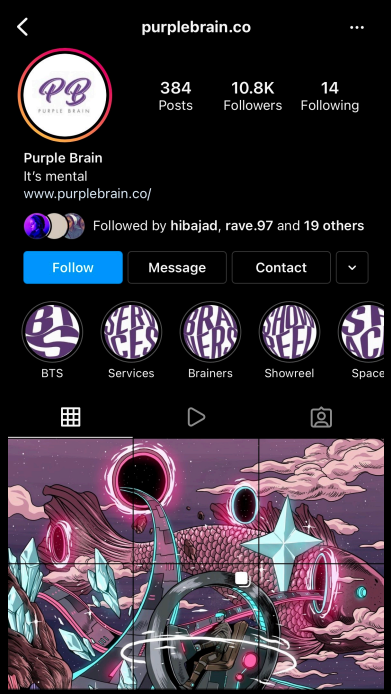
2

“PurpleBrain.co” Visual Identity

Logo, Typeface, and Look and feel



Look and Feel: Website



Look and Feel: Social Media

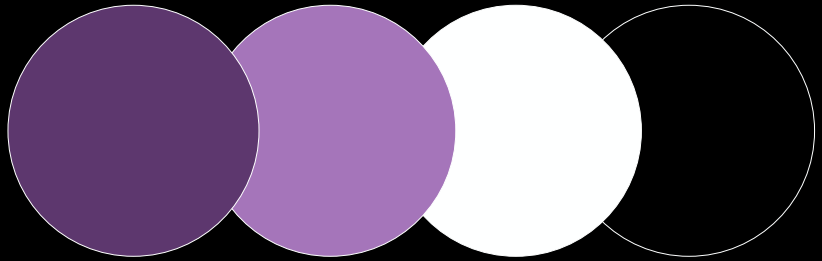
PB

PURPLE BRAIN

Purple Brain

Logo Variations

Color Scheme:



Visual Profile: Colors

Typeface:
Roswell

Imagery:
Minimal
+
Illustrations

Visual Profile: Typeface, and Imagery

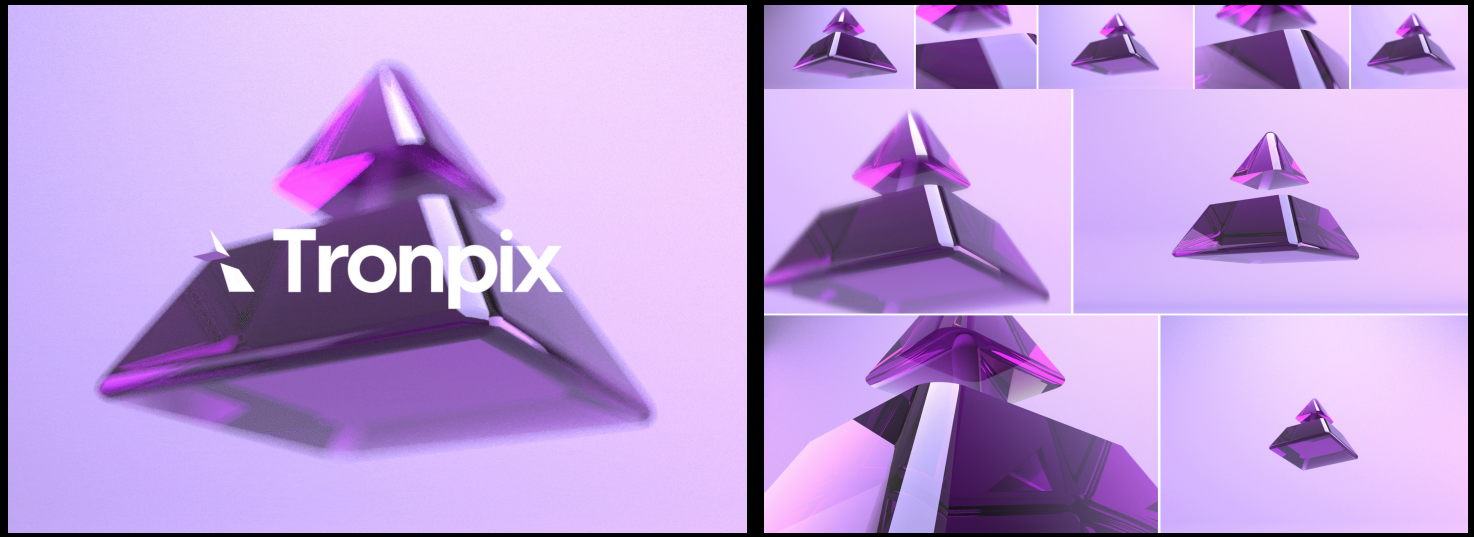
3

Project 3D Animation Pitch

Concept Execution

Concept Execution

- Must be:
  - Dynamic
  - Flashy
  - Minimal but intriguing
  - Follows brand guidelines
  - MENTALLY CRAZY

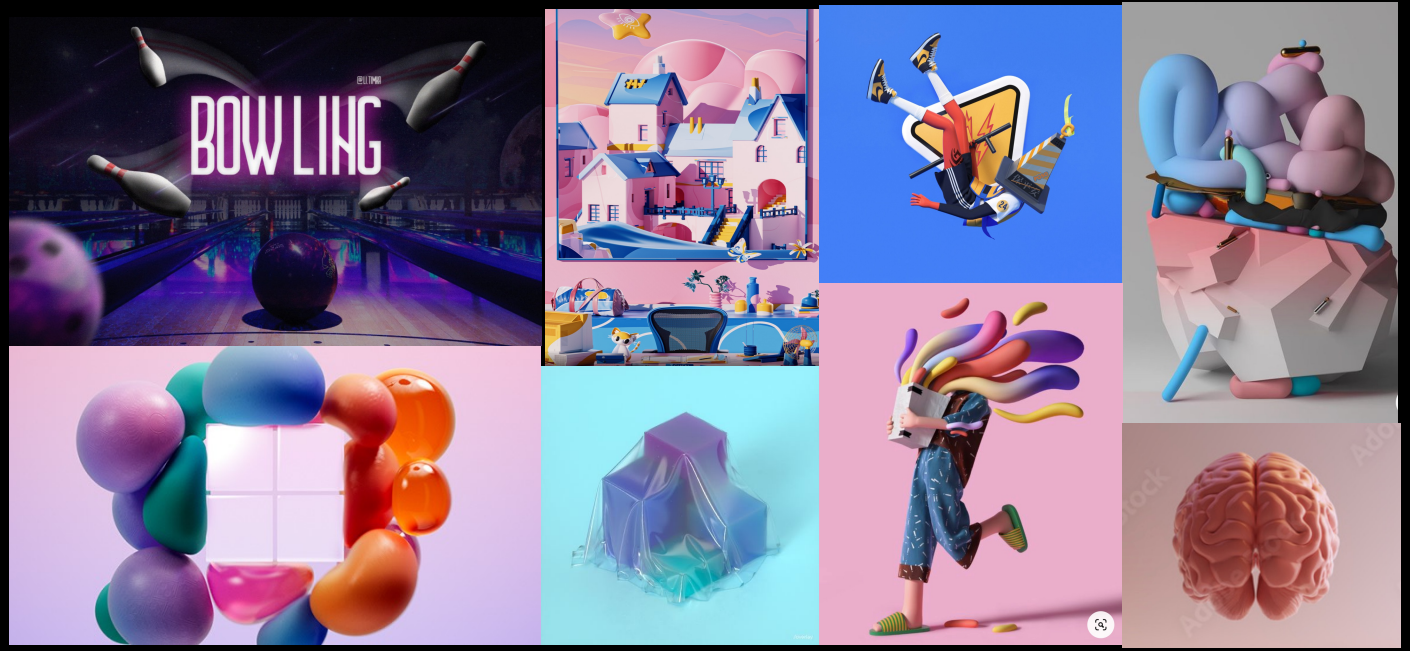


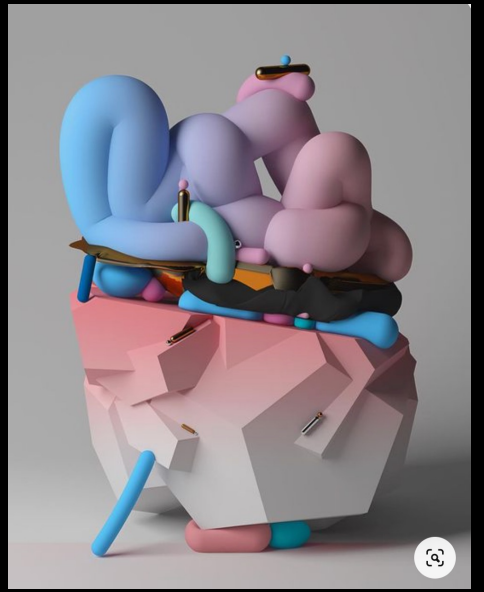
Tronpix Logo: Behance

Visual Research

Sky: Vimeo

Visual Research



Visual Research: Mind Dump

Concept Execution: 2 ideas