

The background of the slide is an abstract composition of overlapping, semi-transparent blue triangles and polygons of various shades, ranging from light sky blue to a deeper cerulean. The shapes are scattered across the frame, creating a dynamic, crystalline pattern.

# *Logo Animations*

*By: Dom Frate*

*Prof Shaw/ MOME 408/Project 1*

# Brand Research

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*Mozilla Firefox is a free internet browser released in 2002. Compatible with mac, windows and linux, firefox was praised for it's speed, security, and add-on capabilities. Firefox has had major success, being the most used web browser until google chrome overtook it in late 2009.*



# Keywords

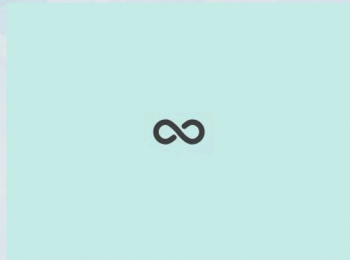
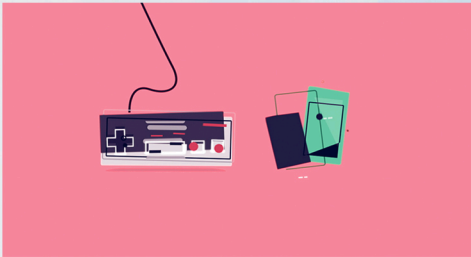
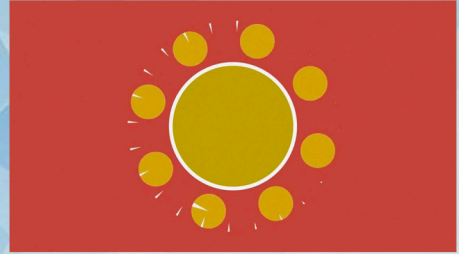
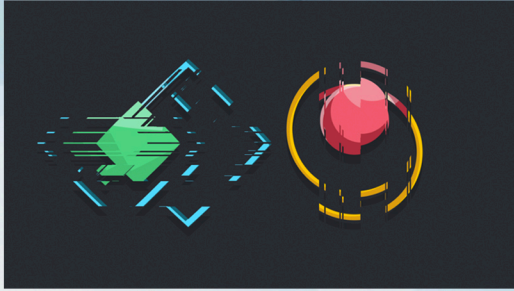
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*Discovery*  
*Mystery*  
*Elegance*  
*Classic*



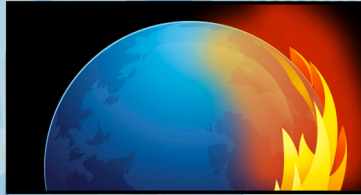
# Mood Board

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# Style Frames

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# Brand Research

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*Coca cola: the classic carbonated delight that americans and soon after, the world have been enjoying since 1886. Near anybody can recognize the classic red tint, the beautiful caligraphy and of course the amazing taste.*



# Keywords

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Classic

Relaxing

Refreshing

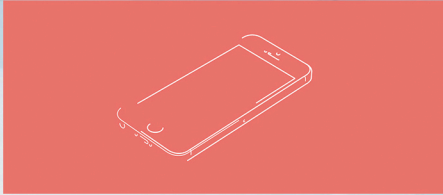
Delicious

Simple



# Mood board

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# Style Frames

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# Brand Research

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*Steam is a PC based digital distribution platform that allows users to buy, download and play video games. The Steam platform is the largest digital distribution platform for PC gaming and offers social networking, streaming and community services. With this much power in your hands, the sky is the limit!*



# Keywords

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*Innovative*

*Energetic*

*Bold*

*Intuitive*



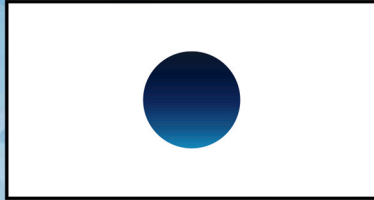
# Mood Board

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# Style Frames

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*Thank you!*





# *Logo Animations: Round 2*

*By: Dom Frate*

# Brand Research

*Tom Clancy's Rainbow Six Siege is a tactical first person shooter developed by Ubisoft. Players take control of operators from special task forces around the world and take turns attacking and defending objectives in highly a tactical, action packed and fast round based combat.*





# Keywords

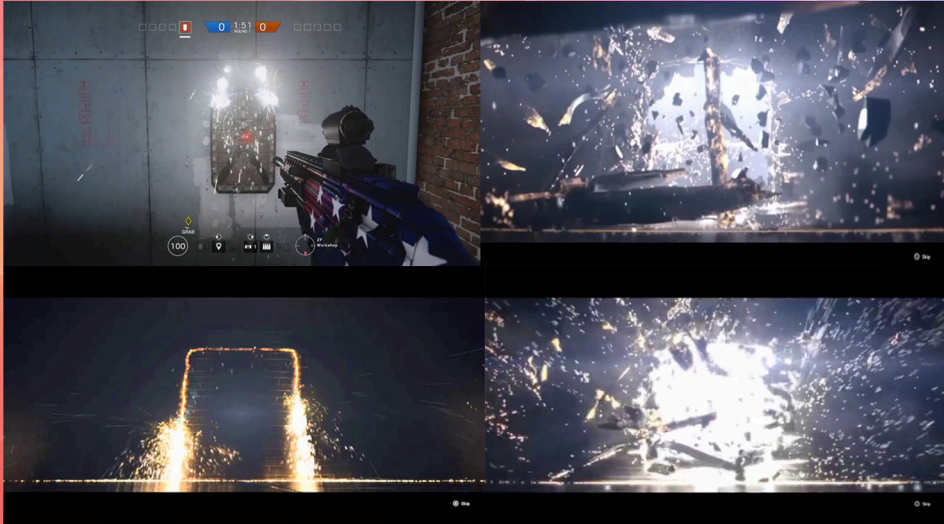
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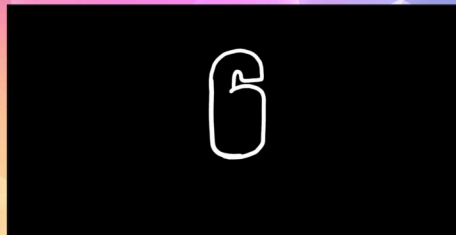
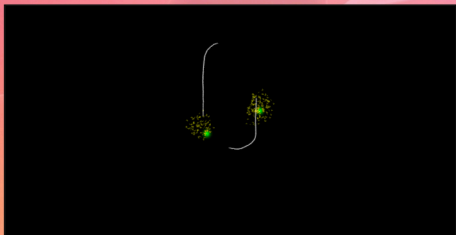
*Intense*  
*Tactical*  
*Epic*  
*Gaming*



*Prof Shaw/ MOME 408/Project 2*

# Inspiration





# Brand Research

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*Twitch.tv is an internet streaming site focused primarily on gaming. Content Creators can customize their settings to reflect their individuality and connect with fans from all over the world in real time. Twitch offers donation capability, stat tracking and an overall fun environment for users to relax with their favorite creators or maybe even find new ones!*



# Keywords

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Playfull

Community

Freedom

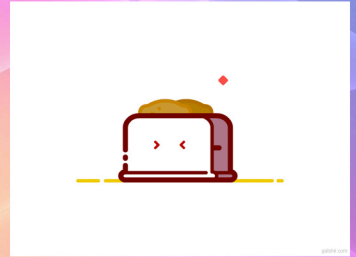
Gaming

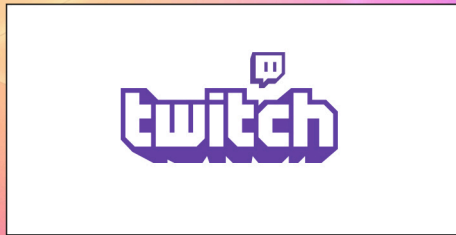
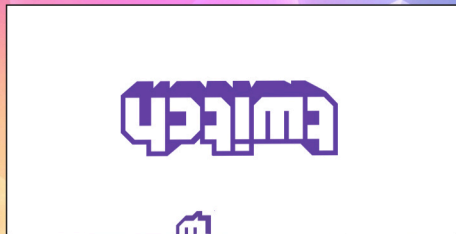
Streaming



# Inspiration

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# Brand Research

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*Vimeo is a professional based video sharing website. Think of it as youtube but for companies, professionals indie filmmakers etc, to share their latest work. Vimeo was the first video sharing site to support high definition videos starting in 2007. And has prided itself on creating an environment for professionals to thrive.*

The Vimeo logo is displayed in a bright blue, rounded, lowercase sans-serif font. The letter 'i' has a small blue dot above it. The logo is centered on the page against a background of overlapping, semi-transparent geometric shapes in shades of pink, purple, and orange.



# Keywords

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Professional  
Simplistic  
Focused  
Clean

The Vimeo logo is centered in the lower half of the slide. It consists of the word "vimeo" in a lowercase, rounded, blue sans-serif font. The background of the entire slide is a colorful, abstract geometric pattern of overlapping triangles in shades of orange, yellow, pink, and purple.

# Inspiration





*vimeo*

*vimeo*