

LOGO ANIMATIONS

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When looking at a logo, if it's a great logo, you really do not even notice it. You automatically recognize the logo and that is what makes it good. With these animations I wanted to capture a new feeling of expression when looking at the logos instead of the same boring reaction.

LOGO ANIMATIONS

LOGO

ANIMATIONS

CONCEPT

This project aims to act as logo animations for three very recognizable brands/logos. The idea was to keep the logo moving and stick with the brand's already established identity rather than trying to rebrand.



ICSSC PRES.

W/ DJ NSFW / LOWER SPECTRUM / PATIENCE / DJ AIRBLADE

15/11/15

(BRAINFEEDEER UK)

@ JACK RABBIT SLIMS

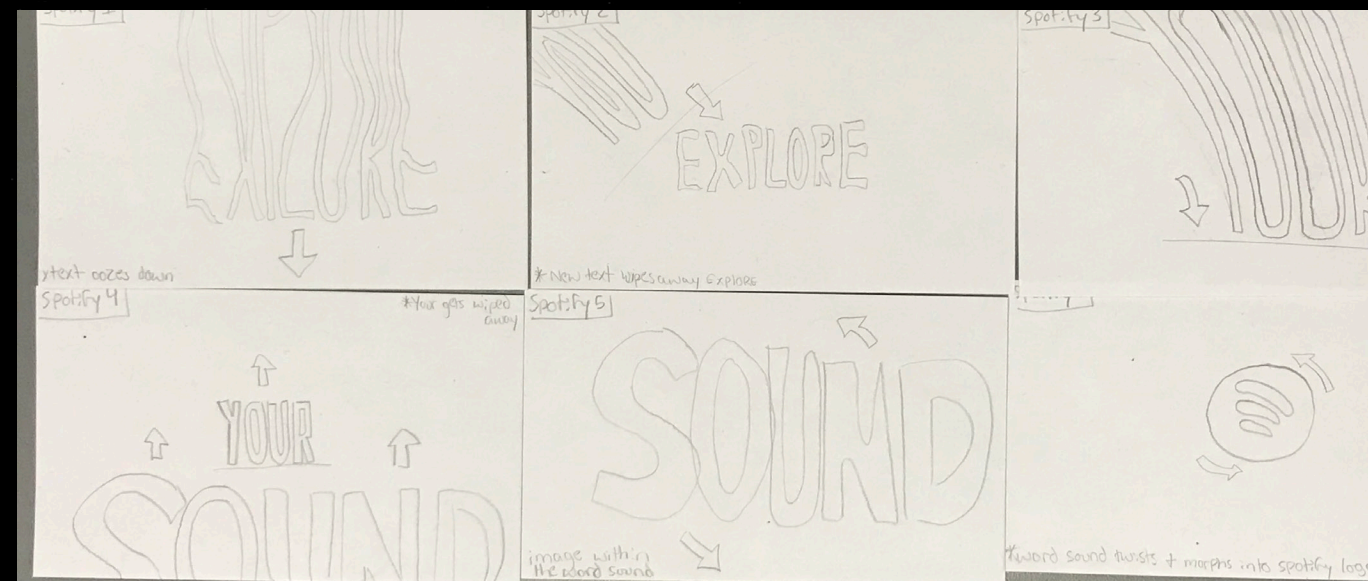
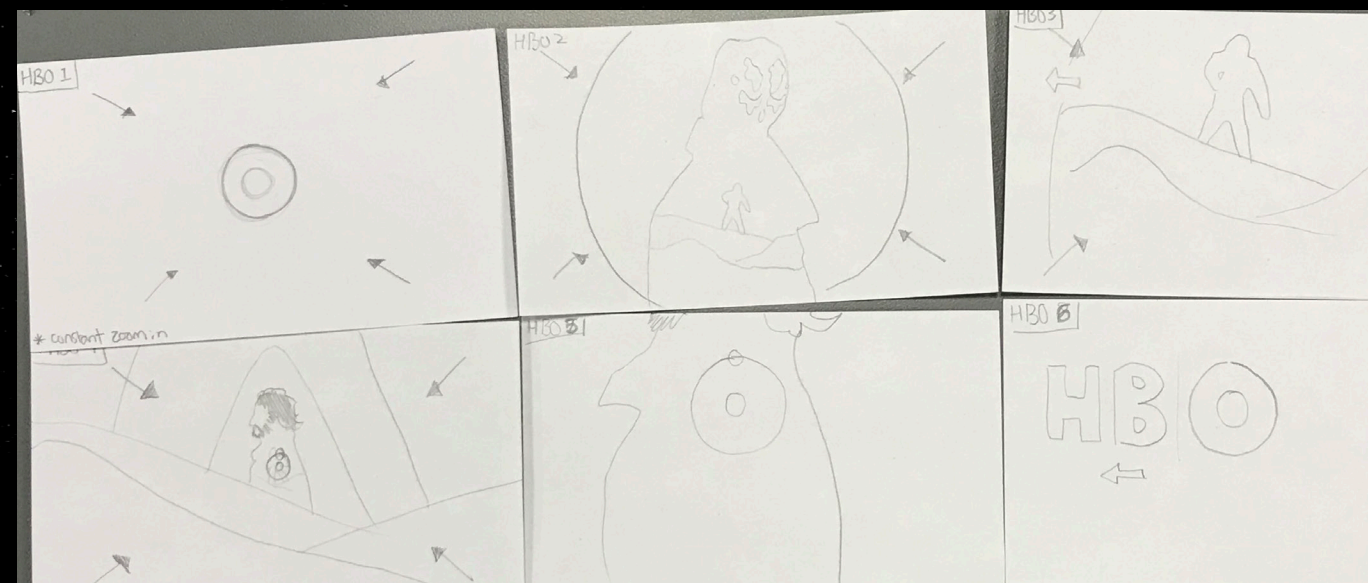
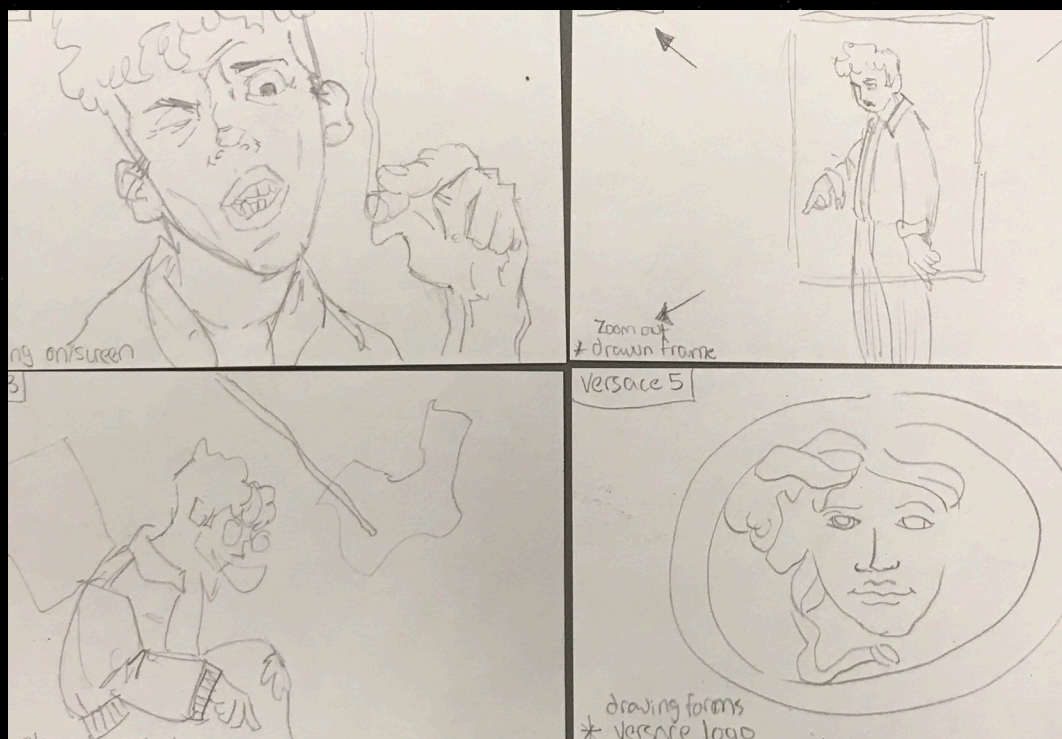
PRE-SALE AVAILABLE NOW. BE QUICK!

LAPALUX

LAPALUX

LOGOS

INDEX STORYBOARDS



HBO

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HBO

VERSACE

REFINED STORYBOARDS



SPOTIFY
REFINED STORYBOARDS

EXPLORE



SOUND

↑ YOUR ↑
SOUND

SOUND



LOGO

ANIMATIONS

OUTCOME

The finished product is three, five second animations amounting to fifteen seconds of pure motion. These short snippets surely leave the viewer wanting to see more and/or check out the brand for more of its motion filled content.

THANK YOU