

## Assignment 5 Written Portion

*Link to Screenshots, Video and Logo PNG:*

[https://drive.google.com/file/d/1HboSJe3gpdViJxl\\_hybkm3g\\_tNtxk3Fi/view?usp=sharing](https://drive.google.com/file/d/1HboSJe3gpdViJxl_hybkm3g_tNtxk3Fi/view?usp=sharing)

The brand I'll be using for this animation is Xyra, a name derived from Greek that means sharp, but also bright and shining. Xyra is a production agency focused on providing high-priced digital media services, including marketing, web design, video editing, and graphic design. Its values are holding to its promise and accountability, which help build trust with its customers, and professionalism in providing luxury services. Additionally, Xyra's values rely on visual expression through art and on meaning, as its services drive purpose rather than just deliverability. Xyra's typography focuses on minimalism that fits in with its values of professionalism and its original meaning, therefore it will mainly be using the Trade Gothic font family where 3 variations, such as bold, regular and light, are utilized in title, subtitle and body.

The brand will use black and white colours depending on how they are applied across products, digital assets, etc., with a black logo on white/bright backgrounds and vice versa. However, Xyra uses a monochromatic colour scheme within the purple area, chosen to convey its luxurious/royal feel, making it stand out to high-paying clients.

The animation will be based on its values, the logo will slide in as a full-shaped letter X with a slight rotation as if it tries to hold its balance, later to be cut up to shine for its sharpness and forming the main shape, and finally to have shining stars conveying the meaning of bright and luxury with the brand's colours. Finally, the logo will have the slogan faded in at the end - "Delivering sharp yet bright outcomes."