

GILBERT ENTERTAINMENT IDENTITY

Process book

The client is expanding his business and preparing for the future. He had a logo that he created himself and wants one that is more professional to create a consistent brand that will be recognised. The company is for film production and will be the umbrella for a few more specific companies.



The Objective

**Original Logo:**

This was created by the client. He likes that it's made up of lines and prefers the simple black and white colour palette. The original has no word mark or typography to associate with the lettermark. This company started with being the client's name (Nate Gilbert) which was then changed to Gilbert Entertainment.

What Gilbert Entertainment does:

// A film production company, creating films, series and visual content. Client based/from the beach and the ocean. Specifically Newburyport, MA.

Client Goals/Wants:

// Wants to make engaging content that is for everyone. Will every project BE for everyone? Not necessarily. But can always make something that can have an impact on someone.

// I also want to make docuseries about important people or industries in my life that don't get enough attention. The documentary is the next popular medium and I am excited to export it!

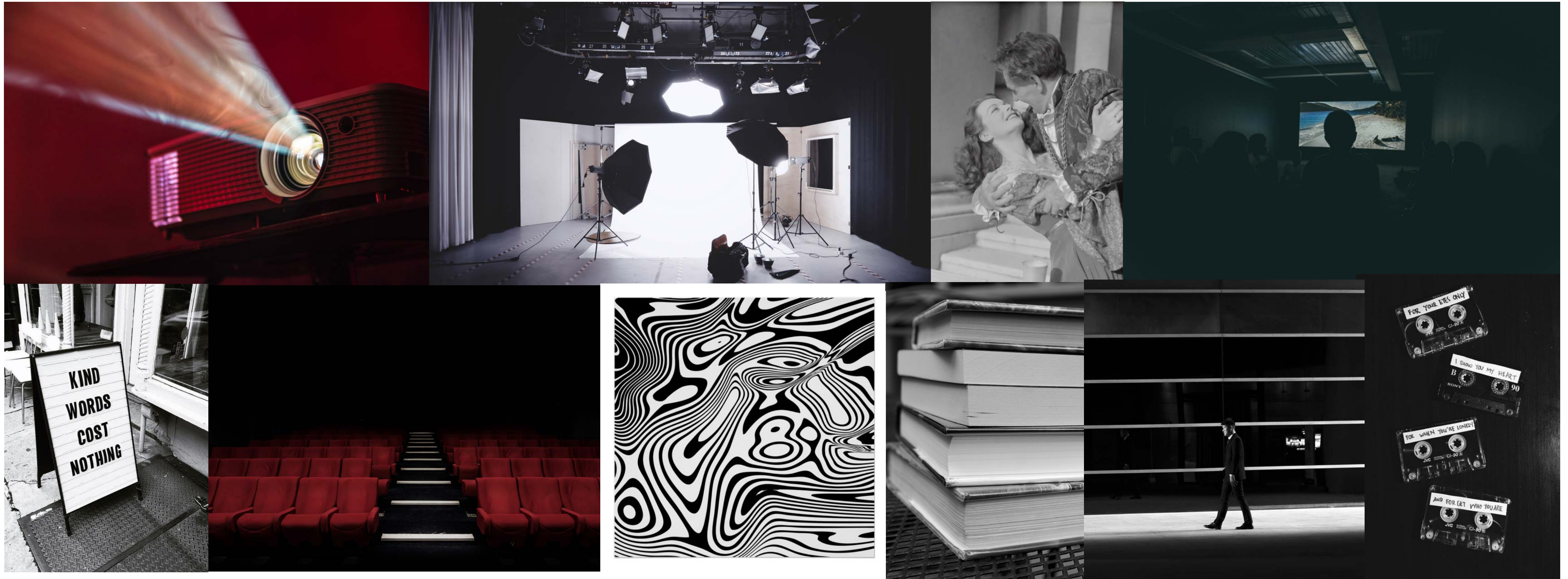
// Have a very professional feel while exhorting creativity and being unique.

Word List:

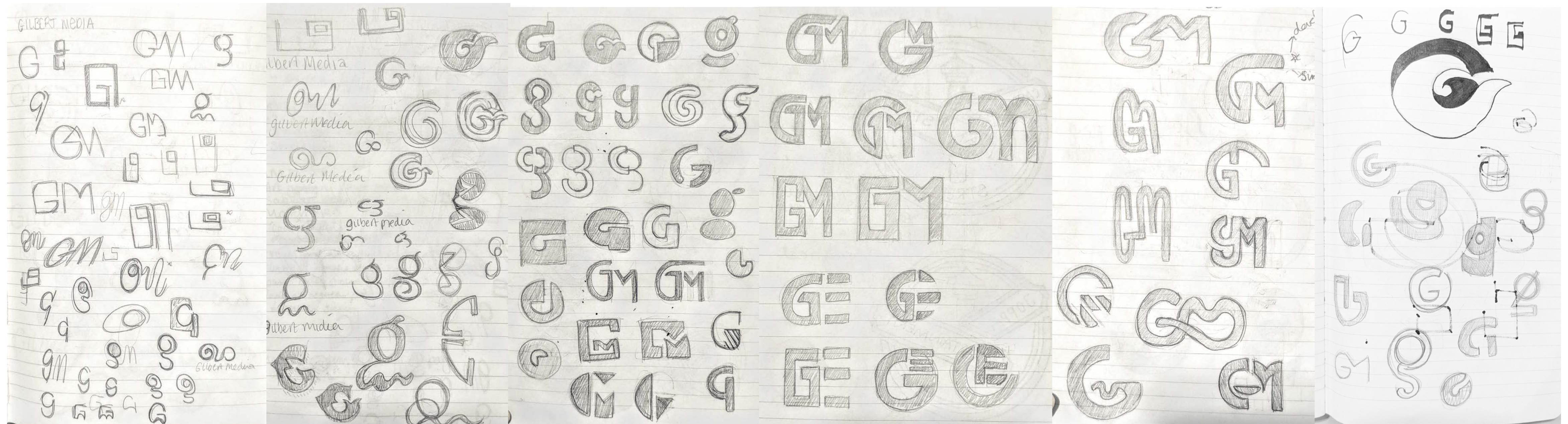
// Creativity
// Clean
// Organized
// Layered
// Multidisciplinary
// Curiosity
// Production
// Inclusion
// Important
// To the Point
// Umbrella



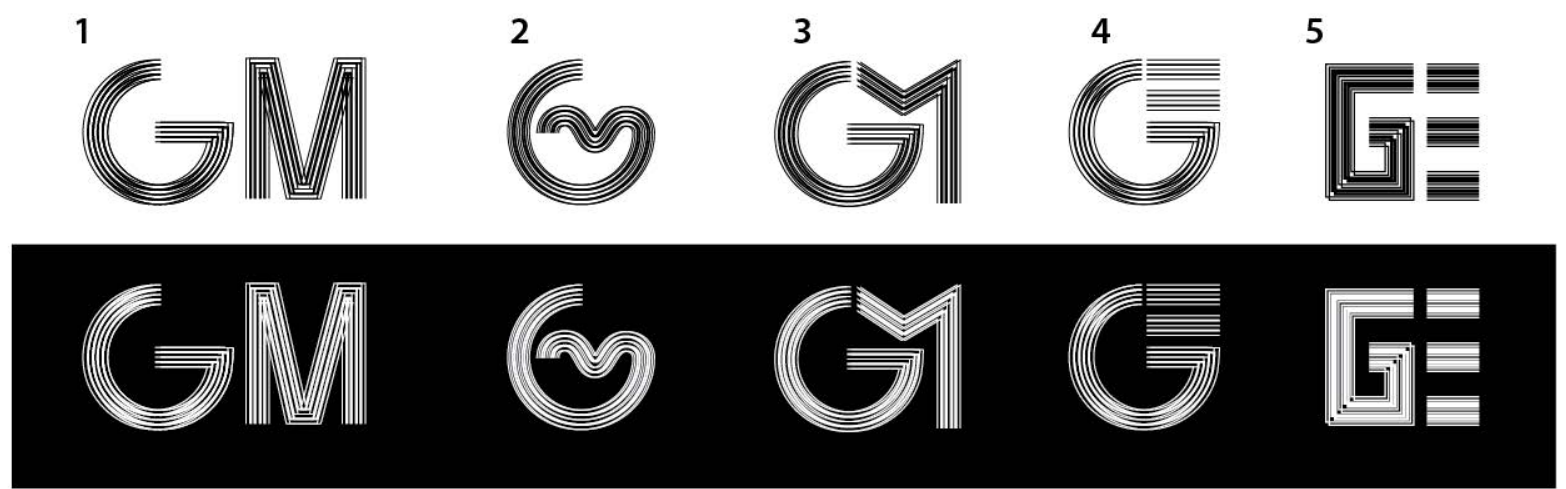
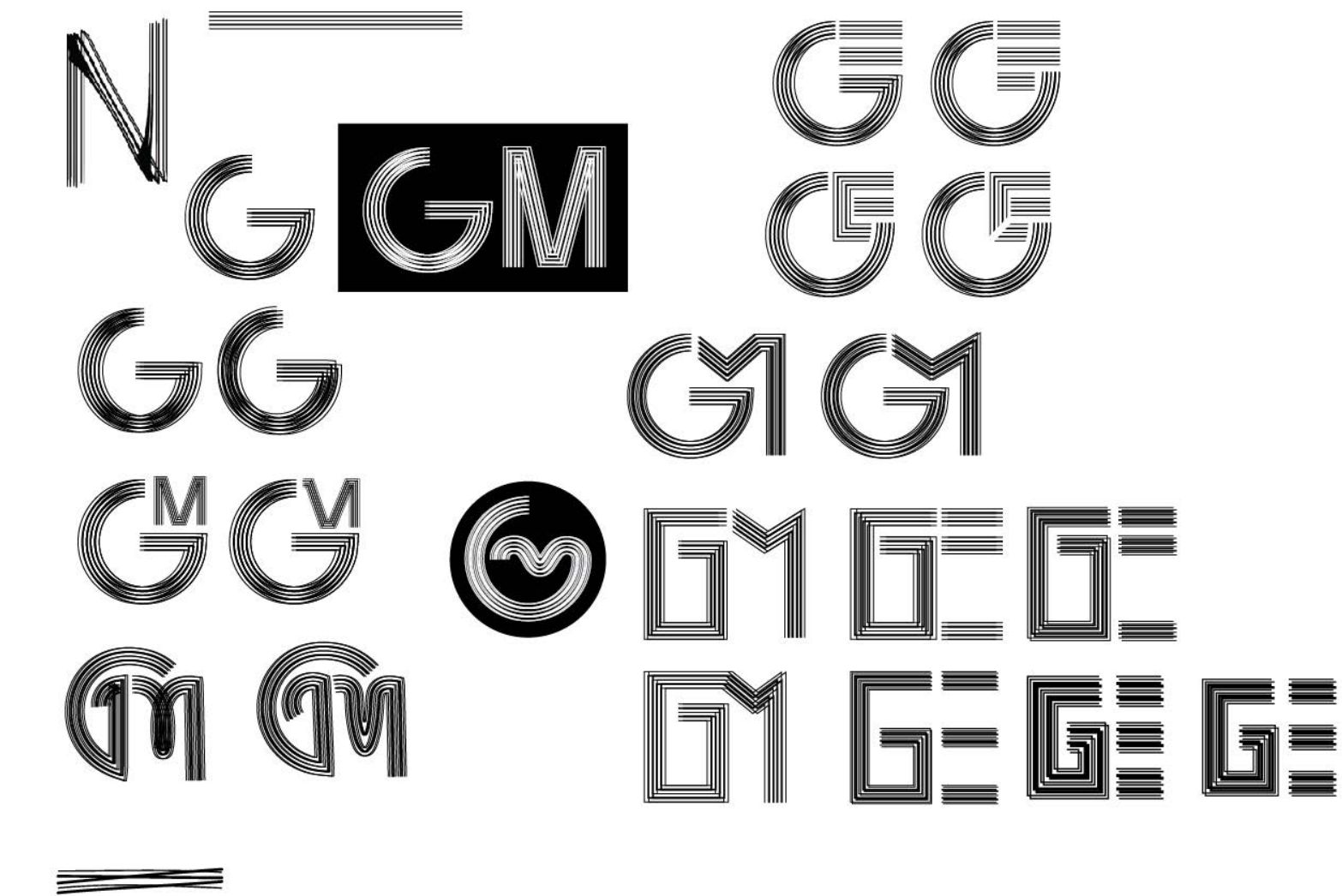
Other Film Companies



Mood Board



Logo Sketches



■ HEX: #000000,
CMYK: 75%, 68%, 67%, 90%
RGB: 0, 0, 0

□ HEX: #ffffff,
CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255

SOFIA PRO REGULAR

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

Josefin Sans



Josefin Sans
Caps



Cronos Pro



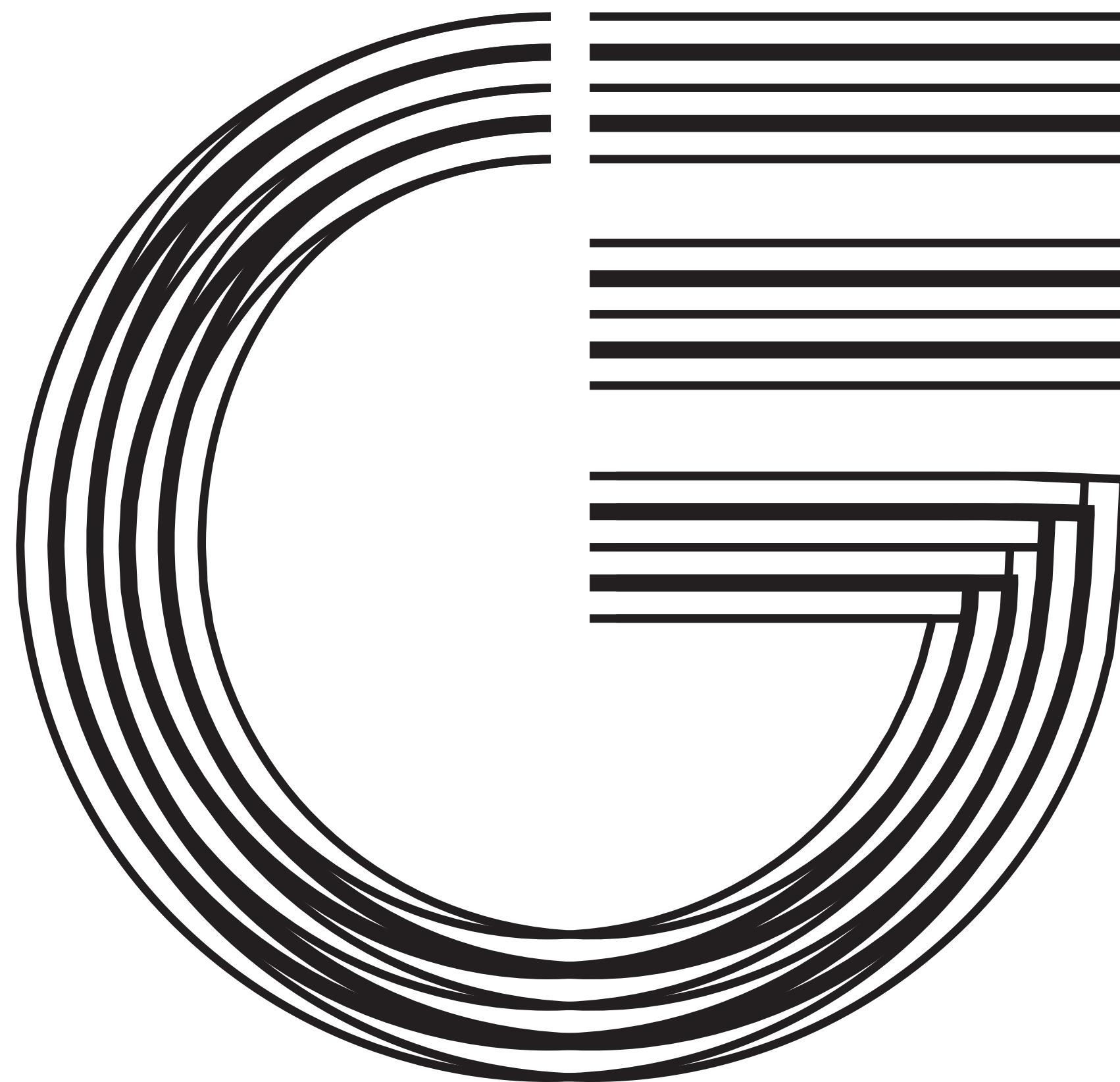
Cronos Pro
Caps



Sofia Pro



Digital Development



Primary Logo



Secondary Logo

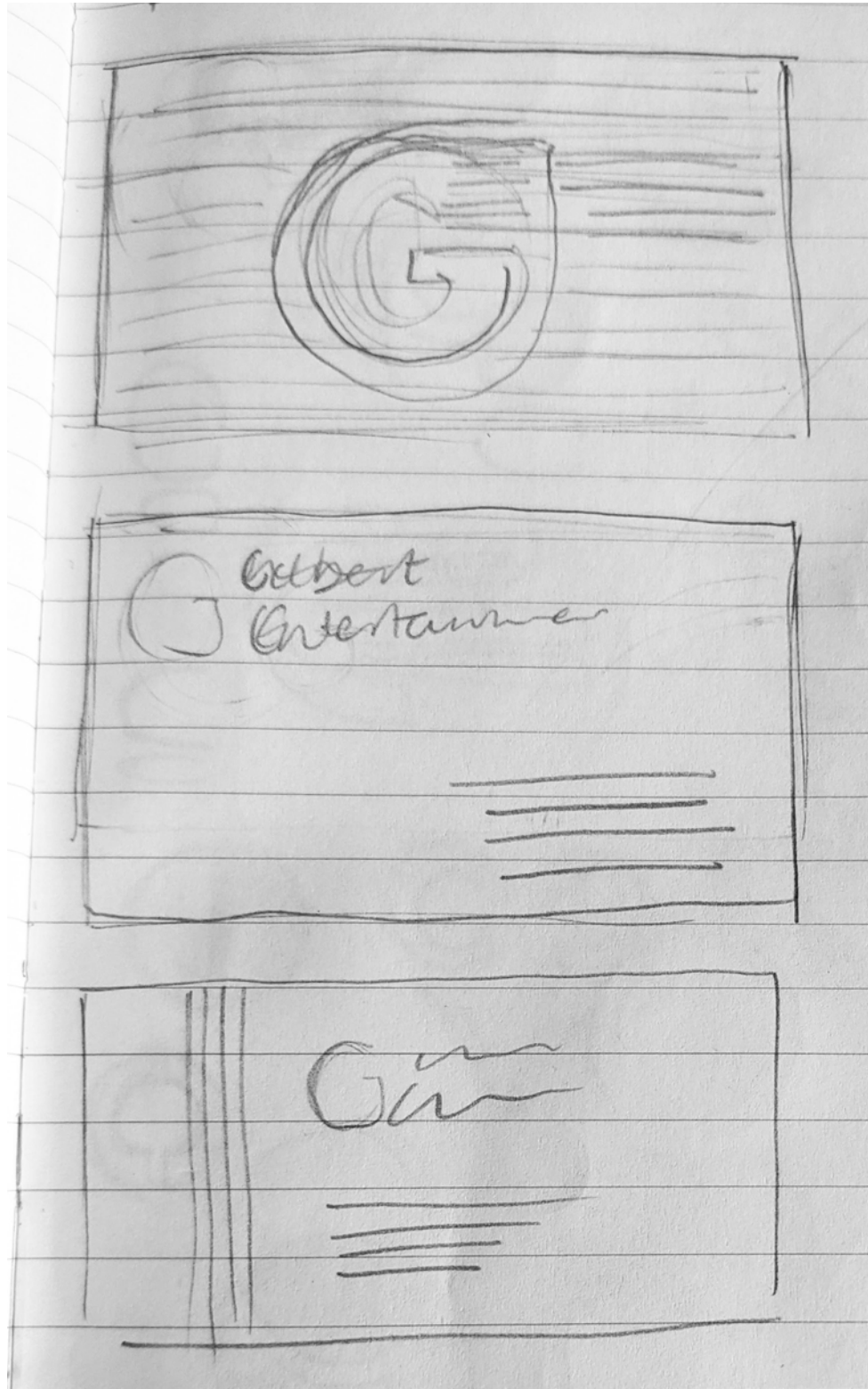


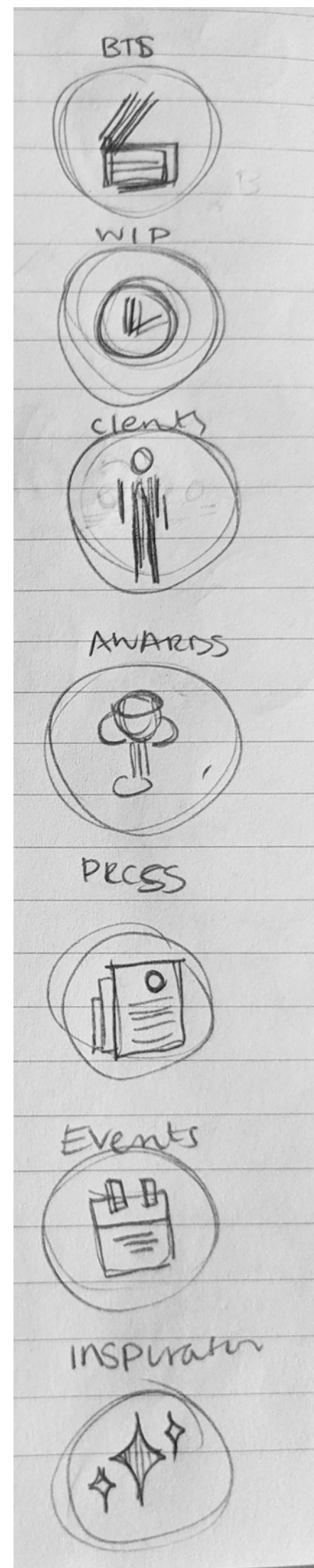
Primary Mark



Secondary Marks







Instagram Highlight Icons:

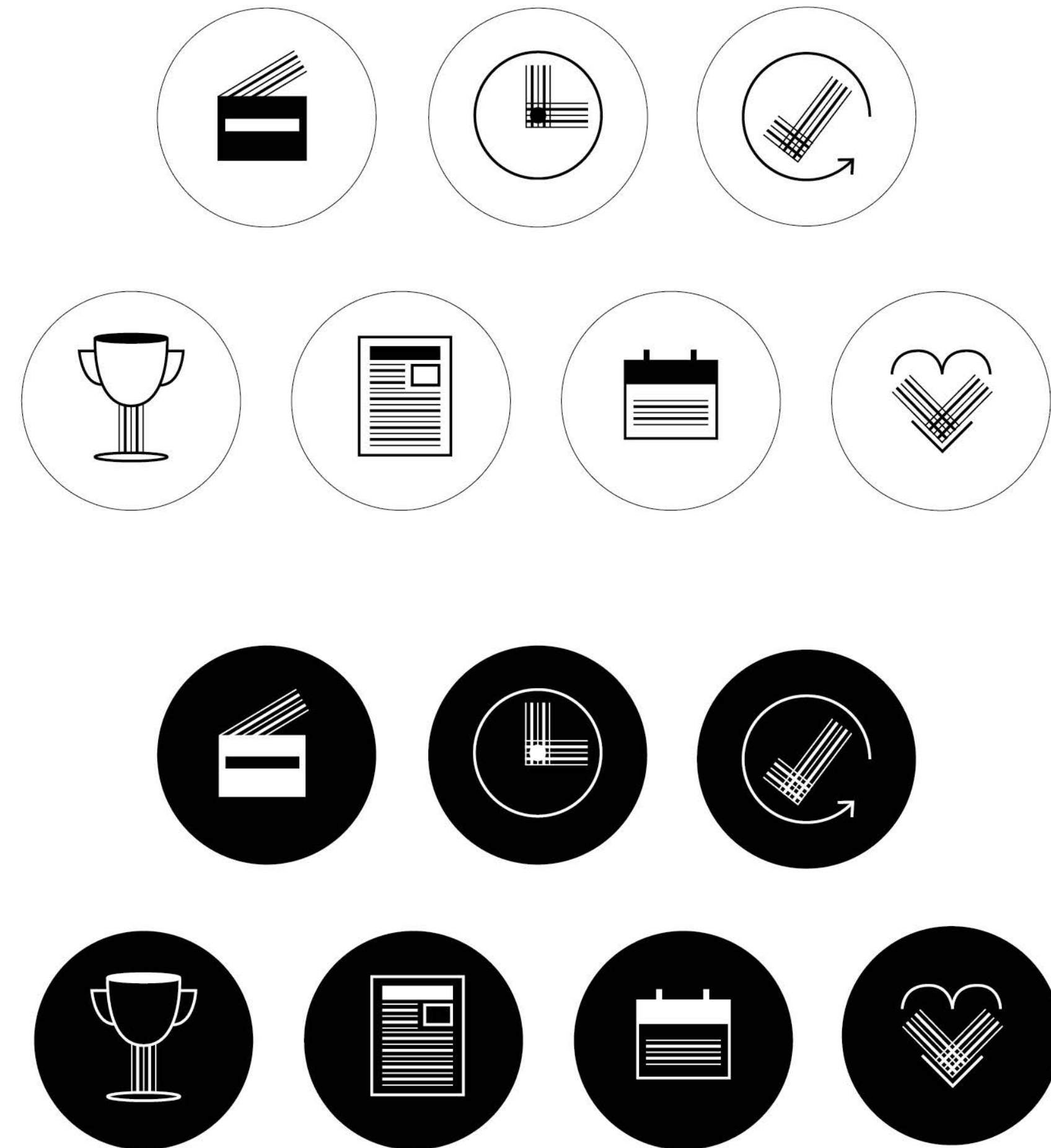
// Behind The Scenes (BTS)
 // In Progress (WIP)
 // Awards
 // Press
 // Events
 // Inspiration
 // Past Projects/clients

Continuity:

Use unique brush lines from the logo within each icon.

Options:

Have both black and white options depending on the surrounding colour choices. For example what colour background the profile has on the social media account.



**Please visit my portfolio website
to see the completed project.**

Thank you!