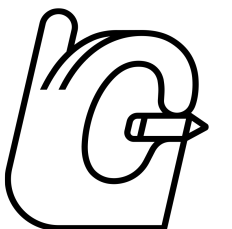


Animating a logo

1 week brief - Jeffery Lawson



**“ There's no earthly way of knowing.
Which direction we are going.” - WW**



**Digital
Turbine**

Client - Digital Turbine

Brand Mission- Digital Turbine (NASDAQ: APPS) powers superior mobile consumer experiences and results for the world’s leading telcos, advertisers and publishers. Its end-to-end platform uniquely simplifies the ability to supercharge awareness, acquisition and monetization — connecting Digital Turbine’s partners to more consumers, in more ways, across more devices.

<https://www.digitalturbine.com/>

Brand- The ultimate partner for businesses that want to immerse billions of consumers around the world in rewarding experiences.

Main Color Palette

Shown here are the values for the main colors. These colors have been chosen specifically to represent Digital Turbine. For any printed applications, use the PMS or CMYK formulas. For any digital applications, use the RGB or hexcode formulas.

PRIMARY

SECONDARY

Turbine Red #DA1A42 R218 G26 B66 C0 M97 Y50 K0 PMS 1925C	Ignite Orange #FD6032 R253 G96 B50 C0 M70 Y100 K0 PMS 165C	Reach Peach #F0466E R240 G70 B110 C0 M69 Y29 K0 PMS 709C	Growth Magenta #B41871 R180 G24 B113 C18 M100 Y6 K18 PMS 234C	Monetization Purple #8E3CA4 R142 G60 B164 C82 M97 Y0 K0 PMS 267C
Turbine Red Tint 50% #EC8CA0	Ignite Orange 50% #FEAF98	Reach Peach 45% #F8ACBE	Growth Magenta 45% #DD97BF	Monetization Purple 45% #CCA7D6
Turbine Red Tint 15% #F9DDE3	Ignite Orange 15% #FFE7E0			Monetization Purple 15% #EEE2F1

Primary Typeface

The primary typeface used in the DT brand is GT Walsheim or Inter, within Google Suite products. It is a sans serif font, with a wide range of weights, from Grilli Type Foundry. The vast majority of text should appear in the primary typeface. GT Walsheim is a licensed font reserved for use on the Design, Marketing and Creative teams. Please use Inter for all other uses.

GT Walsheim Ultra Light

GT Walsheim Thin

GT Walsheim Light

GT Walsheim Regular

GT Walsheim Medium

GT Walsheim Bold

GT Walsheim Black

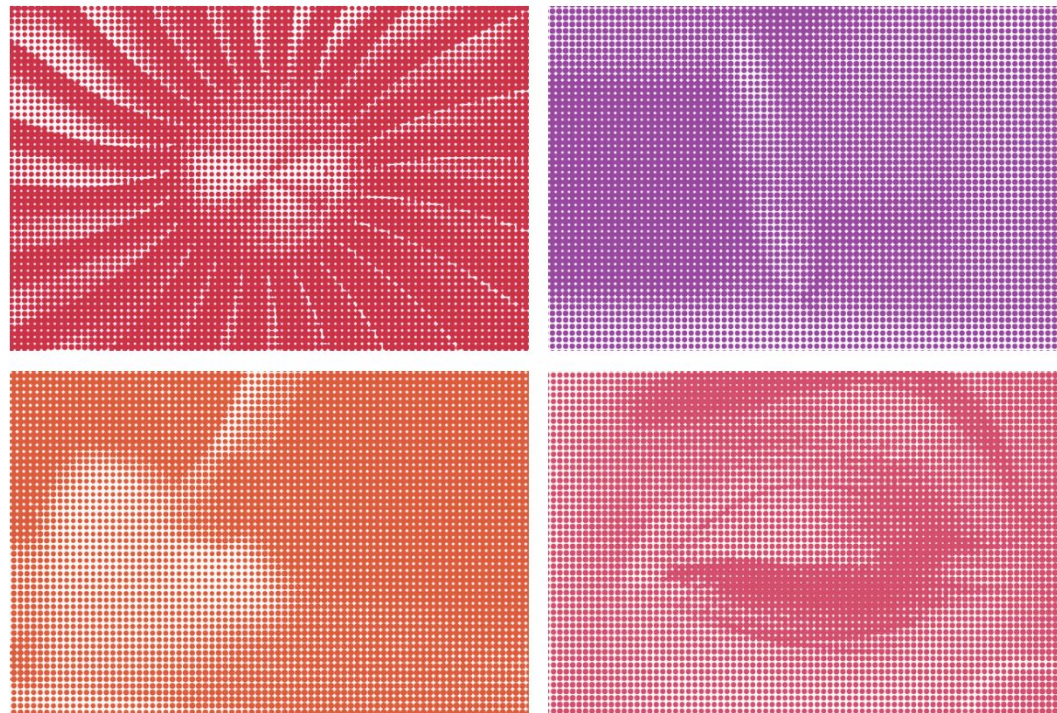
GT Walsheim Ultra Bold

Concept

Since the company is using **DIGITAL** elements to communicate and help its customers I wanted to incorporate the idea of dots and shapes and data elements. I also tried incorporating the element of **WIND** and **TURNING** within the logo animation.

DIGITAL- Since the brand utilizes an element called The Squirrel I wanted to use these as driving elements within the animation.

WIND- Combining the elements of wind and movement within the animation will add emphasis that as the digital landscape changes so will Digital Turbine in its approach to helping its customers be successful by **simplifying things along the way**.



HORIZONTAL
SQUIRCL
GRADIENT

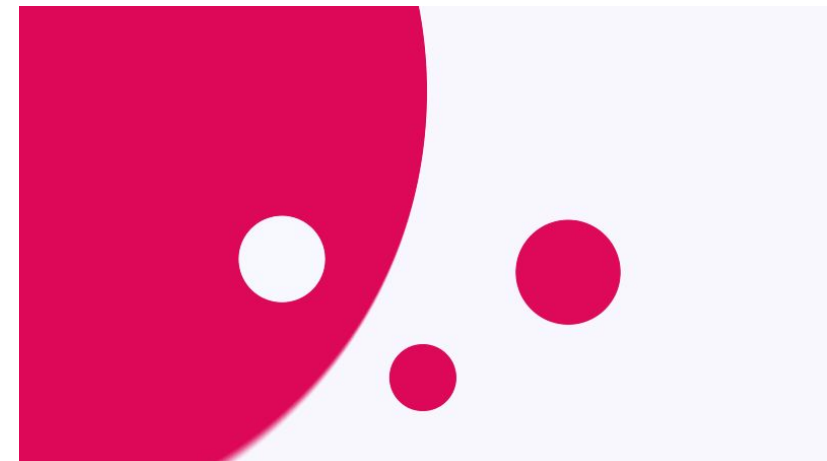
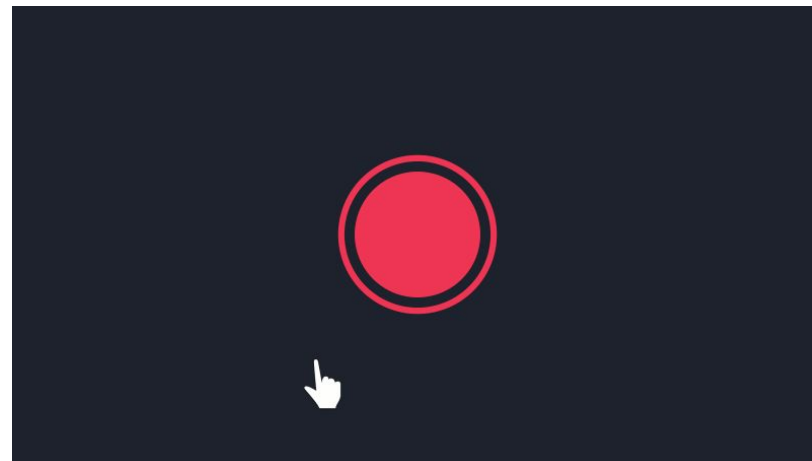
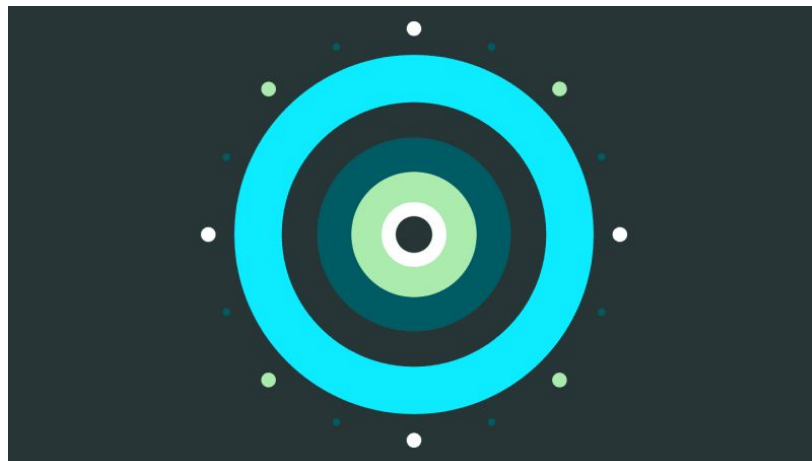
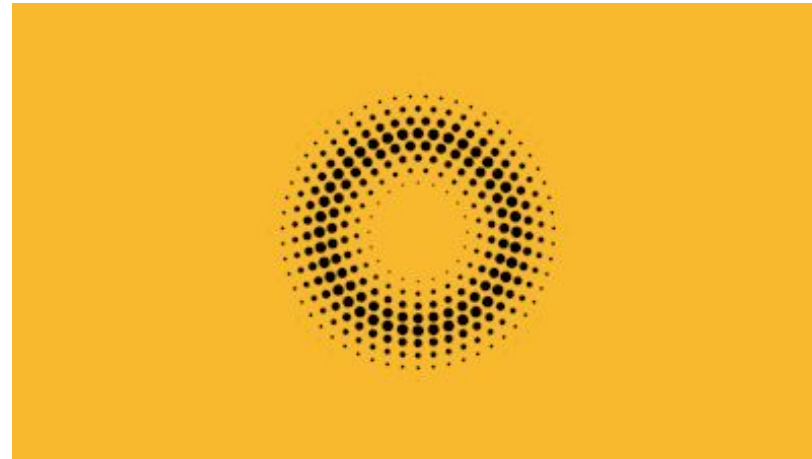
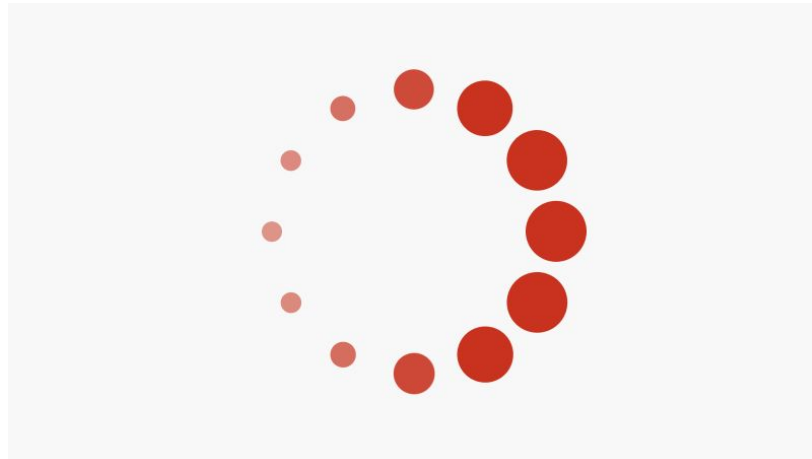


CURVED
SQUIRCL
GRADIENT



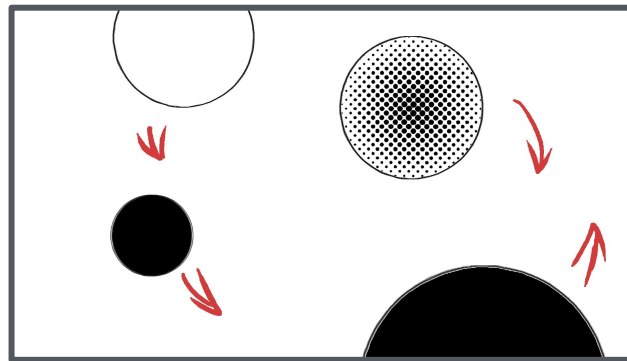
Moodboard/Inspiration

Circular patterns and halftones seem to be the core element of the DT brand and what better way to incorporate it than to use it as the driving element of the animation from start to finish. Below are some examples of different uses of circle / dot animation that will be referenced for the logo animation .

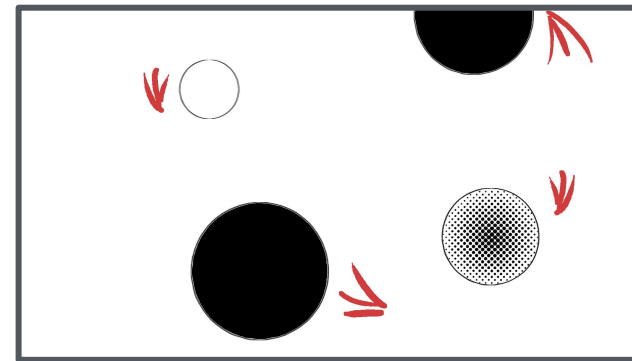


Storyboard

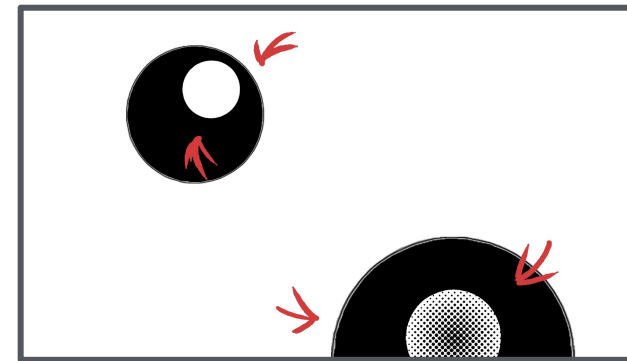
Continuing with the concept of wind and turbines I added in circular motion to the dots but also varying up the style of the dots as to keep in line with the branding. I also added in a simple text animation that is the driving force for moving the logo resolve over so that the text can come in.



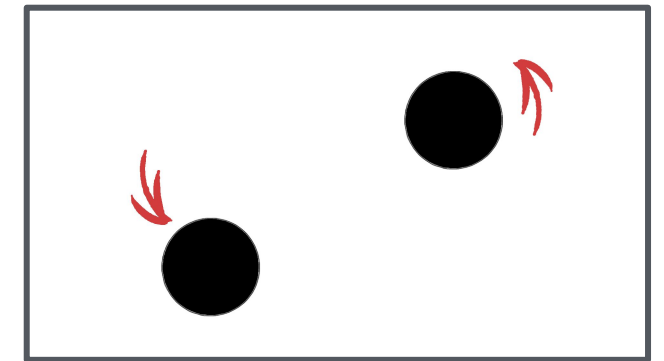
Various Dots Animate in 3D parallax in a circle referencing a wind turbine.



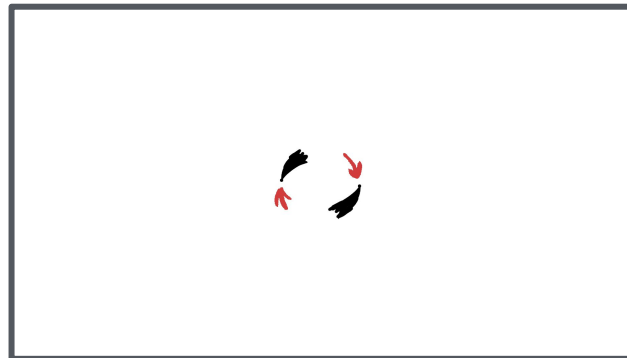
Dots continue to animate in circular motion getting bigger and smaller in the frame.



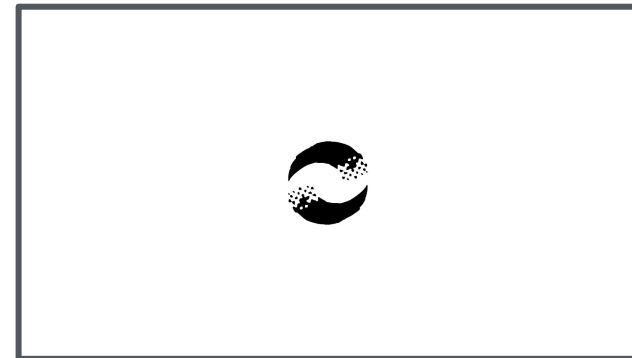
As the dots continue to animate some of them disappear inside the others only leaving 2 red dots.



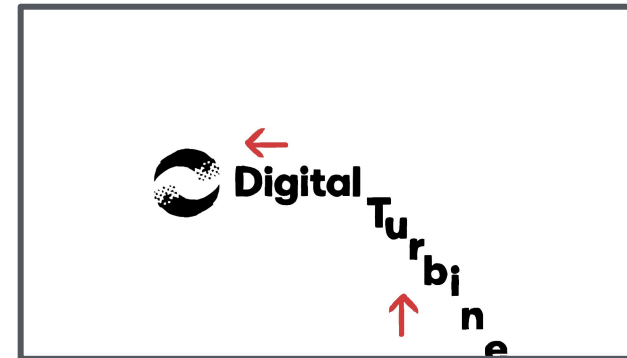
The remaining dots animate inwards in circular motion getting smaller.



As the dots animated smaller inward they then morph into what will be the logo. This will look somewhat like liquid motion when animating.



The logo is now resolved and the squiggle elements are now animated out.



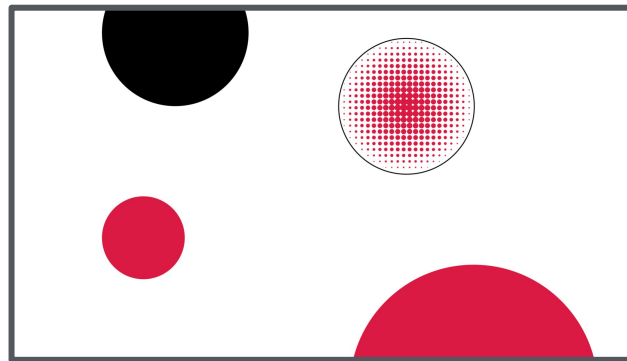
The word digital animates inward from the right to the left and forces the logomark to the left then we see the word turbine animate upward behind that.



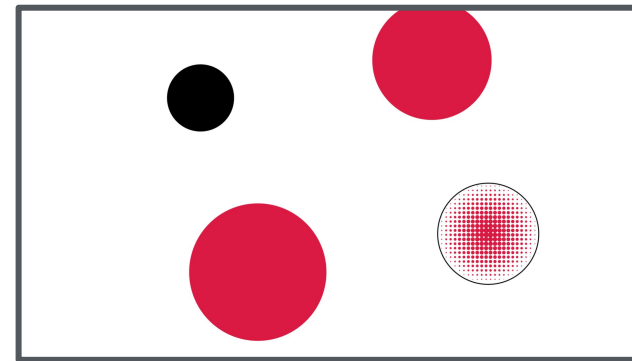
[Logo Resolve]

Styleframes

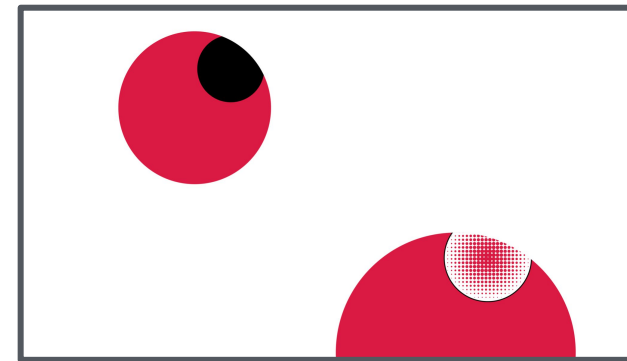
Emphasizing not only the color palette in the styleframes but also the concept by way of referencing wind and turbine elements is the key part of this animation. Often times the digital landscape is a complicated one but it doesn't have to be and Digital Turbine makes that process simpler for its clients.



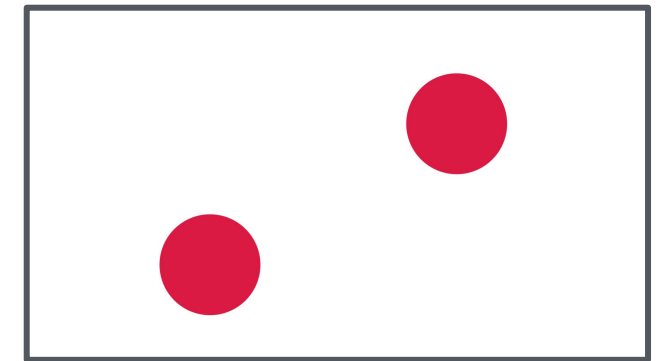
Various Dots Animate in 3D parallax in a circle referencing a wind turbine.



Dots continue to animate in circular motion getting bigger and smaller in the frame.



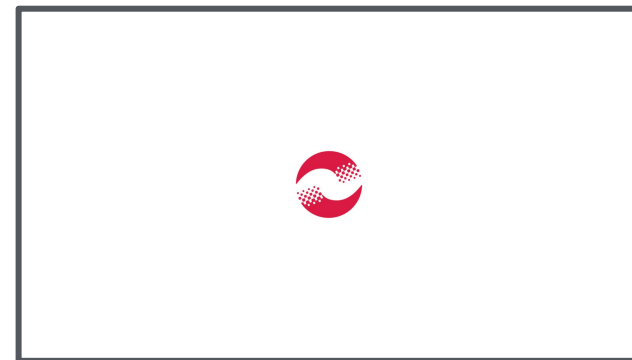
As the dots continue to animate some of them disappear inside the others only leaving 2 red dots.



The remaining dots animate inwards in circular motion getting smaller.



As the dots animated smaller inward they then morph into what will be the logo. This will look somewhat like liquid motion when animating.



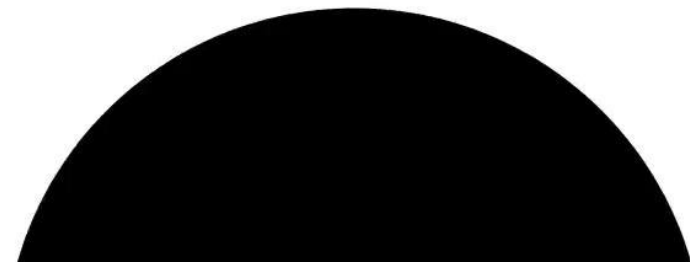
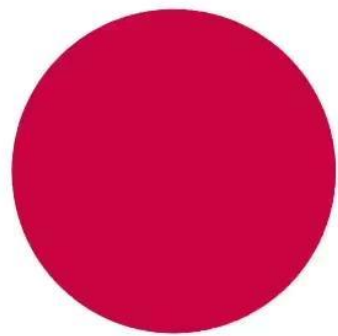
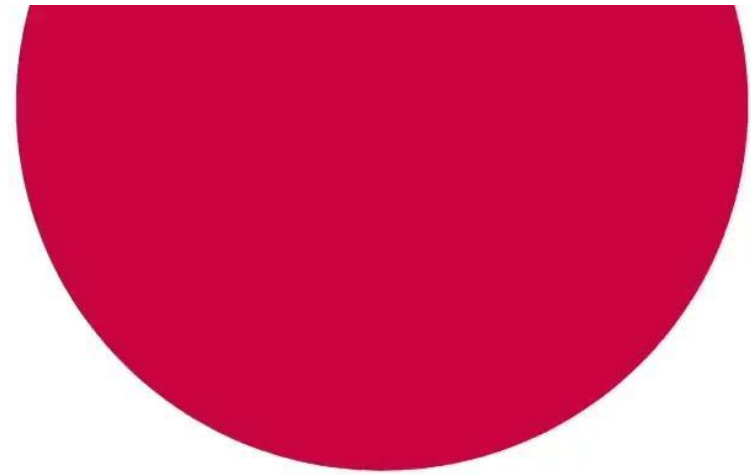
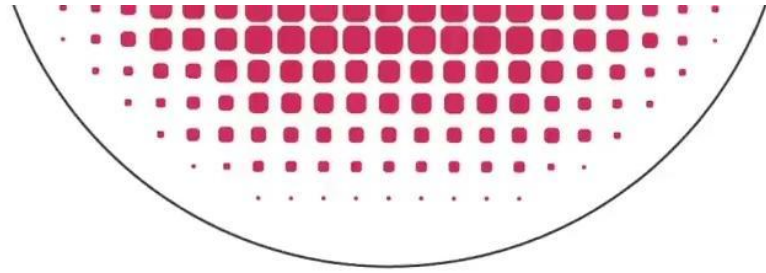
The logo is now resolved and the squiggle elements are now animated out.



The word digital animates inward from the right to the left and forces the logomark to the left then we see the word turbine animate upward behind that.

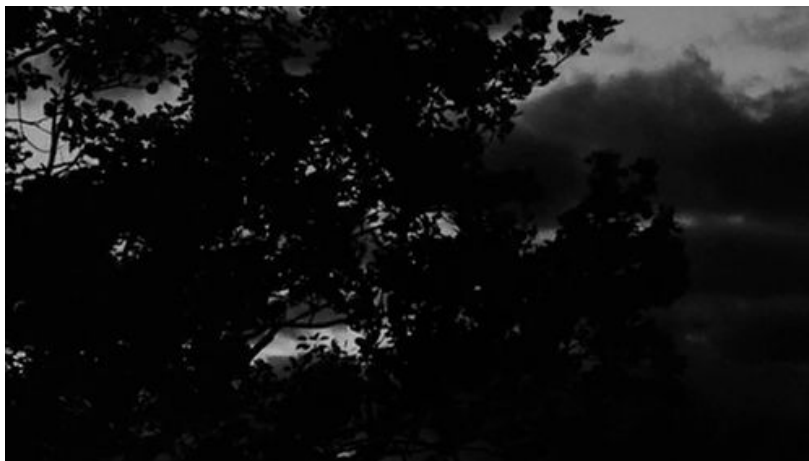


Logo Resolve



Sound Design

During the final stages of the project there was something Ian said to me that clicked inside my brain and gave me the idea to sit down and act out the motion but also creating the SFX by using my mouth and altering them inside of Adobe Audition. My idea was to mimic the sounds of windmills and swooshes so that it creates a slick wind tunnel sound as well as a locking into place sound.



**“We are the music makers and we are
the dreamers of dreams” - WW**

Thank you