

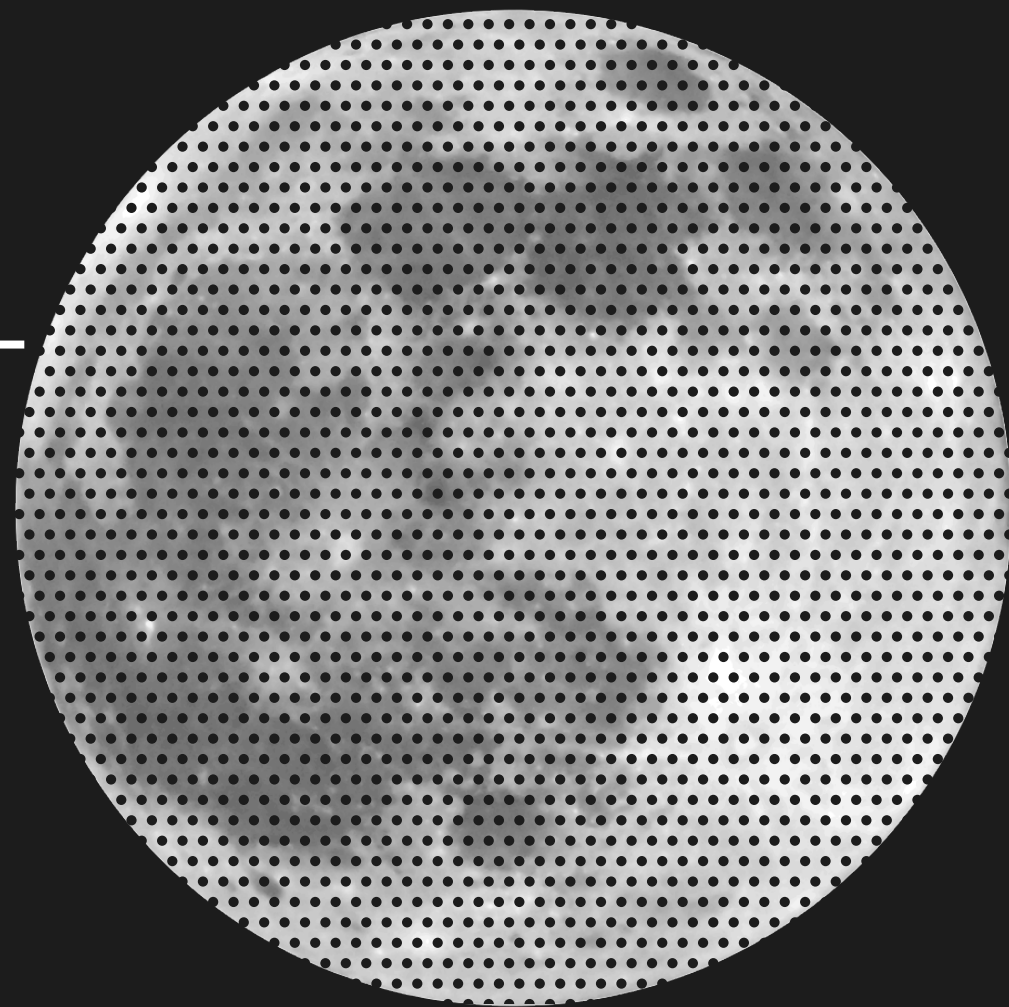
A P

BRAND GUIDELINES

VISUAL IMAGERY

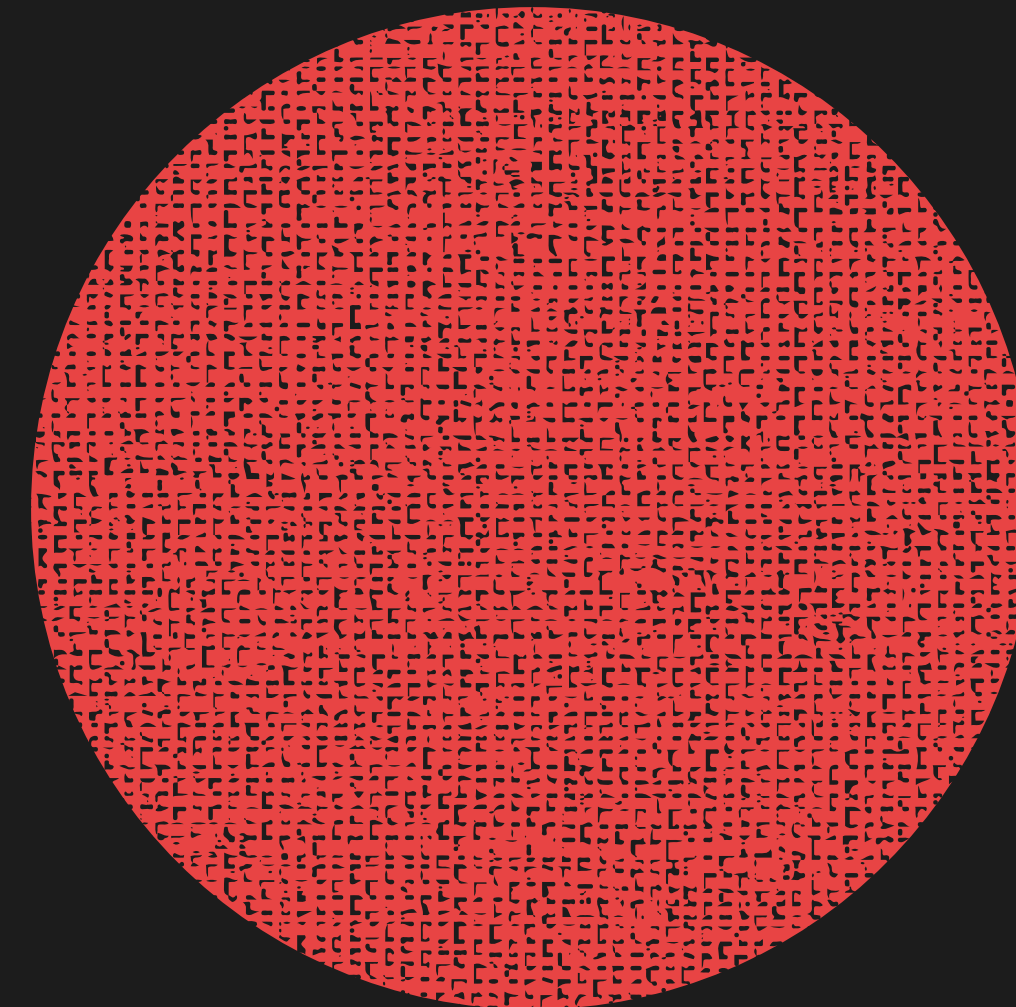
All visuals will be presented in a photographic style and will follow a consistent and similar artistic style to convey a sense of age, realism and uniqueness.

FOREGROUND



- Photographic
- Black & White
- Dotted Texture

BACKGROUND



- Backdrop
- Red
- Rustic texture

COLOUR

The design is limited to three contrasting colours. Each colour has a vital role in communicating the brand and conveying the story.

BLIND-WHITE
#FFFFFF

White is used to contrast against the dark background.

STATES-RED
#E84444

Red is a highlight colour that symbolise American Legacy.

SPACE-BLACK
#1C1C1C

Black is used for the background to symbolise the abyss.

TYPE

Type has been chosen and scaled to create a bold, modernist and systematic feel.

GEOMENTOS

HEADING 1 (113.75PX)

GEOMENTOS

HEADING 2 (91PX)

GEOMENTOS

BUTTON (30PX)

Lato Light

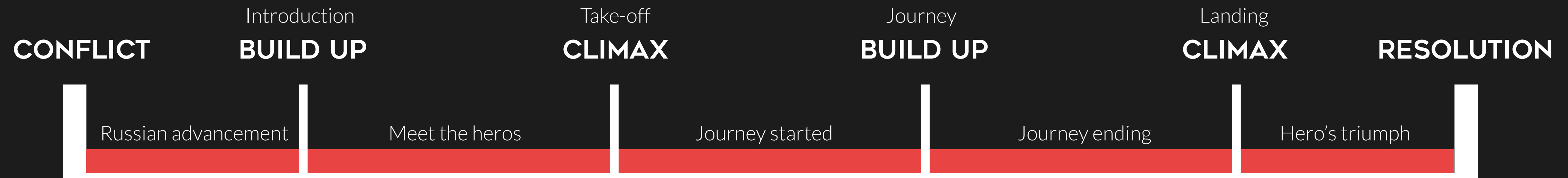
Body (23.86PX)

THE STORY

The story and tone-of-voice has been inspired by the visual and typographical elements to create a consistent and immersive monomyth.

TOV

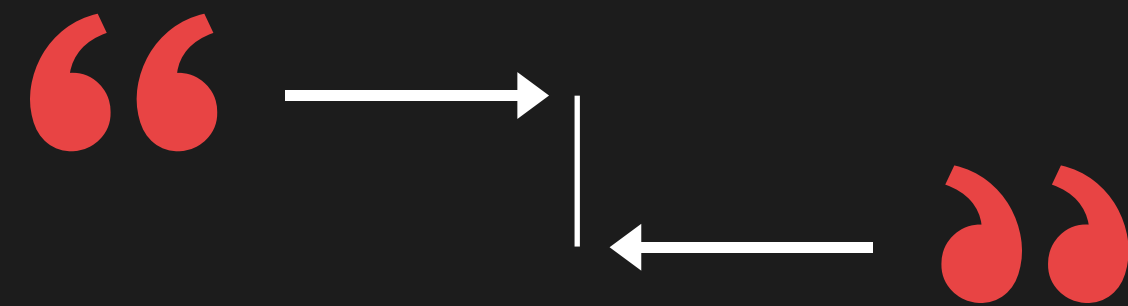
Formal, bold, respectful, serious, enthusiastic



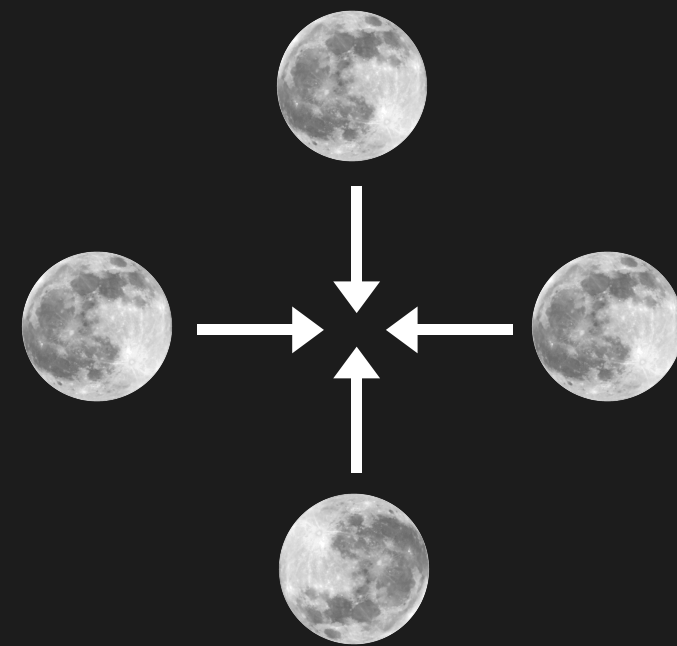
ANIMATION

Parallax scrolling and animative motion offer an engaging and immersive experience to support visual evidence in the story.

PARALLAX SCROLL

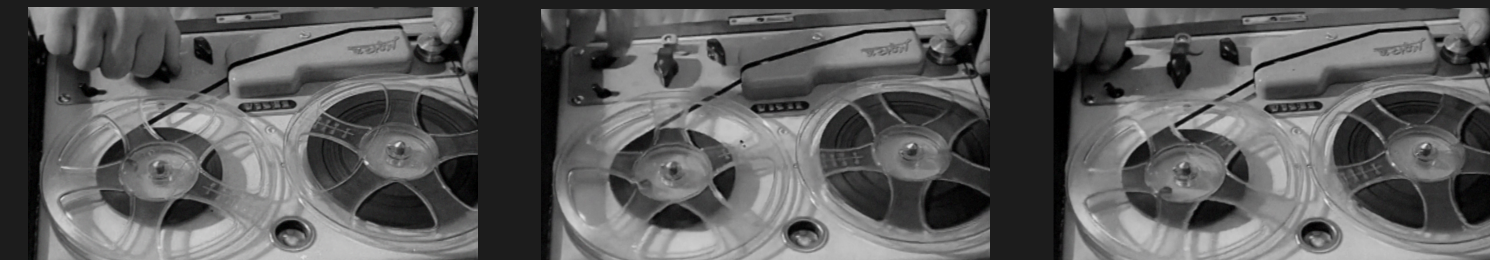


Parallax scrolling is used on quotation marks from both X+/- axis to create a more meaningful and engaging quote.

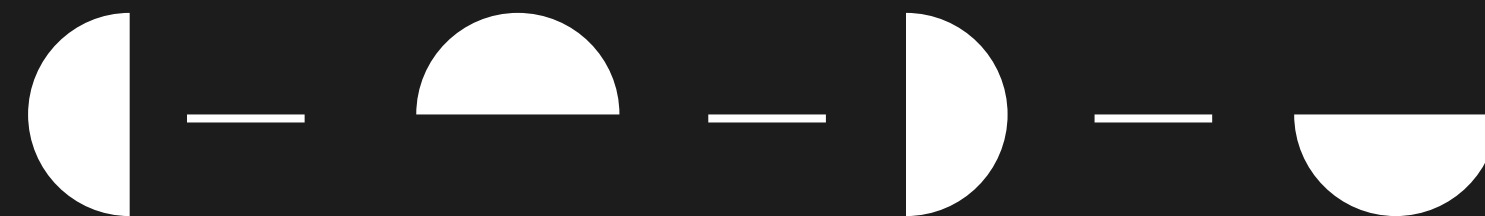


Parallax scrolling is used on two or more visual images at a time to create an immersive and narratively paced experience.

ANIMATION



Short videographic montages will be adjusted appropriately depending on the pace of the story. Grain, blur, B&W filter and a lower frame rate will be prescribed to create a historically accurate scene.



Motion graphics accompanied by photographic images will be used to create an informative and immersive animative experience.