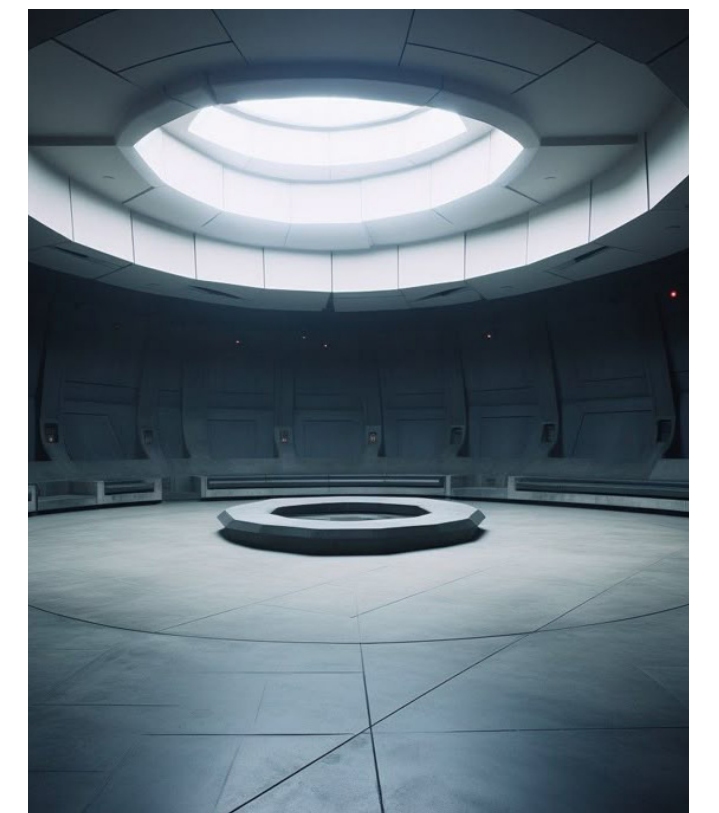
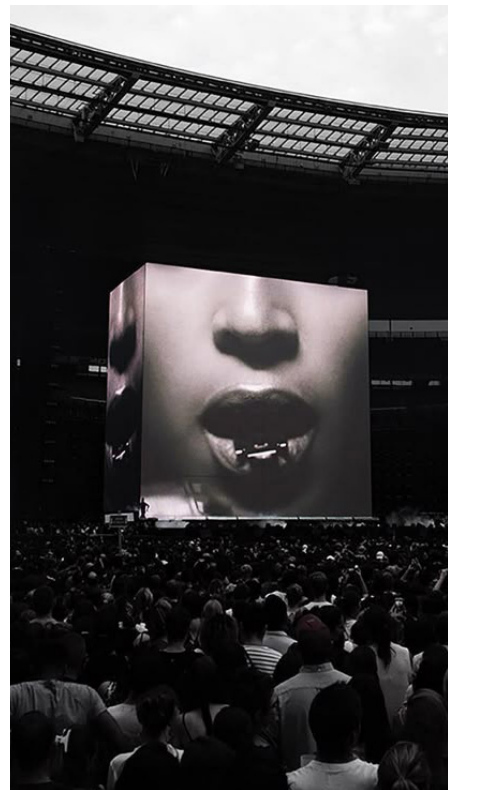
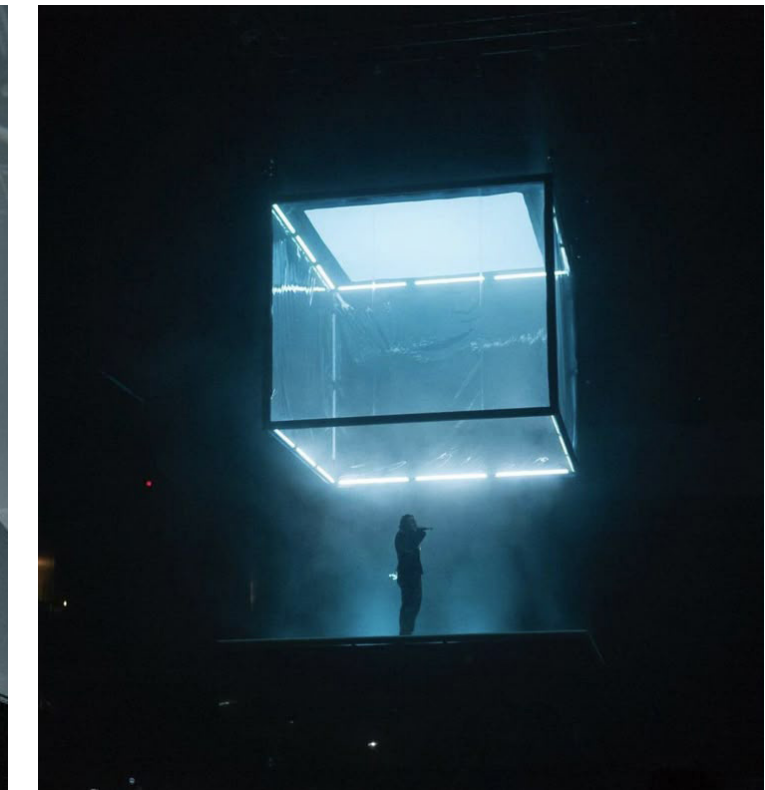
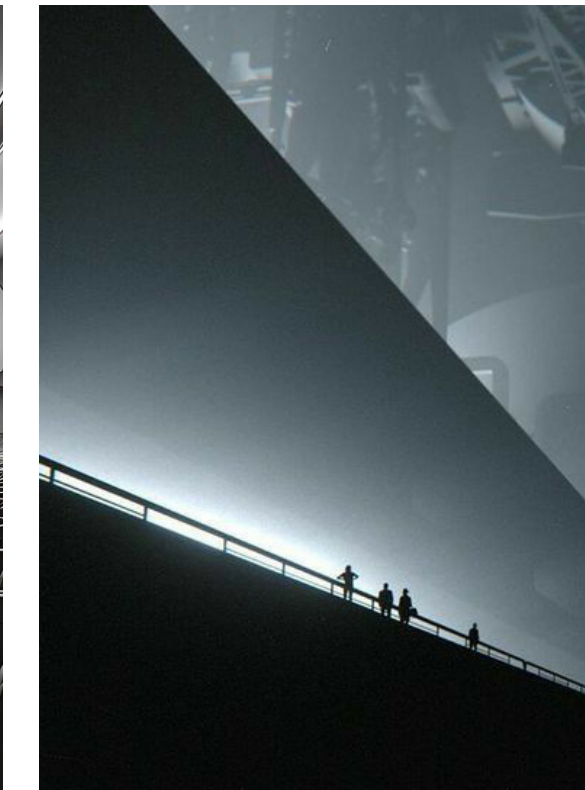
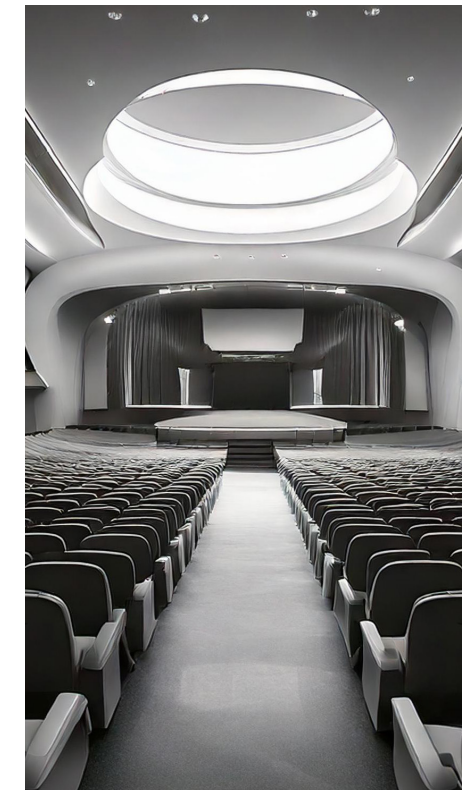


PARALLAX CINEMA

Brand Identity, Editorial, Digital, & Packaging, 2025
Process

Parallax Cinema is a sci-fi-exclusive theater that reimagines the moviegoing experience for genre lovers, offering weekly screenings, live events, and curated collectibles through a membership-based model. Designed as an immersive alternative to blockbuster-driven cinemas and streaming, Parallax blends bold visuals with speculative themes to create a space where science fiction is truly experienced. The identity draws from soft sci-fi, featuring minimalist layouts, high-contrast type, and futuristic detailing, with a voice that's confident, intelligent, and elevated.

The branding project spanned five weeks, covering visual identity, packaging, digital, and editorial design. Key deliverables included two Welcome Package versions—matte black with spot varnish and white with embossed ink—each containing a soda tumbler, popcorn box, collectible tickets, apparel, and a metal tap card for access. A highlight was an 84-page coffee table book, french-link stitched and hardbound, using spot varnish and experimental layouts to explore light, physics, and behind-the-scenes storytelling.



DELIVERABLES

1. BRANDING

- Visual Identity
- Logo Design
- Brand Typography
- Color Palette
- Stylescape

2. PACKAGING

- Welcome Package:**
- Reusable soda tumbler
- Branded popcorn box
- Collectible ticket set
- Branded apparel
- Membership Card

3. DIGITAL

- Website Design
- Mobile App

4. EDITORIAL

- Coffee Table Book

5. PRINT

- Collectible Vinyl Record
- Album Cover

BRAND POSITIONING

PURPOSE

Parallax Cinema is a dedicated movie theater for conceptual sci-fi films, offering a curated and minimalist viewing experience that goes beyond mainstream blockbusters. It fills a gap by bringing thoughtful, visually rich storytelling back to the big screen, giving cinephiles and sci-fi enthusiasts a space to fully engage in its most immersive form.

AUDIENCE

Parallax Cinema attracts 18–45-year-old cinephiles, creatives, and sci-fi enthusiasts who value futurism, symbolism, and story-driven films. They seek immersive experiences, filmmaker insights, and a curated, design-conscious community that views cinema as art, not just content.

VISION

Parallax is more than a theater—it’s a sci-fi experience. With a membership pass, audiences enjoy weekly curated screenings, live talks with directors like Christopher Nolan and M. Night Shyamalan, and immersive events that bring films, filmmakers, and fans together. Stepping into Parallax feels like stepping into a sci-fi film itself.

DIFFERENCES

Parallax Cinema offers a permanent, design-driven space fully dedicated to arthouse sci-fi, with weekly screenings, live events, and filmmaker talks—setting it apart from festivals, multiplexes, and typical indie theaters.

VALUES

Curation
Thoughtfully selected provoking sci-fi
Symbolism
Visual storytelling that speaks beyond words
Community
Uniting cinephiles and creators
Innovation
New formats, bold techniques
Exploration
Expanding sci-fi and cinematic discourse

PERSONA

The Explorer archetype fits Parallax perfectly, embodying curiosity, authenticity, and a drive to venture beyond norms through immersive, thought-provoking experiences that inspire discovery.

VOICE

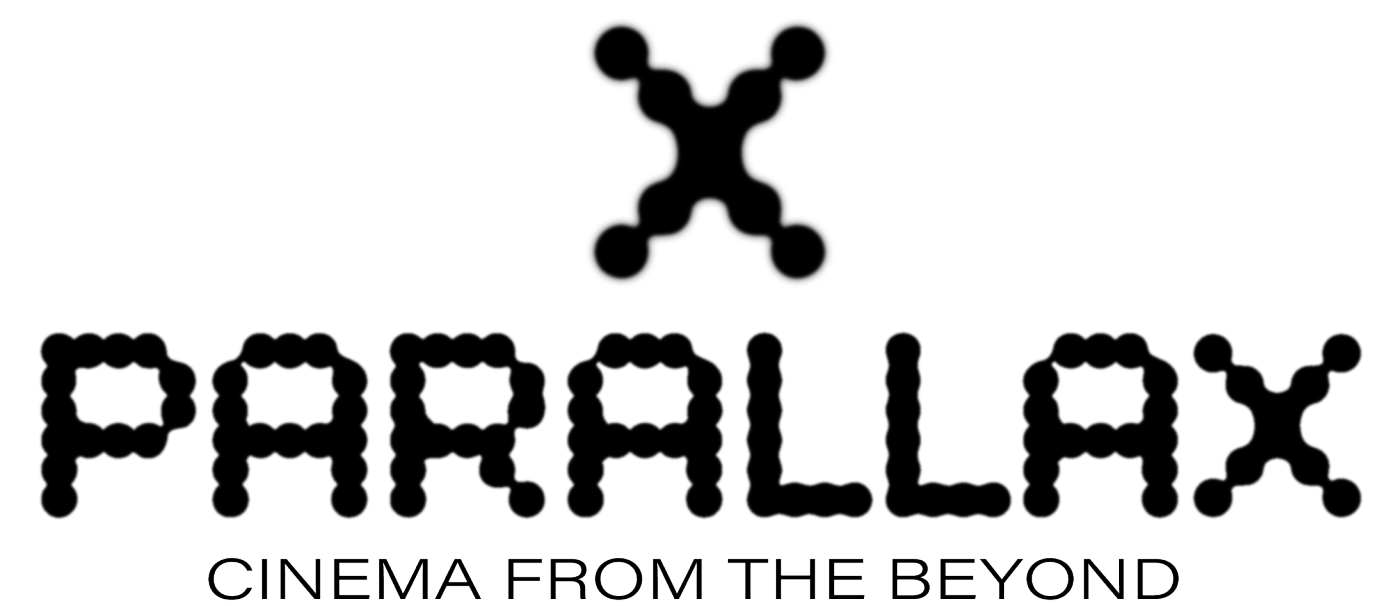
Character/Persona
Intelligent
Visionary
Exclusive
Immersive

Tone
Confident
Mysterious
Thoughtful

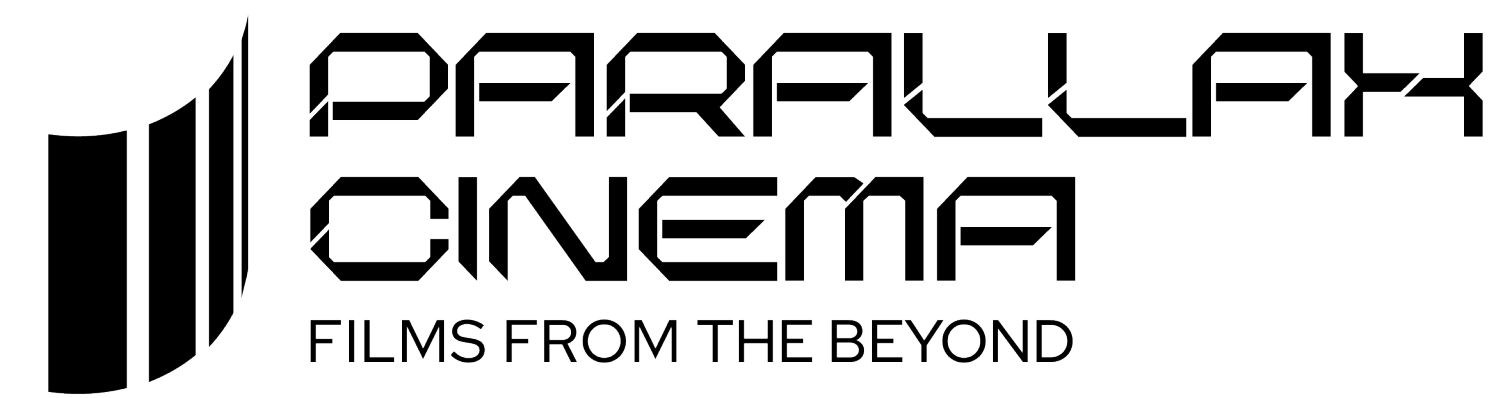
Language
Sharp
Eloquent
Minimal
Impactful

Purpose
Immerse
Elevate
Challenge Perception

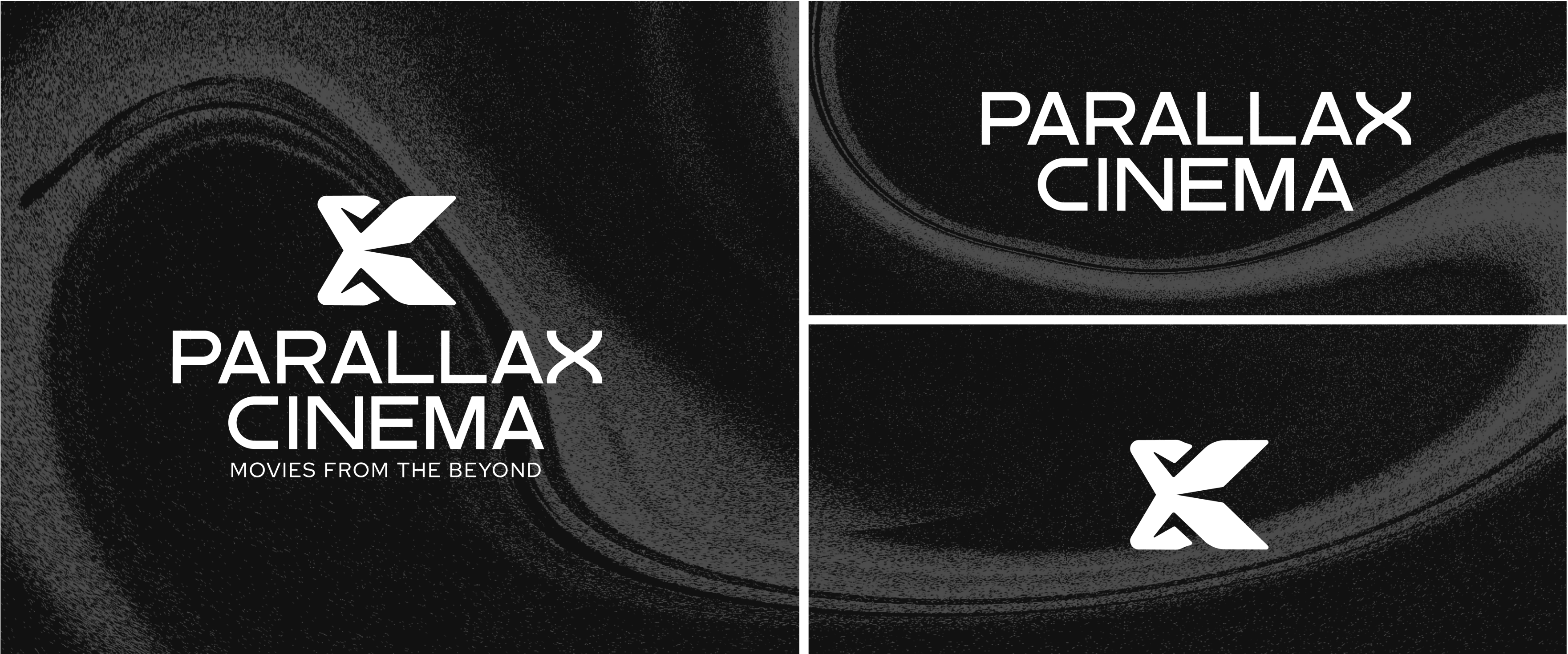
WORDMARK EXPLORATIONS



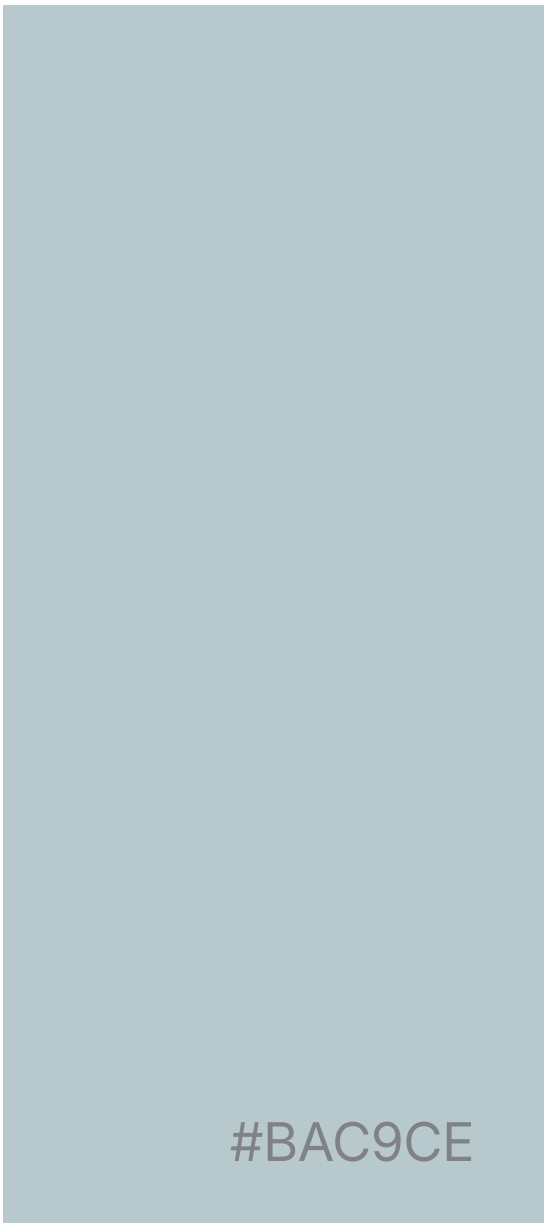
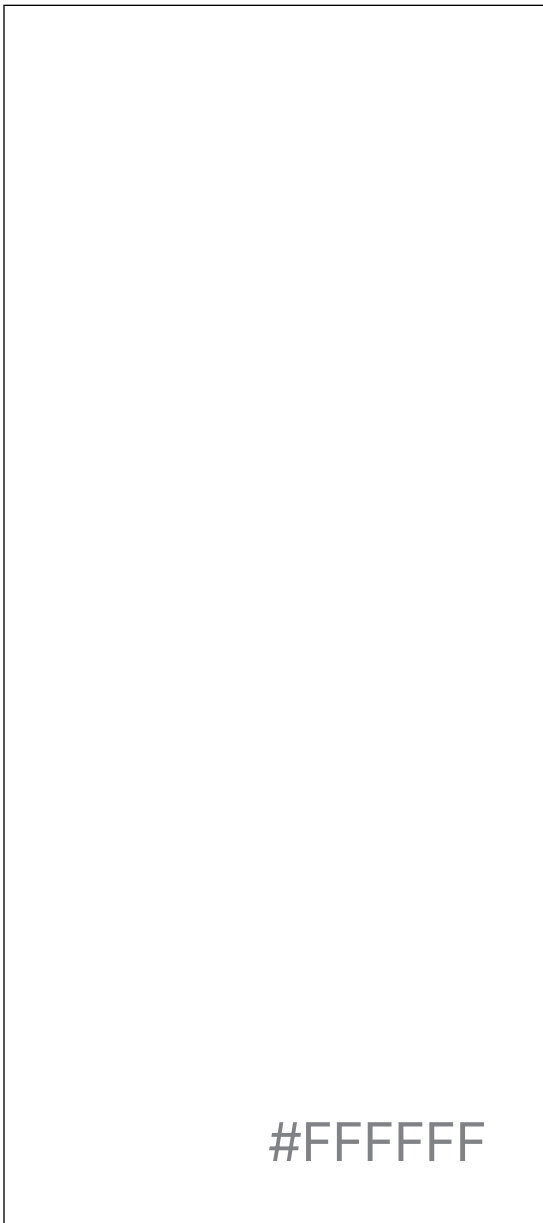
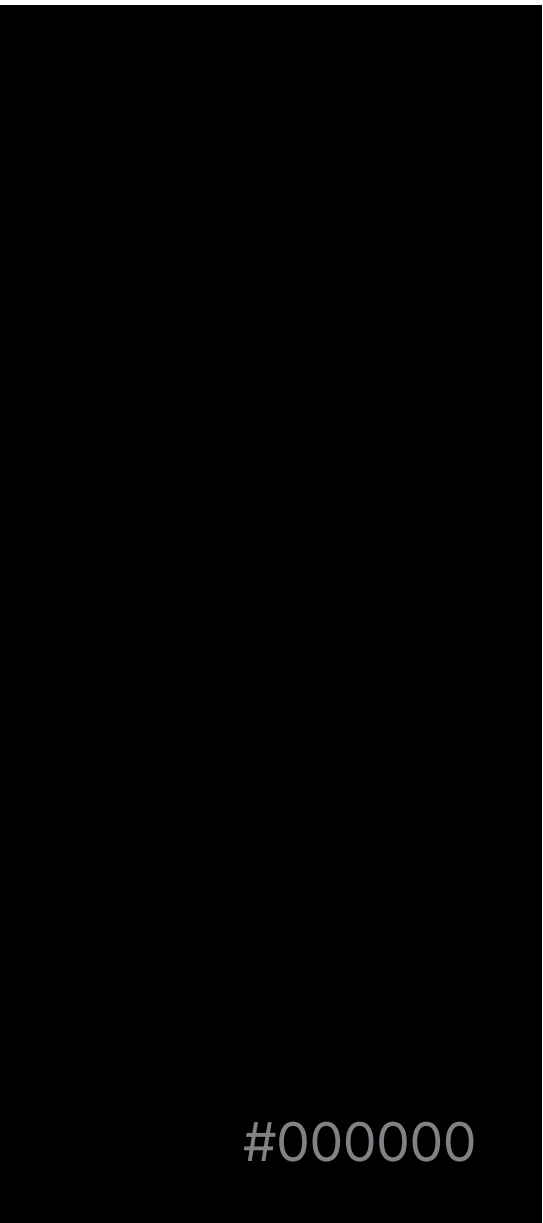
WORDMARK EXPLORATIONS



REFINED LOGO SET



BRAND COLORS



STYLESCAPE

PRIMARY TYPEFACE

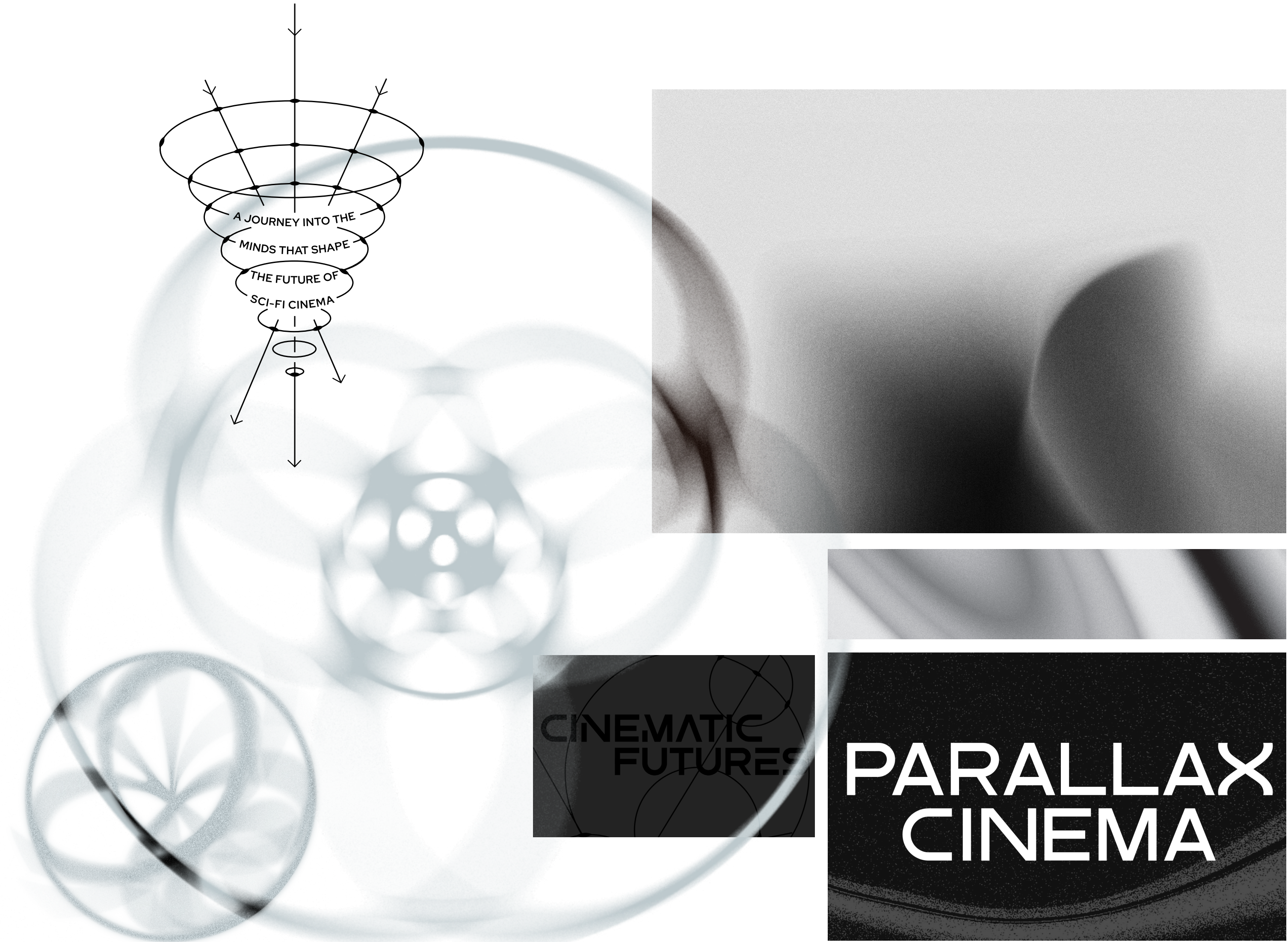
RED HAT DISPLAY

SECONDARY TYPEFACE

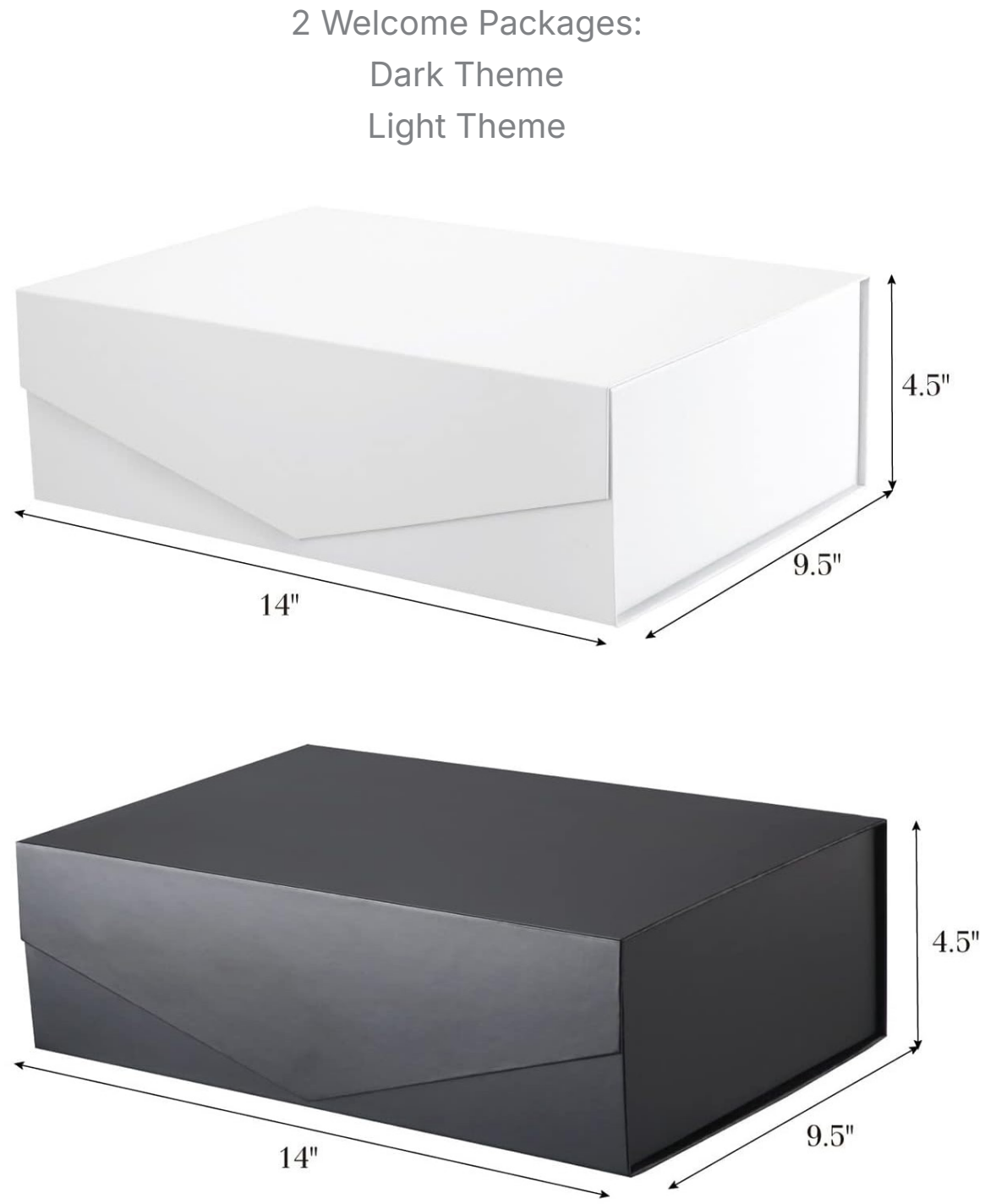
Lora Regular

ACCENT TYPEFACE

DROXEN



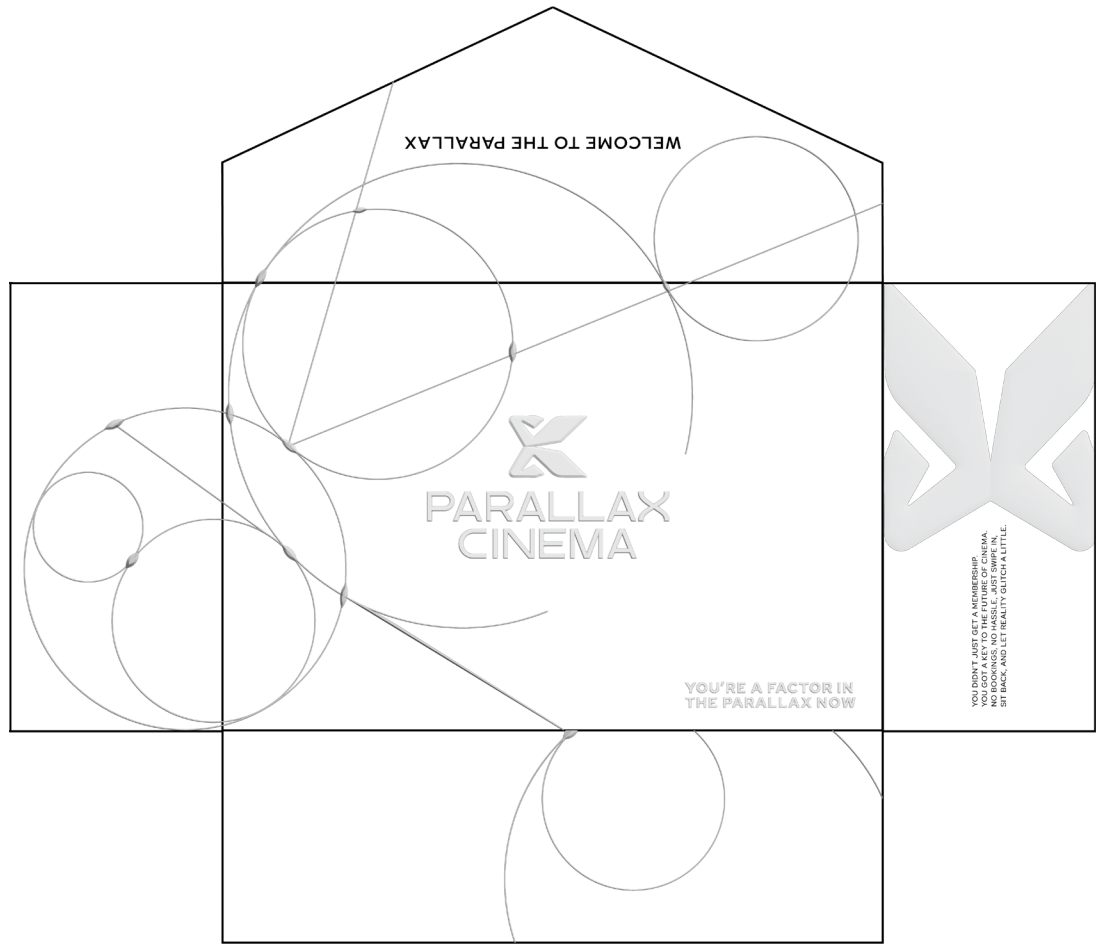
MEMBER WELCOME PACKAGE WIP



GOALS

- Incorporate geometry and scientific space vectors to echo sci-fi themes
- Explore a white embossed look using raised white ink on a flatbed printer
- Create two contrasting themes: black and white welcome packages
- Use black vs. white as a conceptual play on light and contrast in sci-fi films
- Emphasize tactility and visual intrigue through experimental print techniques

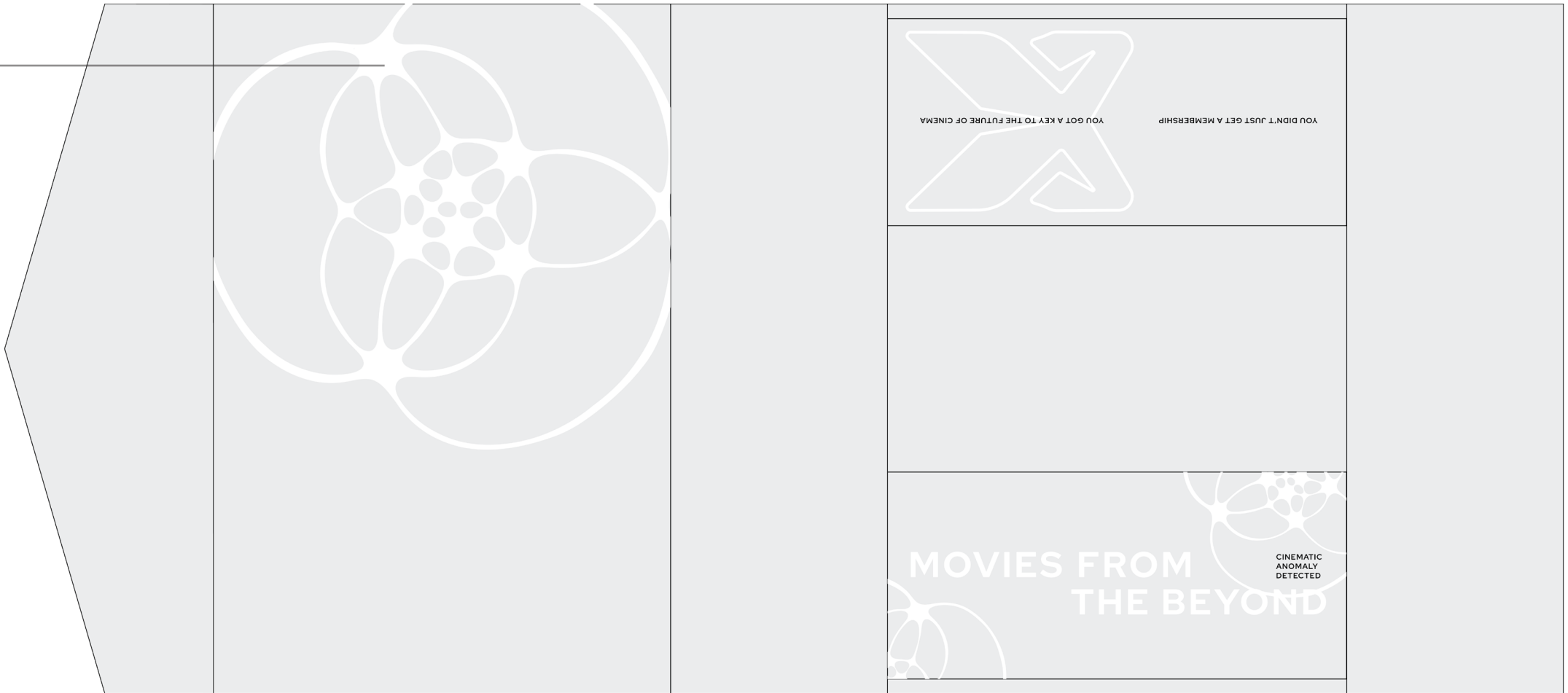
ITERATION 1



ITERATION 2



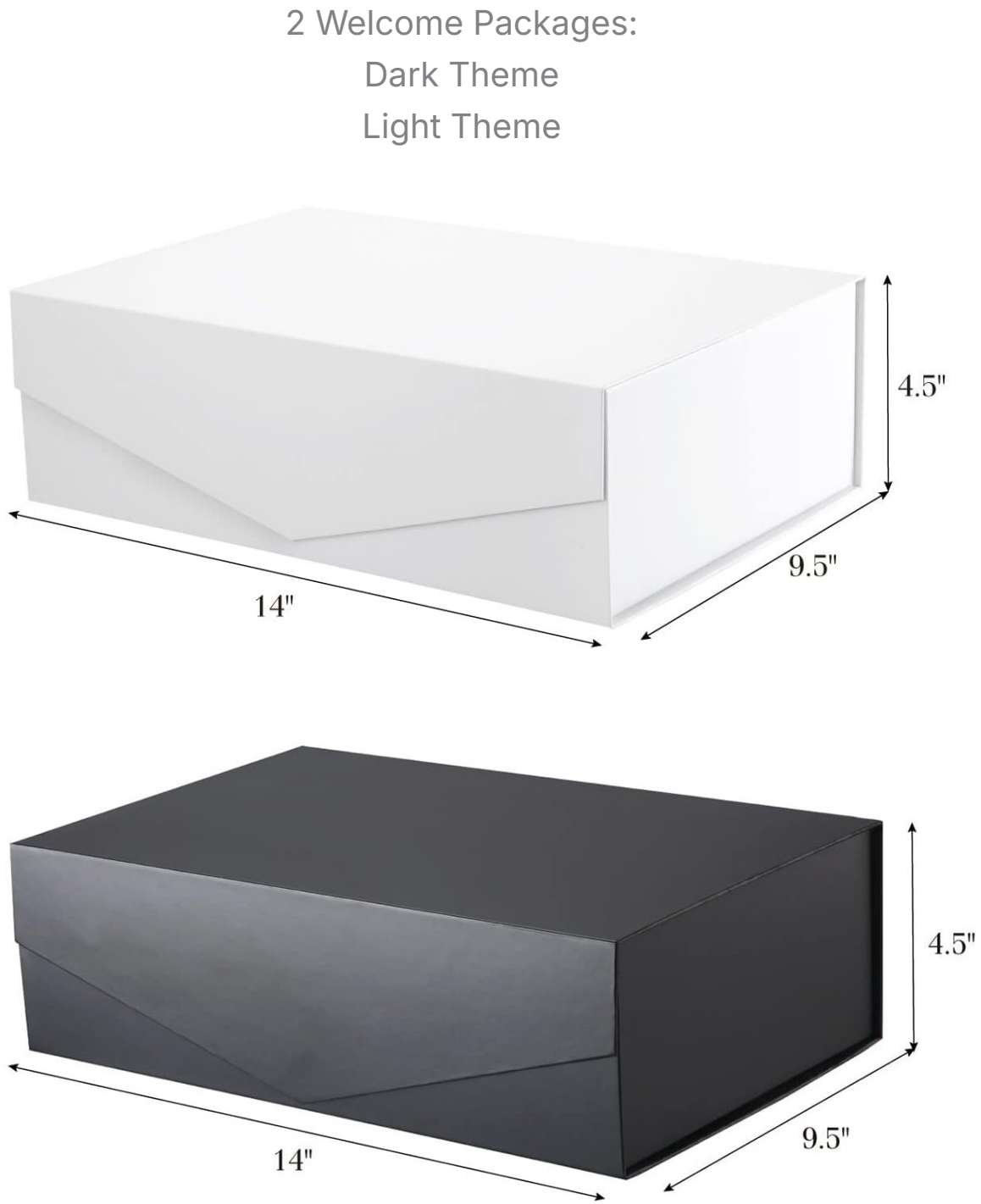
EXTERIOR BOX



INTERIOR BOX

RAISED INK
FLAT BED PRINTING
TECHNIQUE

MEMBER WELCOME PACKAGE WIP



GOALS

- Incorporate geometry and scientific space vectors to echo sci-fi themes
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ITERATION 1

SPOT VARNISH
FLAT BED PRINTING
TECHNIQUE



EXTERIOR BOX

SPOT VARNISH
FLAT BED PRINTING
TECHNIQUE



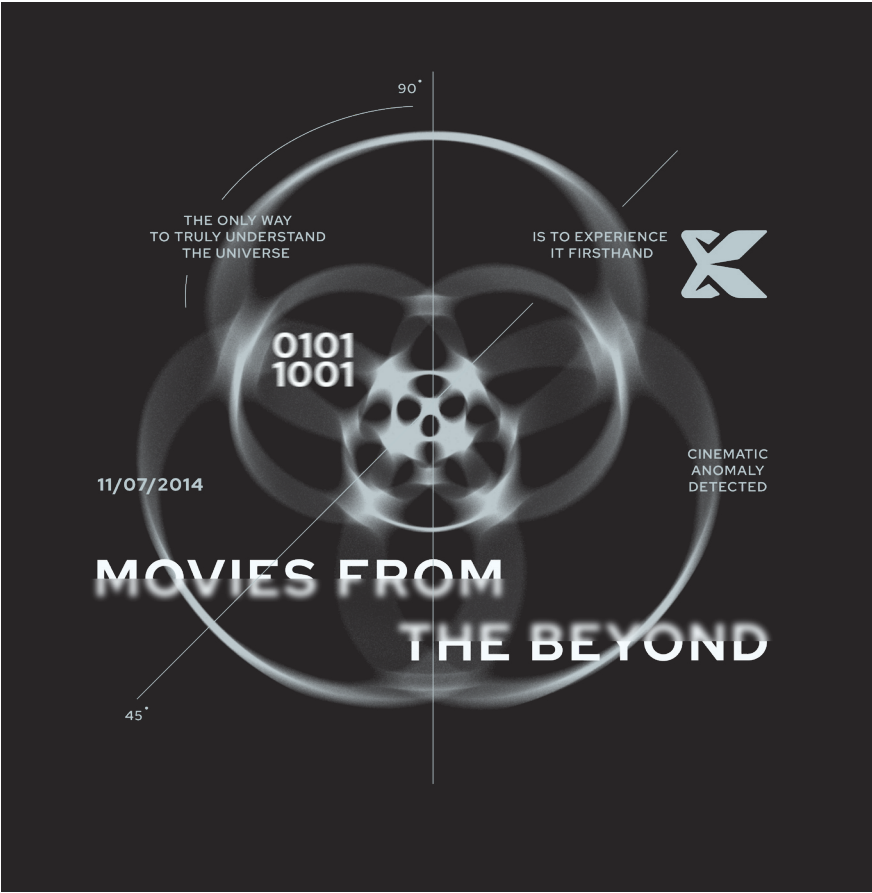
INTERIOR BOX

WELCOME PACKAGE ITEMS

FRONT



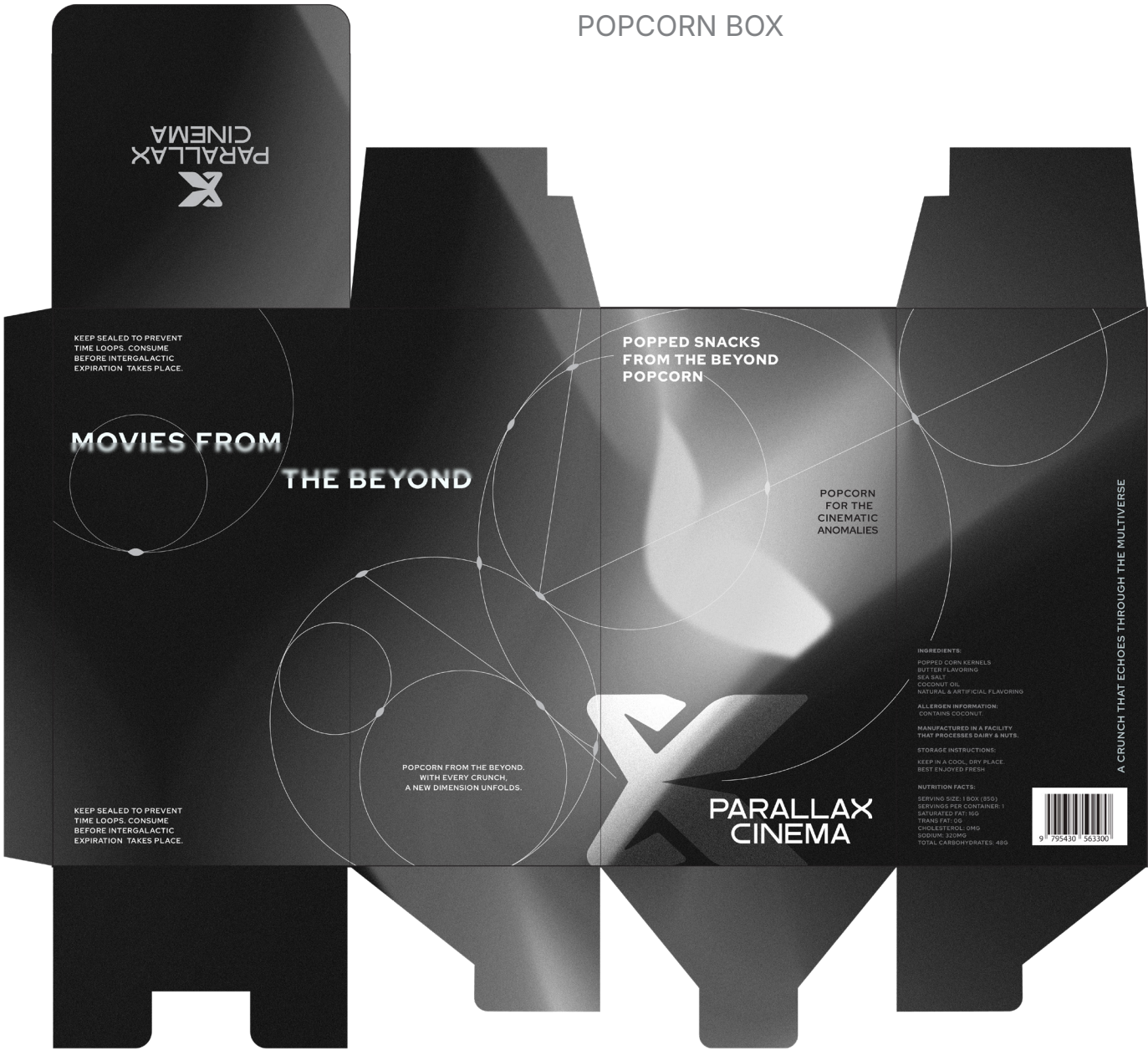
BACK



COLLECTIBLE LIVE EVENT TICKETS



POPCORN BOX



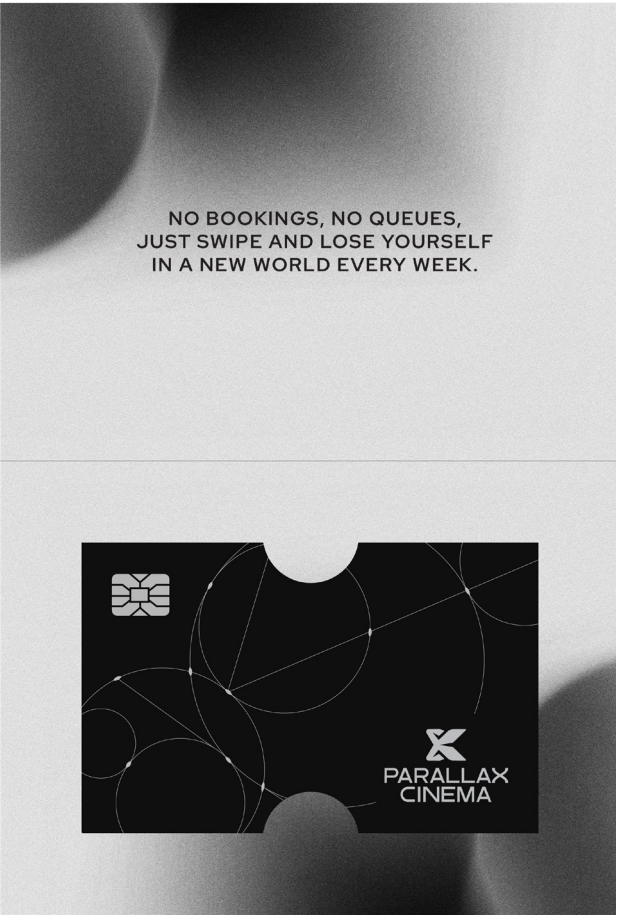
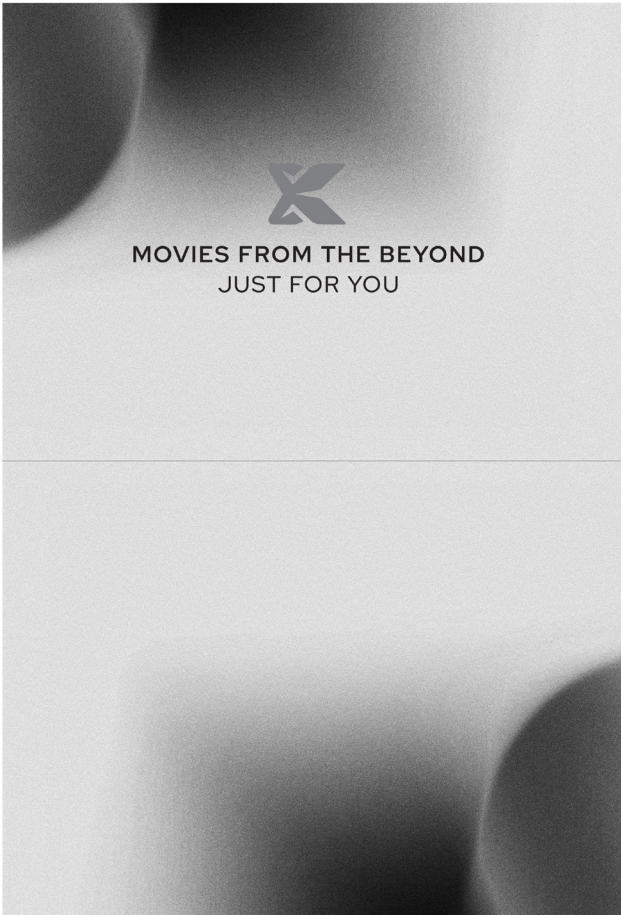
BRANDED APPAREL / UNISEX TSHIRT



GOALS

- Use expressive, bold typography
- Incorporate science-inspired graphics
- Experiment with textures of noise and motion blur
- Create a laser-engraved membership card for a premium feel

METAL MEMBERSHIP TAP CARD



METAL LASER ENGRAVING

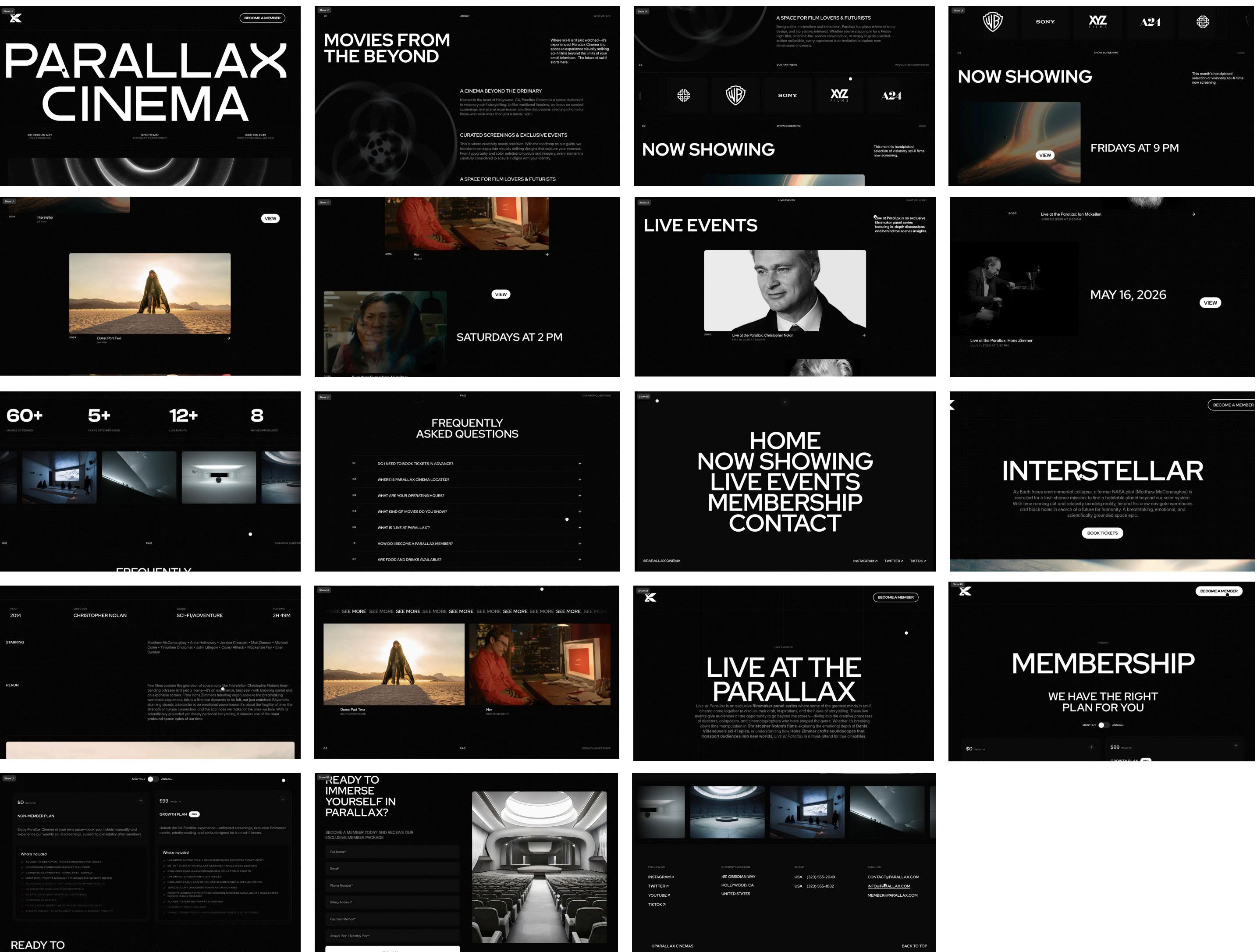
METAL LASER ENGRAVING

Packaging

Parallax Cinema / Process Book



WEBSITE & MOBILE APP FRAMES



GOALS

- Design a minimal, sci-fi-inspired interface
- Include membership access and event booking
- Use bold type, motion, and interactivity
- Ensure responsive and intuitive UX across devices
- StrengthWen Framer software skills

COFFEE TABLE BOOK 84 PAGES

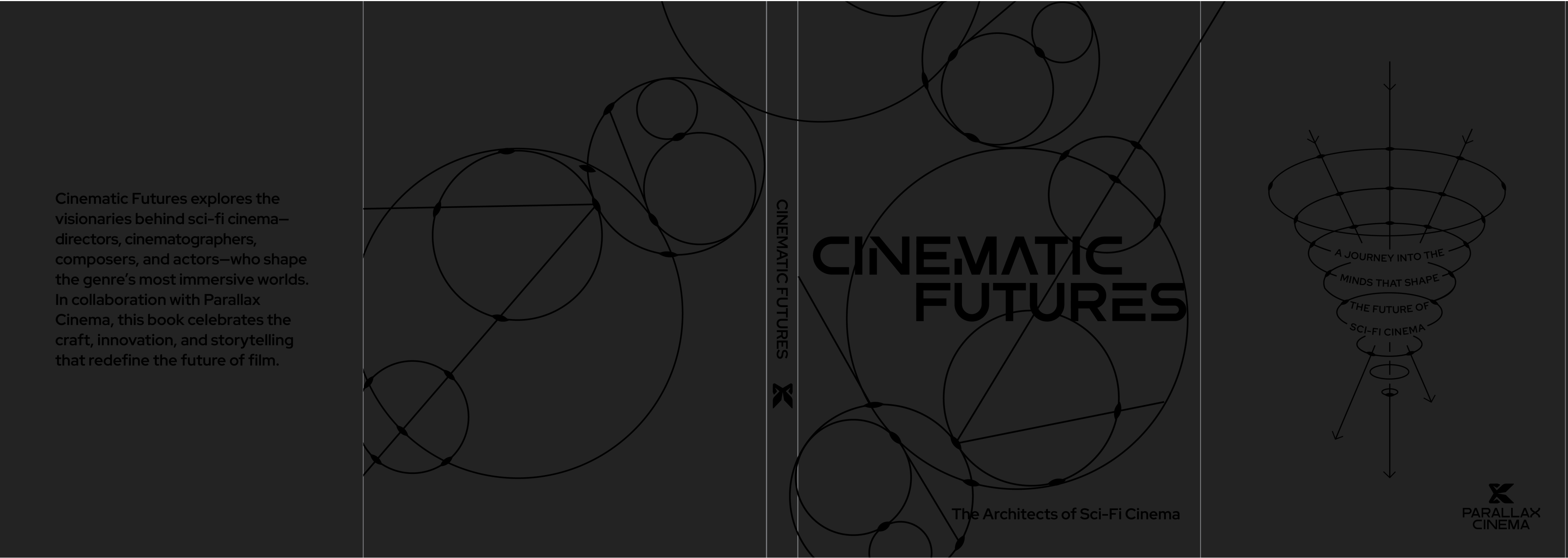
SPOT VARNISH BOOK COVER

INSIDE BACK PANEL

BACK COVER

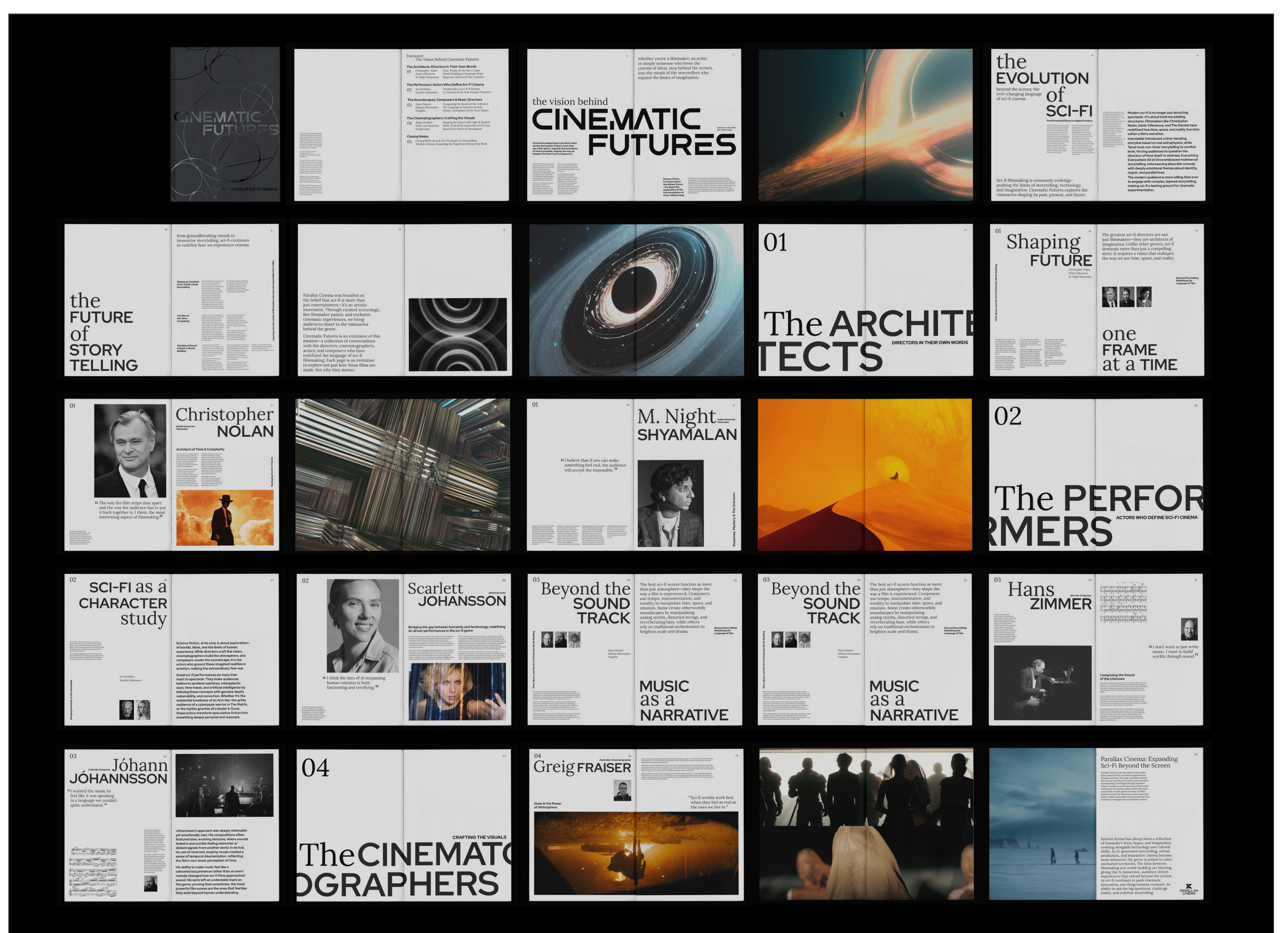
FRONT COVER

INSIDE FRONT PANEL



GOALS

- Use bold typography and experimental grid layouts
- Highlight behind-the-scenes storytelling and sci-fi concepts
- Incorporate reflective finishes and tactile elements
- Balance visual drama with clean, cinematic pacing
- Create a collectible, coffee-table-worthy book



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- Balance visual drama with clean, cinematic pacing
- Create a collectible, coffee-table-worthy book

COLLECTIBLE VINYL RECORD ALBUM COVER



GOALS

- Use typography as both function and form
- Explore type as visual art, not just text
- Keep layout minimal yet expressive
- Reflect the tone and rhythm of soundtrack through type



