



**BRAND DEVELOPMENT
CONCEPT REFINEMENT**

**EYAMAY STUDIO
CREATIVE QUESTS**



From the feedback given, we can begin to shape the brand into the desired appearance. We should focus on keeping the logo a simple but versatile graphic, paired with a range of flexible fonts, shapes and colours.

Swear Display
Swear Display

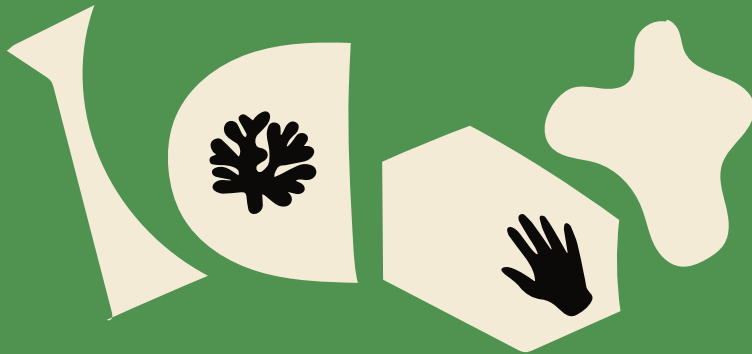


Swear Display

Swear Display is a versatile font with multiple quirks, giving us a lot to work with when trying to keep the brand *interesting*.

With two font families and a stylised 'ciliti', this is a great choice to partner with Acumin and Kenyan Coffee.

Scotch Display
Scotch Display
Scotch Display



A less versatile serif font, but still with great charm to balance out the dominating sans serif fonts in the current identity.



CREATIVE QUESTS

www.creativequests.world

We have tried two shape routes, with option 2 being our favourite, thanks to it's connection with the origins of C12 and the ability to alter shapes at will.



We are looking for subtle directional hints in shapes that retain individuality, but also work in versatile situations, i.e clipping masks.

creativequests.world

#1

#2



Our favourite idea..

SAME SAME, BUT DIFFERENT

We can directly develop the original C12 shapes by adding (or removing) a dimension, in this example, we've removed imperfect chunks, leaving polygonal arrows, which can also be seen as steps, representing the positive gain achieved with Creative Quests.



The possibilities are *endless*.



RETURNING

Here is a simple example of how we can synchronise type, colour and shape to deliver a message.

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We need to decide what assets will be used the most, whether any will be saved for special occasions and whether we should partner certain icons with certain shapes or colours, to help the audience identify each pillar of the brand.

LIVING MY *quest* LIFE



We now aim to keep the Creative Quests wordmark simple, with subtle hints of movement. These ideas still need to work laid out and stacked, alongside all iconography, shapes and type.

**CREATIVE
QUESTS**



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Alternative fonts that we have considered, but aren't as interested in pursuing.



Lust Sans

A commonly seen, but fun & free to use variable font.



Cotta Regular

A solo, free to use font with quirky accents.

TO SUMMARISE

With the aim to evolve the original idea of Channel Twelve's branding into a more adventurous, versatile identity in order to better represent the new era of Creative Quests.

What we have presented are strong directions for the brand to take, with complete flexibility, making creative quests it's own unique entity without completely detaching from the source.

With these malleable assets, CQ has the freedom to play with it's own appearance without jeopardising the consistency of the brand across digital and print media.

The next steps will be to receive feedback & refine the selected assets, making sure the brand is ready for launch.

