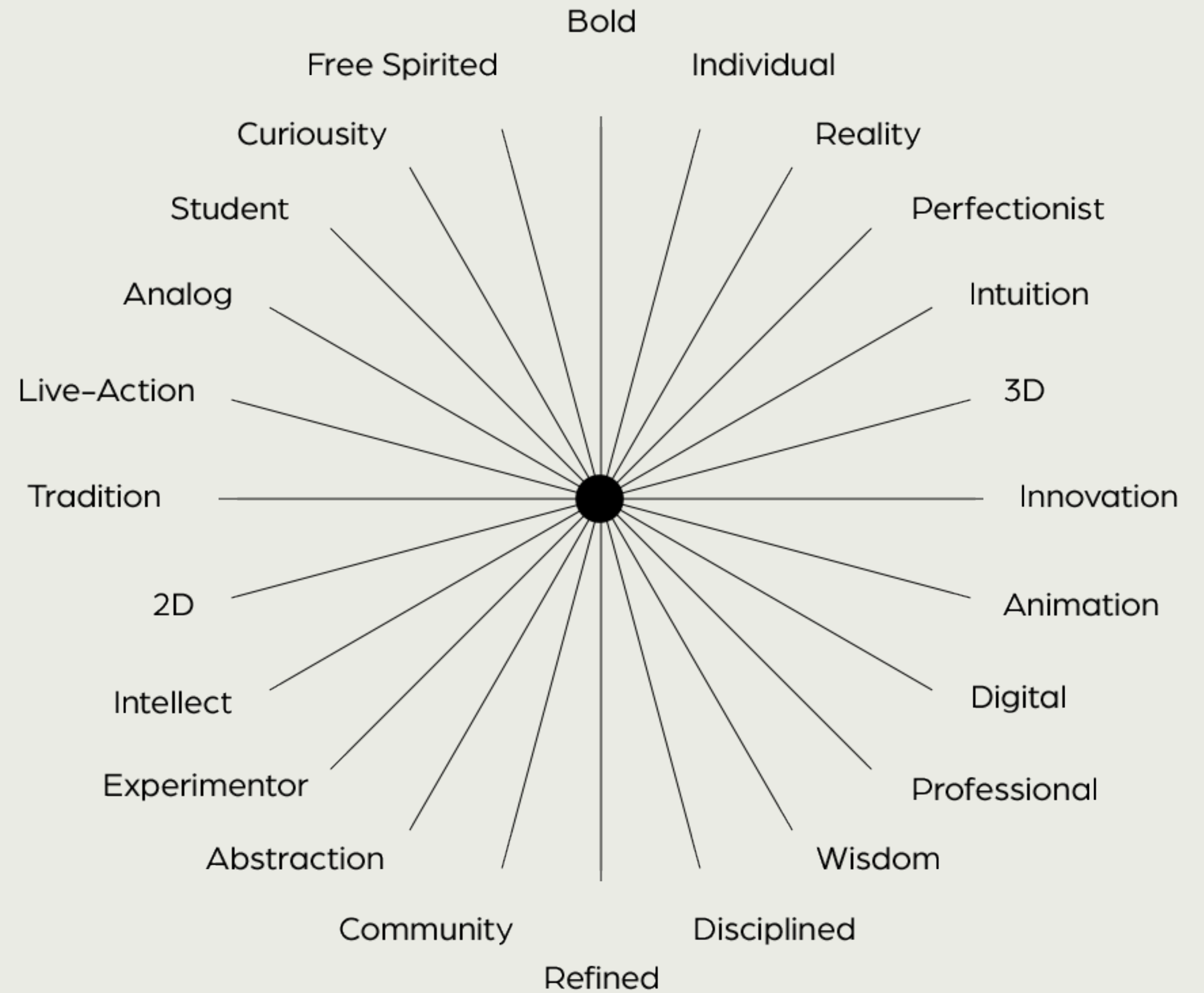


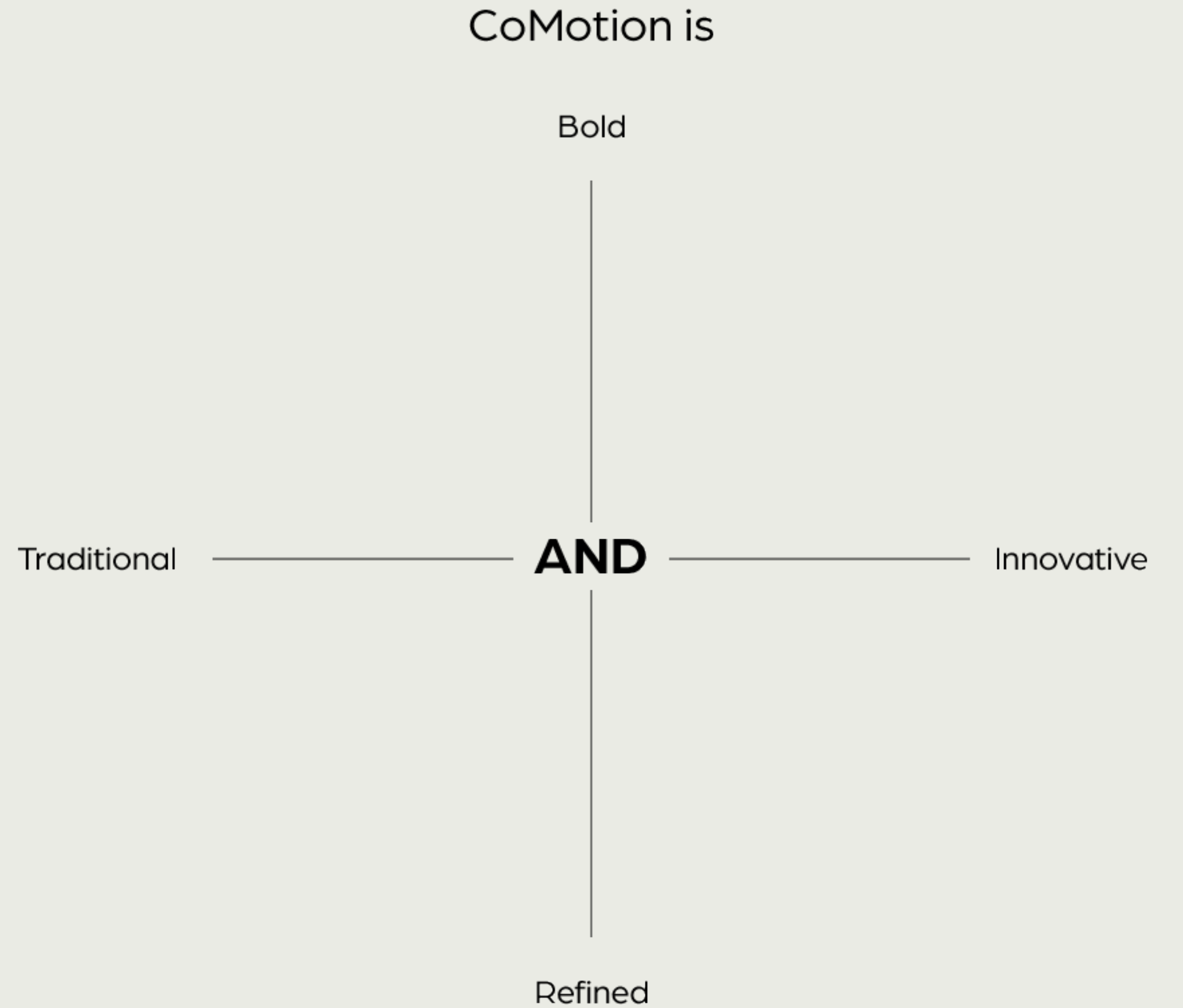
INTO THE SPOTLIGHT



To create an identity that embodies CoMotion's unique blend of diversity and community, we began by balancing ideas that make motion design special...



...and selected four principles that we believe make CoMotion dynamic and unique.



Our brand identity
celebrates the true stars
of CoMotion — you —
through the only medium
connecting **all types of
motion design: light**



From the discovery of fire to the invention of the camera, **art and light** have always been interlinked.

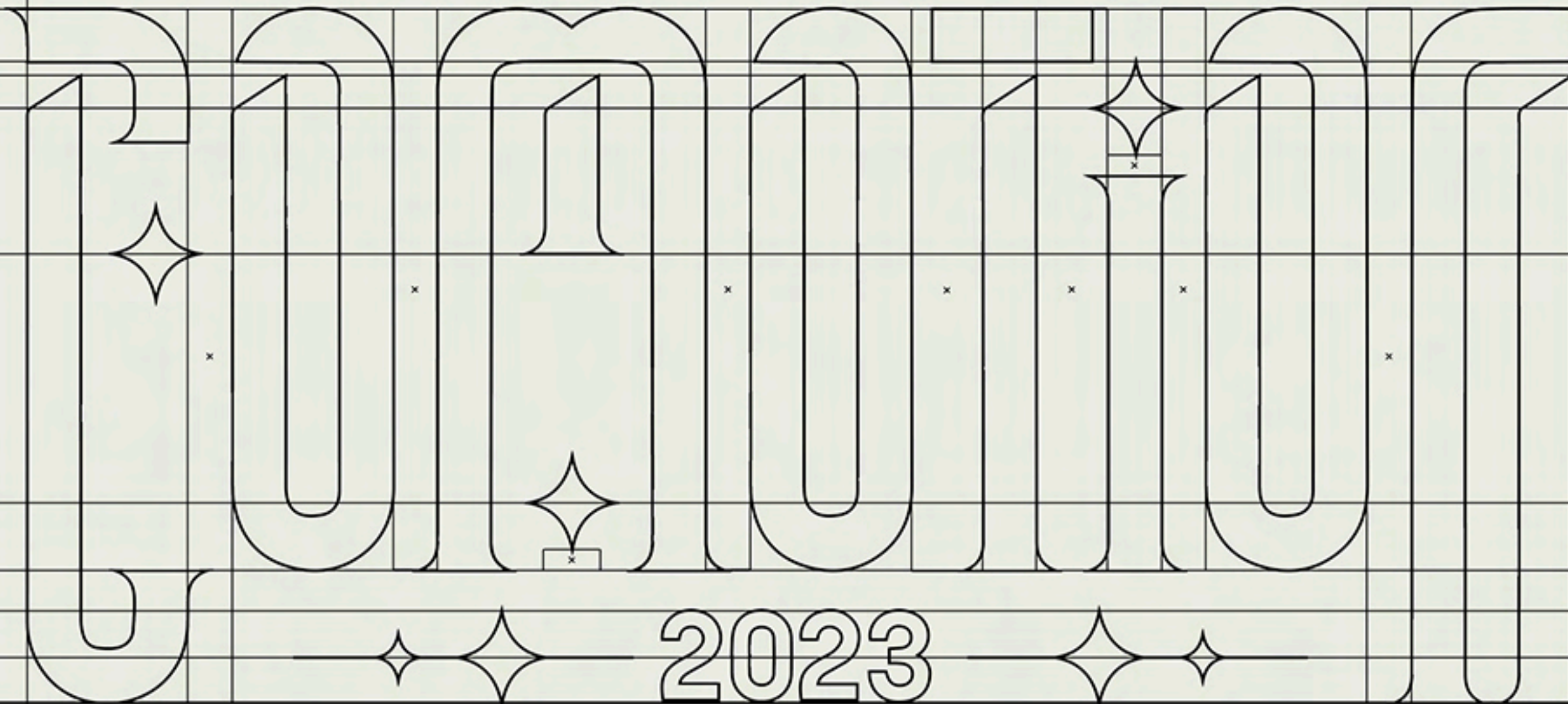
Our title sequence explores our relationship with light



LOGGO

Inspired by the traditional calligraphy and modernist cinematic title cards, our logo balances the past and future.





Logo Path Breakdown

COMOTION
— ✨ — 2023 — ✨ —

Alternative Colors

COMET
2023


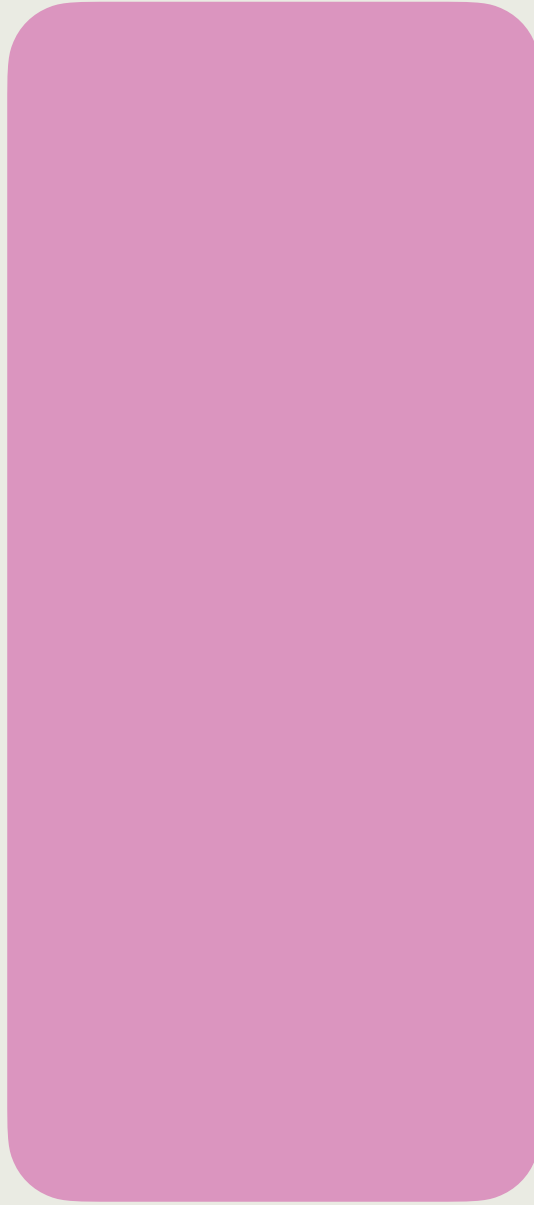
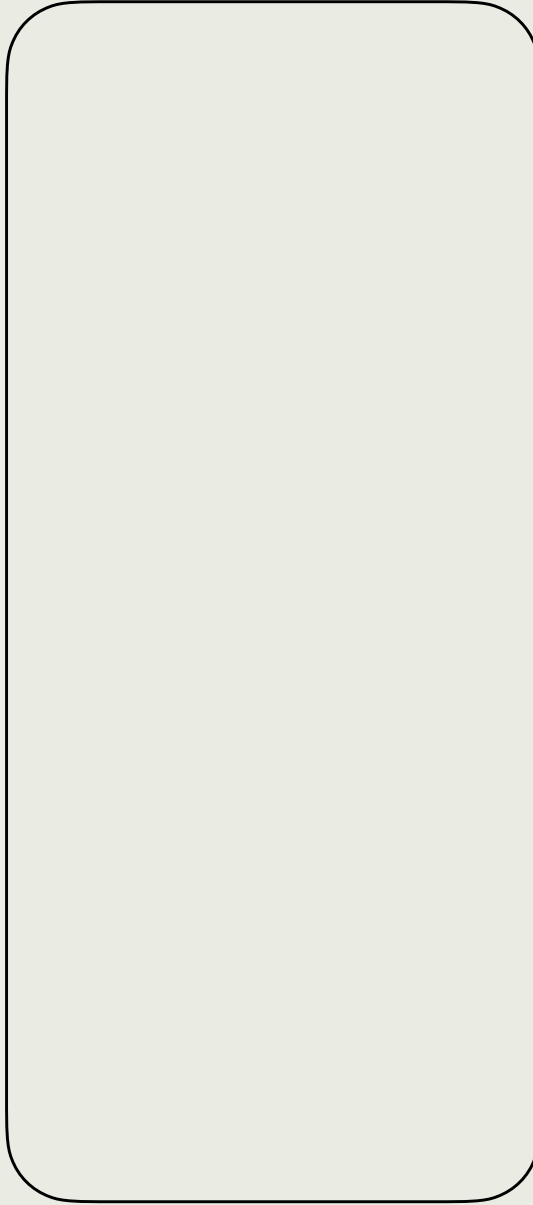
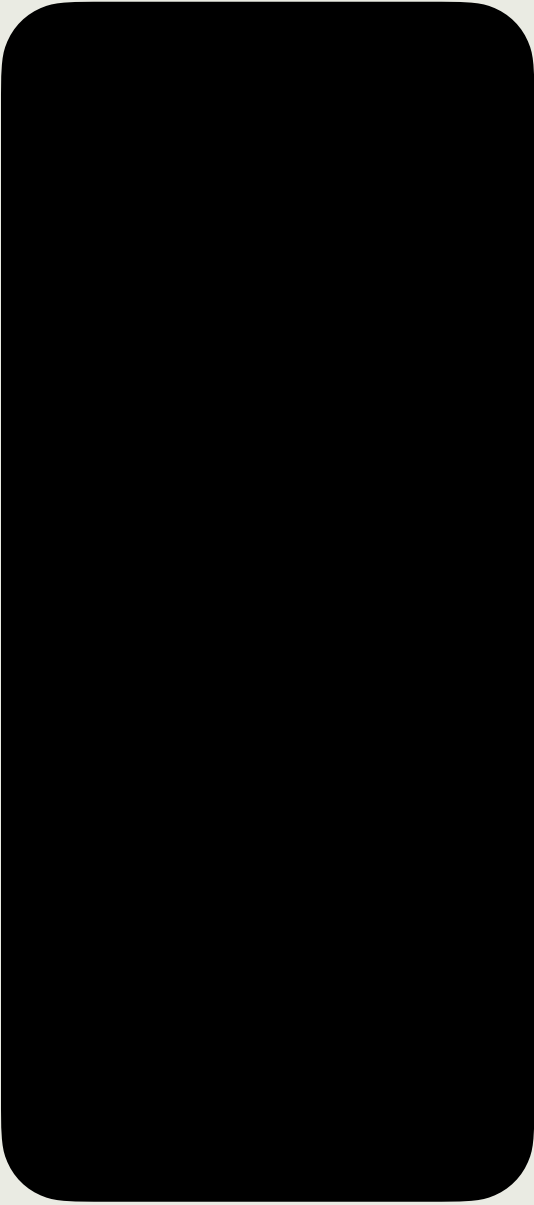
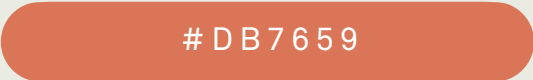
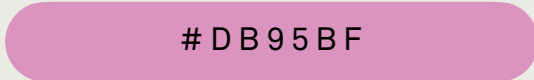
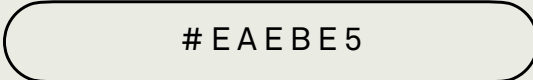

Alternative Colors



Alternative Colors

COLOR PALETTE

Just like you, our palette is unique, sophisticated, and authentic.

BOLD	REFINED	TRADITION	INNOVATION
			
			

TYPEFACE

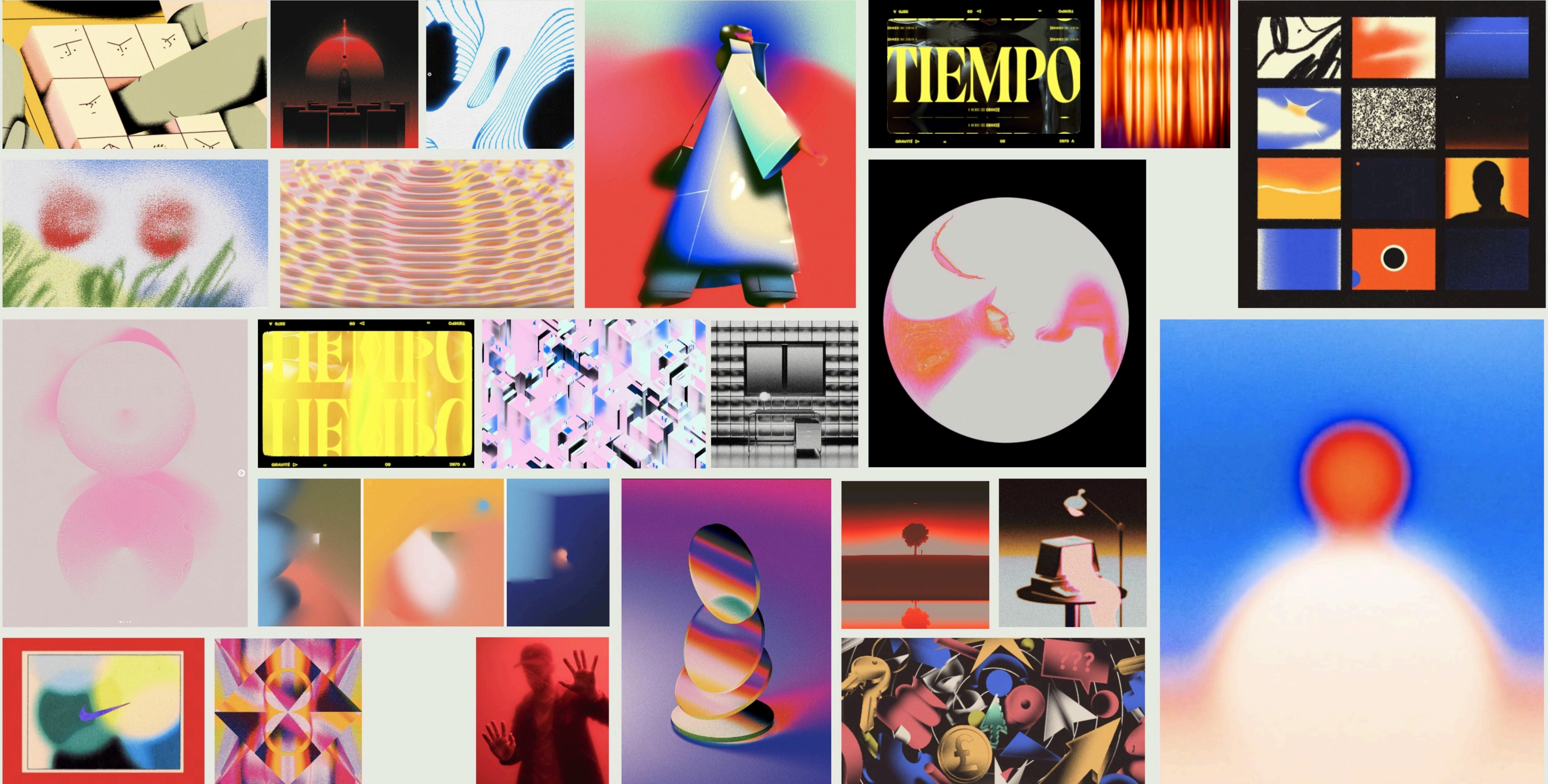
Primary Typeface

DISPLAY MAGAZINE IS
OUR DISPLAY TYPEFACE —
ONLY MEANT TO BE USED
FOR HEADLINES AND
TITLE CARDS.

Secondary Typeface

Arboria is our workhorse sans-serif typeface meant to be used for all functional purposes. The two typefaces **balance boldness and refinement** perfectly.

MOOD
BOARD



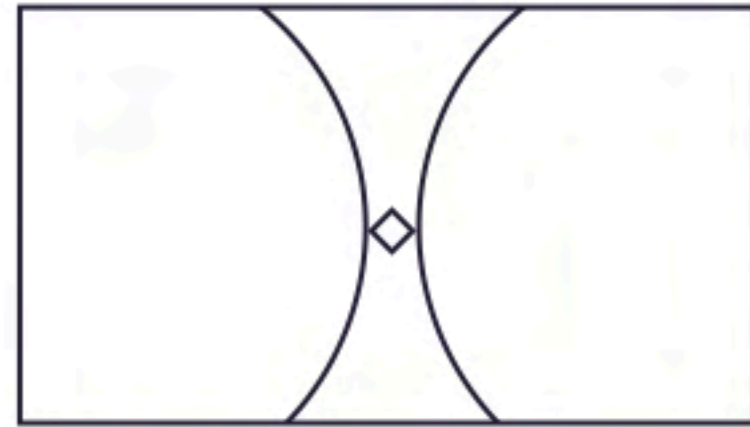
STORY BOARDS



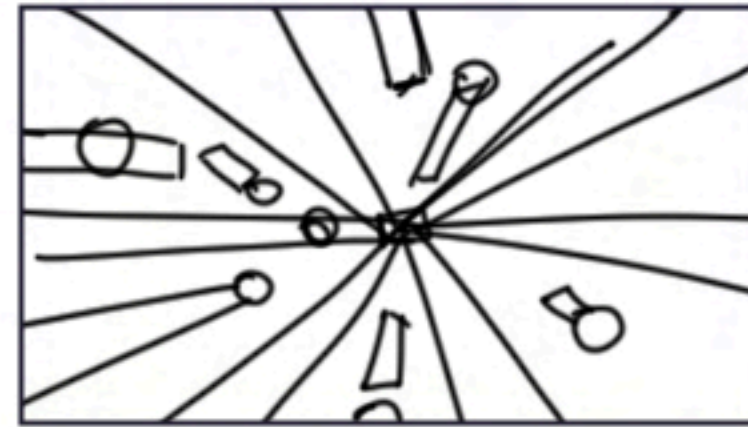
1. SETUP SHOT: DARK SCREEN GLIMMER OF LIGHT REVEALS TEXT



2. TWO CIRCLES WITH OPPOSING GRADIENTS INTERACT



3. A TINY SQUARE SPRINGS TO LIFE & INTERRUPTS THEM



4. AFTER FIGHTING WITH THE CIRCLES THE SQUARE BURSTS INTO LIFE



5. SETUP SHOT: WHITE SCREEN ZOOMING OUT



6. CAMERA ZOOMS OUT TO REVEAL EDGES OF THE FLAME



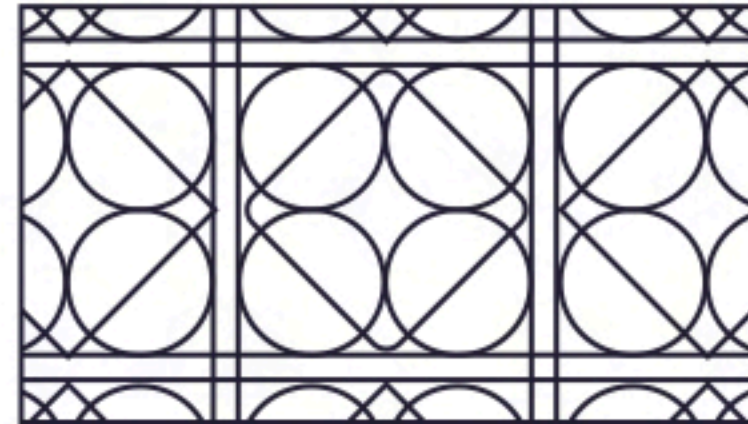
7. MATCH CUT TO FURTHER AWAY WITH PERSON IN FRONT OF FIRE



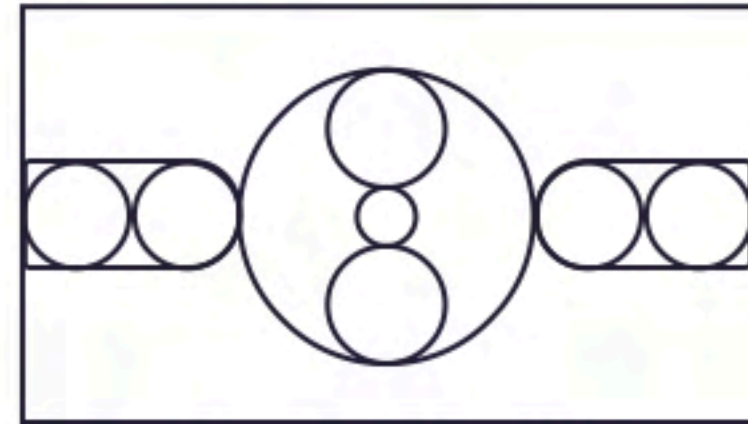
8. SUNFLOWER TURNS TO LOOK TOWARDS CAMERA. BLOOMS



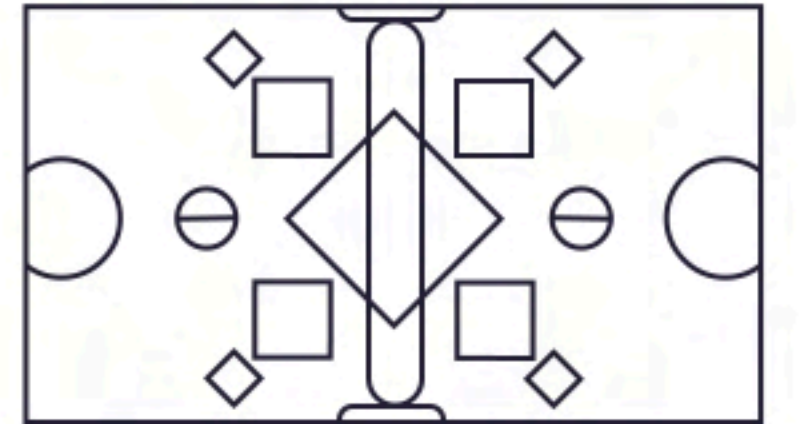
9. MATCH CUT BLOOM WITH MICRO, SQUARE RECONNECTS IN SPACE



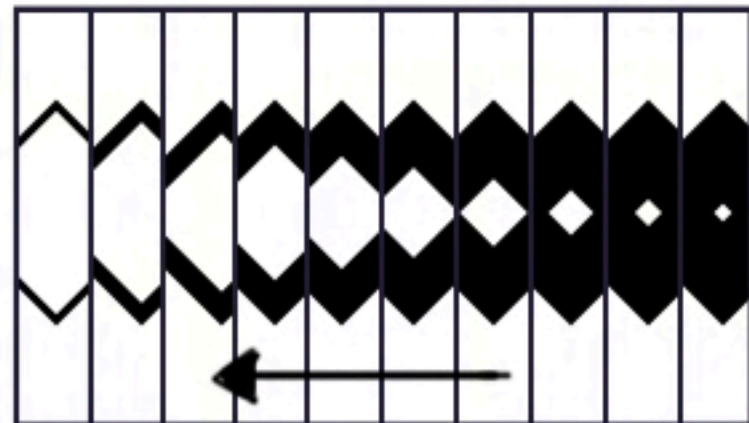
10. IT RECONFIGURES 90 DEGREES



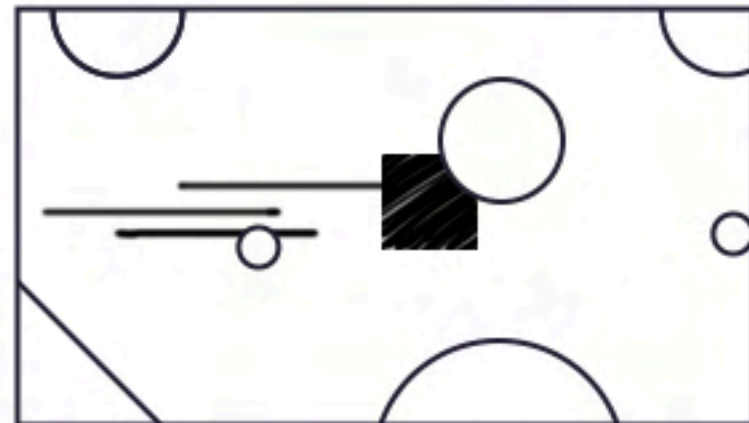
11. IT RECONFIGURES 180 DEGREES



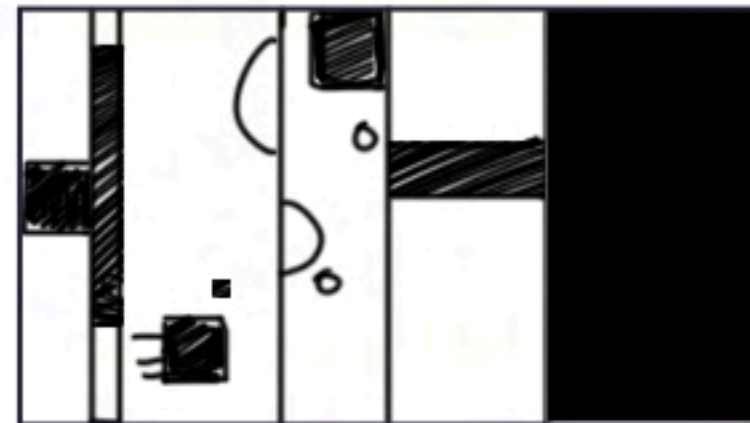
12. IT RECONFIGURES 270 DEGREES



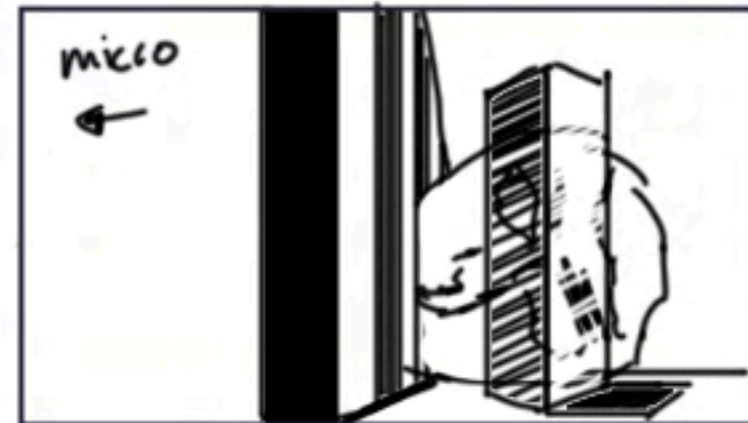
13. SPRING BOARD LOAD



14. SQUARE LAUNCHES INTO ITS JOURNEY



15. BACK TO MACRO THROUGH REFRACTING RECTANGLES



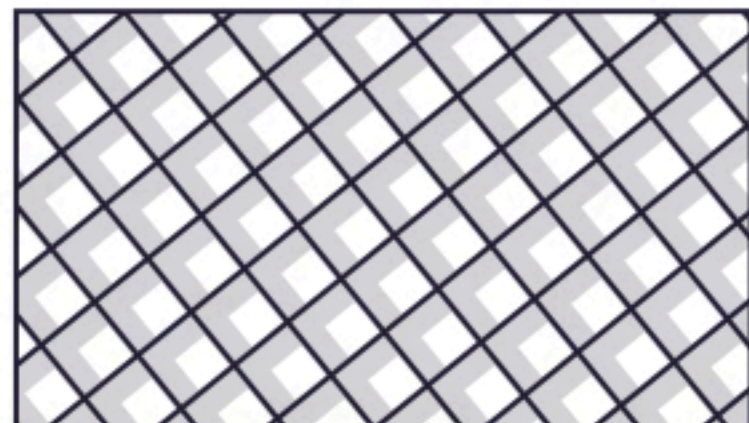
16. STATUE WITH A PRISM IN FRONT OF FACE



17. VIGNETTES OF NEOCLASSICAL WORLD. ZOOMING INTO PORTAIT



18. CARVAGGIO PAINTING, KNOWN FOR USE OF DRAMATIC LIGHTING



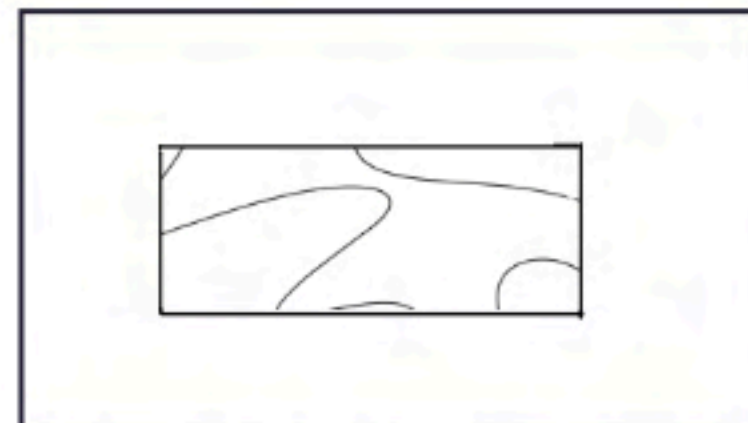
19. LIGHT MORPHING TOP VIEW



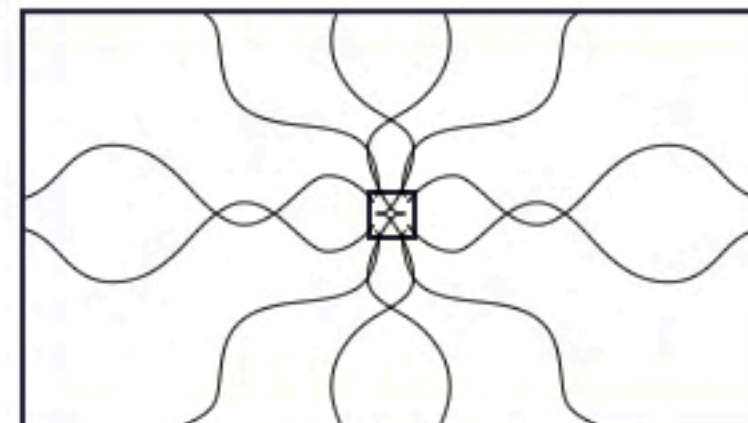
20. STATUE WITH A PRISM IN FRONT ZOOM TO MICRO WORLD



21. DISPERSED BLOBS OF COLOR COME TOGETHER



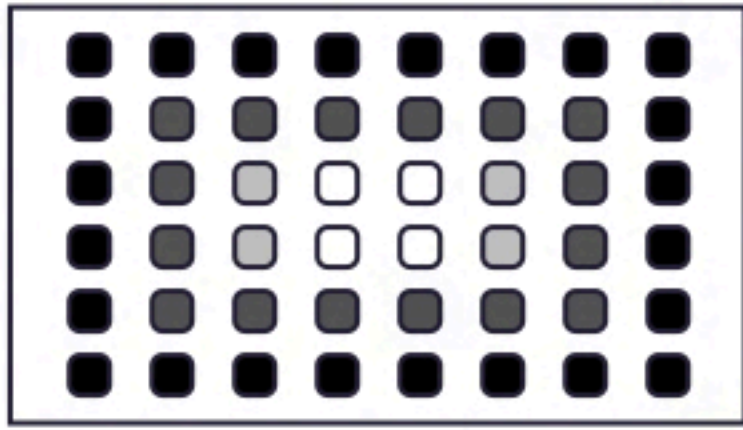
22. THE BLOBS ARE CONTAINED IN SQUARE AS THEY BECOME WHITE



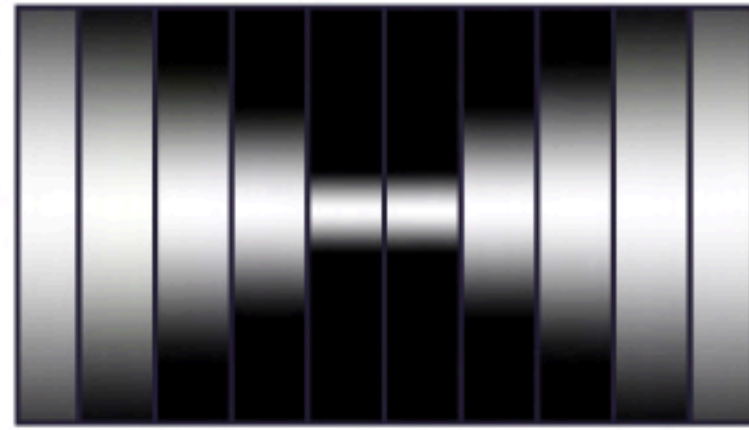
23. WHITE LIGHT DISPERSES INTO A SPECTRUM OF COLOR



24. THE BOX SPLITS INTO THREE SHAPES OF RGB THAT INTERSECT



25. THE RBG SQUARES BREAK INTO FURTHER COLORS



26 THEY FORM COLUMNS THAT DISPERSE FROM CENTER



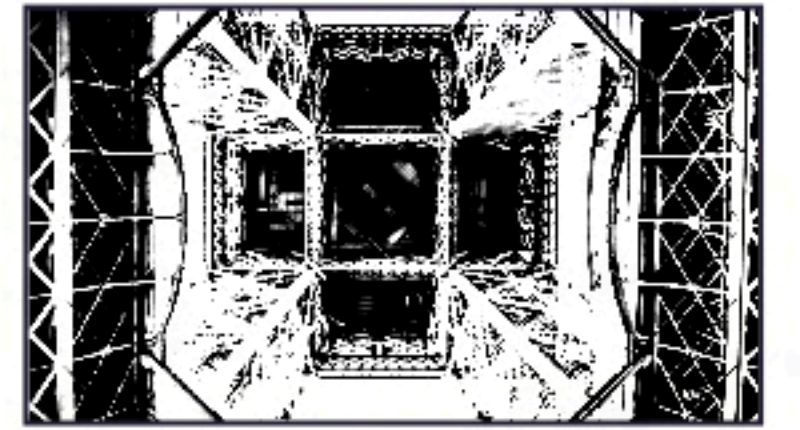
27. IN THE LIGHT, AN OLD LIGHTBULB OSCILLATES



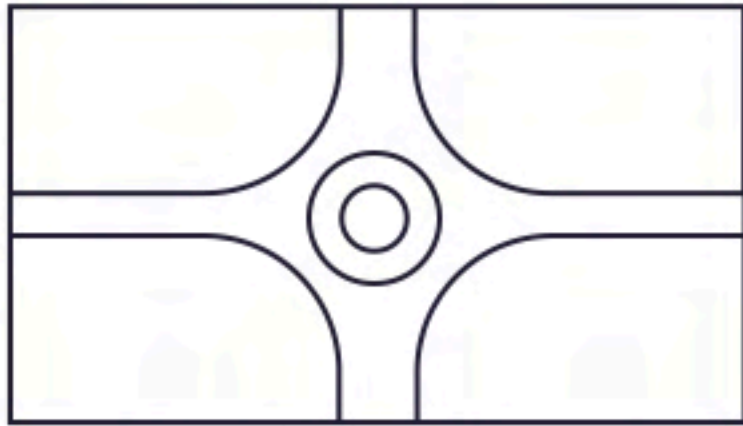
28. A SERIES OF OSCILATING LIGHT BULBS ARE REVEALED AS WE ZOOM



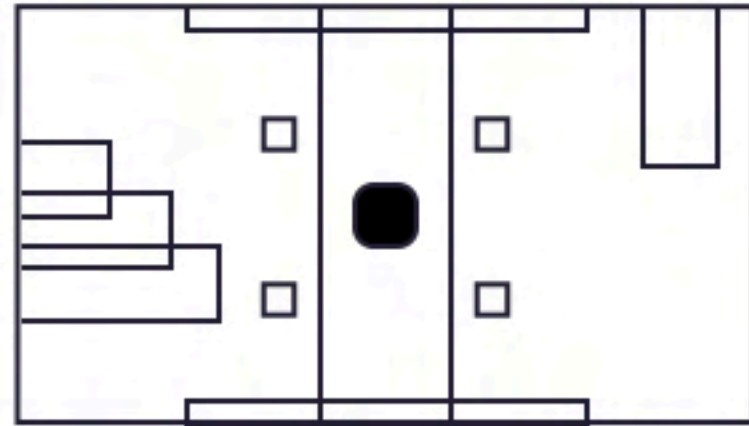
29. A FILM FULL OF FRAMES ARE REVEALED



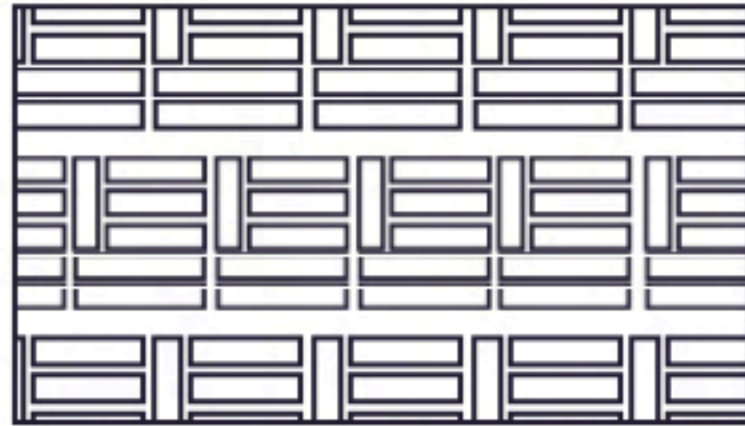
30. THE EIFFEL TOWER, A SYMBOL OF MODERNITY IS REVEALED



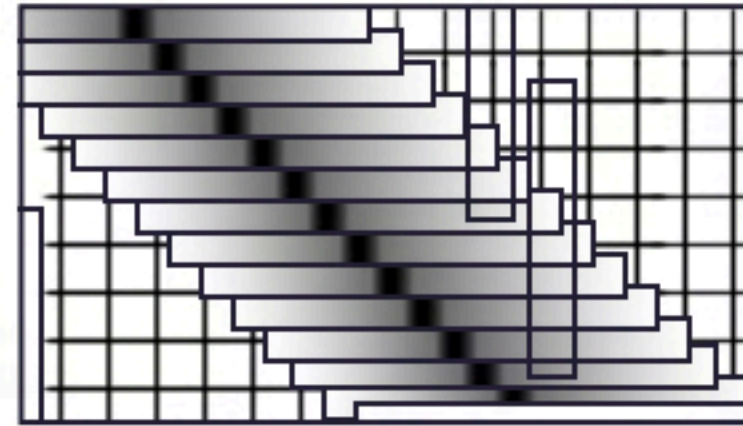
31. MODERN SOCIETY AND CAMERAS SPLIT SCREEN



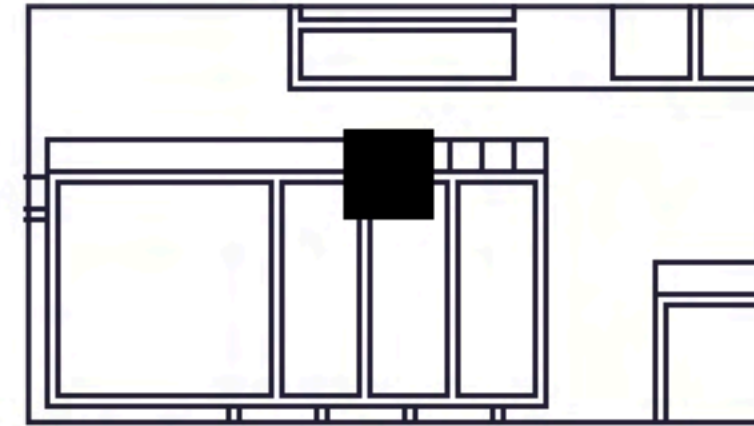
32. THROUGH THE SPLITSCREEN WE COME BACK TO THE MICROWORLD



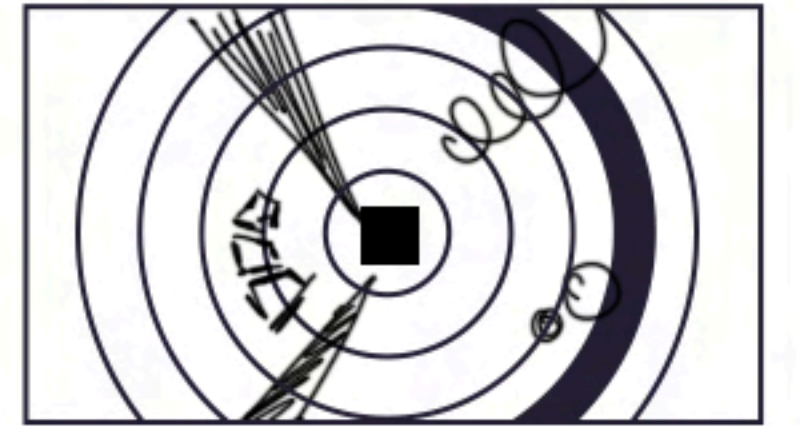
33. REPEATING PIXELS FORM AND MOVE



34. WE MOVE INTO THE COMPUTER AGE WITH OVERLAPPING WINDOWS



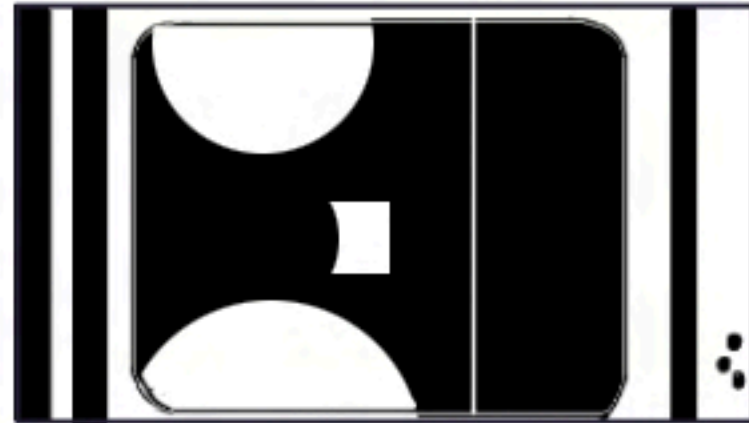
35. HERO SQUARE IS RISING THROUGH DIFFERENT WINDOWS



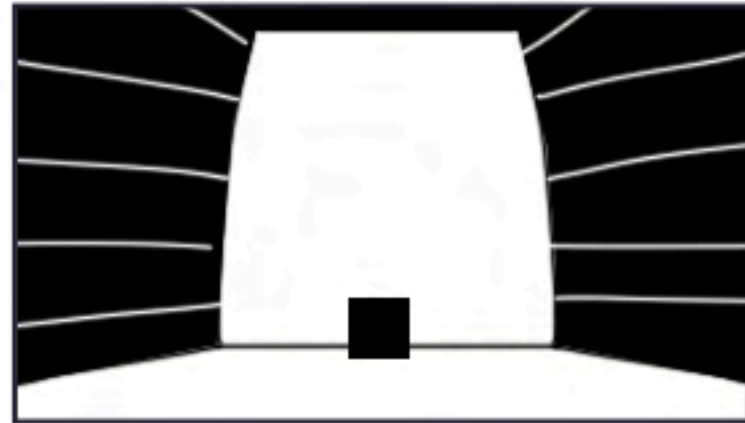
36. OBJECT REVOLVE AROUND SQUARE AS WE ZOOM OUT BACK INTO MACRO



14. WOMAN IN FRONT OF SCREEN WITH EYES



14. CUT TO SCREEN WITH THE NEW WORLD AND MICROWORLD



36. AFTER HESITATING, THE SQUARE ENTERS THE FINAL DOOR



37. WE'RE HERE TO WELCOME EVERYONE BACK TO COMOTION

STYLE FRAMES

CoMotion_NEW
FINAL_ACUTALY
FINAL.mp4

APPROXIMATELY 13.8 BILLION
YEARS AGO

SH_020

MOMENTLOQUE PRESENTS

FILMING IN
PROGRESS

WHAT YOU'RE ABOUT TO WITNESS IS A MANIFESTO FOR THE FUTURE, A CALL TO ARMS
FOR THOSE WHO PURSUE LIGHT ITSELF. THIS EVOLUTION IS REVOLUTION BY DESIGN
AND IT WILL BE TELEVISED. DO NOT BLINK, DO NOT SHUDDER. JUST PREPARE
YOURSELVES AS WE WELCOME YOU – THE ARTISTS OF TODAY – TO THE FUTURE.

19.10.22



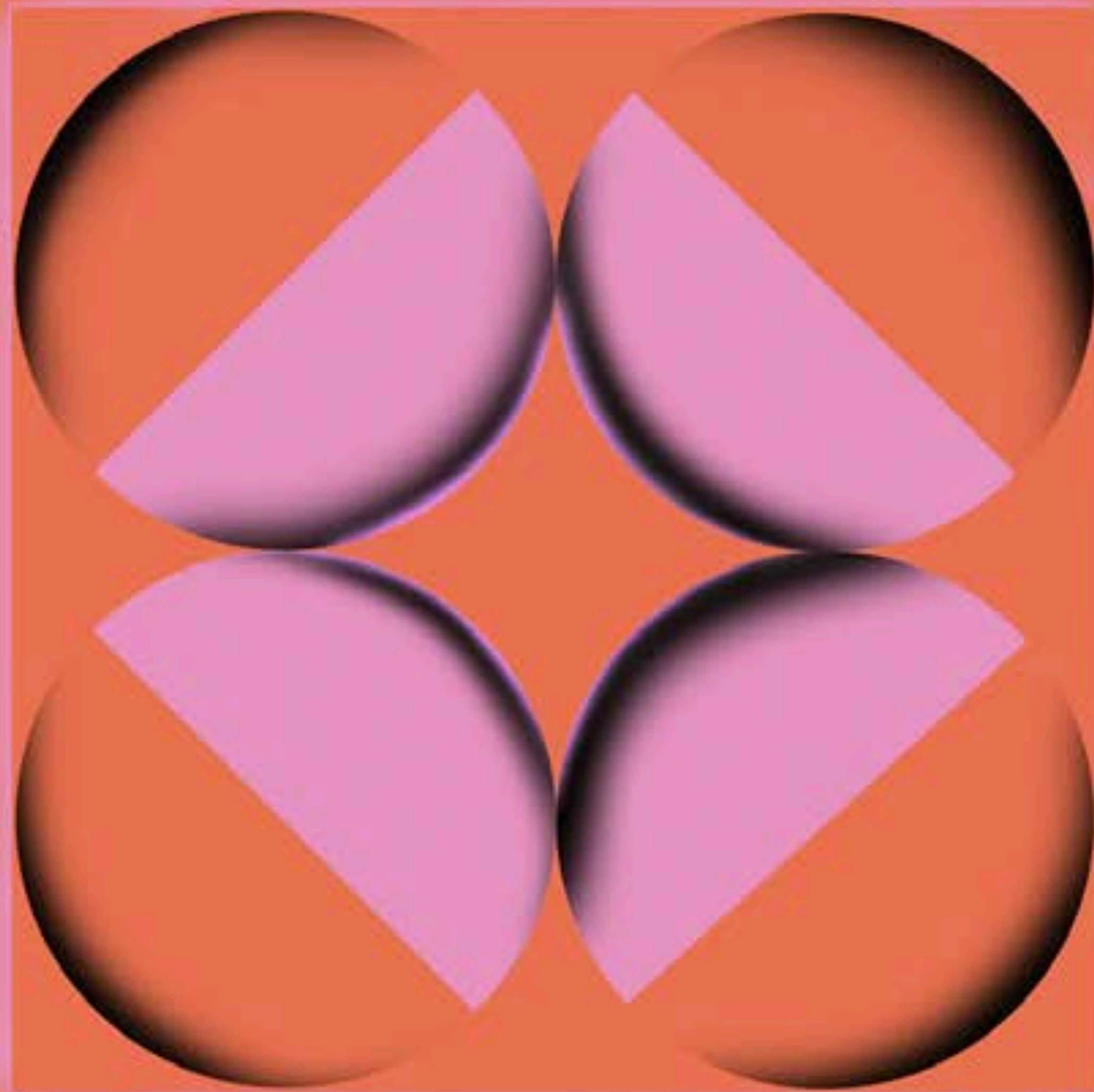
TROLLBACK + COMPANY

1ST AVE MACHINE



ANTIDOTE
AWESOME INC.

FRAMESTORE



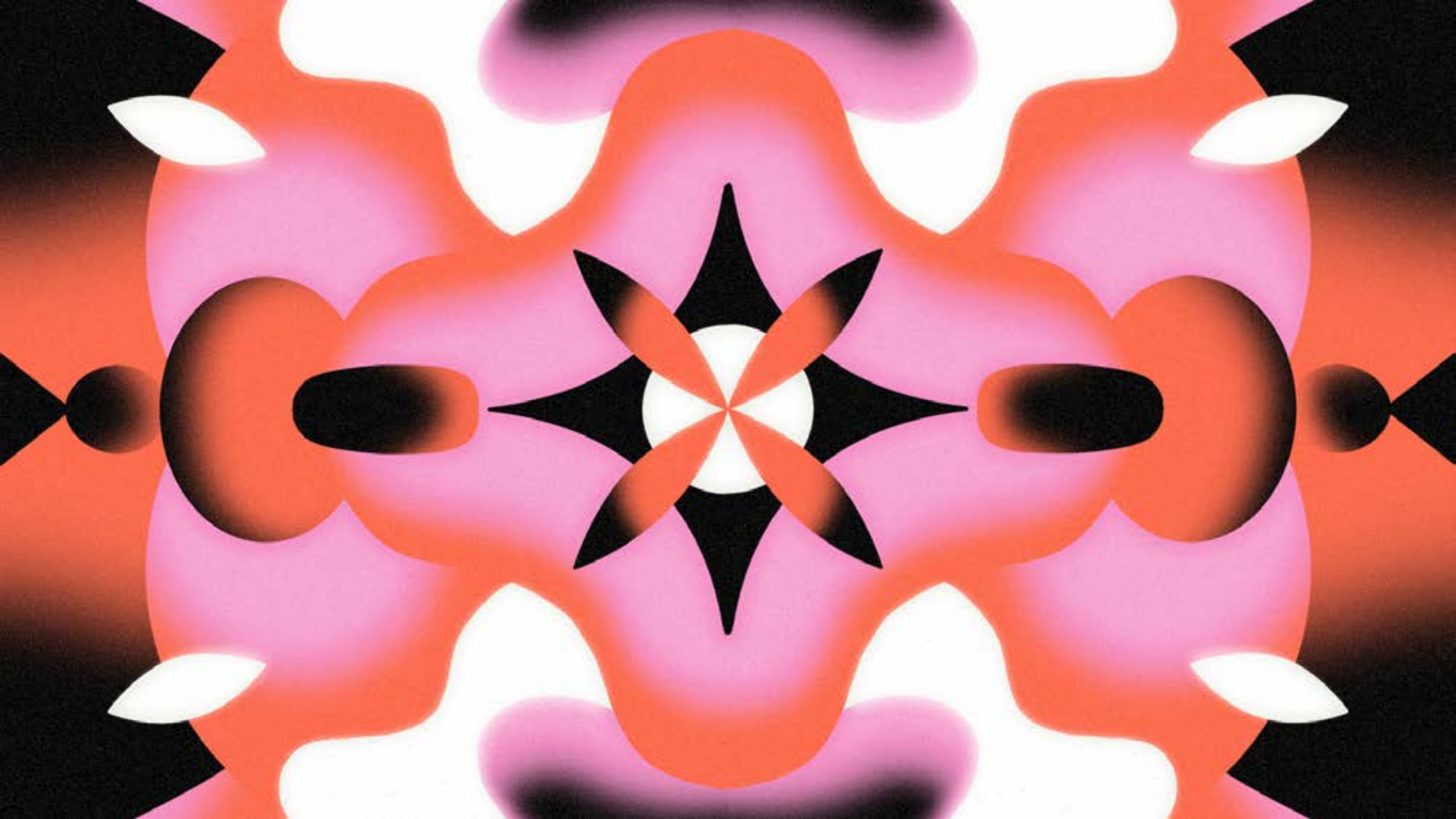
EIDO

RESIDENCE
THE MILL





NEXT NOW
FRAMESTORE

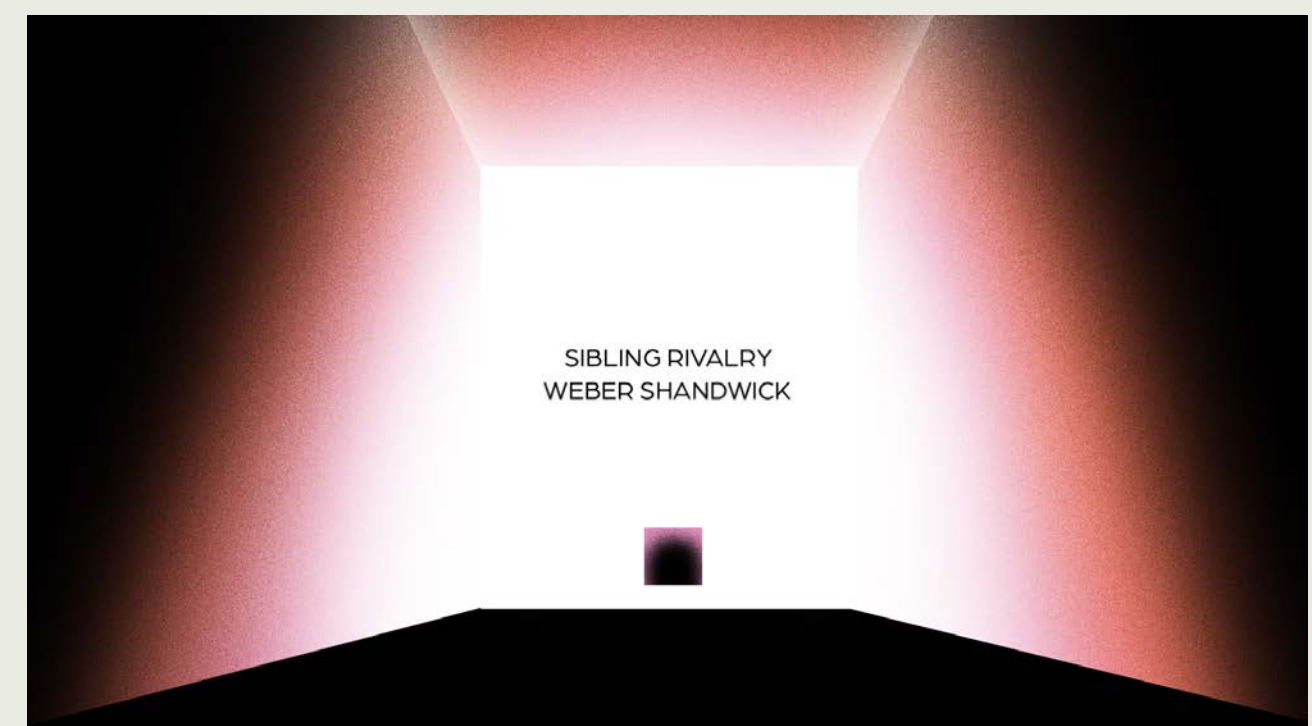
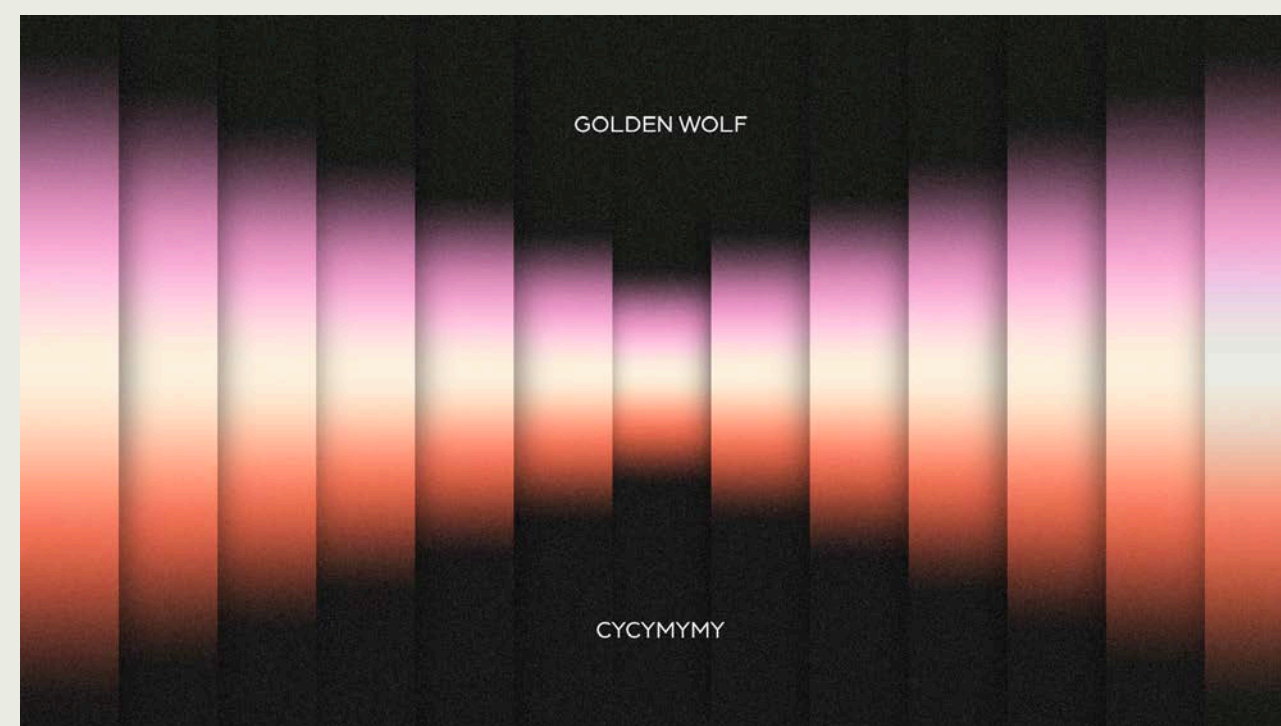
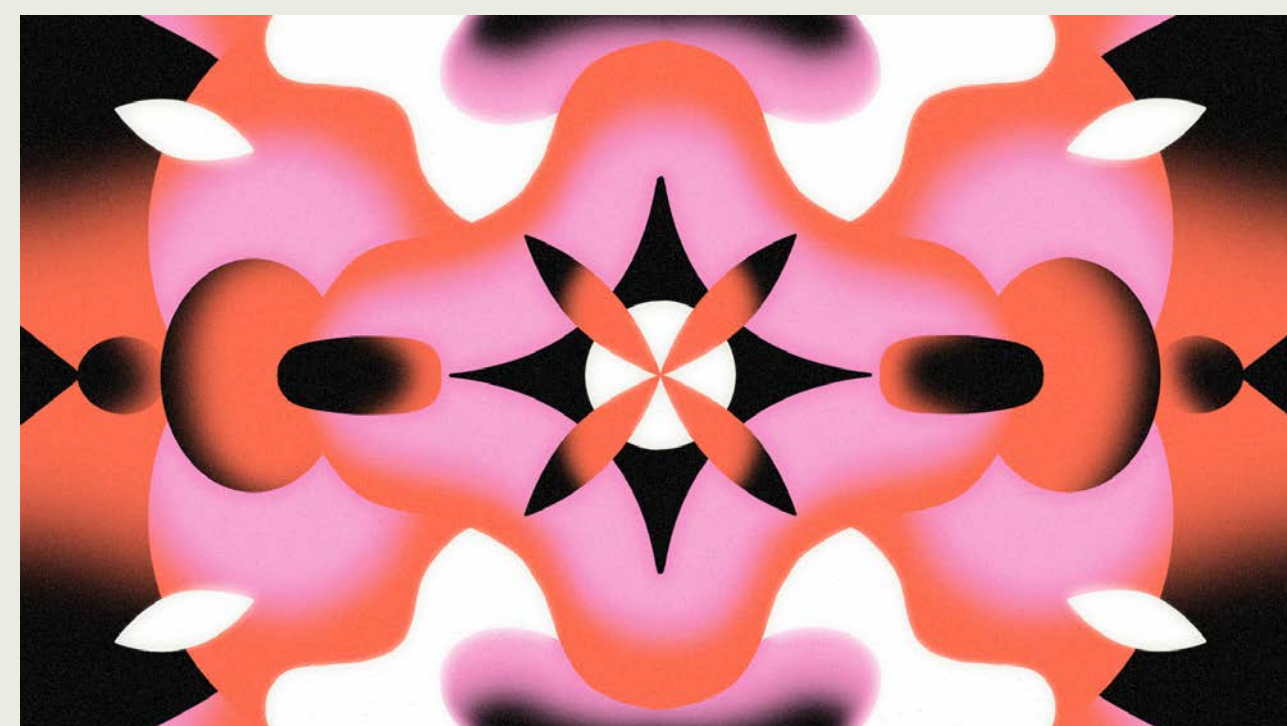
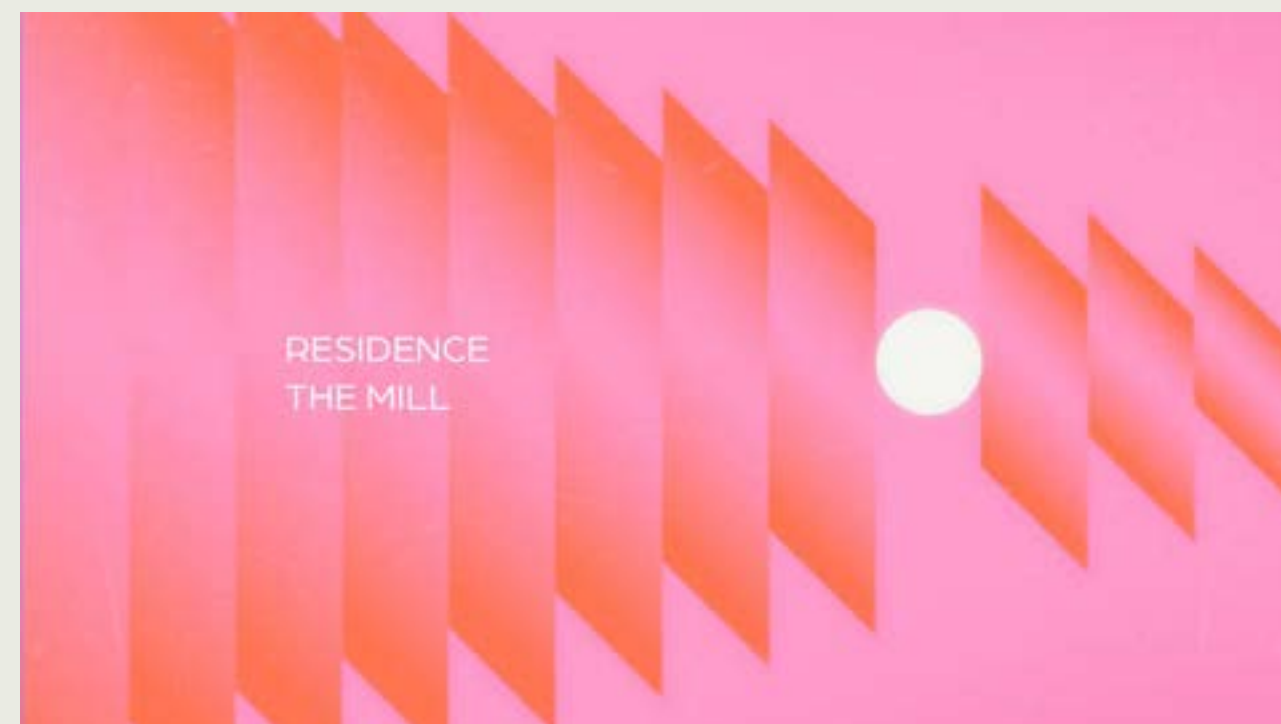
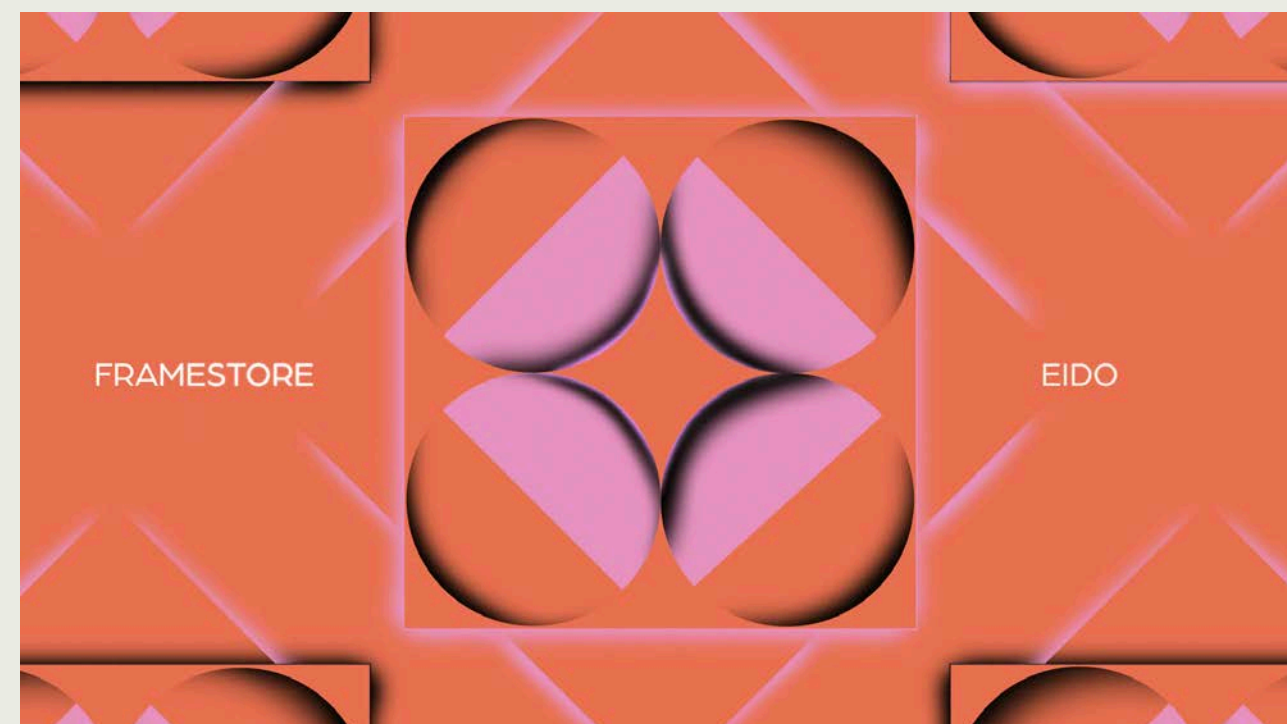
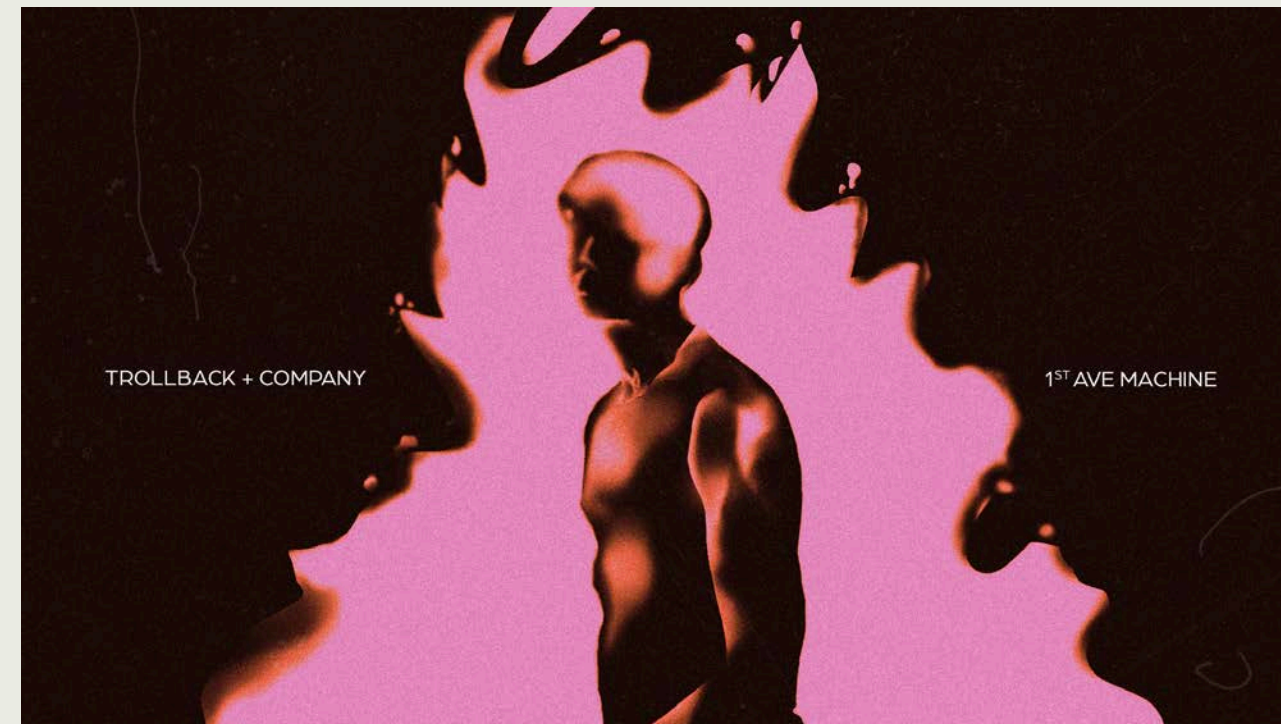


GOLDEN WOLF

CYCYMYMY

SIBLING RIVALRY
WEBER SHANDWICK





EMAIL
BANNER



MERCH
& SIGMAAGE



PROMOTION
2023

THE MOUEMENT IS
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2023



CONVENTION
2023

Ordinary Folk.

ATTENDEE

THANK YOU
