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Tiger Ivory Films

Rebrand the visual identity of Tiger Ivory Films

Project Duration :
14-16 weeks, December 2020 - March 2021

Client :
Tiger Ivory Films

About

TIGER IVORY FILMS PRIVATE LIMITED (the “Company”) is a media services provider for over the top (OTT) platforms, media technology, engage in producing, trading, developing, distributing and exhibiting cinematographic films, series, feature films, documentaries, educational programs, cultural.

The company aims to develop and produce a **state of quality, multi-genre, regional films in regional, national and international languages** of exceptionally high production value for a modest budget.

Aims to give impetus to regional cinema and create employment in regional sectors pan India.

Methodology

Brand Research & Positioning Statement

Client meeting I

Studying Competitors & Market Research

Ideation & Exploration

Client meeting II

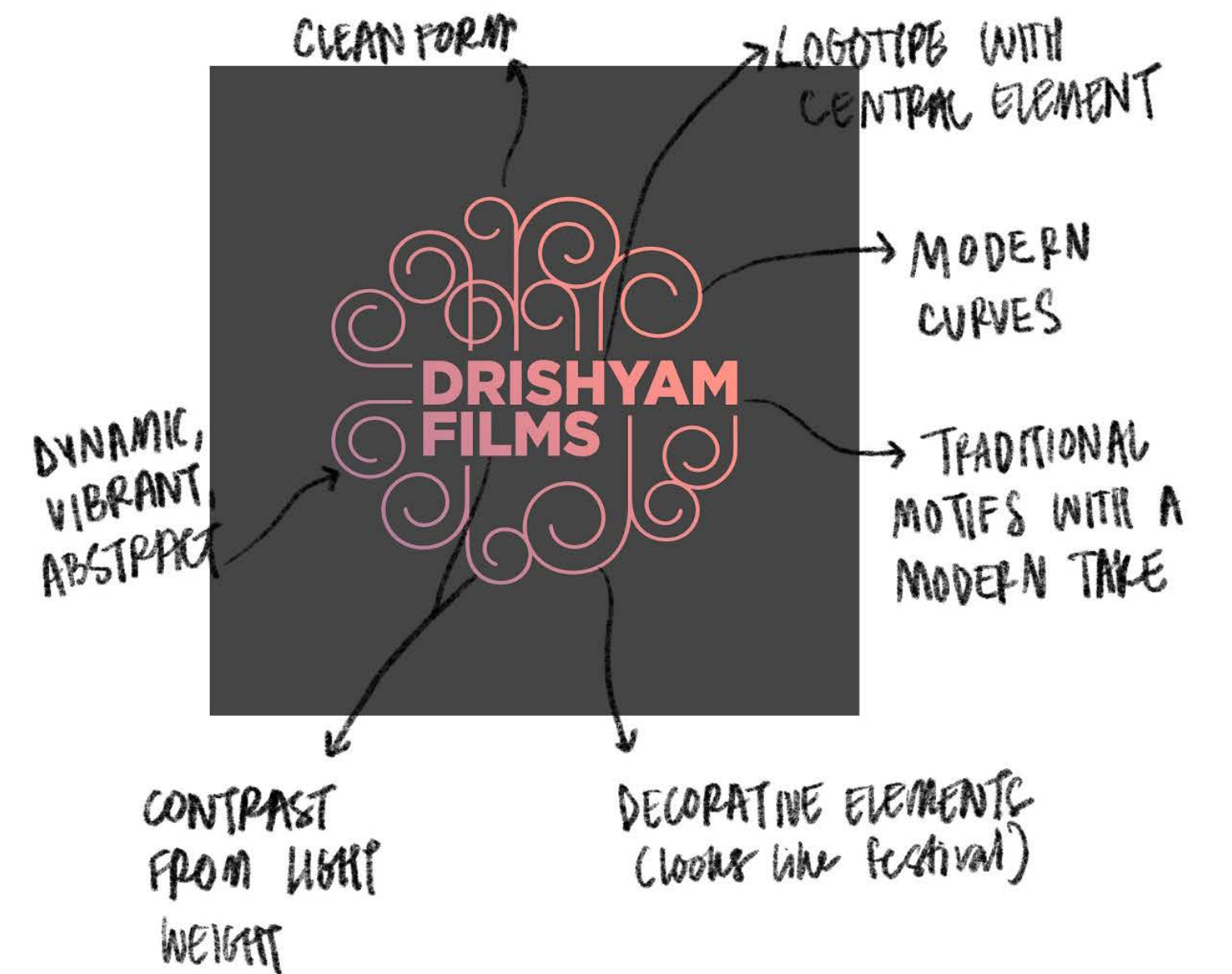
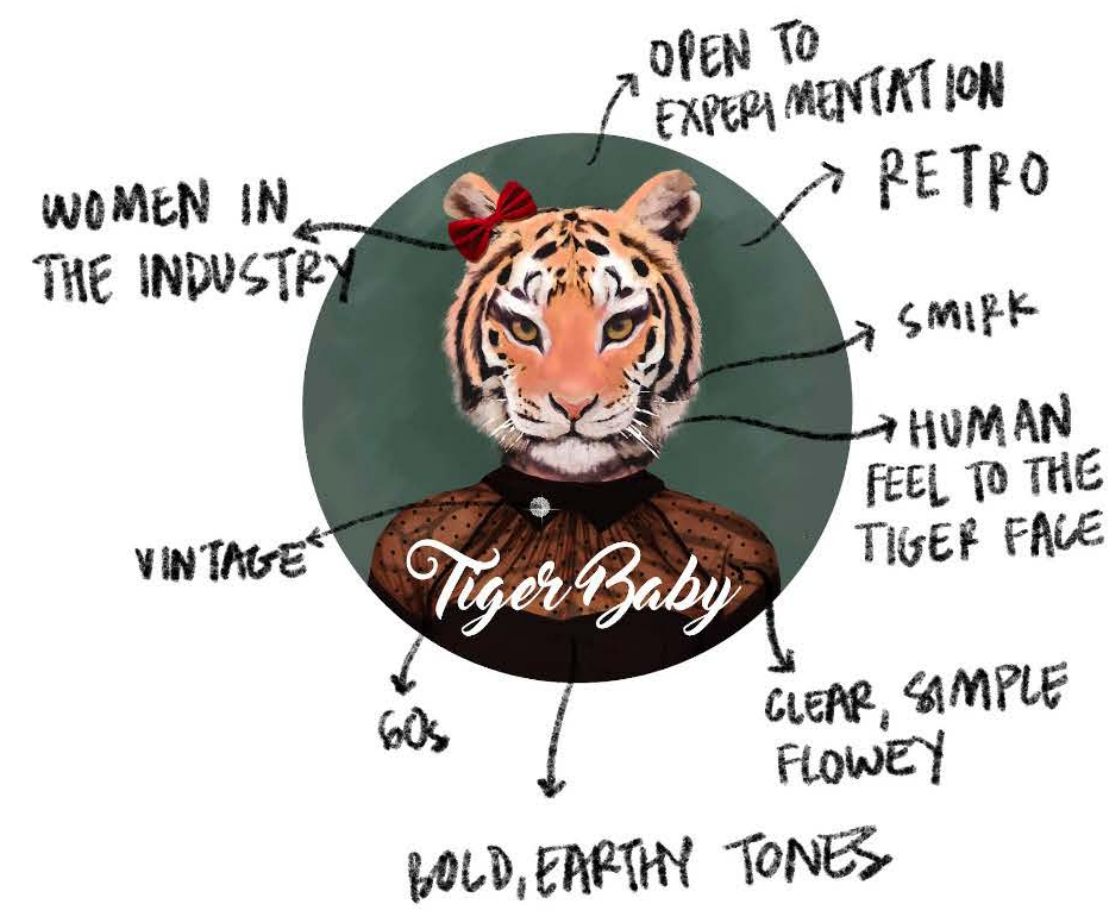
Form Refinement + Typography

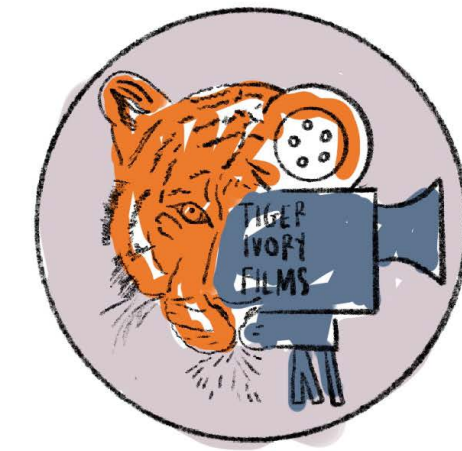
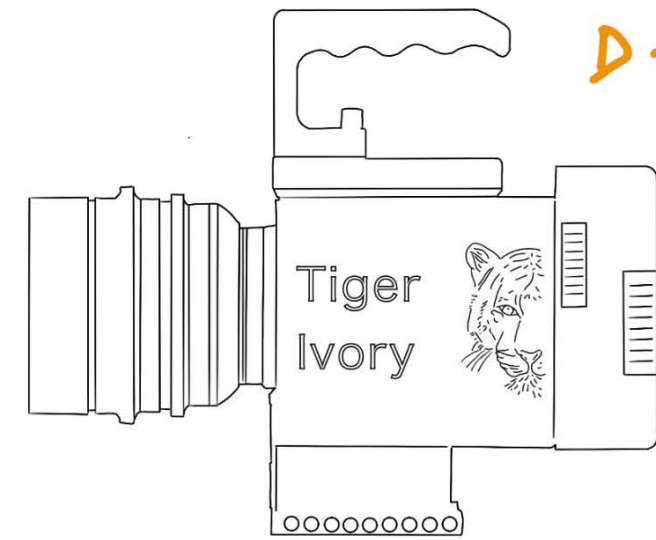
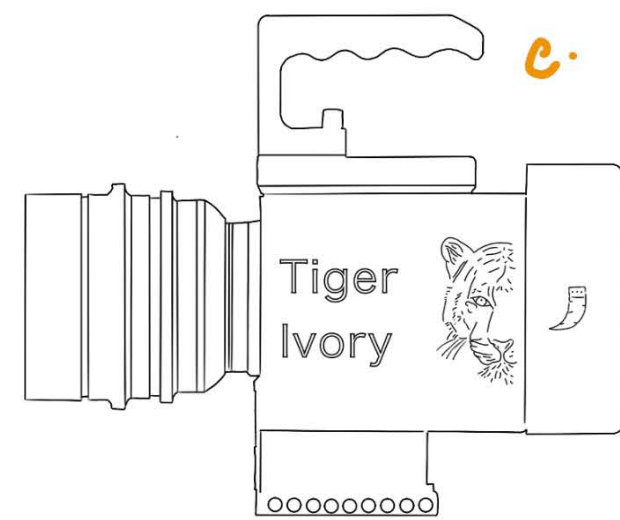
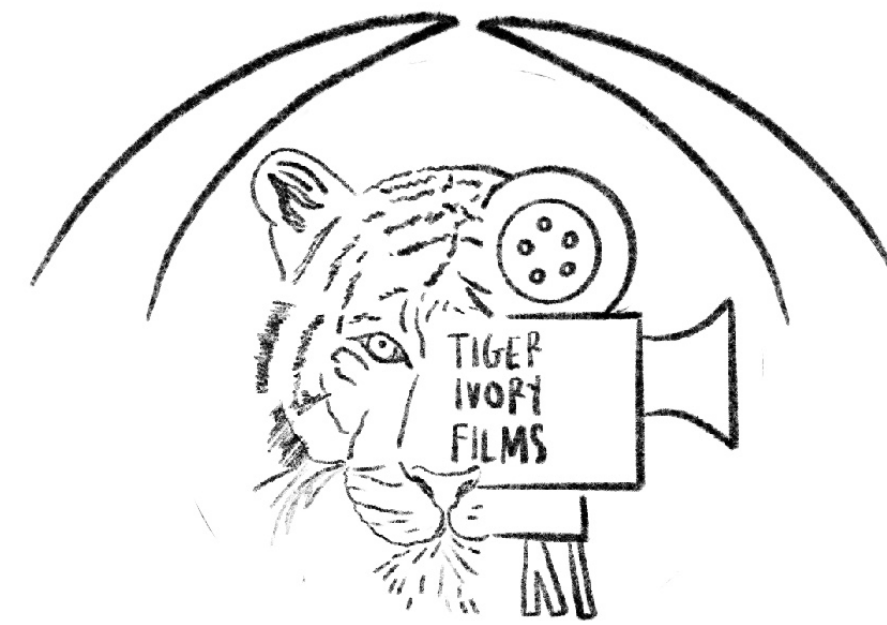
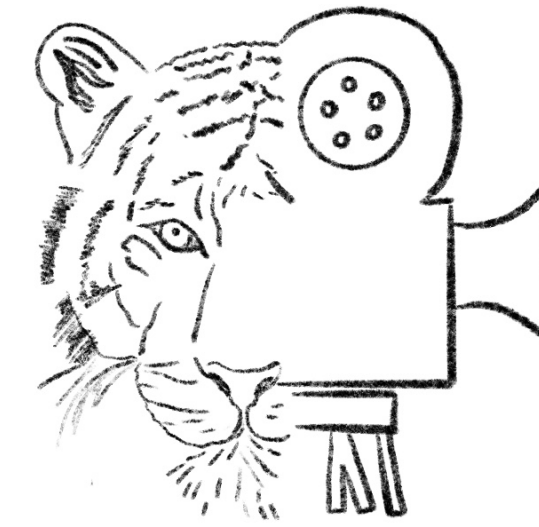
Design Execution + Design Renders

Client meeting III

Design Delivery

Client meeting IV





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ivory
films**

**Tiger
Ivory
Films**

TiFi **tifi**

Typeface 1: **Playfair Display**

Playfair Display is a transitional, serif typeface.

Playfair Display is a classical typeface with a modern feeling that will give designers what they need.

Regular 400
Tiger Ivory

Typeface 2: **Nanum Myeongjo**

Nanum Myeongjo is a contemporary serif typeface.

Nanum Myeongjo has a wide range of styles and is well suited for screen use.

Regular 400
Tiger Ivory

Typeface 3: **DM Serif Display**

DM Serif Display is a high-contrast transitional face.

With delicate serifs and fine detailing, the design has been shaped for use in super-sized poster settings.

Regular 400
Tiger Ivory
Regular 400 italic
Tiger Ivory

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HEADLINE

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BRAND
Established in 2017, London

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