

RENDER

Powered by YouTube

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TABLE OF CONTENTS

ACT 1

Scene 1: Brand Identity

ACT 2

Scene 1: Color

Scene 2: Pattern

Scene 3: Typeface

Scene 4: Logo

Scene 5: Icons

ACT 3

Scene 1: Products & Packaging

ACT 4

Scene 1: Storefront

Scene 2: Classes

Scene 3: Uniforms

ACT 5

Scene 1: Website

Scene 2: App

ACT 6

Scene 1: Ambient Advertising

Scene 2: Digital Advertising

ACT 1

SCENE 1: BRAND IDENTITY

MANIFESTO

One thing we've learned streaming billions of hours of video is how great ideas come from the most unexpected places. Our favorites are those we could have never dreamed up ourselves. So original that no one in history ever thought of anything close. Render film kits help create more hilarious, inspiring, educational or whatever-your-vision-is videos. Because seeing all the angles means nothing if you can't record them.

MISSION STATEMENT

Render empowers the imagination, helping turn great ideas into great videos.

ACT 2

SCENE 1:

COLOR

Iconic film symbols are the inspiration for Render's color palette. They help differentiate the kits and simplify user experience.

FILM GRAIN

PMS 424C
CMYK 0 0 0 705
RGB 109 110 112
HEX 6D6E70

RED CARPET

PMS 711C
CMYK 14 97 98 5
RGB 200 41 39
HEX C82927

MARKER

PMS 7547C
CMYK 84 72 56 68
RGB 22 31 42
HEX 161F2A

ACADEMY

PMS 7455C
CMYK 83 79 0 0
RGB 74 80 162
HEX 4A50A2

GREEN SCREEN

PMS 367C
CMYK 50 0 99 0
RGB 140 198 64
HEX 8CC640

OSCAR

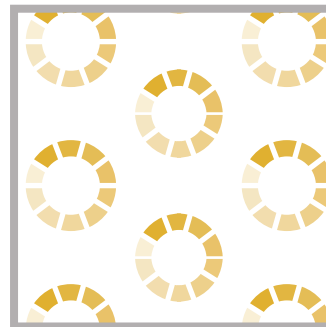
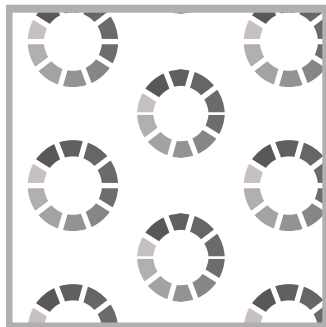
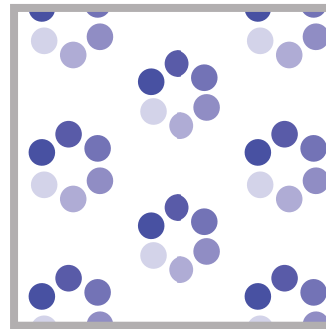
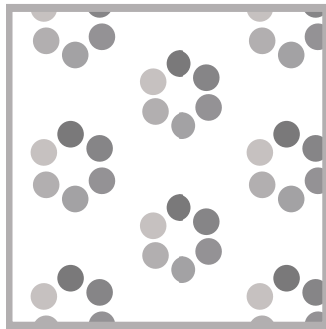
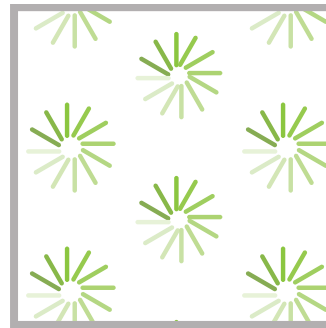
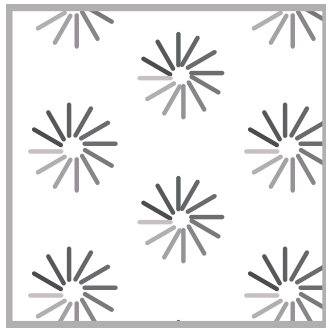
PMS 142C
CMYK 13 30 95 0
RGB 224 176 46
HEX E0B02E

*Color names
further define
Render's brand
identity.*

SCENE 2 :

PATTERN

Patterns on the packaging
and in Render stores derive
from "loading" icons found on
different electronic devices.



*Patterns create a
feeling of movement
and creation.*

*They are treated in
greyscale or their
designated color.*

SCENE 3:

TYPEFACE

Render's brand typeface is Futura. It is a strong, geometric sans serif that complements the logo.

FUTURA

TAGLINE

- MEDIUM CONDENSED

PACKAGING

TITLES

- HEAVY
- LIGHT CONDENSED

BODY COPY

- Georgia Bold

BRAND GUIDE

- COURIER BOLD
- Courier Regular

*Courier typeface
is used to mimic
a traditinal
film script.*

0123456789

UPLOADING SOON



SCENE 4:

LOGO

Render's logo is inspired by traditional video camera crop marks, with the period symbolizing a "recording" light.

Logo will be gray on a light background and white on a dark background. The circle will always be red.



Render "r" will be used to determine minimum padding around logo.

A simplified mark can be used as a graphic element, but never in place of the logo.

light background:



dark background:





*A 3D logo is used in
archetectual and
product design.*



Do not change
color of logo.



Do not change
color of circle.



Do not change
orientation
of mark.



Do not change
color of mark.



Do not distort
or skew logo.



Do not rotate
or slant logo.



Do not change
scale of mark.



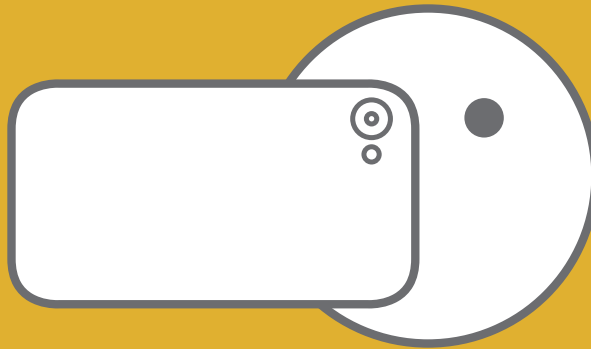
Do not change
color of mar

SCENE 5:

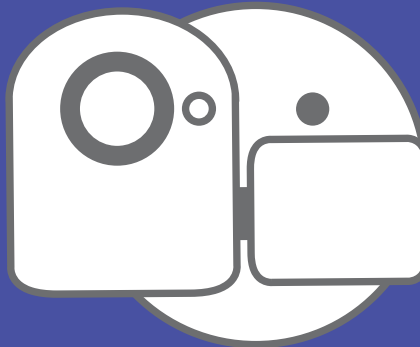
ICONS

Icons on the packaging, website and inside the store distinguish each kit from one another. Their simple design reflects how easy the equipment is to use.

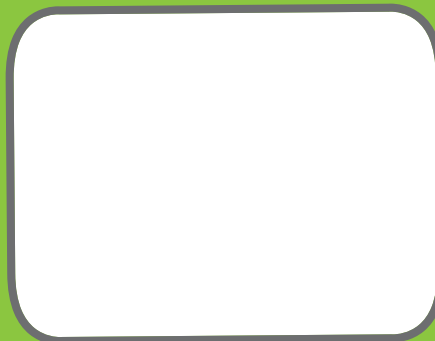
SMARTPHONE KIT



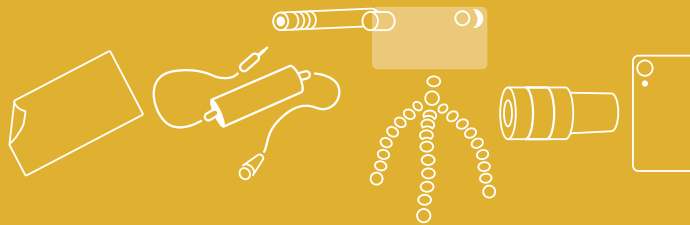
CAMERA KIT



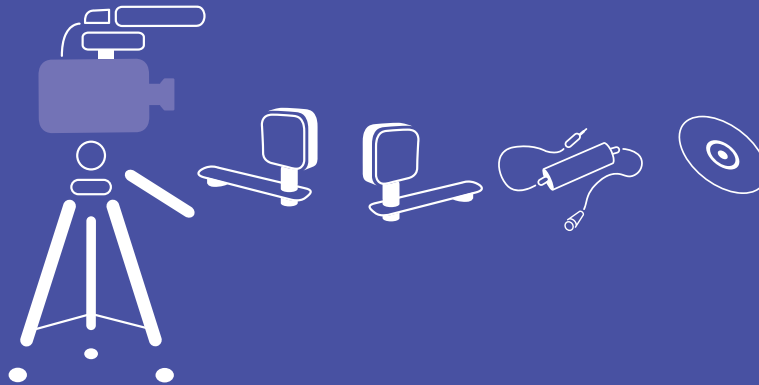
GREEN SCREEN



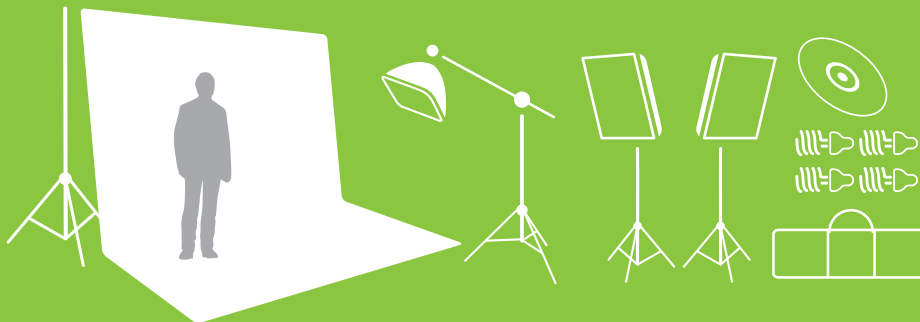
CONTENTS



- WIDE ANGLE LENS
- BOOM MIC
- ADJUSTABLE TRIPOD
- MACRO LENS
- FISHEYE LENS
- EDITING SOFTWARE
- PHONE HOLDER
- CLEANING CLOTH
- 8X TELEPHOTO LENS
- LAVALIER MIC



- BOOM MIC
- ADJUSTABLE TRIPOD
- (2) LED LIGHTS
- LAVALIER MIC
- EDITING SOFTWARE
- CARRYING CASE



- (4) LED LIGHT BULBS
- (2) LIGHT SOFT BOX
- BOOM STAND
- LIGHT HOLDER
- EDITING SOFTWARE
- CARRYING CASE
- GREEN SCREEN
- BACKDROP SUPPORT

ACT 3

SCENE 1:

PACKAGING & PRODUCTS

Packaging is designed to be friendly and approachable. Screen shots of popular YouTube videos accent every kit while specific colors and icons distinguish each box.







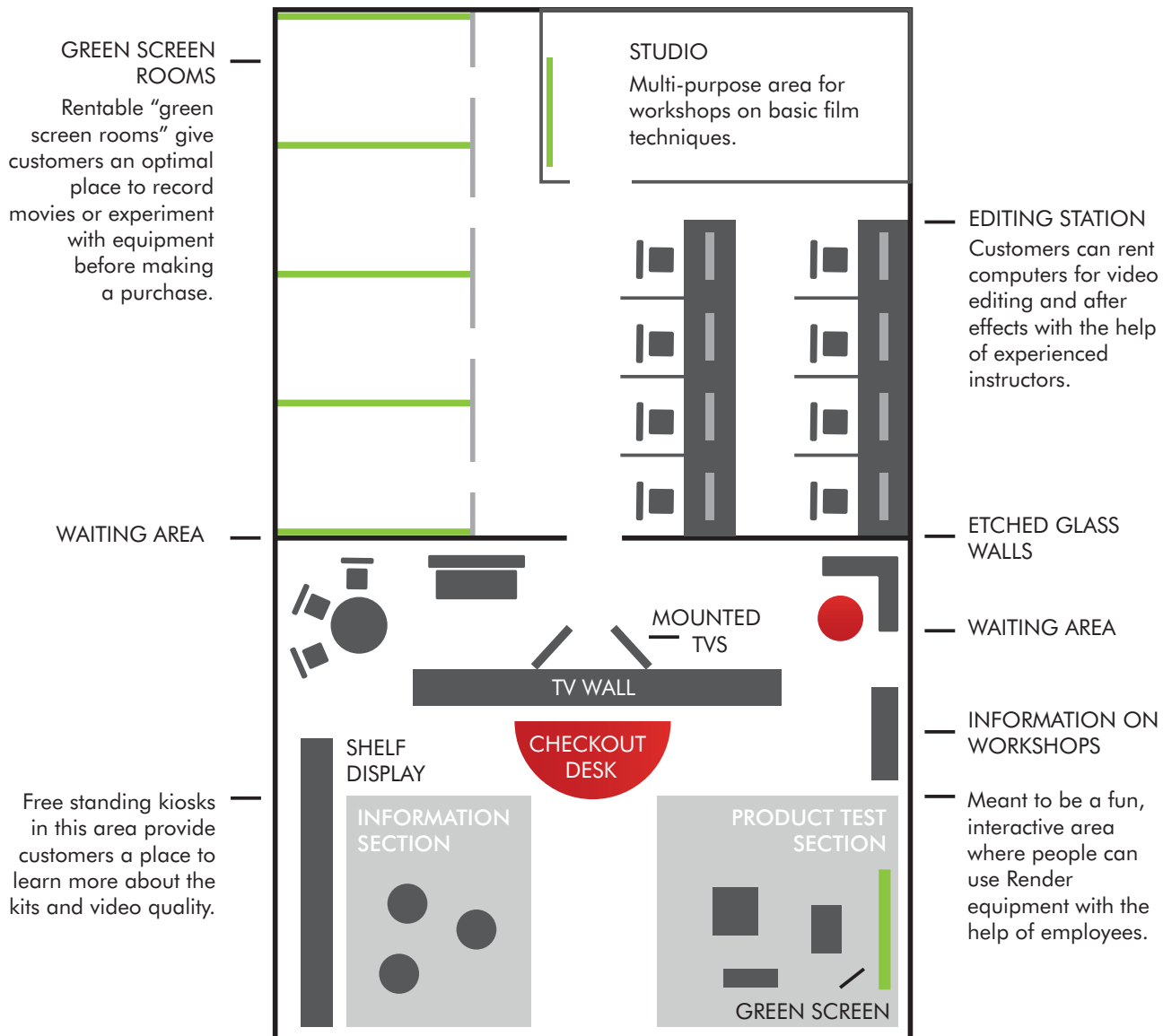


ACT 4

SCENE 1:

STOREFRONT

Selling products is a secondary function of Render stores. They primarily exist for customers to learn the ins and outs of making videos.



SCENE 3:

UNIFORMS

Employees at Render stores can choose from a variety of casual uniforms. Tee shirts feature the logo along with loading icons in various colors and styles.



SCENE 4: CLASSES

Workshops cover basic film and editing techniques to help fully utilize each kit.



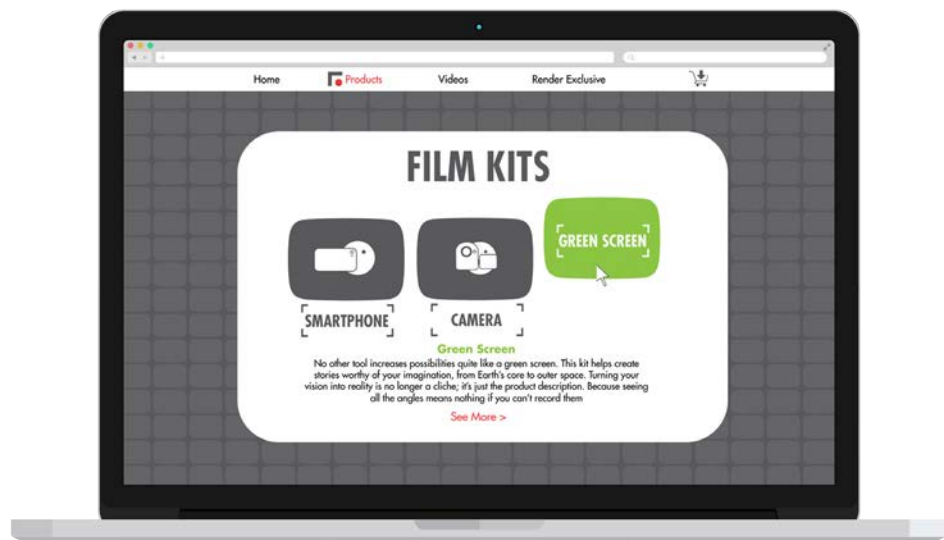
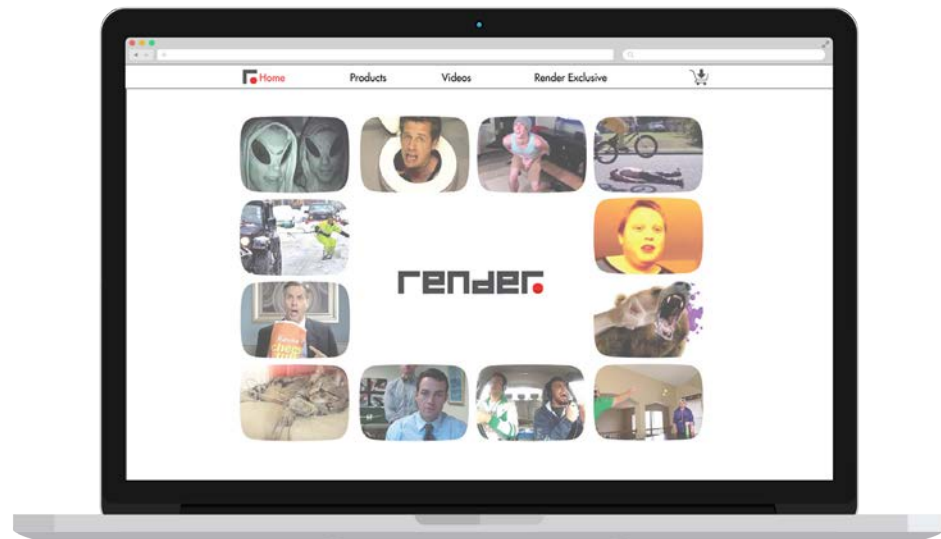
A new class schedule is released every month.

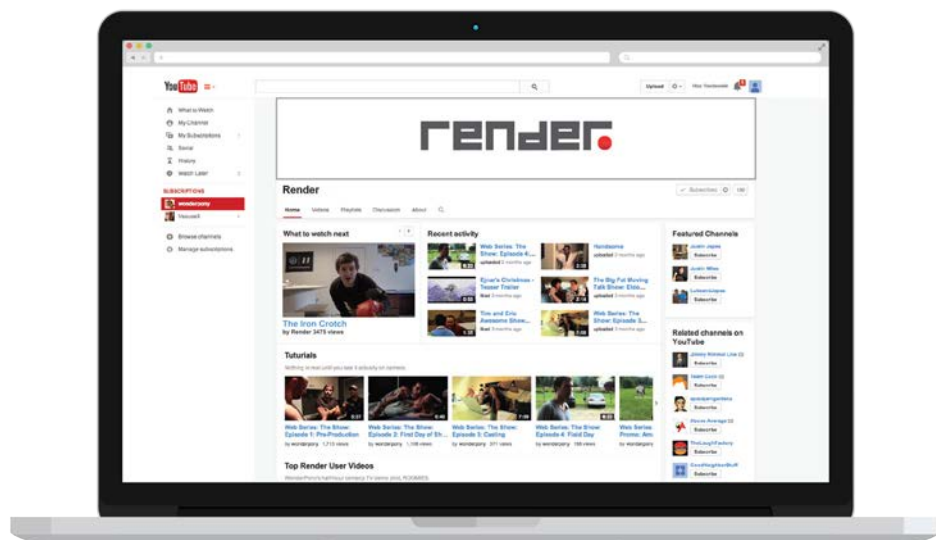
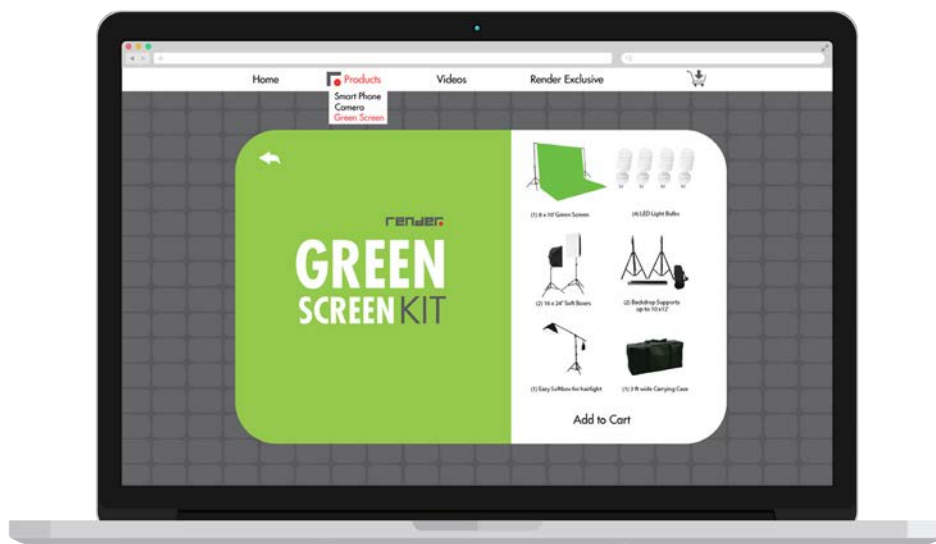
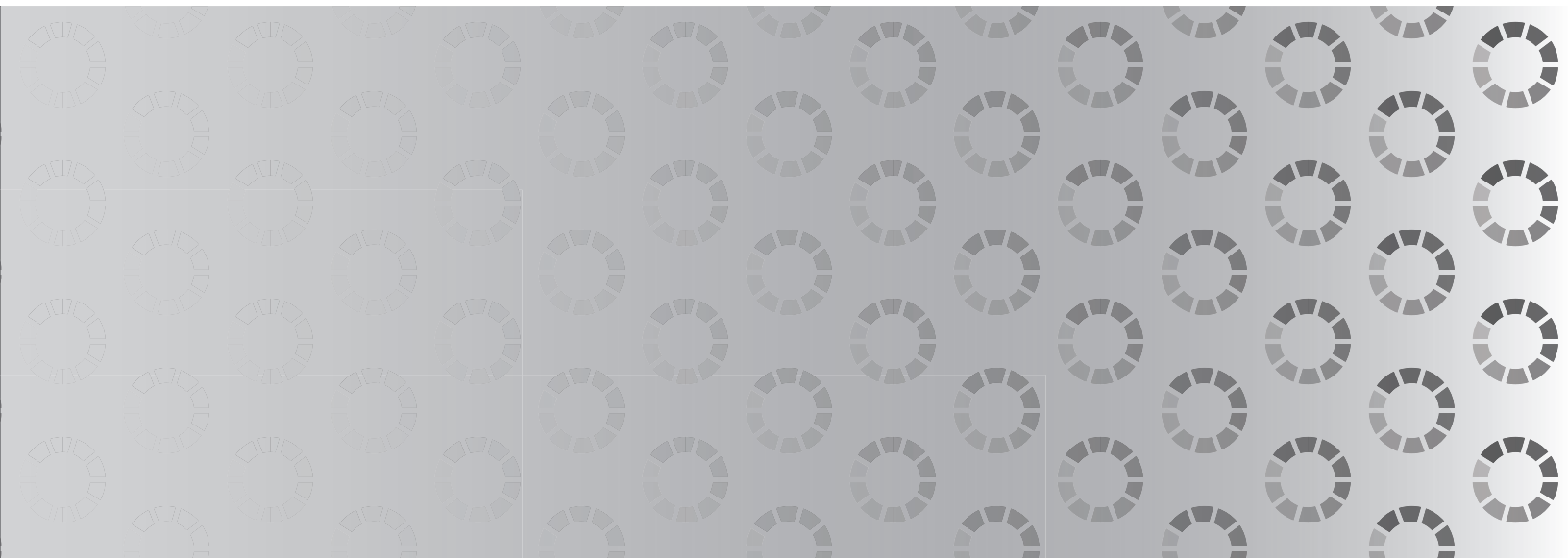
ACT 5

SCENE 1:

WEBSITE

All advertising leads to Render's website, where potential customers can browse through different kits. Already existing customers can watch tutorial videos on how to make the most out of their equipment.





Render's YouTube channel hosts videos displaying what the kits are capable of.

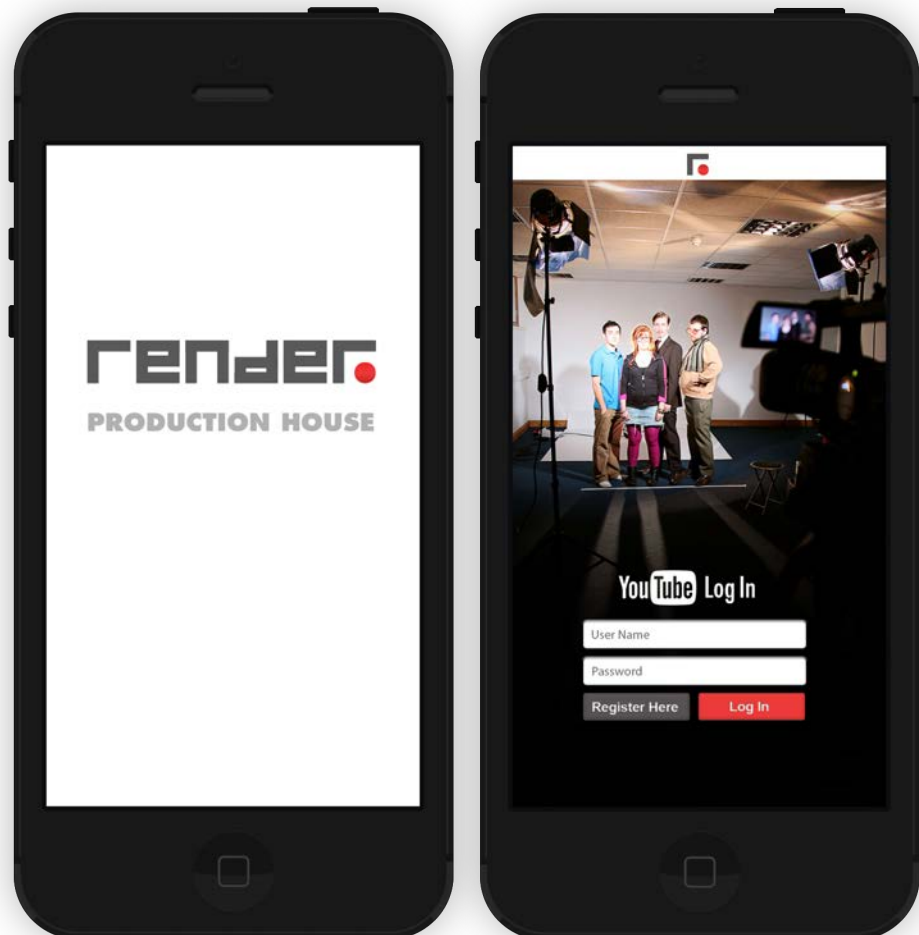
SCENE 2:

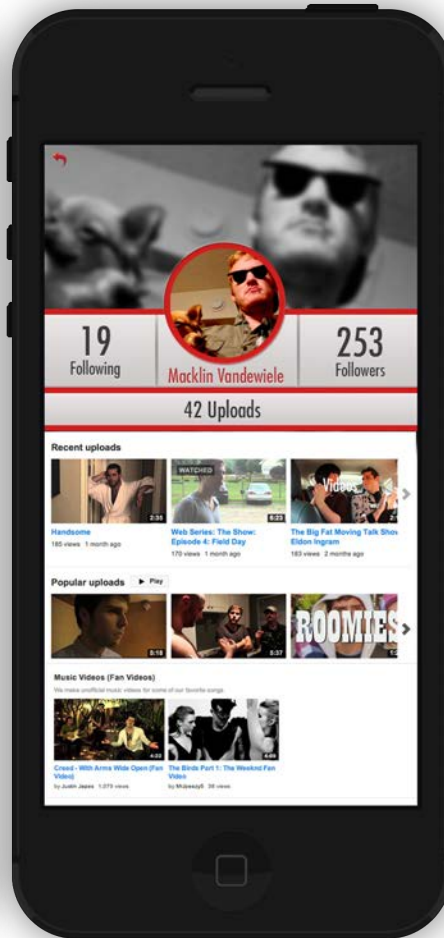
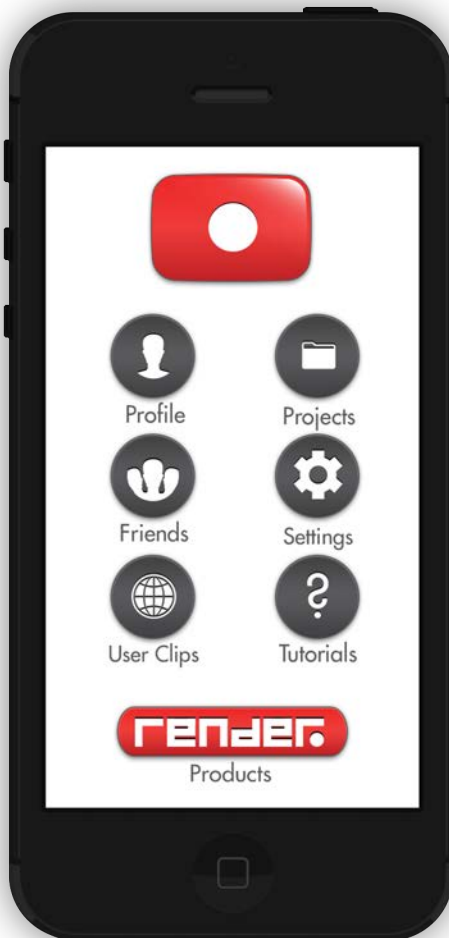
MOBILE

Render Production House lets anyone record, edit and upload video all from their smartphone.

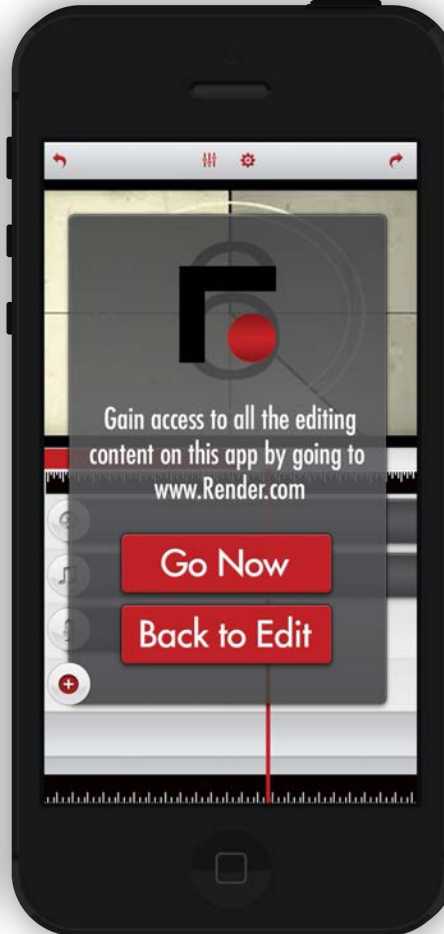
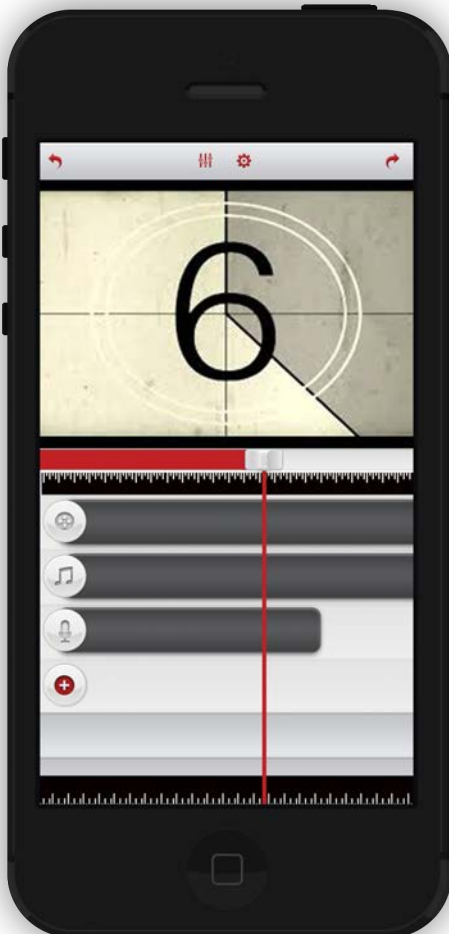
PRODUCTION HOUSE

Render accounts are linked to Youtube.





A free version is available with limited special effects.



Customers receive the premium version upon purchasing any one of the kits.

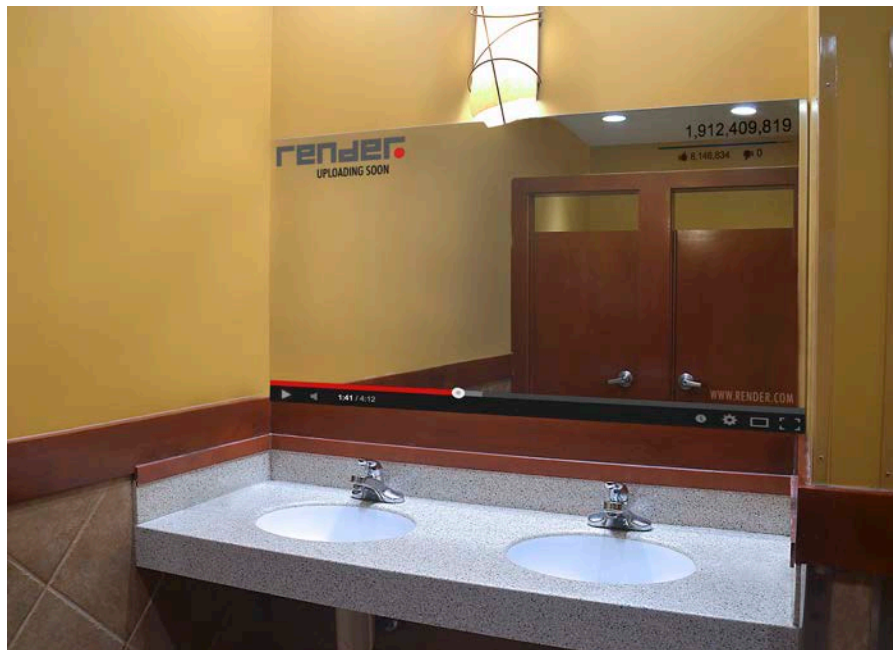
ACT 6

SCENE 1:

AMBIENT ADVERTISING

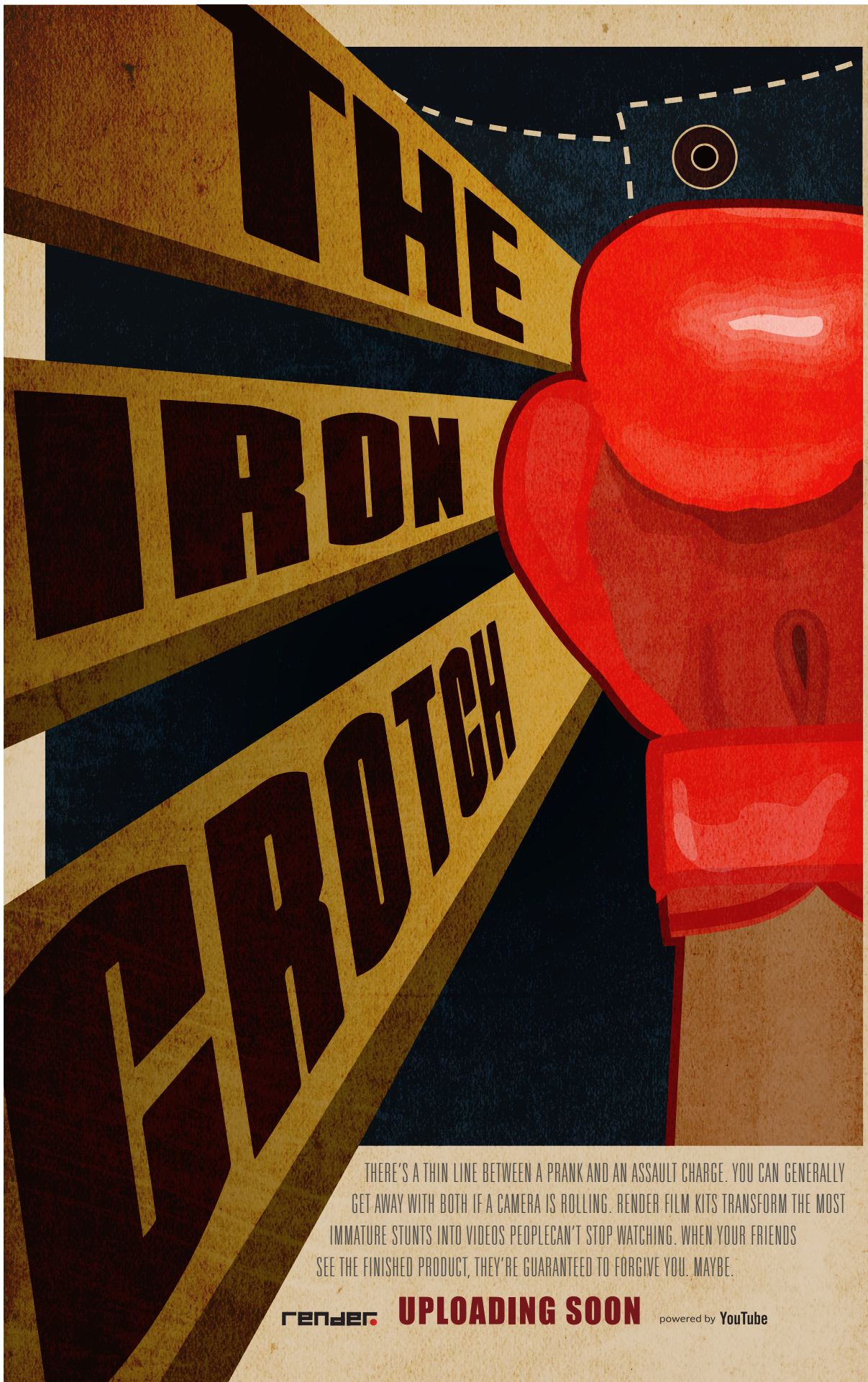
The "Uploading Soon" campaign focuses on how Render Film Kits can turn anyone with a camera into a professional amateur. Integrated advertising helps people realize the possibilities of a great idea when paired with great equipment.

Stickers placed on mirrors in public bathrooms let people visualize how it feels to go viral.



Green screens in areas with a lot of foot traffic prompt people to download the mobile app and play around with the possibilities.





THERE'S A THIN LINE BETWEEN A PRANK AND AN ASSAULT CHARGE. YOU CAN GENERALLY GET AWAY WITH BOTH IF A CAMERA IS ROLLING. RENDER FILM KITS TRANSFORM THE MOST IMMATURE STUNTS INTO VIDEOS PEOPLE CAN'T STOP WATCHING. WHEN YOUR FRIENDS SEE THE FINISHED PRODUCT, THEY'RE GUARANTEED TO FORGIVE YOU. MAYBE.

render. **UPLOADING SOON** powered by **YouTube**

WOOFGANG

Trained in the Classics



OWNING A PET COMES WITH MANY RESPONSIBILITIES, THE MOST IMPORTANT BEING TO POST VIDEOS OF THEM ONLINE. WHETHER THEY PLAY PIANO, RIDE A SKATEBOARD OR JUST LOVE CHASING THEIR OWN TAIL, PEOPLE CAN'T GET ENOUGH. RENDER CAMERA KITS MAKE THEM STAND OUT SO THE THE WORLD SEES JUST HOW COOL YOU'VE ALWAYS KNOWN THEY ARE.

RENDER

UPLOADING SOON

powered by YouTube

THE TWERKINATOR



THERE'S NO EXPLAINING WHY CERTAIN VIDEOS GO VIRAL. DON'T QUESTION IT. THEY MAY SEEM
RIDICULOUS, BUT THAT'S WHAT MAKES THEM STAND OUT. RENDER CAMERA KITS LET YOU PUT MORE
THOUGHT INTO MINDLESS ENTERTAINMENT. JUST BECAUSE YOU'RE FOLLOWING
A TREND DOESN'T MEAN YOU CAN'T DO IT BETTER

render. **UPLOADING SOON**

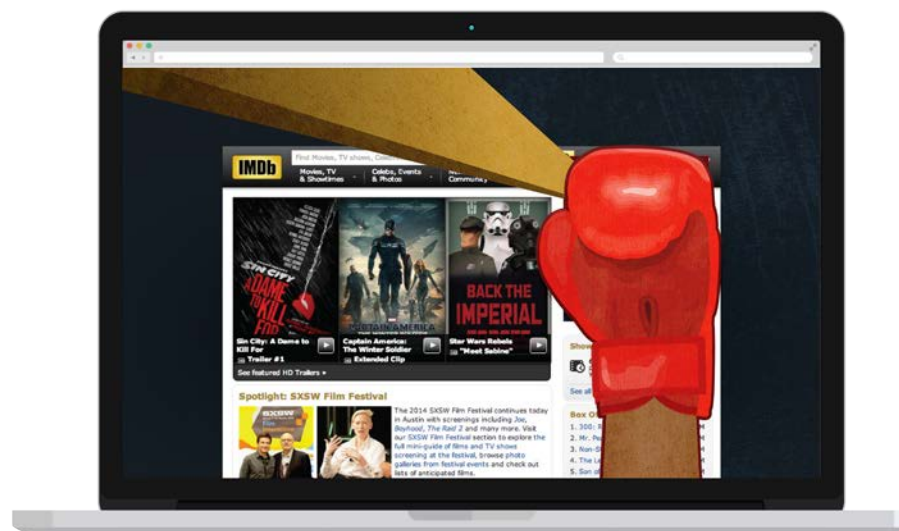
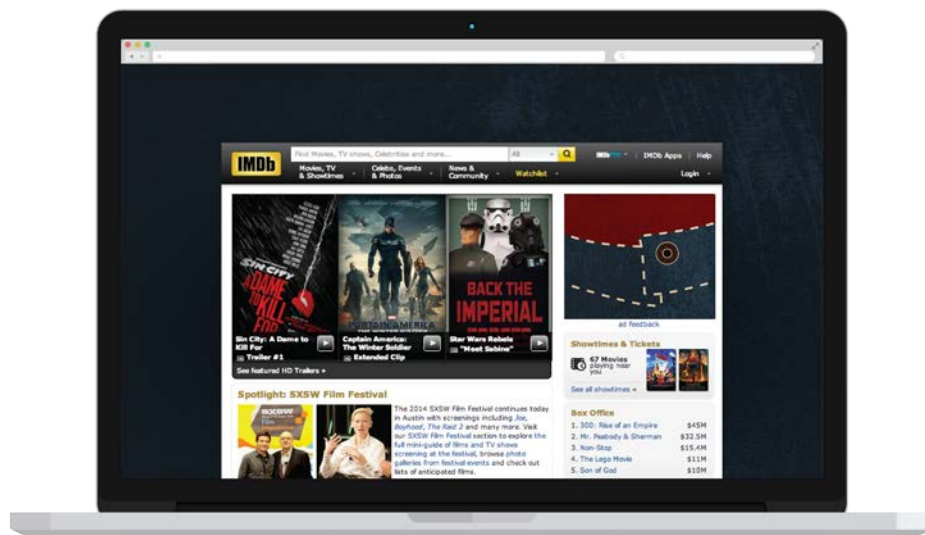
powered by **YouTube**

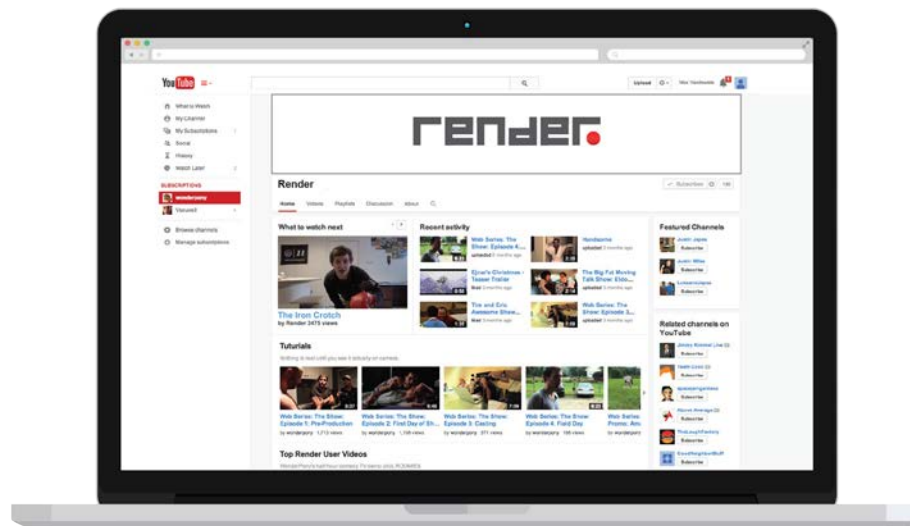
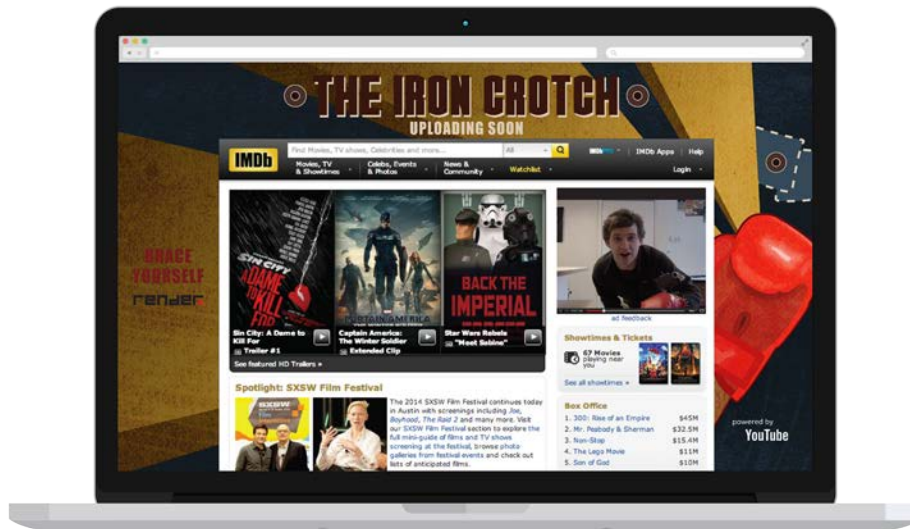
SCENE 2:

DIGITAL ADVERTISING

Online banner ads featuring videos from the "Uploading Soon" campaign direct people to Render's homepage. Here they can watch the actual video made with Render equipment before learning more about the products.

Page takeovers run on various entertainment sites.





Online banner ads
based on movies from
ambient posters.

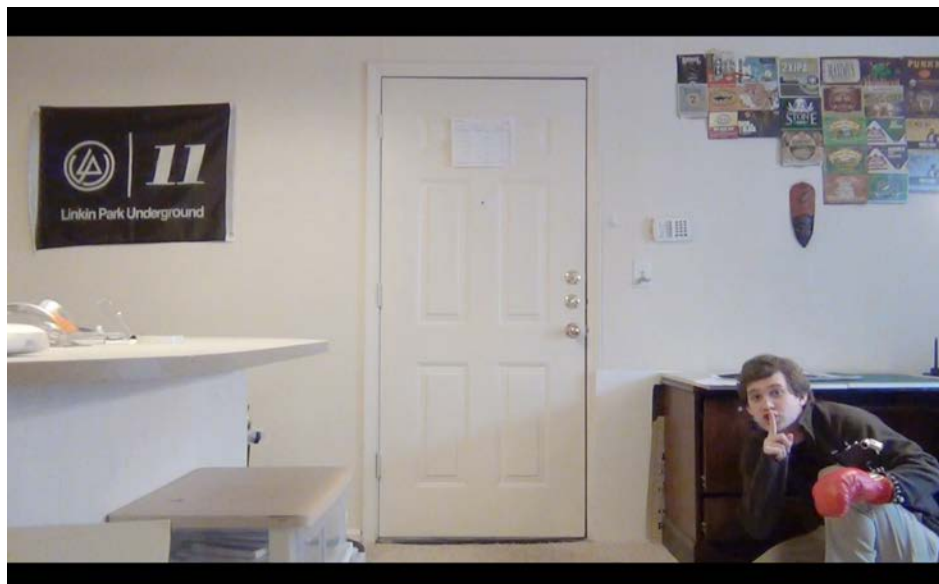
1

THE IRON CROTCH

2



3

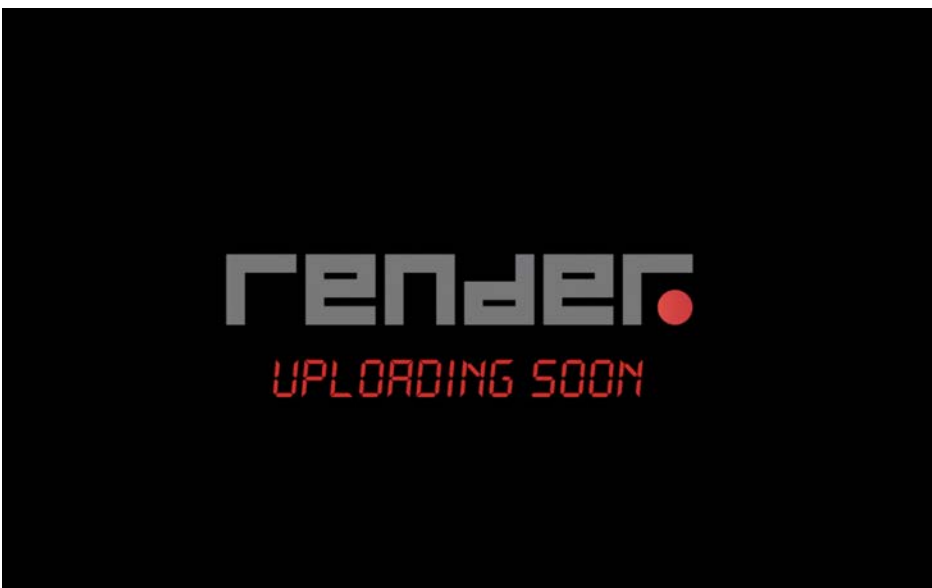




4



5



6