



# Logo Branding

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# Written Treatment

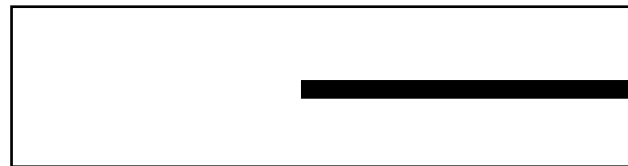
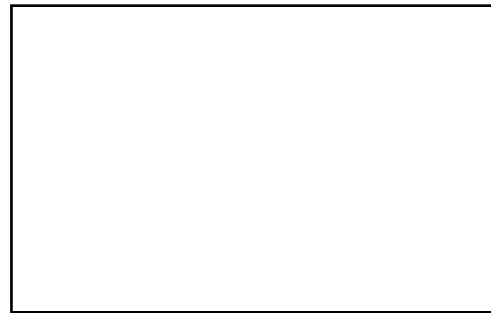
I choose three brands that I was interested in, and decided to dig deep into what made that company, the company. I researched colors, style, what they stood for. I took inspiration from previous logos, and even other companies. The three brands I choose were: Puma, MTV, BET. I had ideas right away for Puma and MTV. With Puma, I would do a nice frame by frame of a puma running and jumping into the logo. MTV I would practice my liquid animation and make layers of colors reveal the letter "M". As far as BET, the only thing I could think of was "the soul train awards" and I used that.





# Puma

- Strength
- Speed
- Liquid
- Fierce
- Fluidity
- Animalistic
- Run





# Puma: Inspiration





# Puma: Refrences





# Puma Frames

