

BRIEF

TWIN MOON STUDIOS

Description:

Twin Moon Studios is a game studio that aims to marry sci-fi exploration games with an introspective element. In the search of great unknowns, we inspire players to search for themselves as well.

Flavour:

Space - The final frontier. Humankind's endless fascination with the deep galaxy is chimerical. What exactly are we looking for in an ocean of unknown? It is said that during the big-bang, countless number of planets collided - and as a result of this catastrophic event, the remnant debris of ruined planets found their place in the orbit of larger planets. Perhaps what we're looking for is a sense of familiarity - a missing piece of what we've lost a long time ago - A twin moon.

RESEARCH

Most of the research was based on Mars and its moons - Phobos and Deimos, since they are twin moons. I also spent some time looking at the different phases of the moon.



I also brainstormed a “word” moodboard to help with the emotional component and aesthetic of the Logo for ideation.

[Feel]

Dark
Mysterious
Adventure
Silence/Muted
Discovery
Planets
Solar/Sun
Extraterrestrial
Vastness of Space
Existentialism

[Generic Space Things]

Astronaut
Rovers
Sun
Planets
Moons
Eclipse
Asteroids
Satellite
Spacecrafts/ Space Shuttles
Universe
Solar System
Star Systems
Extraterrestrial Life
Constellations
Meteors
Telescope

[Font]

Sci-fi-y

Blocky - the kind you find in space stations and spacecrafts

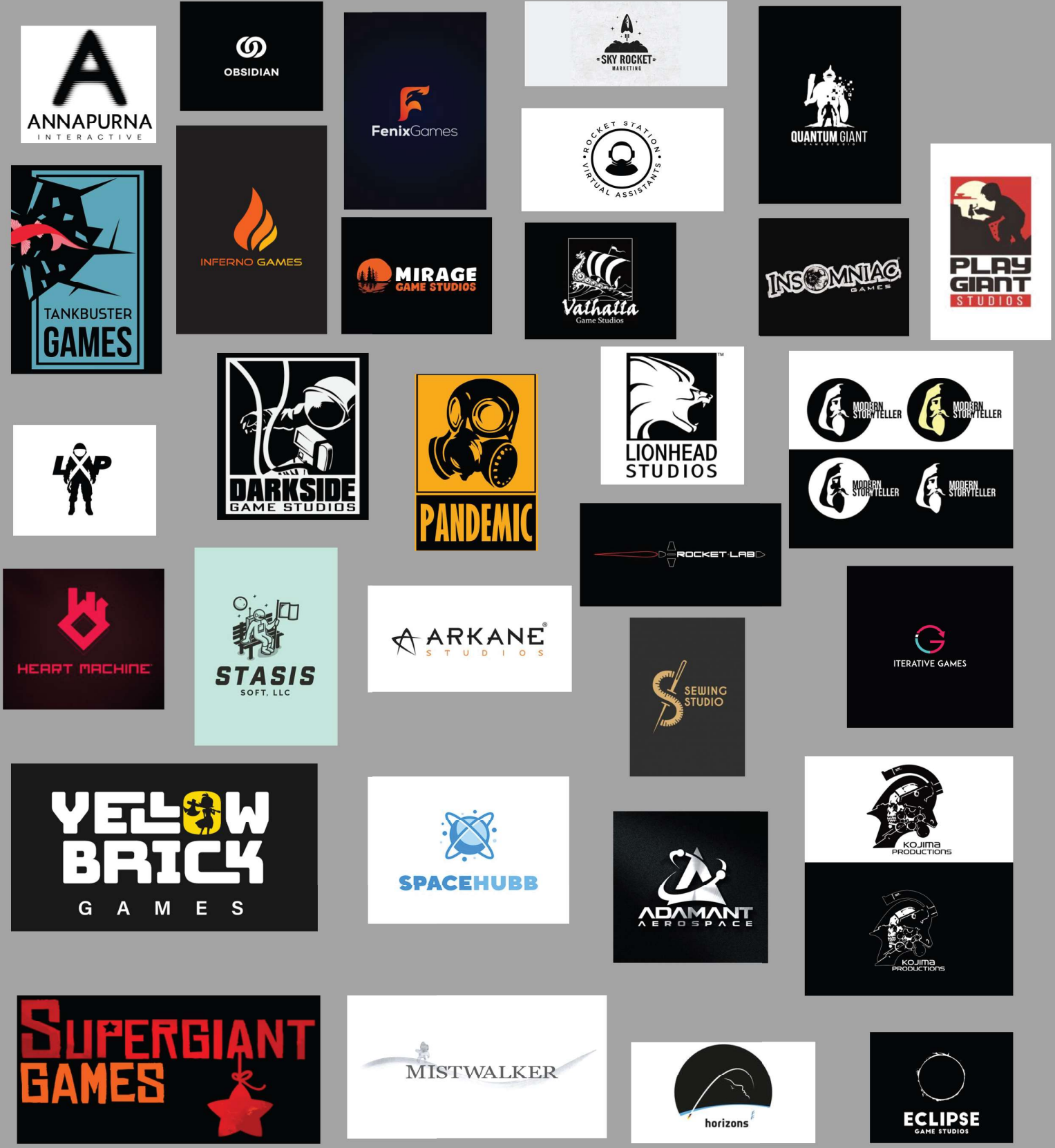
Elegant - alien/extraterrestrial looking fonts

[Colours]

Black & White
+ One more soft colour
(Possibly a gradient)
(+two colours at most)

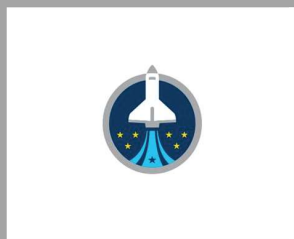
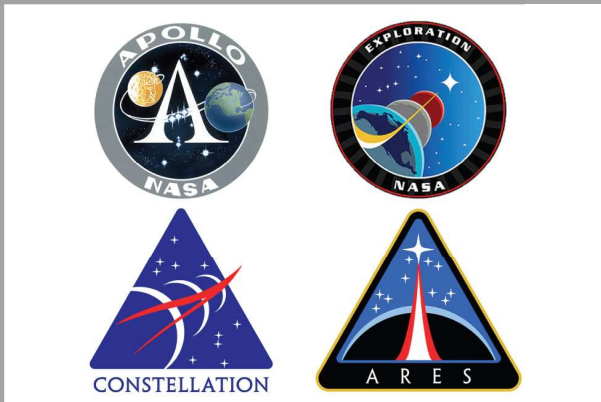
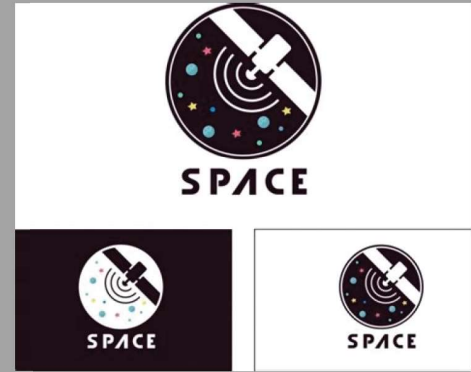
MOODBOARD (1)

Existing Game Company Logos that I took inspiration from. Black & White + 1 hue. 2 colours at MOST.



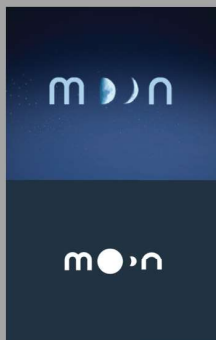
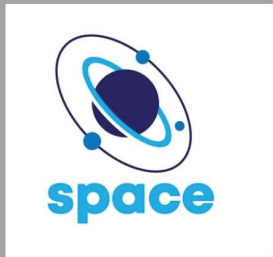
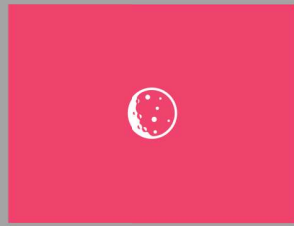
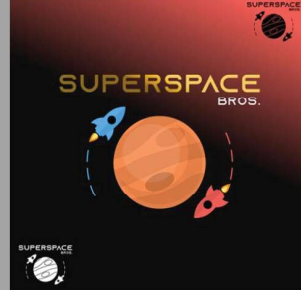
MOONBOARD (2)

Other generic space things that I could put together with the moon. And some “badge” designs I thought I could take reference from.



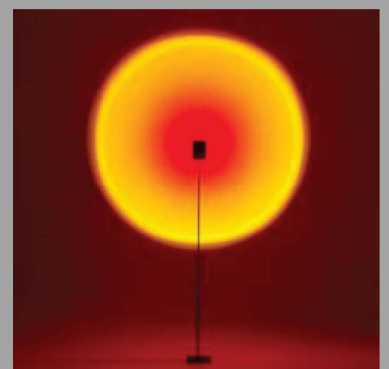
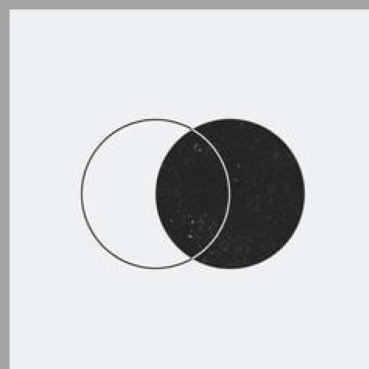
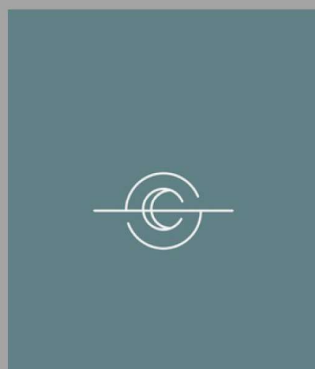
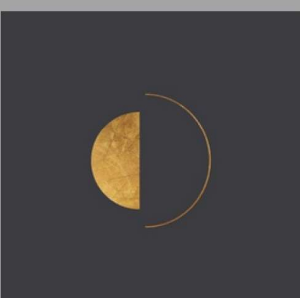
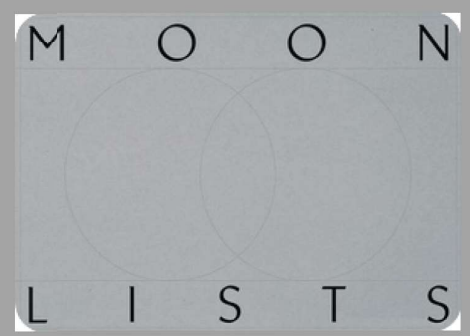
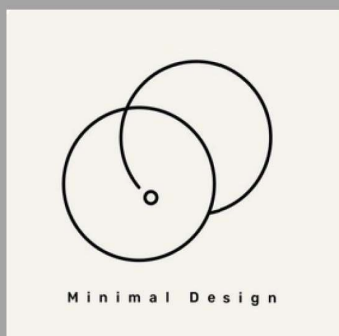
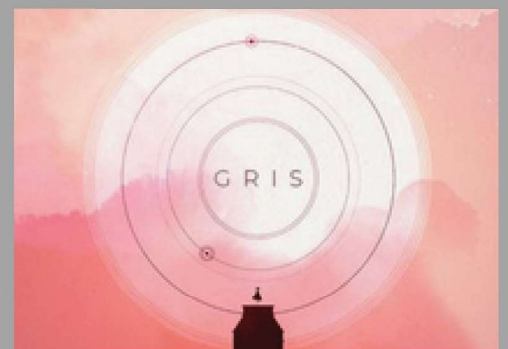
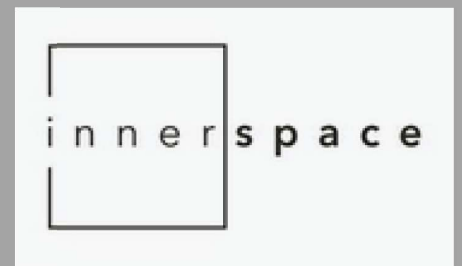
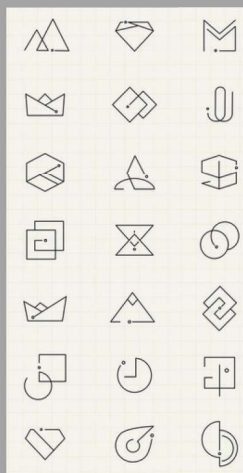
MOONBOARD (3)

Logos and designs regarding moons.



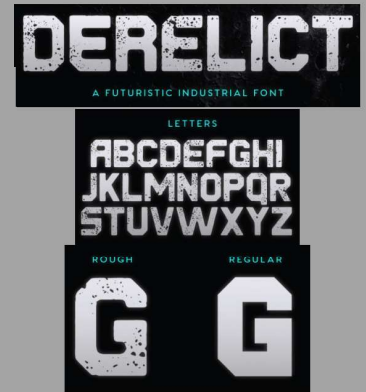
MOODBOARD (4)

Minimalist “Hipster”-y logos that I wanted to draw some inspiration from. Simple compounded shapes to make interesting shapes. Pen lines/curves are a nice touch



FONTS (1)

Big, blocky, strong fonts that you would see in a space station or spacecraft. Capture viewer's attention easily.



FONTS (2)

Sci-fi-y fonts. A glow or shine. Or simply “strange” looking to evoke a sense mystery.

POLARIS

LETTERS
A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

ALTERNATES
A B C D E M O R W

NUMBERS
0 1 2 3 4 5 6 7 8 9

ZELDA

A MODERN TYPEFACE

REGULAR
A B C D E
F G H I J K
L N M O P
Q R S T U
V W X Y Z

FIVE STYLES

REGULAR
BOLD
FILL
OUTLINE

AVALON
GLITCH FONT

A B C D E F
G H I J K L M N
O P Q R S T U
V W X Y Z

FRIZON
SPACE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
! @ # \$ % ^ & * ([]) ; : " ' < > . / ? 0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Ü Ü Ü Ö Ö Ö Ö Ö Ä Ä Ä Ä Ä
Ï Ï Ï Ž Š Ÿ

STARFORGE
A FUTURISTIC FONT FAMILY

DEFAULT
A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

ALTERNATES
A B D E K O T U V

NUMBERS
0 1 2 3 4 5 6 7 8 9

ISHIMURA

A FUTURISTIC TYPEFACE

LOWERCASE
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

UPPERCASE ALTERNATES
A B G J K N O P R S

NUMBERS
0 1 2 3 4 5 6 7 8 9

KUSANAGI

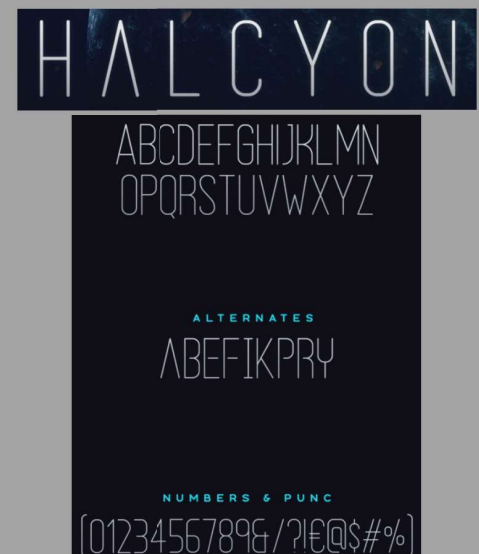
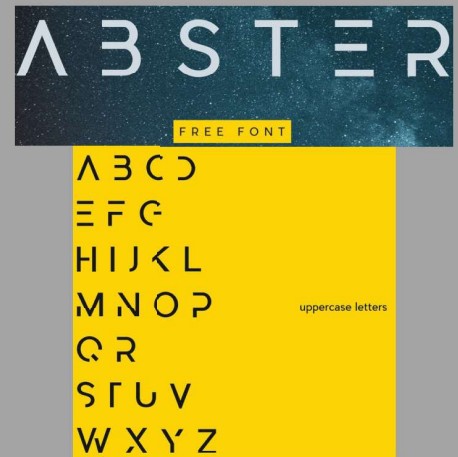
A FUTURISTIC FONT

LETTERS
A B C D E F
G H I J K L M
N O P Q R S T
U V W X Y Z

NUMBERS
0 1 2 3 4 5 6 7 8 9

FONTS (3)

More elegant looking fonts. Generally thinner. Generally still “strange” and sci-fi looking.



FONTS (4)

The hipster looking fonts. Look best when they're thin.

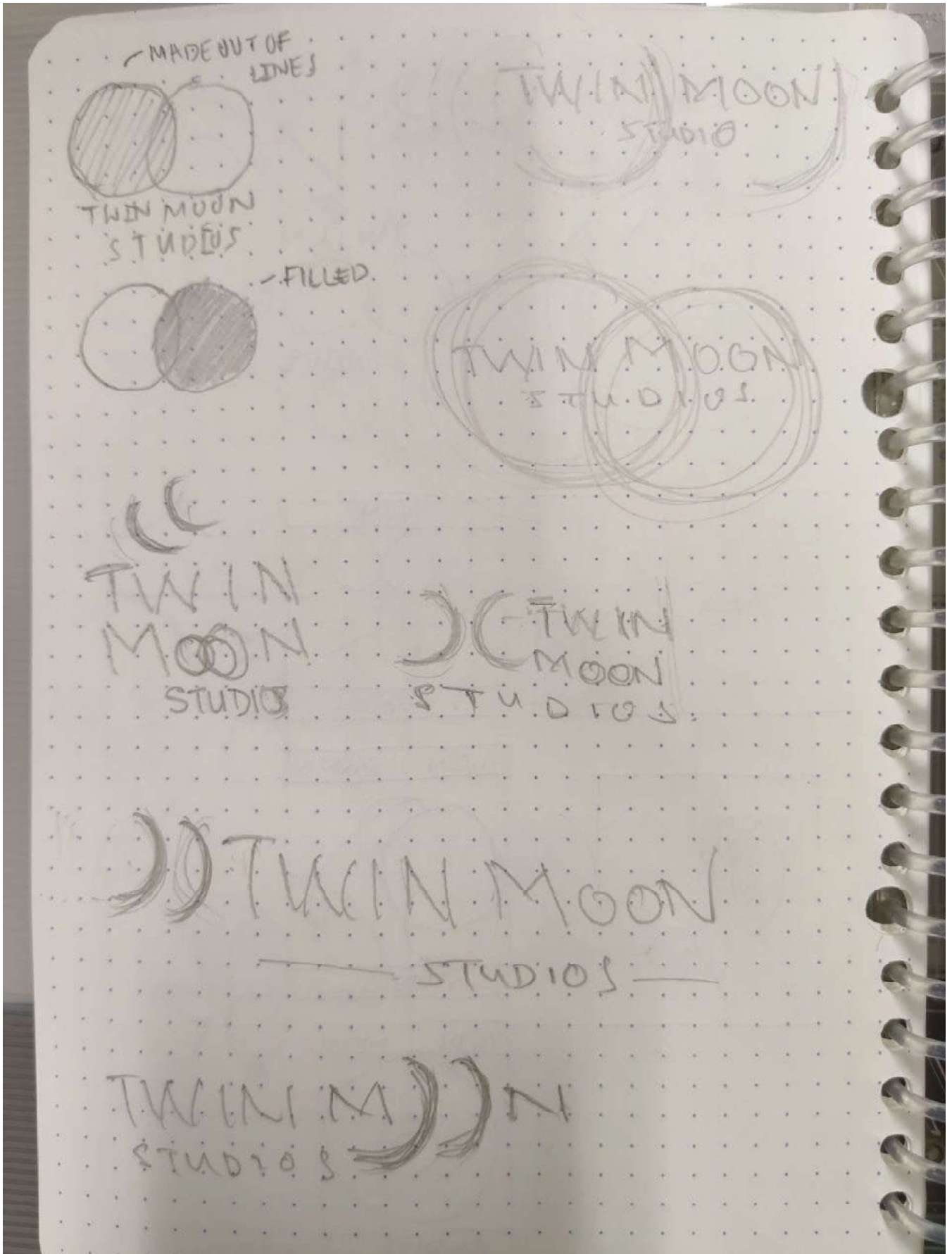
Gotham (Thin)
Gotham (Light)
Gotham (Book)
Gotham (Medium)
Gotham (Bold)
Gotham (Black)
Gotham (Ultra)

Tempus Sans ITC (Regular)

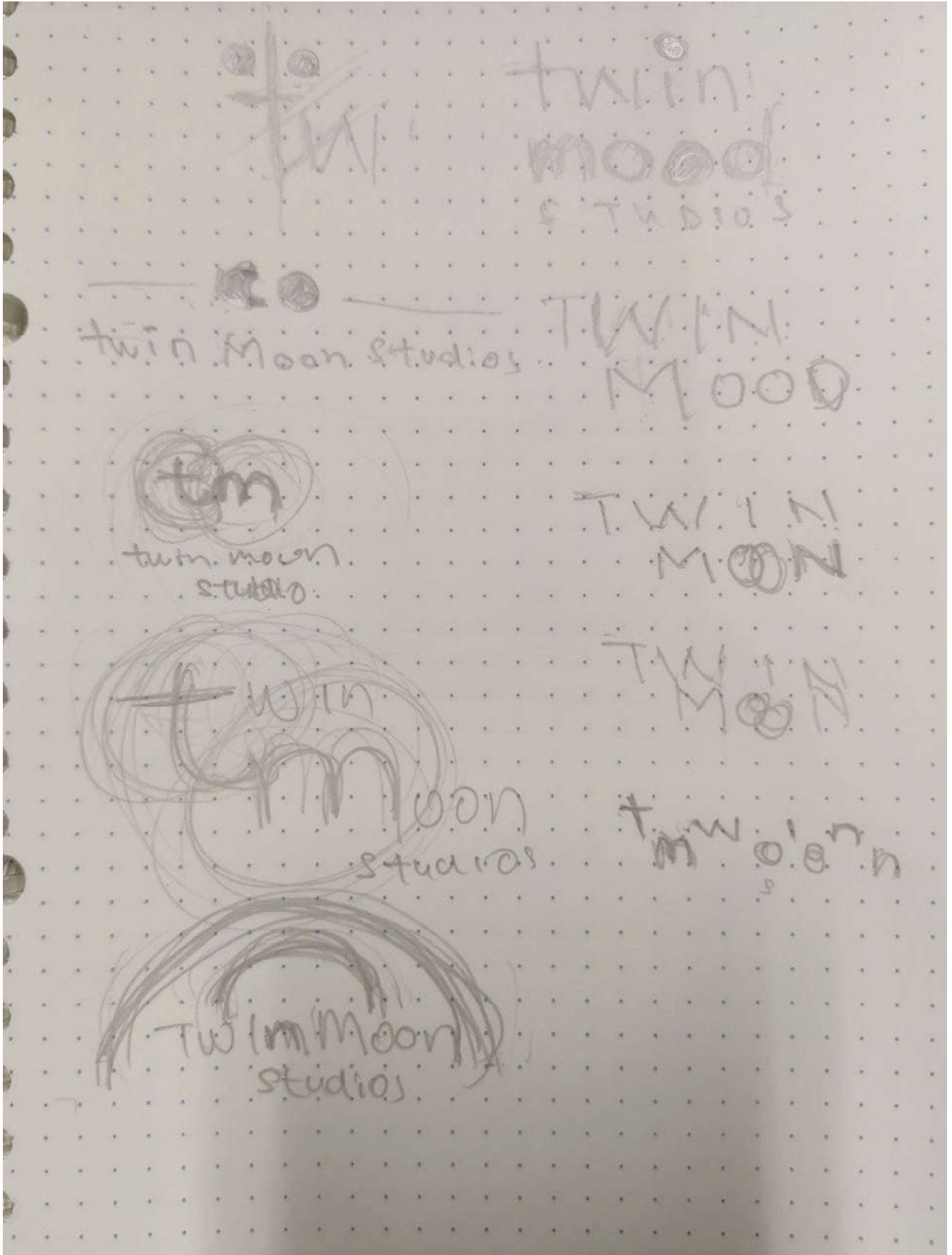
Agency FB (Regular)
Agency FB (Bold)

Centaur (Regular)

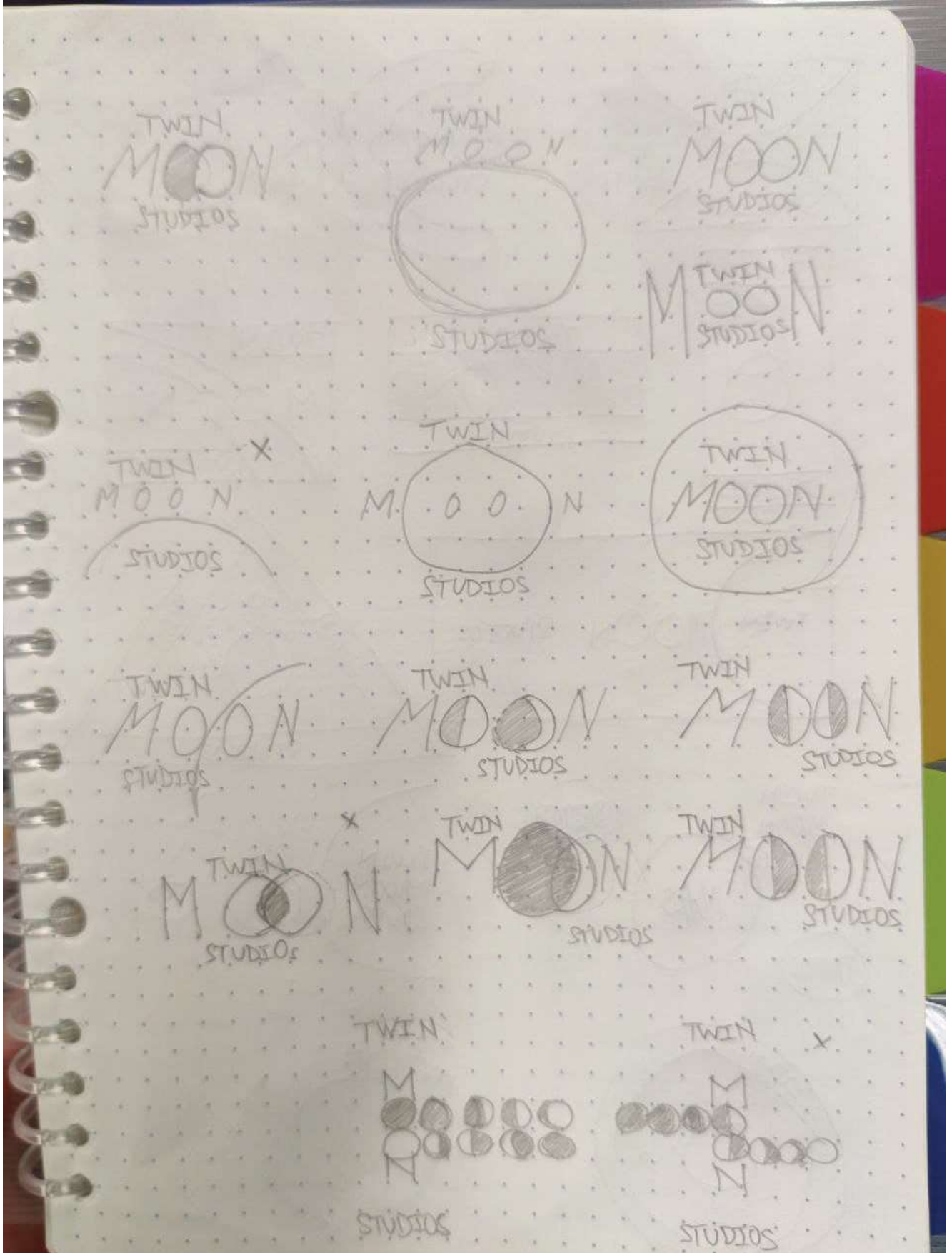
PHYSICAL SKETCHES (1)



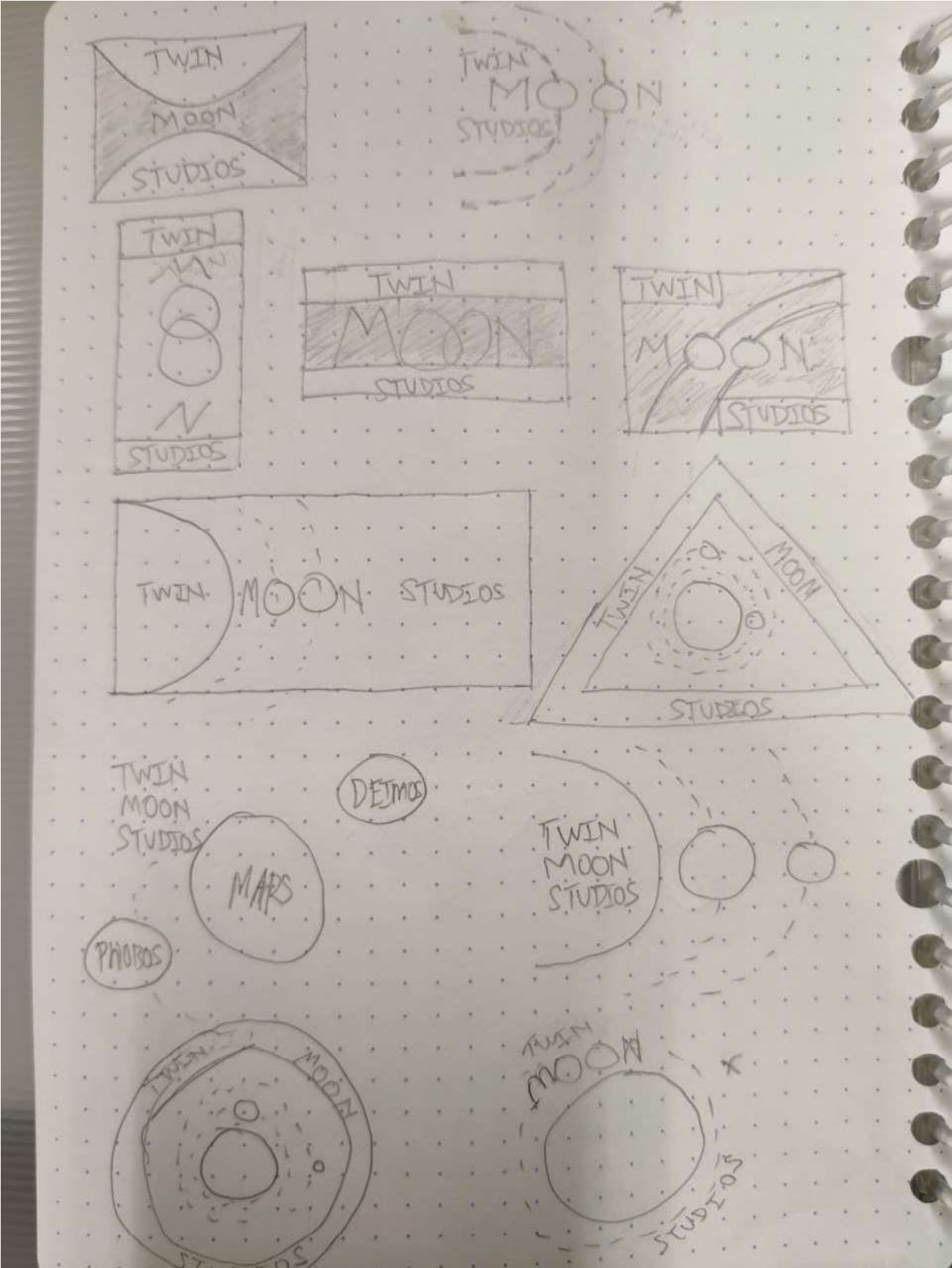
PHYSICAL SKETCHES (2)



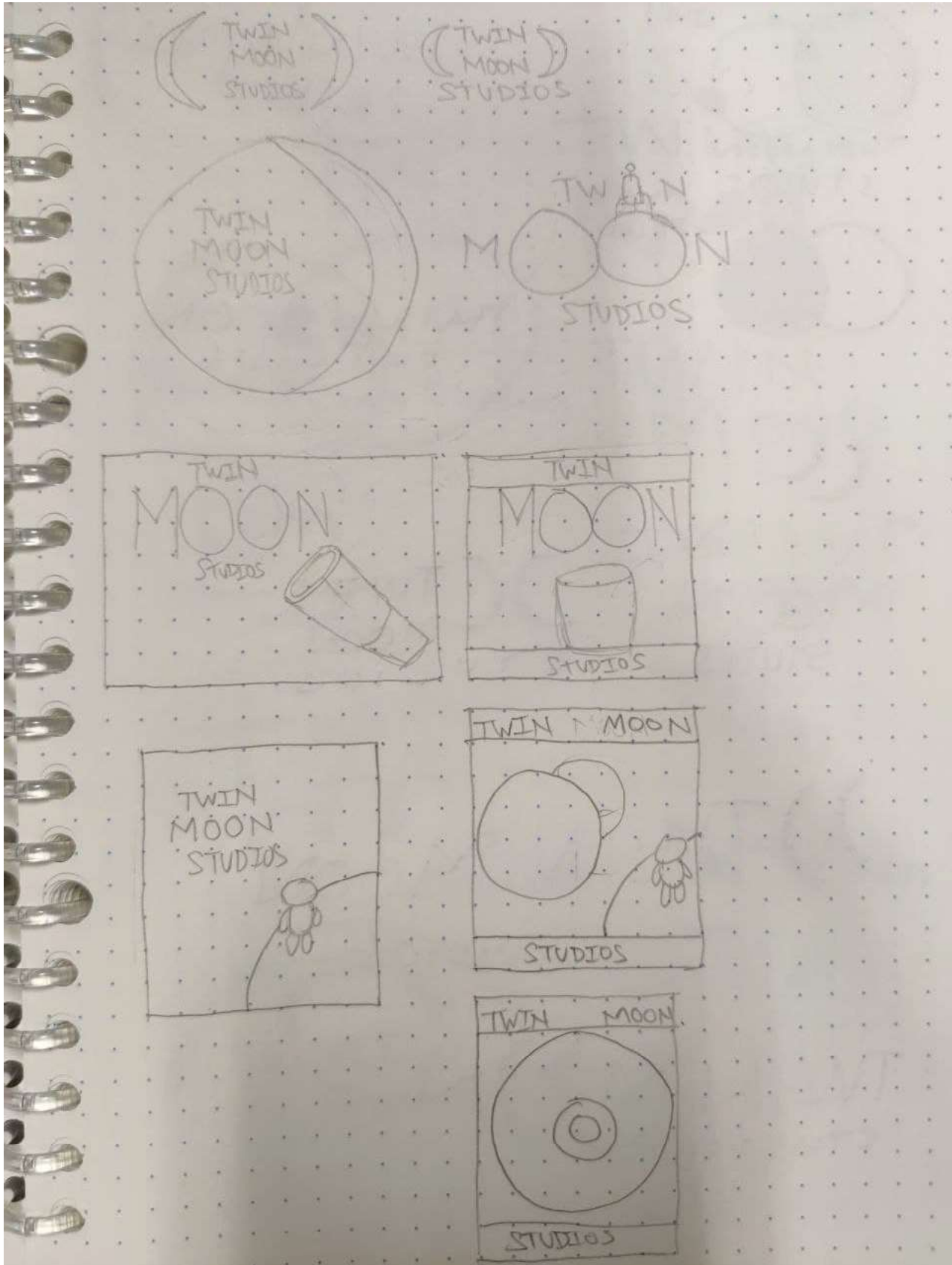
PHYSICAL SKETCHES (3)



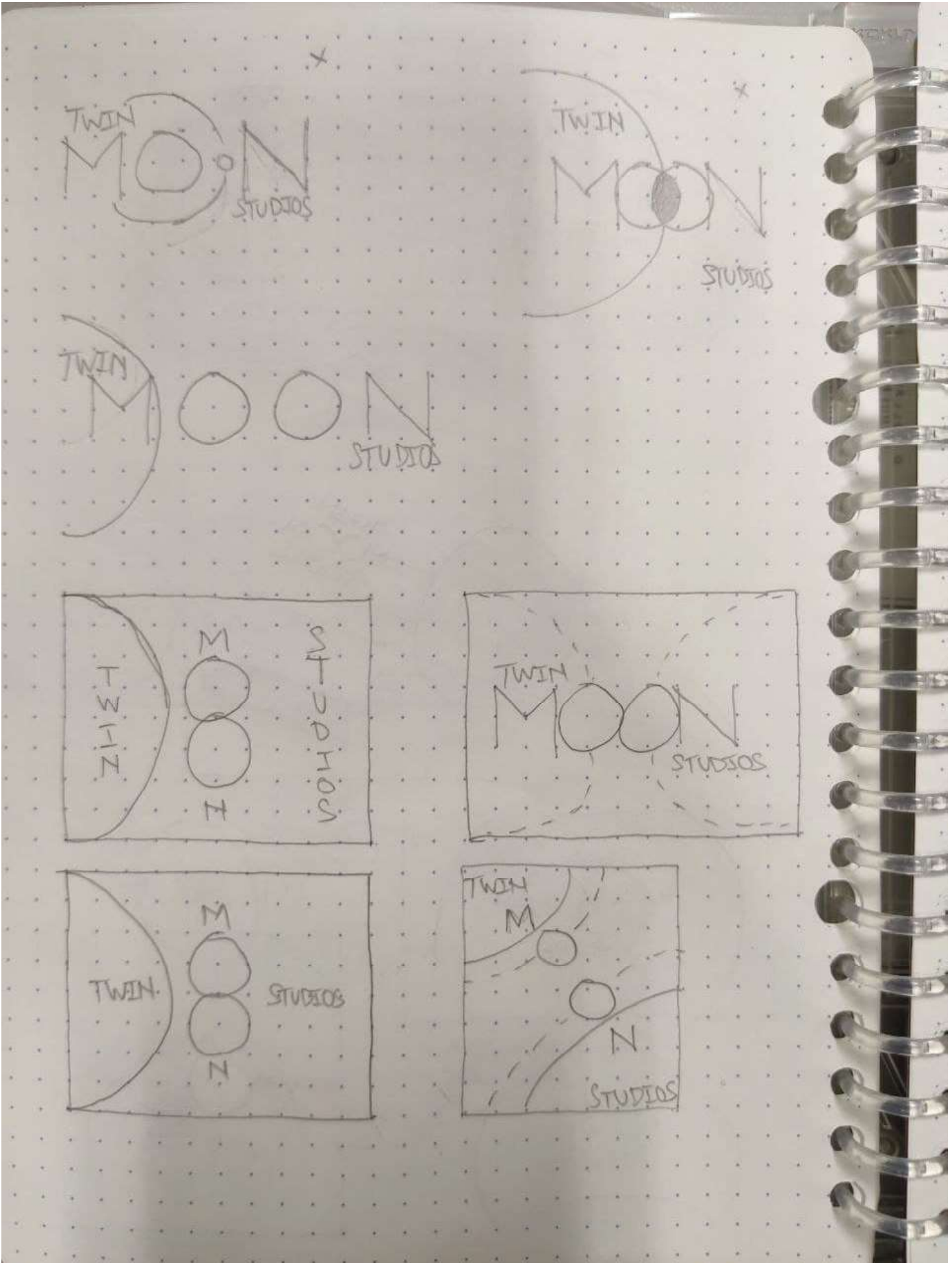
PHYSICAL SKETCHES (4)



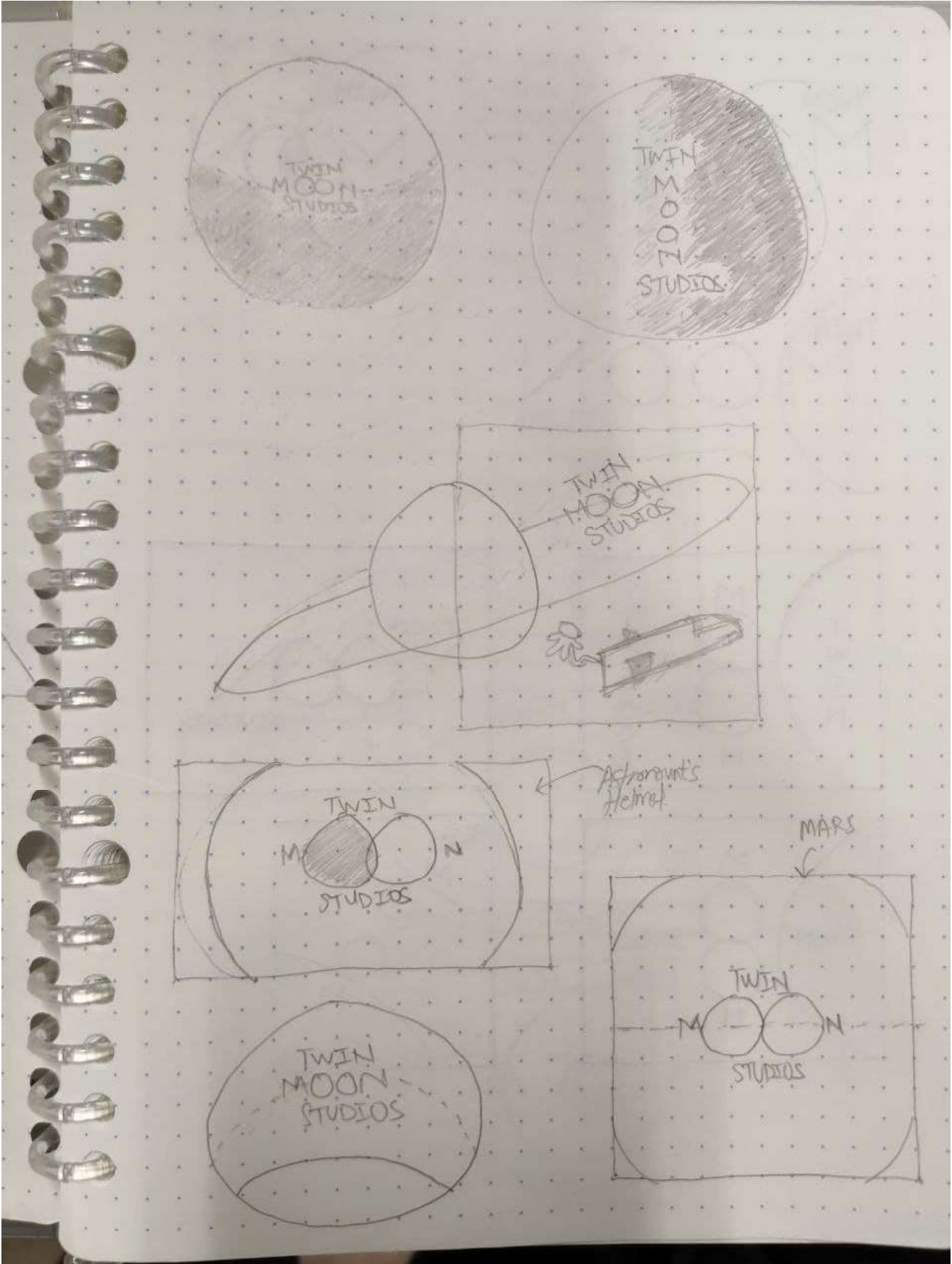
PHYSICAL SKETCHES (5)



PHYSICAL SKETCHES (6)



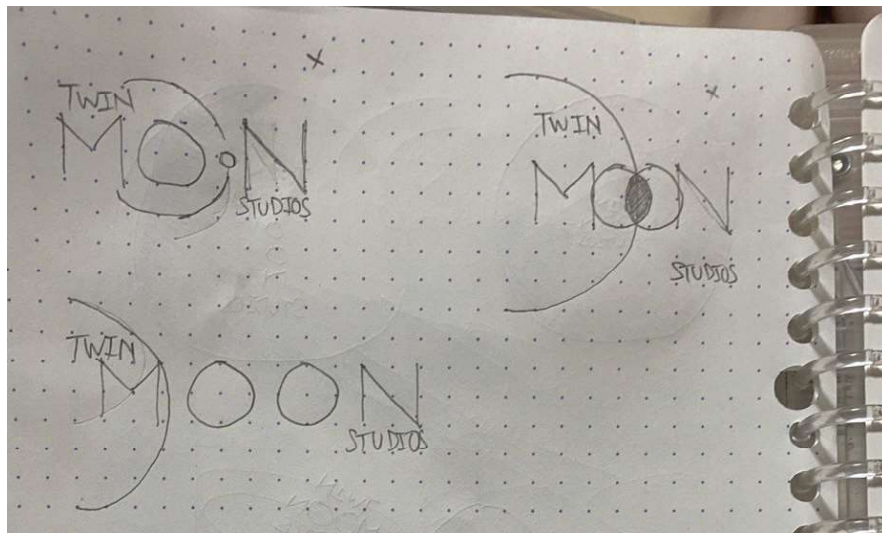
PHYSICAL SKETCHES (7)

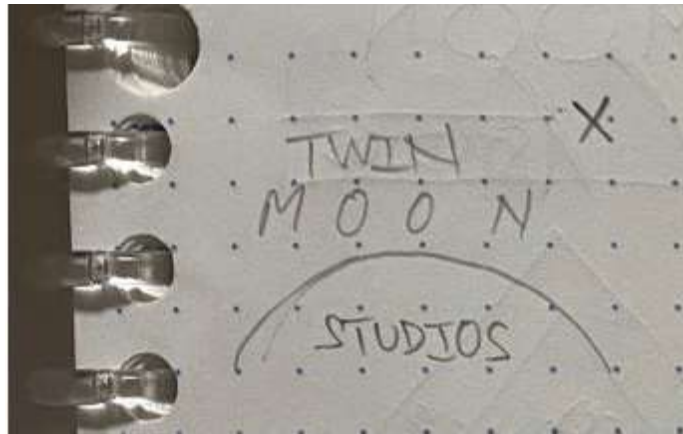


ILLUSTRATOR SKETCHES

The following is a series of sketches I did in Illustrator as practice to get a better grasp of the software.

Through practice, I saw my ideas evolve.

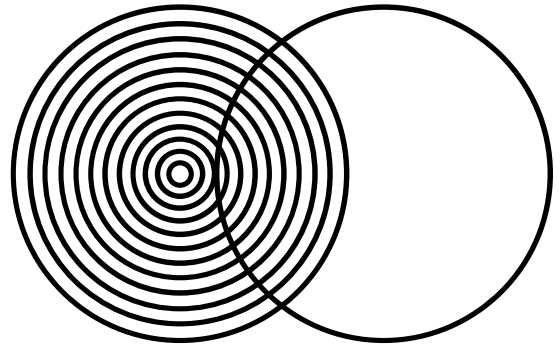
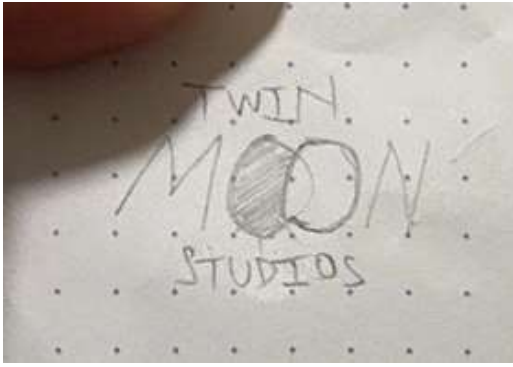




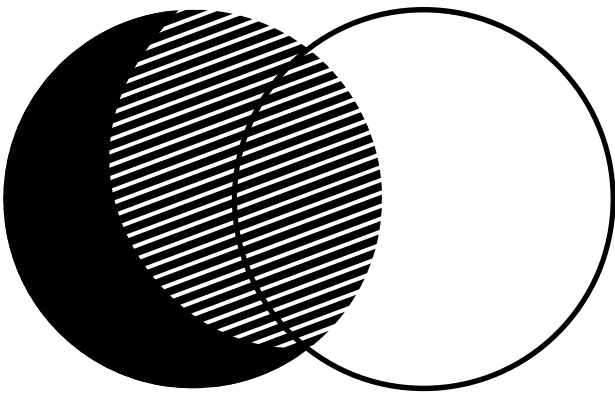
T W I N

M O O N

S T U D I O S



T W I N M O O N
S T U D I O S

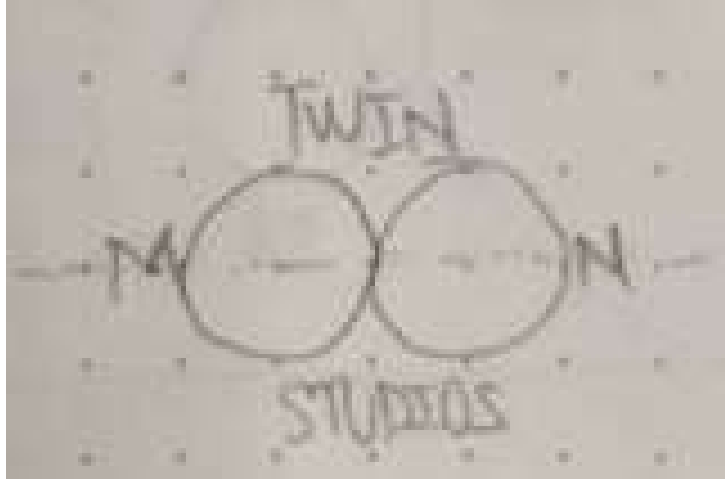


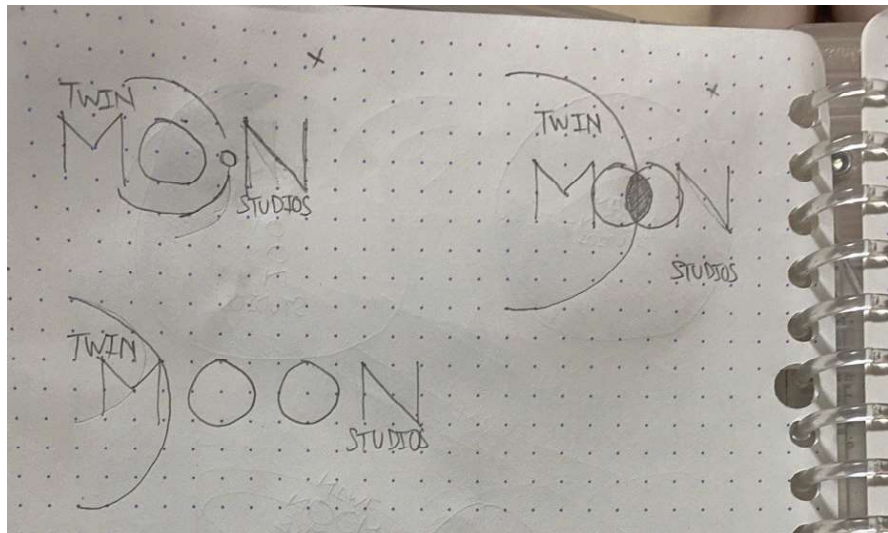
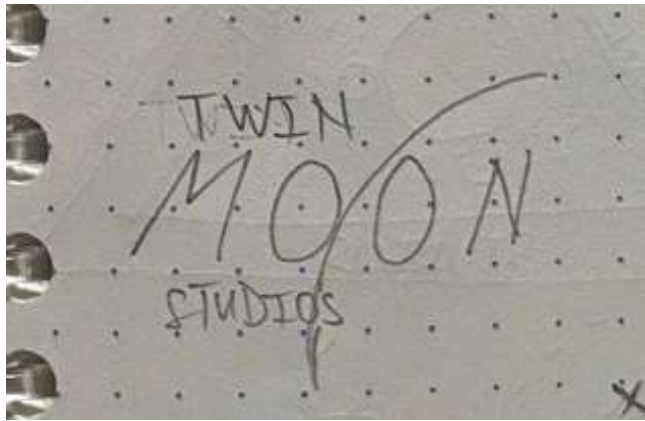
T W I N M O O N
S T U D I O S

T W I N
M O O N
S T U D I O S

T W I N
M O O N
S T U D I O S

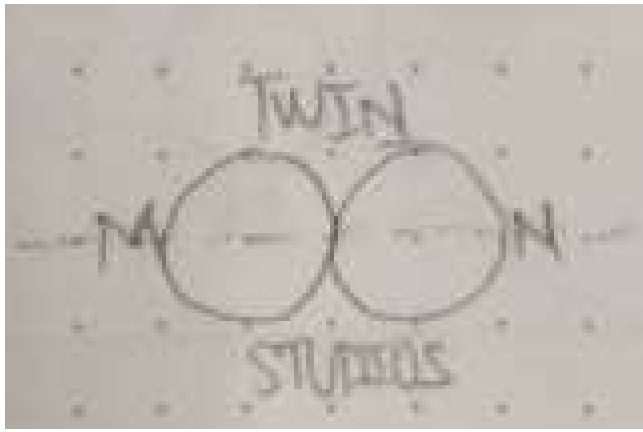
M O O N
S T U D I O S



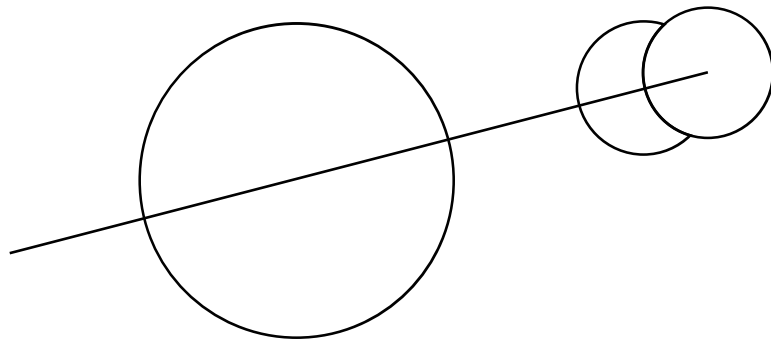


T W I N) M O O N
S T U D I O S

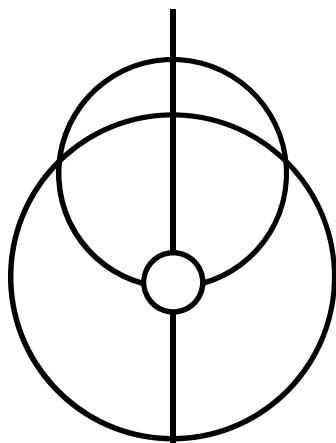
T W I N
M O O N
S T U D I O S



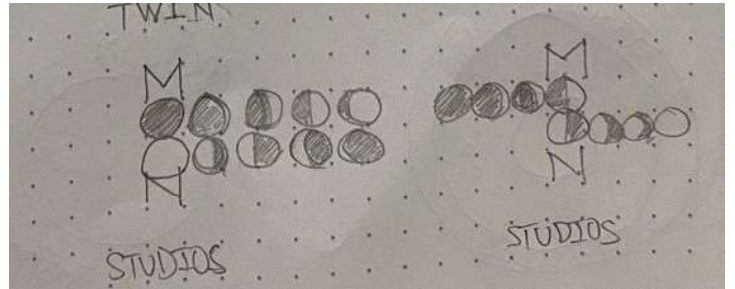
T W I N M O O N



S T U D I O S

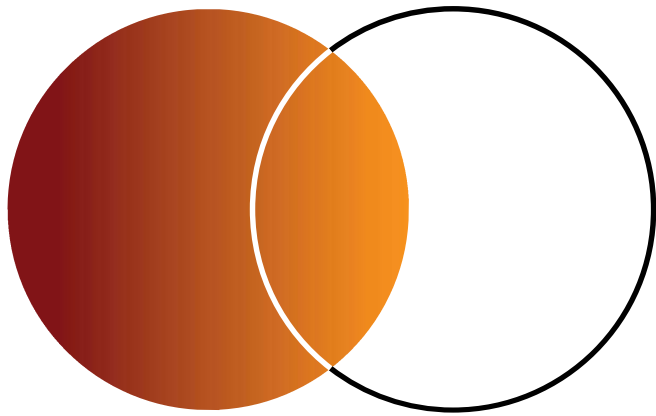


T W I N
M O O N
S T U D I O



TWIN MOON
STUDIOS





TWIN MOON
STUDIOS



PROPOSED #1



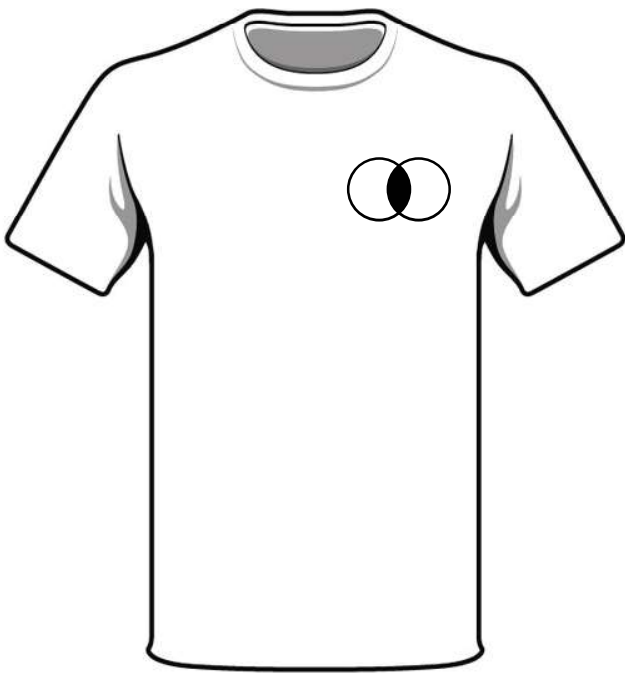
A really simple logo. I actually did this really quickly and didn't think it was too impressive and felt like it was just way too plain and simple, but EVERYONE loves it.

Goes to show that sometimes less is more.



TWIN
MOON
STUDIOS

MOON

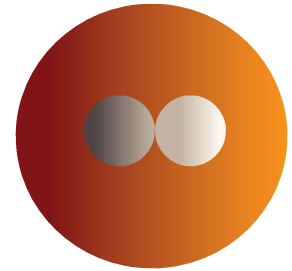


PROPOSED #2

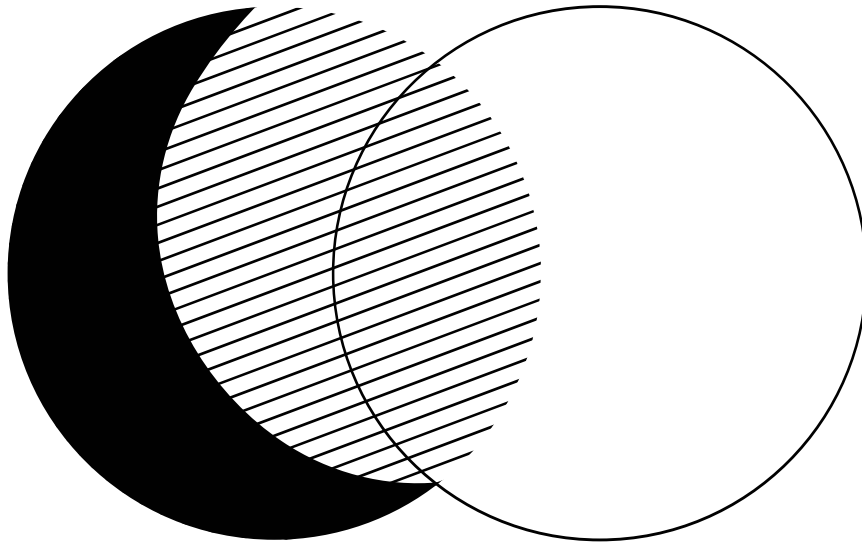


A stark difference from the other proposed logos. Has a colour gradient for the moon and Mars. Wanted to atleast propose one with colour.

I tried to get a bit more of an organic feel to this. Took some inspiration from the “badge” kind of Logos

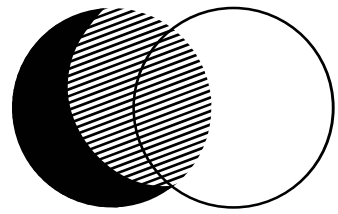


PROPOSED #3

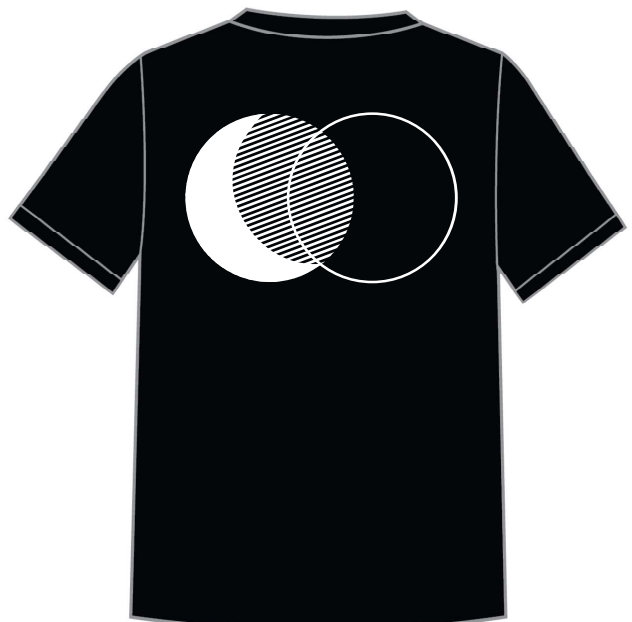
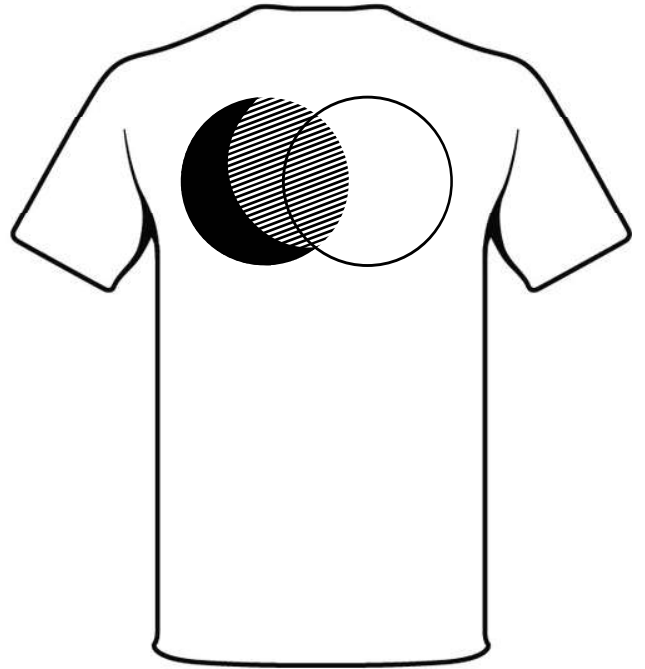
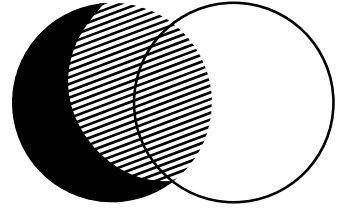


T W I N M O O N
S T U D I O S

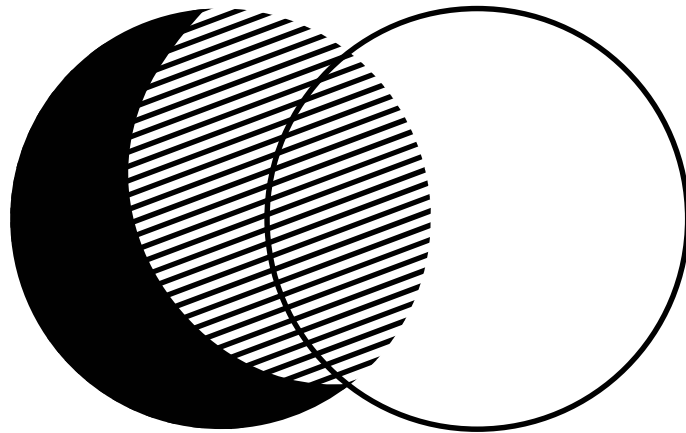
My most avant-garde design. Thin lines for everything, wanted to keep everything as clean as possible. Incorporated a crescent darkside of the moon whilst trying to keeping the idea of overlapping moons.



TWIN MOON
STUDIOS



FINAL LOGO:



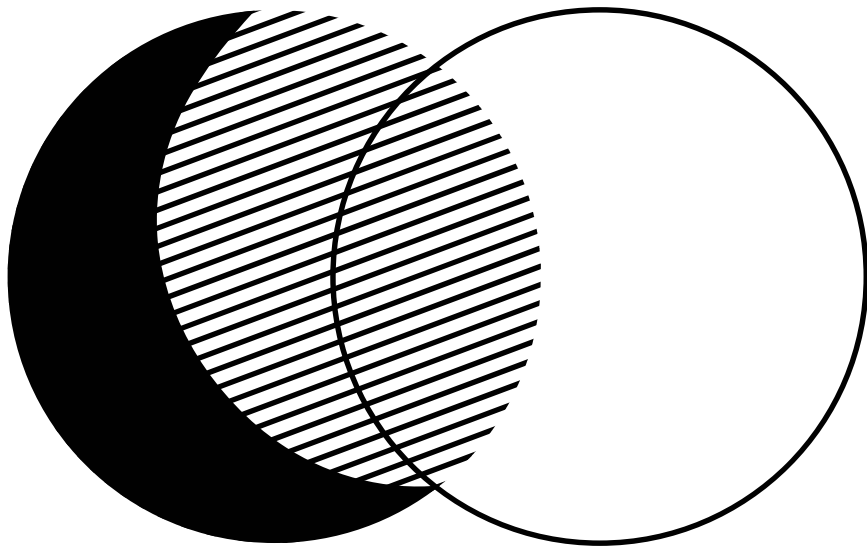
TWIN MOON
STUDIOS

Picked this as the final as it has the most unique design. It is more distinct and easier to recognise from afar.

Rejected Proposal #1 as it was hard to use the logo without its text.

Rejected Proposal #2 as it was hard to use and just too gaudy and overwhelming.

Increased the stroke size by a little to make it clearer when further.



TWIN MOON
STUDIOS

