ouroboros

Company Profile
Understanding the Channel Direction

A channel based around mythological characters and stories and expressed through impression of fashion, history, and defines the fundamental world-view of a culture by explaining aspects of the natural world in an exaggerated psychological and social practices that run parallel to our society. Having what we already see on TV have a fun mythological genre representing this channel.

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Typeface Studies
Creating logo identity

These were the different typefaces i researched that complimented my program channel. The O's were very prominent in the title itself so a simplistic font worked best. I tried to capture the energy of the prominence.

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Typeface Design
Understanding the development of the logo.

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I first tried to experiment with imagery accompanying type. I tried to mix imagery with the type I had chosen. After many experiments, It was true that it wouldn't hold with the imagery icon and after many trials i kept the original typeface as is.

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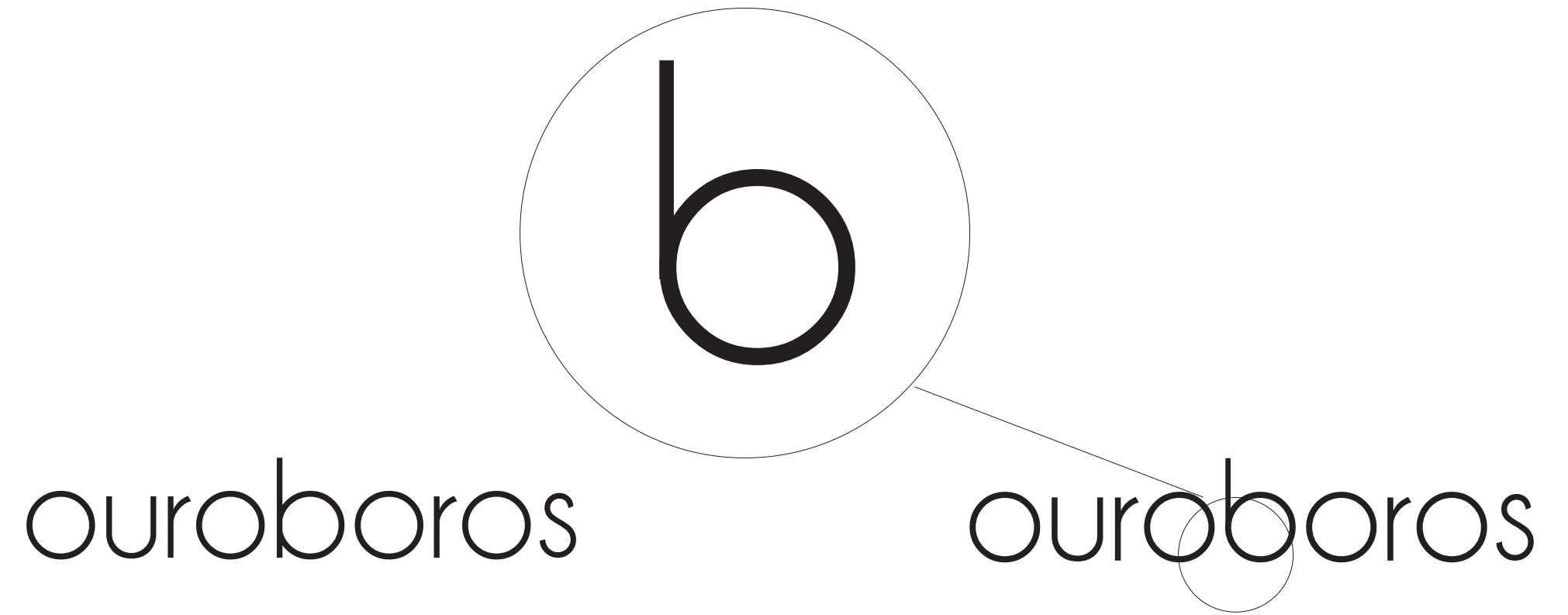ourboros

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Typeface Design
Understanding the Development of the Logo.

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Ouroboros Channel
Typeface Studies

I chose the typeface **Champagne and Limousines** because I enjoyed the rounded O's and it held my title nicely. I did however take the tail off of the lowercase 'b' so that it would read in a more organic fashion.

"reinvention of perception"

"eternal cycle of renewal"

Message and Direction
Development of the Tagline

Going along with my title, I had to create a tagline. The tagline was to represent the essence of my program channel. I chose the tagline "reinvention of perception". I chose this because my program channel was based on portraying modern television and showing the reflection of mythology within it. I felt this tagline proved to hold well but due to the power of my titles typeface and style, would rarely appear aside the logo.

reinvention of perception

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"*reinvention of perception*"
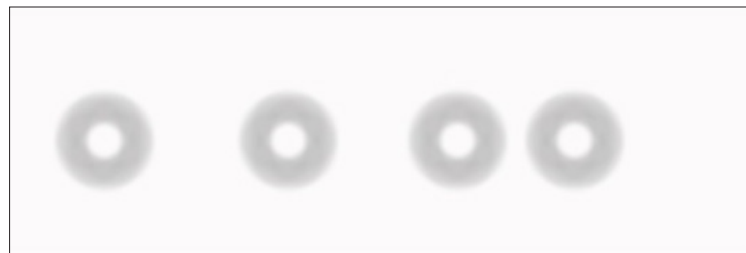
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"*reinvention of perception*"

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reinvention of perception

perception"

ouroooros

reinvention

ouroooros

reinvention *of* *perception*

ouroooros

reinvention of perception

Message and Direction
Development of the Tagline

Visual Direction
The Bumper

This is the animated storyboard to create the identity of my 5 second identity spot. I executed it by starting the bumper with the iconic blurred O's coming into the screen and clearing into the title. I added some noises that represented the organic earth to go along with my mythological theme. My idea was that this would appear in front of various backgrounds that showed the different elements of the world--fire, water, earth, sun-- which iconically connects to the different mythological creatures.
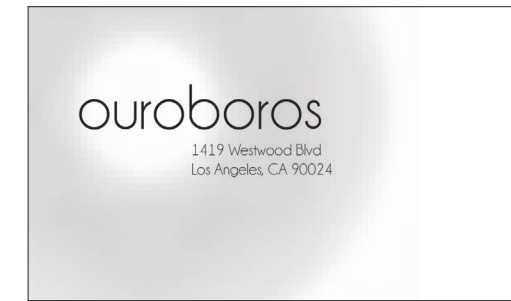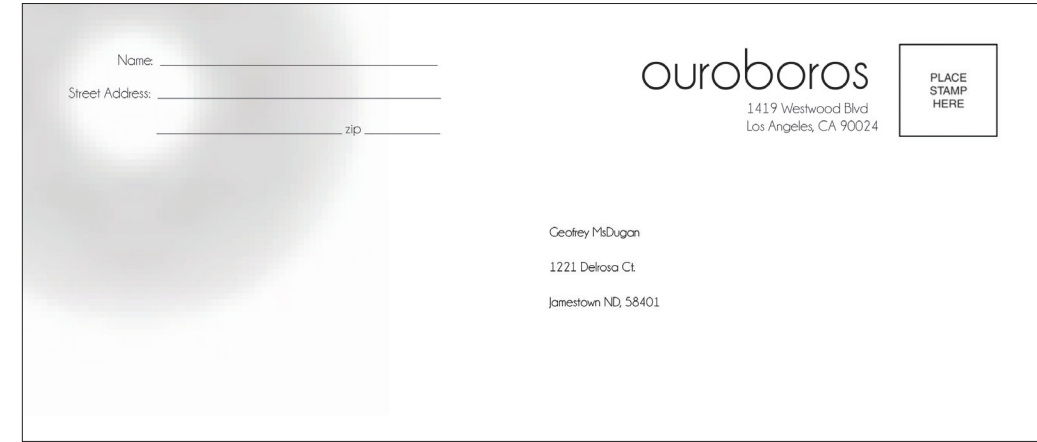
Stationary
The Universal Look

The stationary is very consistant to the other visual styles used in other applications. I feel the blurred O is universal and works well with the idea of imagination and the idea of no boundries which is what i feel mythology is. Here are visual examples of how the staionary would look; the paper, envelope and the buisness card.

Application and Design
Visual Communication

These are examples of different elements that the logo would be applied. From clothing to sports equipment, the logo would advertise the channel and bring out the iconic elements.
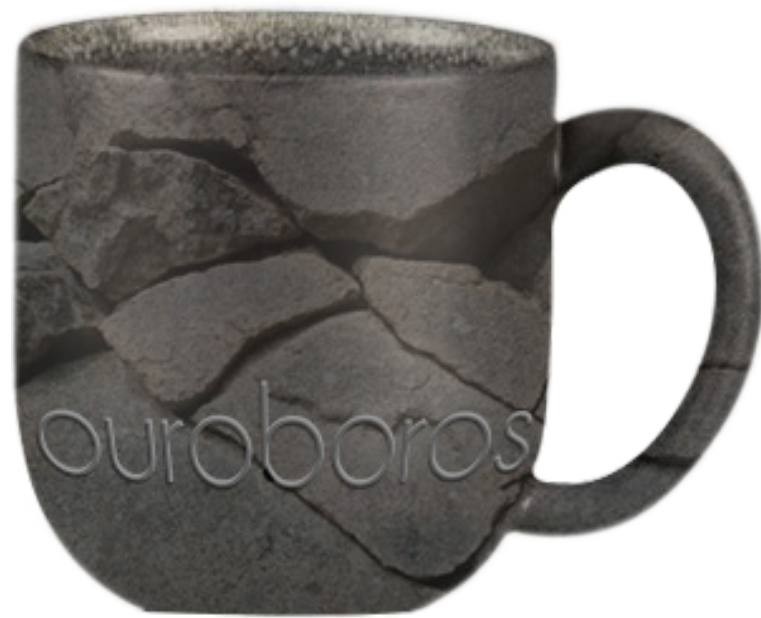
I had experimented and placed the logo on different elements and stylized it to fit the concept. I stand strongly by my design and learned a lot about application while creating the identity. Using advanced problem solving, research and development, I exercised and executed this program quite well.

Alexandra Antzoulatos
Problem Solving Studio
Television Source Identity Program