



Brand Proposal

“Papa’s Corner” Short Film

by Avery Chung-Melino
December 2023

How it works

On the following pages are **two different directions** for *Papa's Corner's* branding.

Let me know which direction you like and any notes you have.

Typefaces & Colors

DIRECTION 1

Headline
Cooper BT

I AM A HEADING

Sub-headline
Karla Semi-Bold

I AM A SUB-HEADING

Sub-headline
Karla Light

I am body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



My thought process: Green has special significance in the film, so we chose that for our primary tone. I was inspired by retro jewel tones that convey warmth and sentimentality. Yellow provides a vibrant pop of contrast to the other colors.

*Papa's
Corner*

*Papa's
Corner*

*Papa's
Corner*

I AM A HEADING

I AM ALSO A SUBHEADING

I am **body text**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



*Papa's
Corner*

**PAPA'S
CORNER**

**Papa's
Corner**

**PAPA'S
Corner**

Papa's
CORNER

Examples

DIRECTION 1

These designs are simplified from their final versions, but are meant to represent a taste of the font and colors in use — their legibility, whether they complement each other, etc.

Graphic

CASTING CALL

Papa's Corner, a short film about a young competitive speller and his grandfather, is seeking background actors for our auditorium spelling bee scene this weekend.

Email example@gmail.com with reel.

*Papa's
Corner*

Press Kit

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam efficitur augue risus, eget convallis leo egestas in. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ac diam convallis, sodales nibh nec, fermentum diam. Nam aliquet diam id faucibus finibus. Pellentesque sit amet sollicitudin mauris. Sed malesuada justo est, eget vestibulum justo euismod id. Sed velit magna, tempus tincidunt placerat a, tincidunt id nibh.

SHORT FILM PRESS KIT

3

Typefaces & Colors

DIRECTION 2

Headline
Recoleta CAPS

I AM A HEADING

Sub-headline
Neue Haas Unica Medium

I AM A SUB-HEADING

Sub-headline
Neue Haas Unica Light

I am body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



My thought process: Green has special significance in the film, so we chose that for our primary tone. I was inspired by the colors from the garage set that convey warmth and sentimentality, such as the tungsten wall and blue door.

*Papa's
Corner*

*Papa's
Corner*

*Papa's
Corner*

I AM A HEADING

I am a subheading

I AM ALSO A SUBHEADING

I am body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



*Papa's
Corner*

PAPA'S
CORNER

Papa's
Corner

PAPA'S
Corner

*Papa's
Corner*

Examples

DIRECTION 2

These designs are simplified from their final versions, but are meant to represent a taste of the font and colors in use — their legibility, whether they complement each other, etc.

Graphic

CASTING CALL

Papa's Corner, a short film about a young competitive speller and his grandfather, is seeking background actors for our auditorium spelling bee scene this weekend.

Email example@gmail.com with reel.

*Papa's
Corner*

Press Kit

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam efficitur augue risus, eget convallis leo egestas in.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ac diam convallis, sodales nibh nec, fermentum diam. Nam aliquet diam id faucibus finibus. Pellentesque sit amet sollicitudin mauris. Sed malesuada justo est, eget vestibulum justo euismod id. Sed velit magna, tempus tincidunt placerat a, tincidunt id nibh.

SHORT FILM PRESS KIT

3



Thank you!