VERAX

Process Book

Motion Design GDES-3010-002

Leia Kook-Chun

VERAX is a clothing brand surrounding the idea of tough love and truth.

Verax is a fashion clothing brand surrounding the idea of tough love and the cold hard truth. "Verax" is latin for "true" or "truthful."

Verax sells modern everyday apparel displaying blunt, honest, and candid statements that can appear harsh, but realistic.

The brand is fresh and modern, hence the minimalist logo design.

Logo
The logo is an abstracted heart with sharp edges. This aligns with the brand as it expresses the idea of tough love.
Triangles are used in the logo as they are strong and dynamic, which match the brand identity.

Colour Palette
Red, black, and white are Verax's colour palette. Red represents directness, black is modern, and white is clean – all of which align with the brand.
Verax's aesthetic uses high contrast and high saturation to convey directness.

Slogan: *Clean Cut Truth, Clean Cut Love*
This slogan encapsulates the brand.
"Clean Cut" is repeated in the slogan to emphasize the idea of sharp honesty. "Truth" and "Love" are in the same position – this is meant to say that speaking the truth is a form of love, tough love.

Inspiration

Logos
I was inspired by Adidas, BTS, and Nike's logos. All of these logos have high contrast and use black and white. They are an abstracted version of something else, like the Nike logo is a swoosh. For Verax, the logo is an abstracted version of a heart.

Videos
The title sequences for Black Mirror, Catch Me If You Can, and Killing Eve were my video inspirations. They are all simple, yet effective with their use of graphic visuals. They have high contrast and high saturation. The transitions in Catch Me If You Can are very smooth and visually connect – the first logo reveal for Verax does something similar. The cracks from the Black Mirror title sequence inspired the second logo reveal for Verax.

* Title sequence videos are linked to the images

Logo Creation

Sketches

I sketched hearts in different ways. I thought of how to incorporate the key words for the Verax brand (ex. sharp, direct, truthful, etc.) into the design.

The final logo idea began as a heart, next a heart with harsher lines. Then, I thought it looked triangular, so I separated the heart into two triangles. Voila! This became the design for the logo.
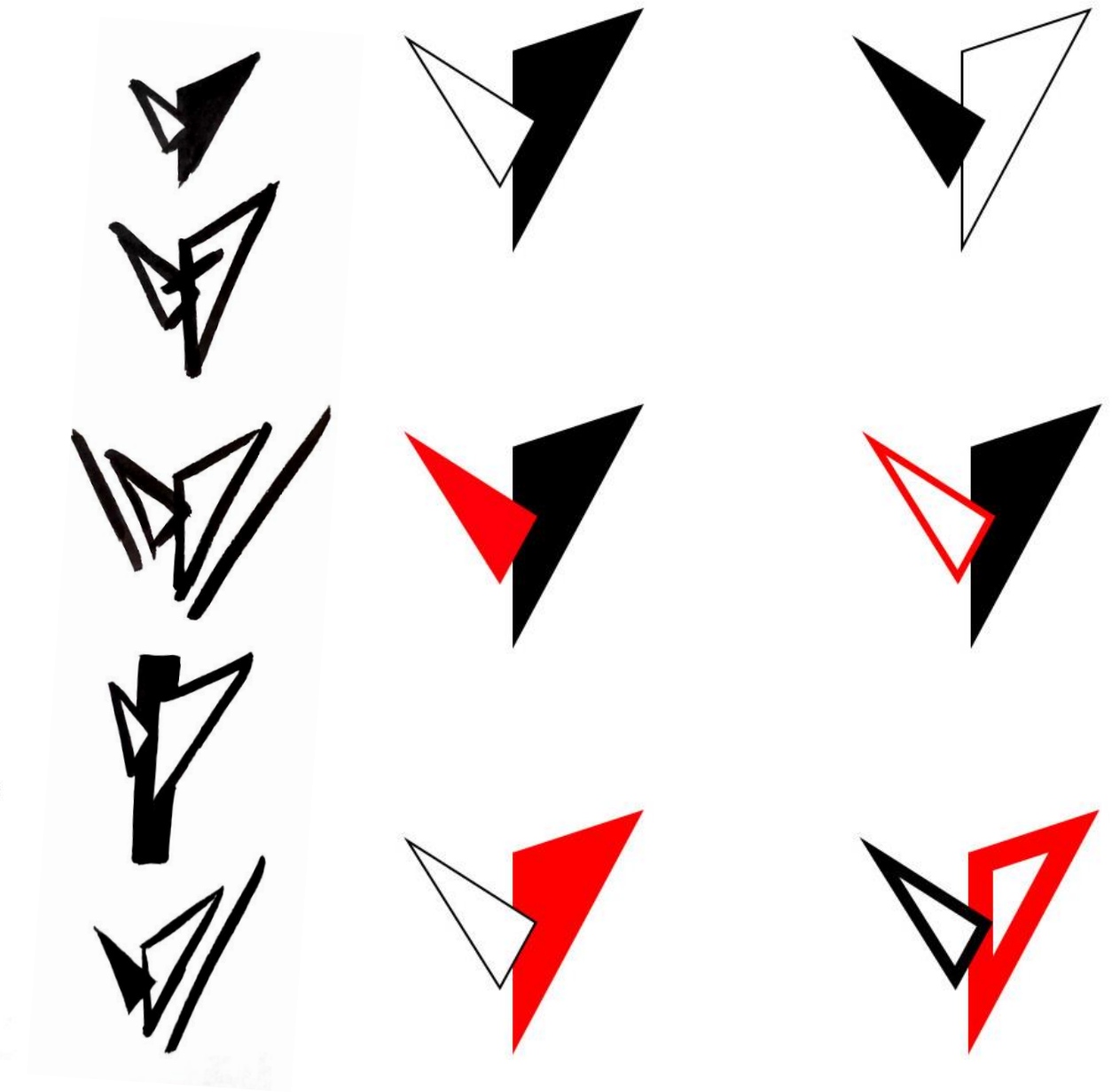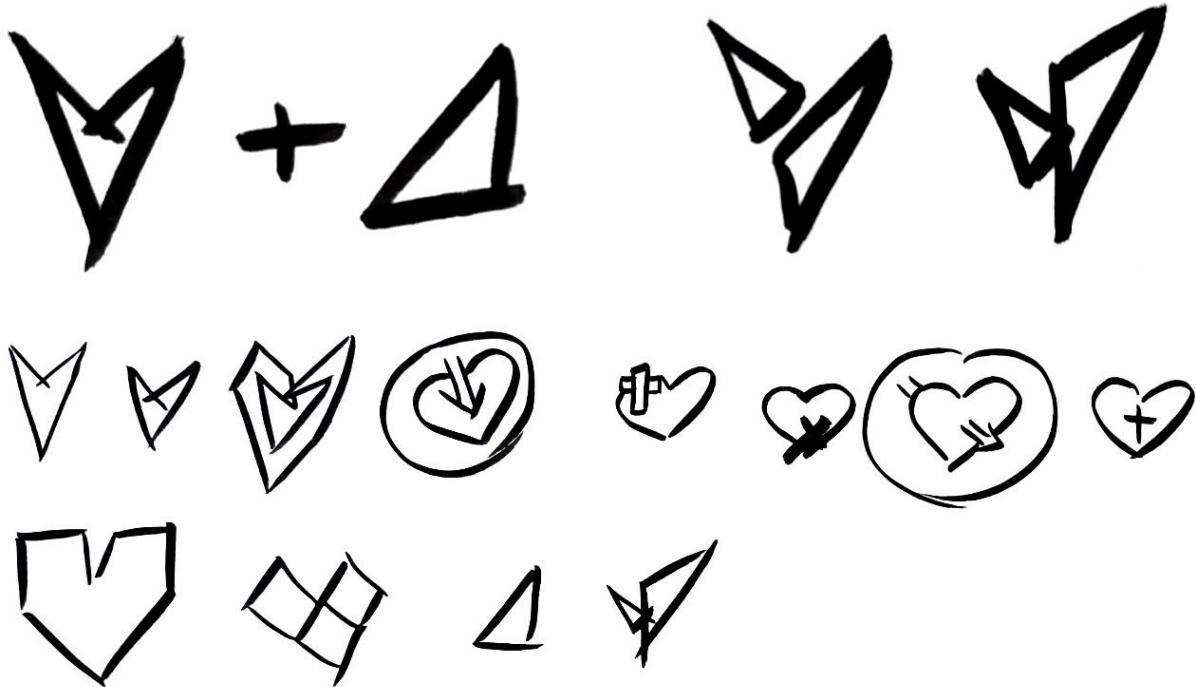
Style Exploration

Verax's Style is minimalistic with high contrast and saturation using black, white, and red.

While it is simple, I did explore various styles to see what would work best. I experimented with gradients, visual noise, and cracks – but the simple vectored look suited the branding of Verax the best.
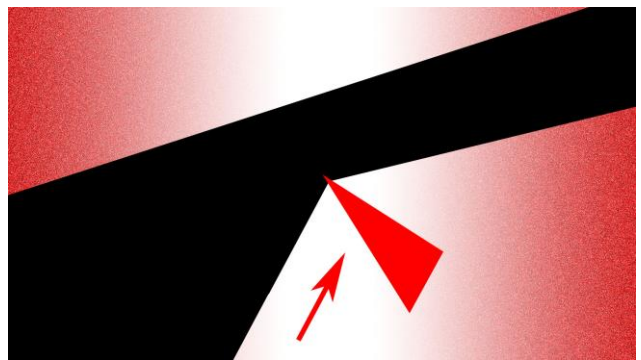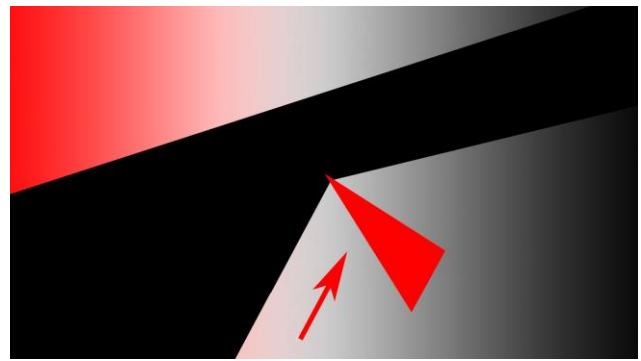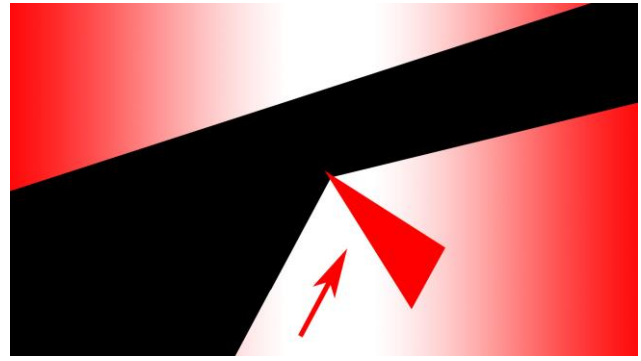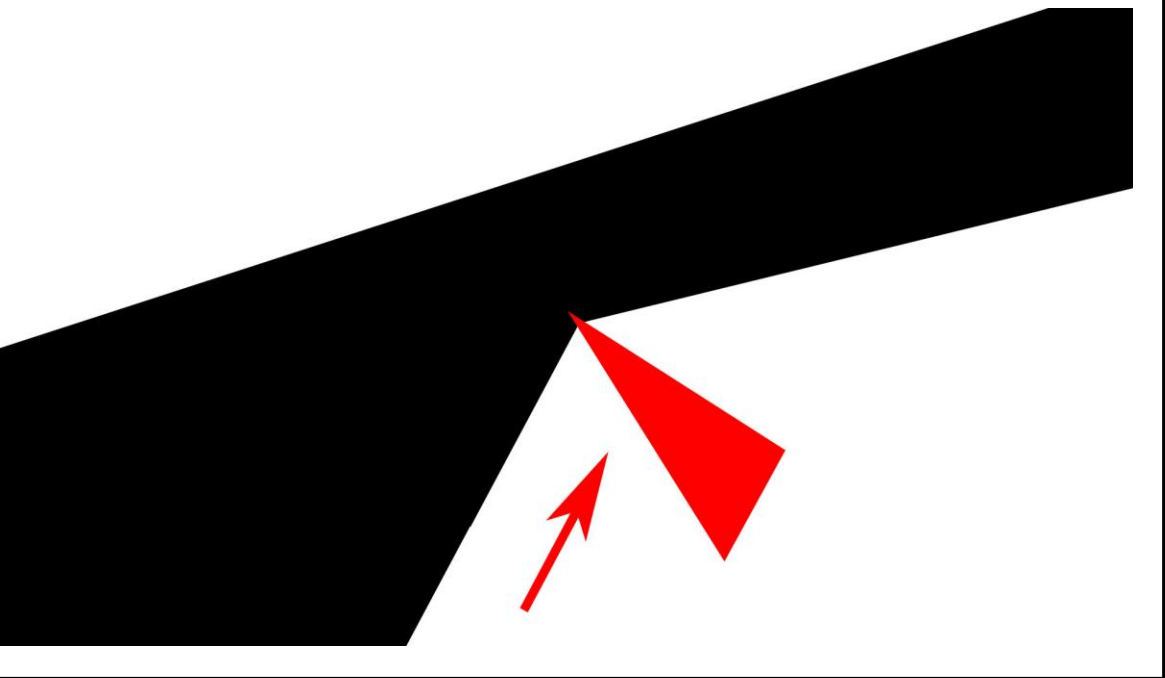
Typography Exploration

Typography

I explored creating the type for Verax with traditional media: ink on paper.
Once I settled on the sharp typeface, I printed it on paper and played with manipulating it in various ways.

Font: Aperatura

This font is bold, simple, and modern which aligns with the Verax brand.
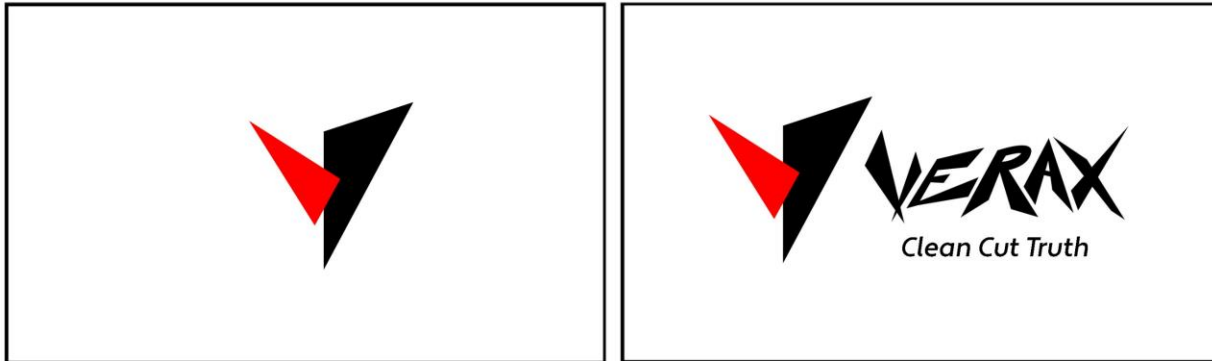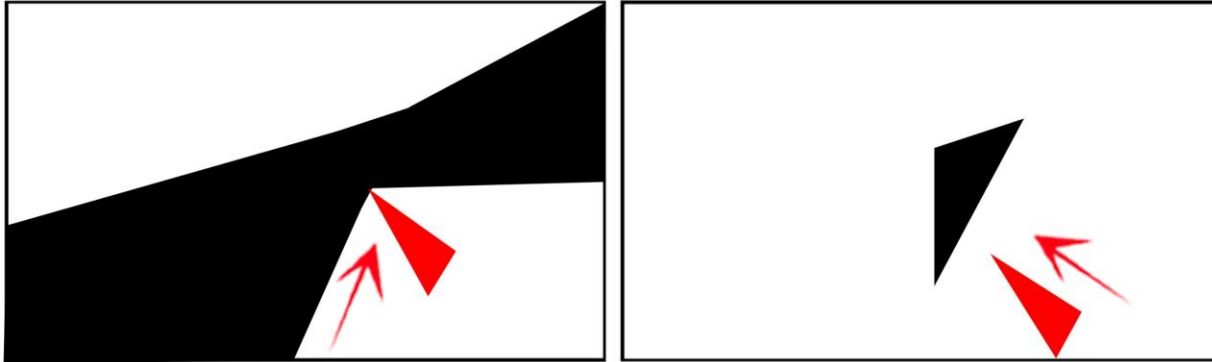
Pitch

VERAX is a clothing brand

tough love

truth

Video Link

Logo Reveal 1 – Slice

Actions

A red shard cuts a black screen to form a black triangle. The red shard slits into place to form the logo. VERAX emerges from the logo as it moves to the side. The slogan "Clean Cut Truth" is slashed underneath VERAX. "Love" slashes out "Truth" to complete the slogan "Clean Cut Truth, Clean Cut Love."

The actions are very precise which support the idea of VERAX selling apparel with sharp and candid statements.

SFX

While the red shard cuts, there is a slicing sound. The slicing sound plays when the slogan is revealed and "Truth" changes to "Love."

The sound effect of slicing supports the branding of VERAX since it is sharp and poignant – it is how "clean cut" would sound if it were a sound instead of words.
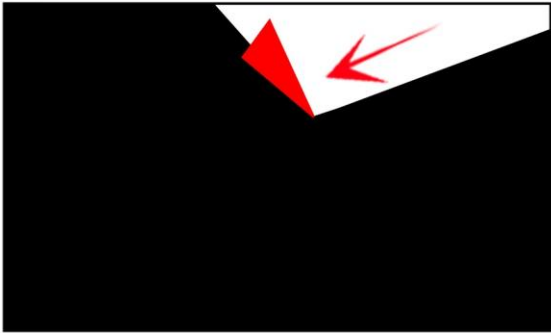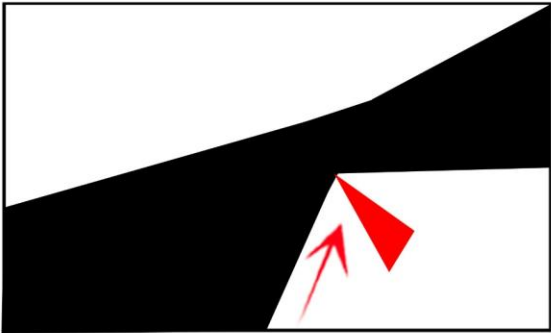
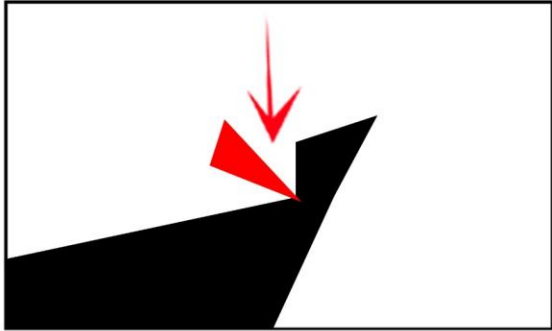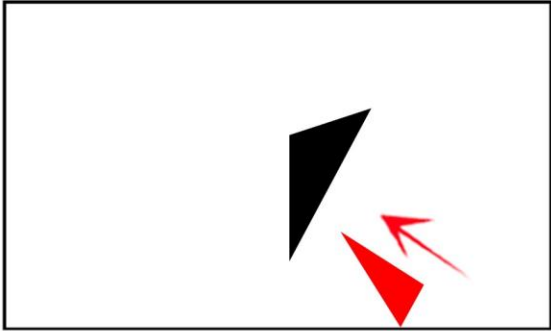**Video Link**

Design Board 1

A: black screen
S:

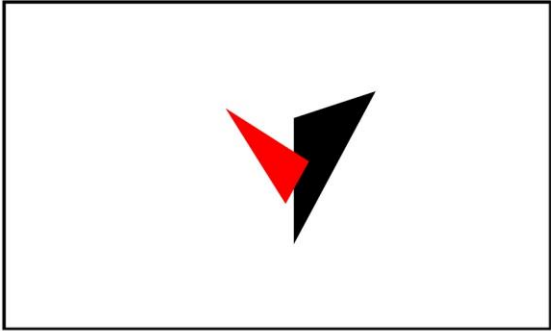A: red shard cuts black screen
S: slice

A: red shard cuts black screen again
S: slice

A: red shard cuts black screen again
S: slice

A: red shard flies to black triangle
S:

A: red shard in place for logo
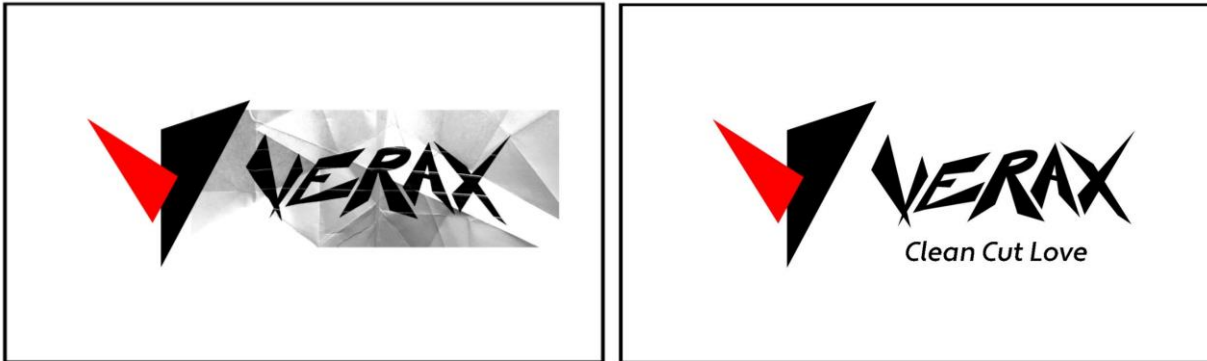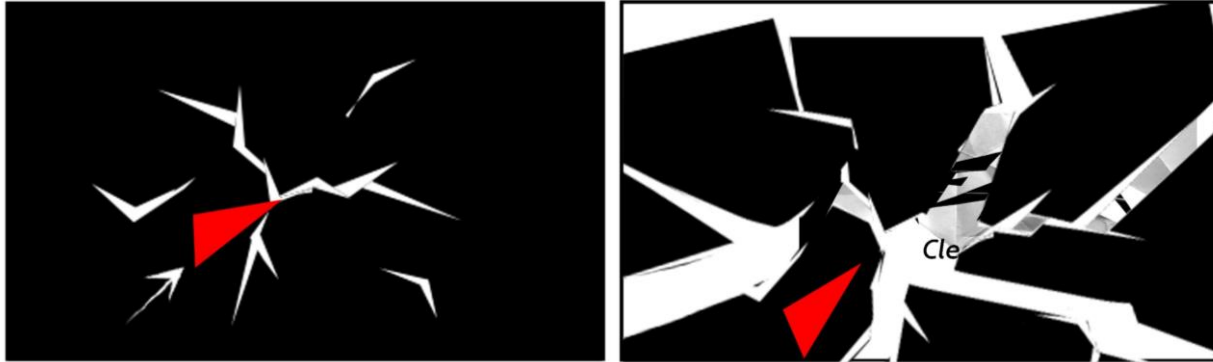S:

A: logo moves left, "VERAX" comes out right
S:

A: slogan is revealed
S:

A: "Truth" is slashed to change to "Love"
S: slash

Logo Reveal 2 – Crash

Actions

A red shard flies and cracks a black screen to reveal the logo and brand name. Type variations of VERAX are shown before settling on the official type of the brand name. The slogan is revealed.

The actions happen fast which allude to the VERAX brand being straightforward and direct.
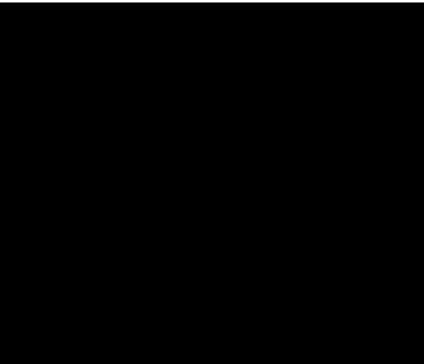
SFX

A slice sound accompanies the red shard flying towards the black screen. When the shard hits the screen, a crack sound plays. Shatter sounds accompany the black screen crashing down. When the slogan is revealed, slicing sounds are used.

The sounds, like the crash and shatter, are very abrupt and in-your-face, which is on brand for VERAX.

Video Link

Design Board 2

A: red shard flies to crack wall
S: slice and crack

A: black wall cracks more
S: cracks

A: black wall and red shard fall
S: glass shatters

A: logo is revealed and "VERAX" flips
   through different styles
S:

A: "VERAX" flip through stops and slogan is
   slashed beneath
S: slice

A: "Truth" is slashed to change to "Love"
S: slice

Clean Cut Truth

Clean Cut Love

VERAX

Clean Cut Truth, Clean Cut Love