



# SOPHIOS OWL STUDIO

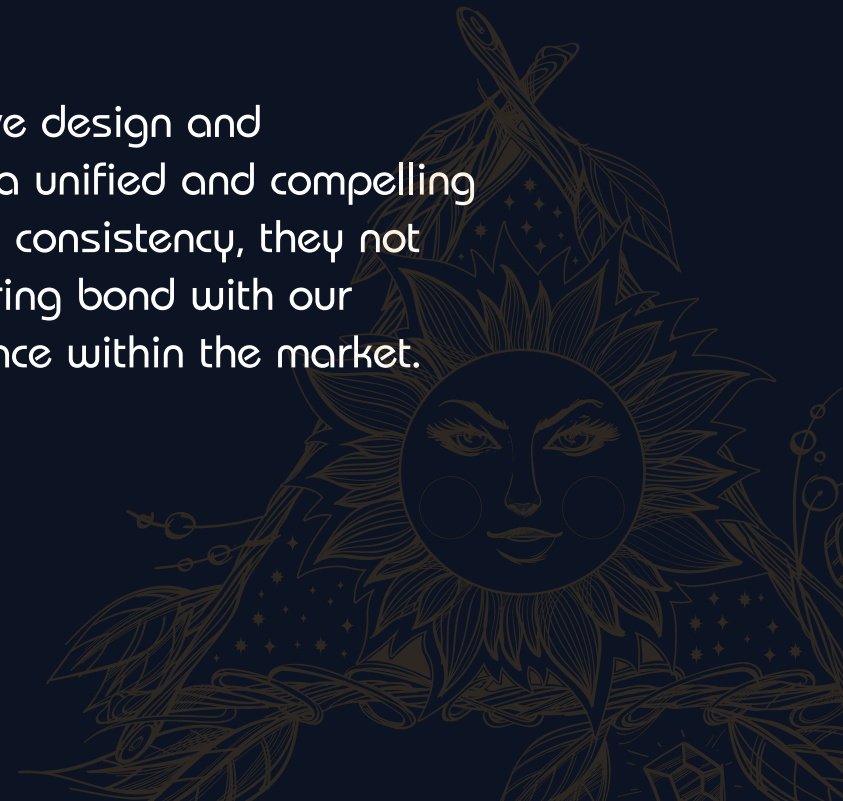
BRAND GUIDELINES



## BRAND GUIDELINES

Welcome to Sophos Owl Studio, where imagination takes flight through 3D, animation, VFX short films, and motion graphics. We're more than a studio we're a sanctuary for creativity, where every project is a journey into the extraordinary. Join us as we push boundaries, ignite curiosity, and bring dreams to life.

Establishing a robust framework, these comprehensive design and messaging directives are indispensable for ensuring a unified and compelling brand presence across various platforms. By instilling consistency, they not only nurture trust but also forge a genuine and enduring bond with our audience, elevating our brand's influence and resonance within the market.



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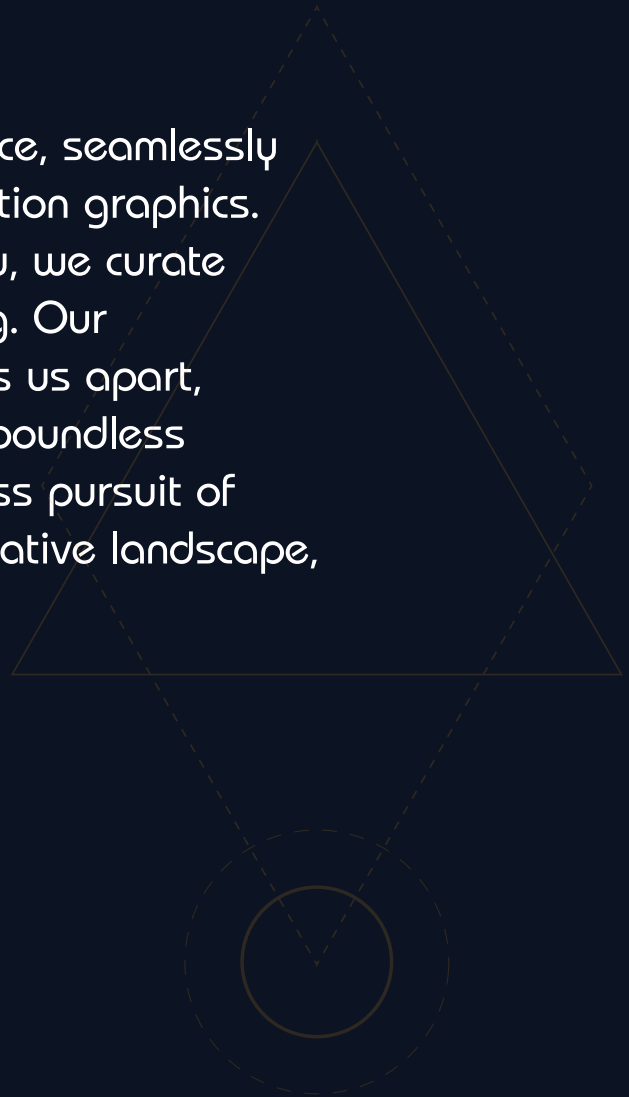
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# SOPHOS BRAND STRATEGY

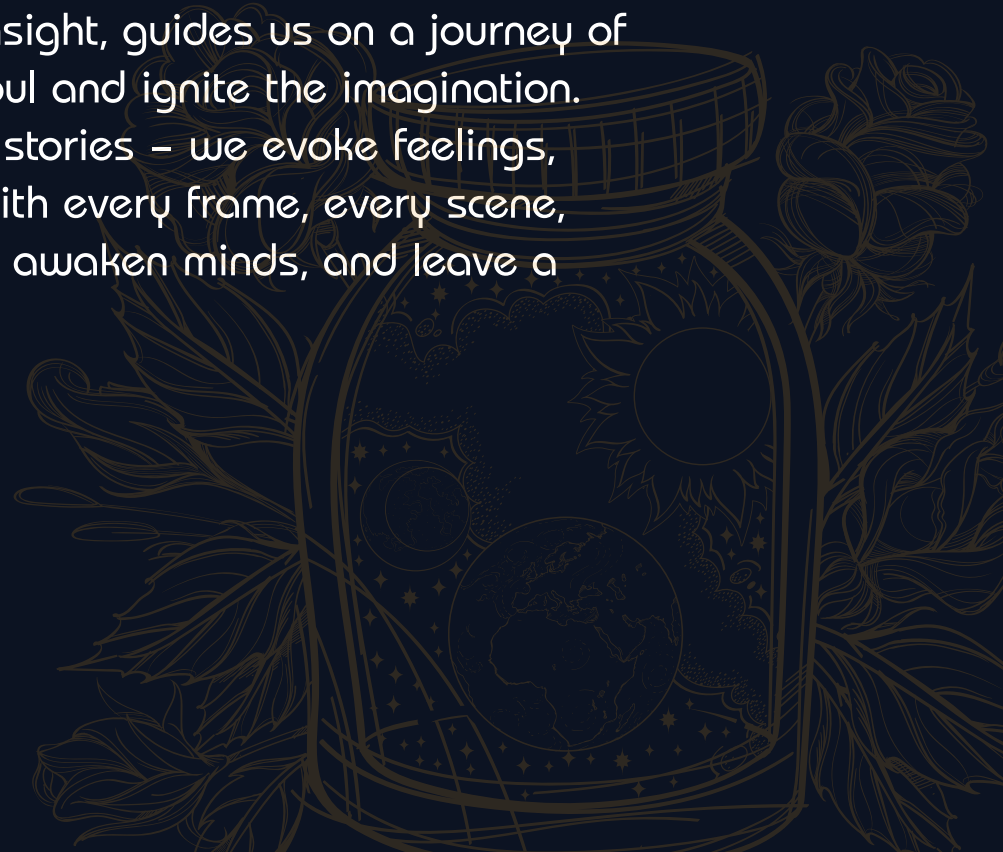
## SOPHOS OWL STUDIO

Sophos Owl Studio embodies a paradigm of creative excellence, seamlessly merging the worlds of 3D, animation, VFX short films, and motion graphics. With a steadfast dedication to innovation and artistic integrity, we curate immersive experiences that transcend conventional storytelling. Our commitment to pushing the boundaries of visual narrative sets us apart, captivating audiences with a fusion of technical mastery and boundless imagination. Through meticulous craftsmanship and a relentless pursuit of innovation, we endeavor to leave an indelible mark on the creative landscape, fostering meaningful connections with our global audience.



## OUR STORY

**Sophos Owl Studio** is more than just a creative space; it's a sanctuary where emotions come alive through storytelling. Inspired by the profound wisdom symbolized by the Latin word "sophos" and the revered owl, our studio pulsates with a depth of emotion that infuses every project we undertake. The owl, a timeless symbol of wisdom and insight, guides us on a journey of discovery, inspiring narratives that stir the soul and ignite the imagination. Unlike conventional studios, we don't just tell stories – we evoke feelings, provoke thoughts, and create experiences. With every frame, every scene, and every moment, we strive to touch hearts, awaken minds, and leave a lasting imprint.



## THE OWL SPIRIT

An ethereal sanctuary where the whispers of creativity meld with the echoes of wisdom. Here, we embark on a journey beyond the confines of ordinary storytelling, pushing the boundaries of visual expression. Guided by the sparks of innovation and the mysteries of imagination, we invite you to immerse yourself in our narratives, where each frame is a portal to philosophical contemplation. Welcome to Sophos Owl Studio, where artistry becomes a gateway to profound exploration.

### WISDOM

— Wisdom enriches our narratives, provoking deeper thought and engagement.

### CREATIVITY

— Creative emphasis on imaginative storytelling delivering captivating experiences.

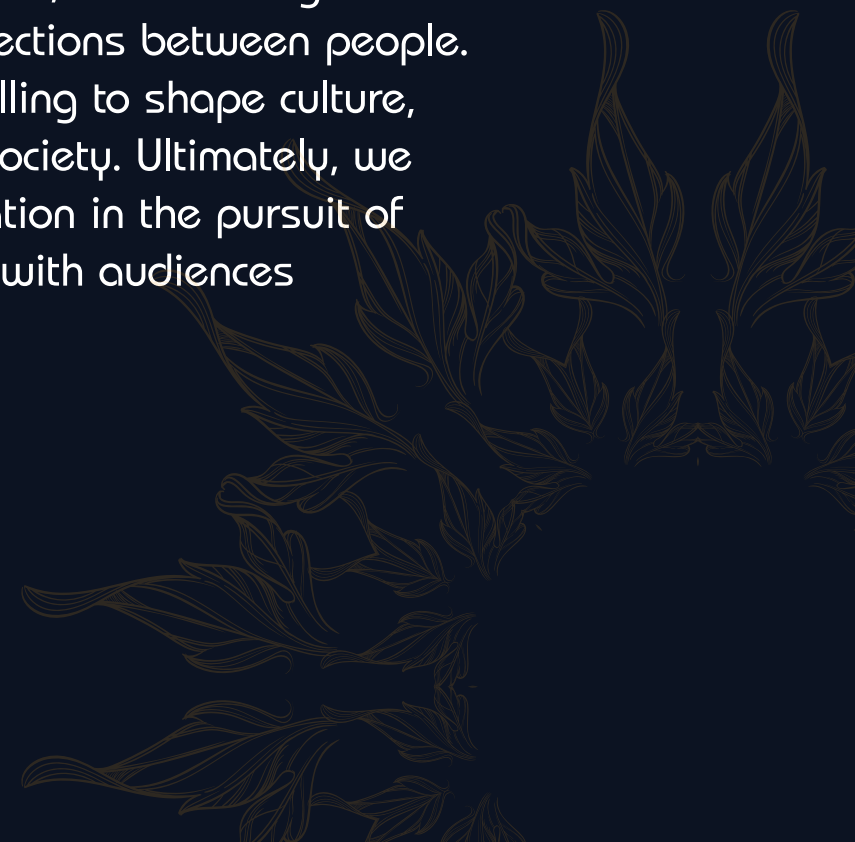
### EXPLORATION

— We emphasize on the commitment to pushing the boundaries and venturing into new realms of visual storytelling.



**To harness the power of storytelling and visual expression to inspire, provoke thought, and evoke emotion.**

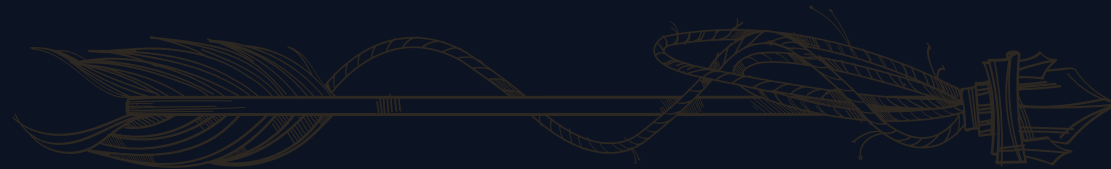
Our purpose is to create immersive experiences that entertain, enlighten, and enrich the lives of our audience. Through our narratives, we aim to ignite imaginations, challenge perceptions, and foster connections between people. We believe in the transformative potential of storytelling to shape culture, spark conversations, and leave a lasting impact on society. Ultimately, we exist to push the boundaries of creativity and innovation in the pursuit of meaningful and impactful storytelling that resonates with audiences worldwide.





**SLOGAN**

**OUR REACH  
EXCEEDS OUR  
IMAGINATION!**



## VALUES

### CREATIVE COURAGE

Embracing risks and challenges as opportunities to grow and redefine what is possible.

### MINDFUL REFLECTIONS

Mirrors for mindful reflection, exploring themes of identity, purpose, and connection that resonate deeply, yet invite viewers to find their own meanings and paths.

### CONNECTIVITY

We champion the principle of universal connectivity, recognizing that at the core of every story is the human desire for connection. Our work seeks to unify, bridging gaps between cultures, ideologies, and hearts through the universal language of visual art.

### EMPATHETIC CONNECTIONS

Foster empathetic connections, crafting stories and characters that remind us of our shared humanity and the power of understanding.

### CURIOSITY

We champion the spirit of boundless curiosity, encouraged to explore the unknown and question the status quo, leading to innovations that redefine genres and mediums.

## VALUES

### CREATIVE COURAGE

Painting outside the lines, on purpose.

### MINDFUL REFLECTIONS

Where every frame is a moment of meditation.

### CONNECTIVITY

Weaving the Threads of Digital Storytelling.

### EMPATHETIC CONNECTIONS

Animating Emotions, One Frame at a Time.

### CURIOSITY

Because we can't resist poking the pixelated bear.



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**THE LOGO**

## THE LOGO

Sophos Owl Studio acts as the emblematic symbol across all platforms of communication. Its sleek design embodies elegance and excellence, standing as a testament to the brand's commitment to quality. It serves as a visual pledge of distinction and must consistently be displayed in its proper form to uphold its refined appearance.



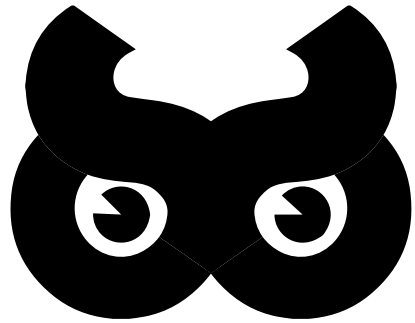
## BILINGUAL LOGO



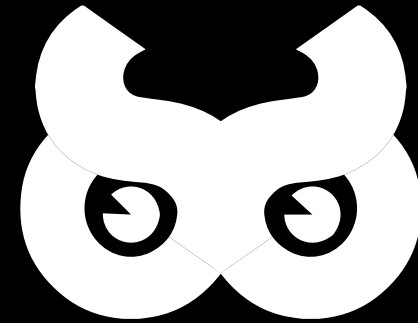
**SOPHOS OWL STUDIO**  
سوفوس أول ستوديو

**SOPHOS OWL STUDIO**  
سوفوس أول ستوديو

**LOGO MONOCHROME**



**SOPHOS OWL  
STUDIO**



**SOPHOS OWL  
STUDIO**

**LOGO VARIATIONS**





## BIILINGUAL LOGO

The Sophos Owl Studio logo must remain unchanged and unmodified in any form. Please adhere to these guidelines for proper usage of the Sophos Owl Studio logo.



**DON'T** STRETCH, SKEW, OR DISTORT THE LOGO.



**DON'T** ALTER THE LETTER SPACING.



**DON'T** GENERATE A LOGO VERSION INCONSISTENT WITH THE BRAND GUIDELINES.



**DON'T** USE A DIFFERENT FONT



**DON'T** USE A DIFFERENT FONT



**DON'T** APPLY THE LOGOTYPE IN A COLOR THAT DOESN'T ALIGN WITH THE GUIDELINES.





**SOPHOS OWL STUDIO**



**COMPANY**

**3**

**COLOR PALETTES**

## PRIMARY COLORS

### BLACK PEARL

Pantone Black 6 C  
HEX #0C1321  
RGB R12 G19 B33  
CMYK C64 M42 Y0 K87

### MARIGOLD

Pantone 1375 C  
HEX #F1A01F  
RGB R241 G160 B31  
CMYK C0 M34 Y87 K6

### SHADOW GARGOYLE

Pantone Gray 10 C  
HEX #686868  
RGB R104 G104 B104  
CMYK C0 M0 Y0 K59

### WHITE

Pantone 00000  
HEX #FFFFFF  
RGB R255 G255 B255  
CMYK C0 M0 Y0 K0

### BLACK

Pantone Black  
HEX #000000  
RGB R0 G0 B0  
CMYK C100 M100 Y100 K100



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**TYPOGRAPHY**

## PRIMARY FONT

We use **Bauhaus 93** as our primary font. Incorporating our carefully selected typeface throughout all brand communications serves as a powerful visual anchor, reinforcing our unique identity and fostering a memorable, cohesive brand experience for our audience.

### **Bauhaus 93**

#### **BOLD**

---

**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**

---

**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**

---

**1 2 3 4 5 6 7 8 9 0**

**! ? @ # & \$ %**

---



## SECONDARY FONT

Carefully chosen, **Bauhaus** our secondary font harmonizes with the primary typeface, ensuring visual harmony, versatility, and brand consistency across all channels.

### **Bauhaus**

REGULAR

*ITALIC*

***BOLD ITALIC***

**BOLD**

---

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

---

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

---

1 2 3 4 5 6 7 8 9 0  
! ? @ # & \$ %

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## SECONDARY FONT

**Manrope** typeface was chosen for our documents exudes a modern aesthetic, striking a balance between elegance and readability to present our brand materials professionally while ensuring clear communication of information.

### MANROPE

THIN

LIGHT

REGULAR

MEDIUM

SEMIBOLD

BOLD

EXTRABOLD

---

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

---

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

---

1 2 3 4 5 6 7 8 9 0  
! ? @ # & \$ %

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## ARABIC FONT

**Shubbak** typeface combines modern aesthetics with cultural authenticity, ensuring readability and consistent representation across all Arabic-language communications, thus maintaining brand coherence and resonating with our diverse audience

### SHUBBAK

EXTRA LIGHT

LIGHT

REGULAR

MEDIUM

SEMIBOLD

BOLD

EXTRABOLD

EXTRABOLD

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أَبْجَدُ هَوَزِ حِطِّي كَلْمُنْ سَعْفُضْ  
قُرْشْتِ تَخْذِ ضَظْفِغْ

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أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط  
ظ ع غ ف ق ك ل م ن ه و ي

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0 9 8 7 6 5 4 3 2 1

% \$ & # @ ? !

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# **SOPHIOS OWL STUDIO**

## **BRAND GUIDELINES**

**THANK YOU**

