

collect articulate deliver elevate

# New Hat

Brand Identity & Collateral

Branding an independent post-production facility that looks beautiful in any color.

## About New Hat

New Hat is a post-production facility in Santa Monica looking to position themselves as the only independent facility that combines both color correction expertise and artistic freedom. To communicate their creative approach and craft, we developed a broad palette of brand colors and flowing imagery to depict motion and highlight each collateral piece in an energetic way. The corporate identity system, oriented vertically instead of horizontally, further define their differentiation on presentation.

