

Bachelor's Thesis

Corporate Identity Design
of an Innovative Film Production Company

Natálie Šedivá_GMD_2023

Introduction

Choosing my topic
and deciding for a project



Film Industry

Collaboration

Many professions

Economic impact



Analyses of visual styles

A24



MIDPOINT
INSTITUTE

Superside



Locarno
Film Festival

About Cinergetik

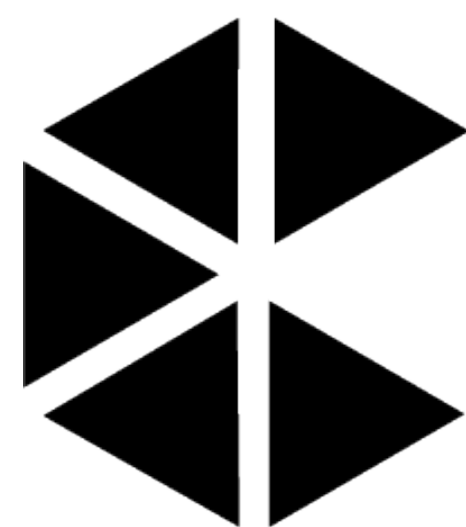
Cinergetik describes itself as a film and media company that uses digital technology to innovate the way filmmakers tell stories. Through the Collective Storytelling concept, the company focuses on developing tools and methods for effective collaboration between creative talents from around the world.

Believing that there are meaningful stories within each of us that need to be told, they will focus on spreading the knowledge and access to resources that filmmakers need to perfect their craft and produce quality films.

Visual Style

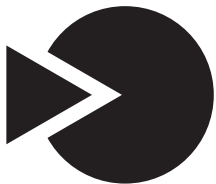


Logo



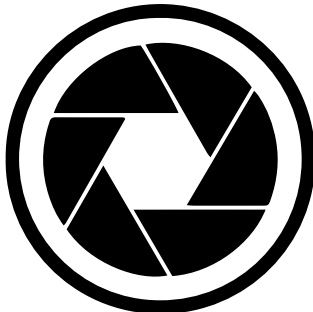
cinergetik

Logo



collectivity

+



apertures in the
camera lens

+



letter C

Logo



Animation



Animation



platform

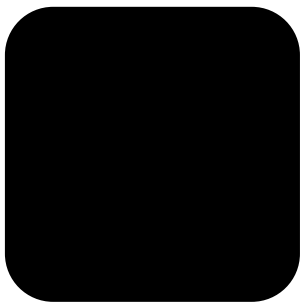
Animation



films

Colors

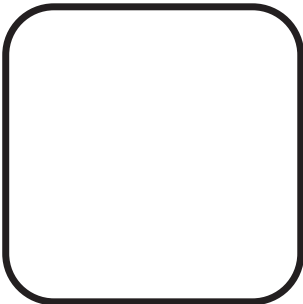
cinergetik



#000000

RGB: 0, 0, 0

CMYK: 75, 68, 67, 90

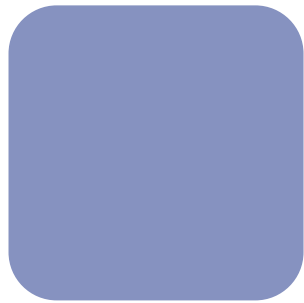


#ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

agency



#8793c1

RGB: 135, 147, 193

CMYK: 49, 38, 5, 0

platform



#f04f31

RGB: 240, 79, 49

CMYK: 0, 85, 89, 0

films



#eca429

RGB: 236, 164, 41

CMYK: 6, 39, 96, 0

Type

TT Commons

Filmmaker is someone who
instead of Cinnamon Rolls
like when a camera rolls.

*Filmmaker is someone who
instead of Cinnamon Rolls
like when a camera rolls.*

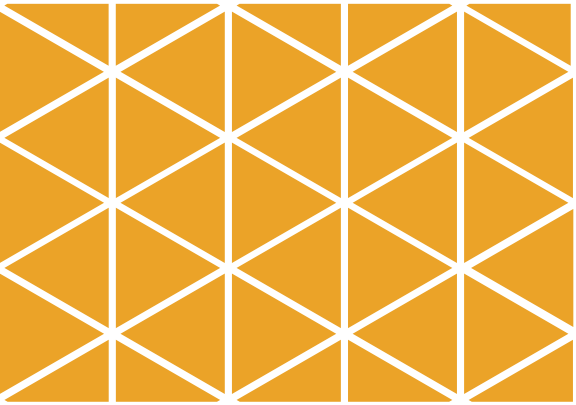
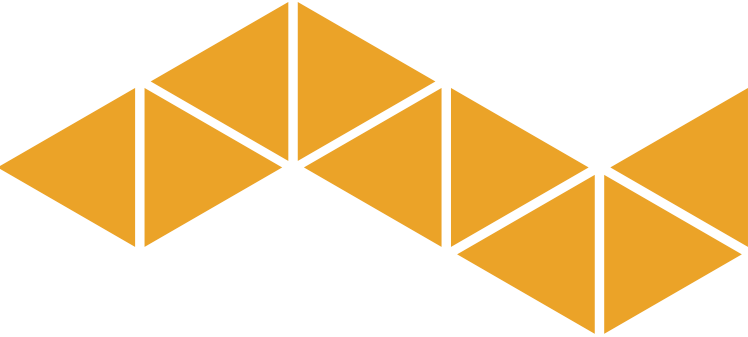
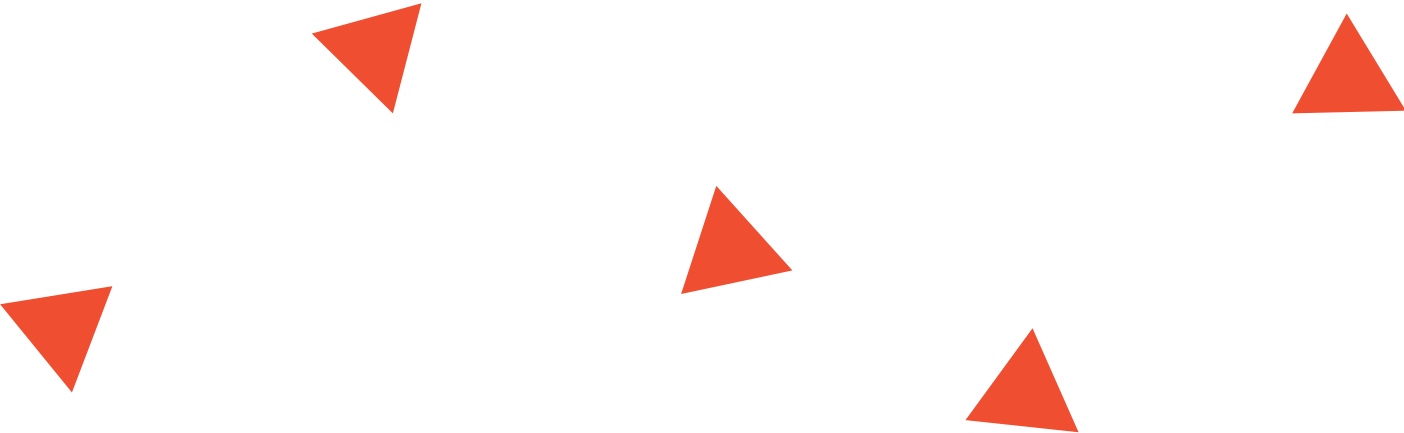
**Filmmaker is someone who
instead of Cinnamon Rolls
like when a camera rolls.**

Kinetica

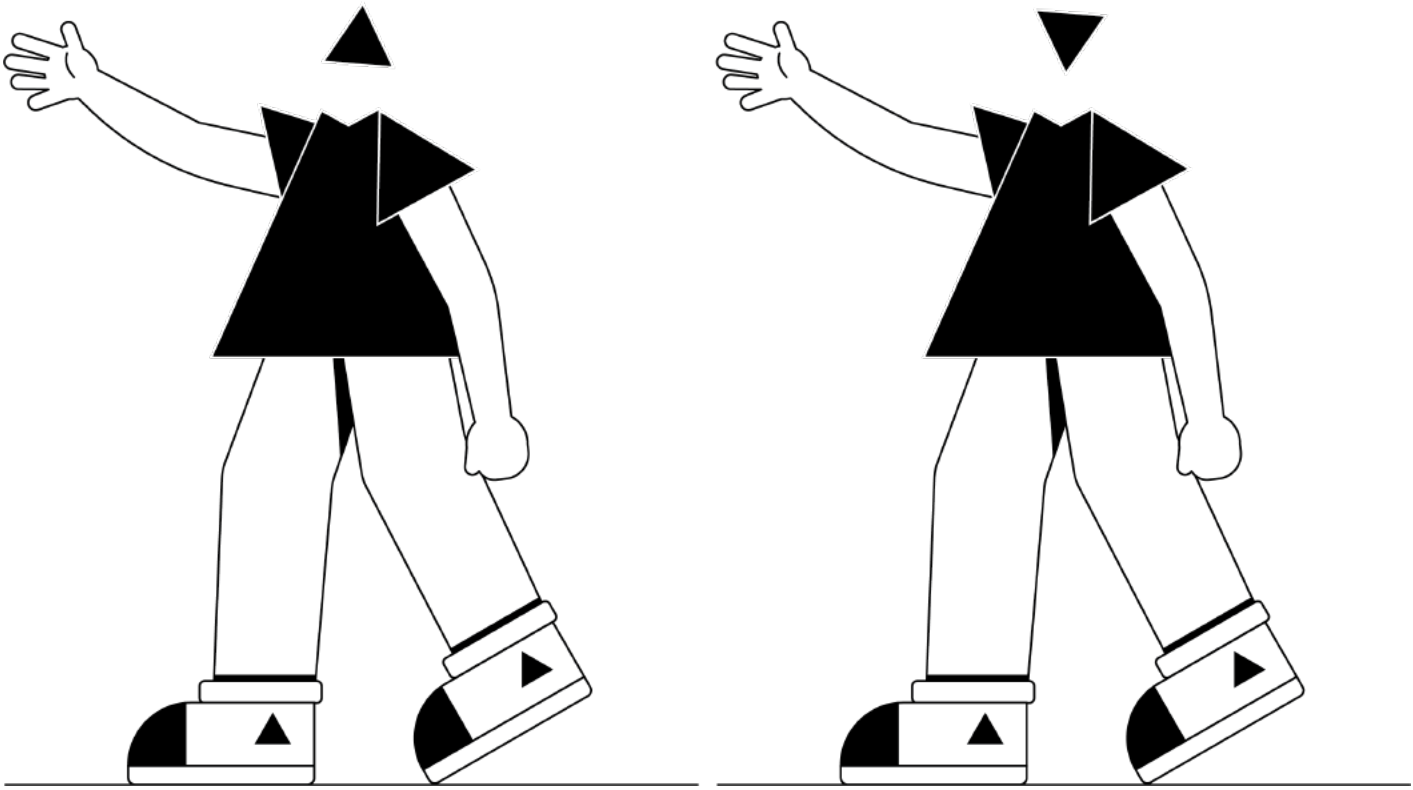
Filmmaker is someone who
instead of Cinnamon Rolls
like when a camera rolls.

**Filmmaker is someone who
instead of Cinnamon Rolls
like when a camera rolls.**

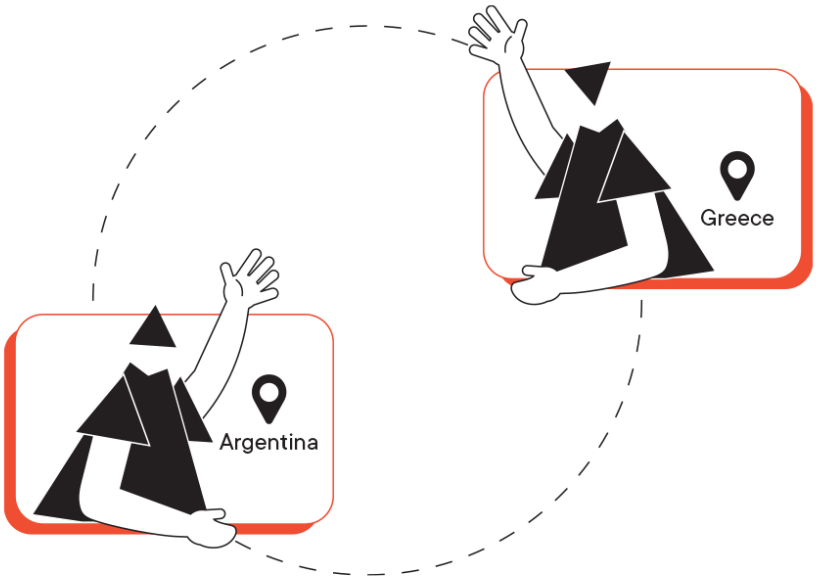
Graphic Elements



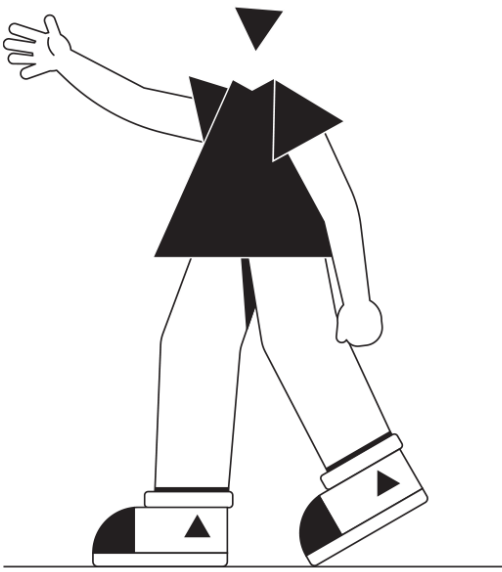
Illustrations



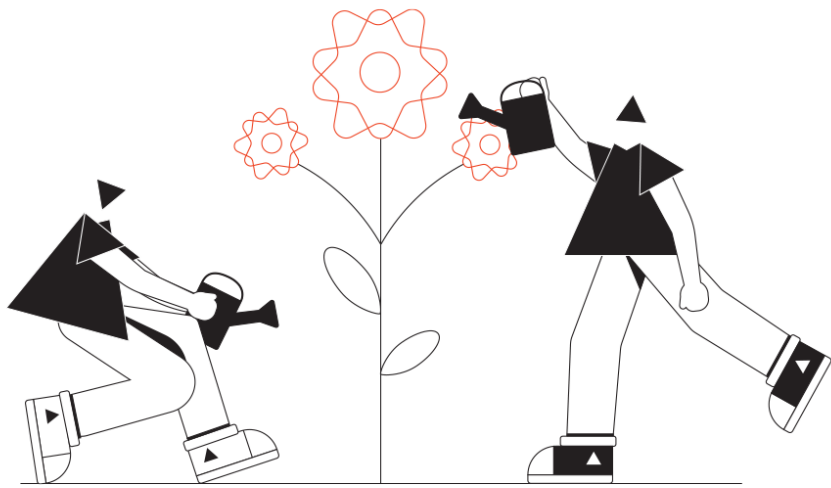
Our platform is **a home to filmmakers** from all over the world!



Join us on the Cinergetik journey
and be part of the experience.



We believe in
collective storytelling.



Communication

“Collective Storytelling.”

“Born to Storytell.” “Place where you get creative
from every [tri]angle.”

Social Media



Happy birthday to our amazing **Video Editor Elena!**
Thank you for all you do for Cinergetik Agency.

Friday team lunch to recharge some energy!



In need of explainer video?
We got you covered.



What are the top 5 elements that will **make your ad stand out?**



Learn about the impact **of business promo videos**



Cinergetik are high caliber animators with great communication skills. Project was delivered on time, and the team was patient as we iterated, ensuring a positive outcome that we can all be proud of.



Samantha Norris
Cofounder of Brand Name

Very effective, very responsive, very professional.



Alex Black
Founder of Brand Name

Social Media

season 1 | episode 1

And action!
What do you need to know before your first shortfilm?

season 1 | episode 2

And action!
10 rules every filmmaker has to know

Camera and Lenses
Learn to adjust lenses fast
with Josh Paul

Post Production
Colors for documentary films
with Alex Newman

Lightning and Grip
Perfect interior ad lightning
with Tamare Andreaz

season 1 | episode 3

And action!
How to built confidence as a film director

season 1 | episode 4

And action!
How to choose people to work with on your film project

JUST NOW

Avatar 2
The Art of Special Effects

JUST NOW

The Whale
Oscar winner

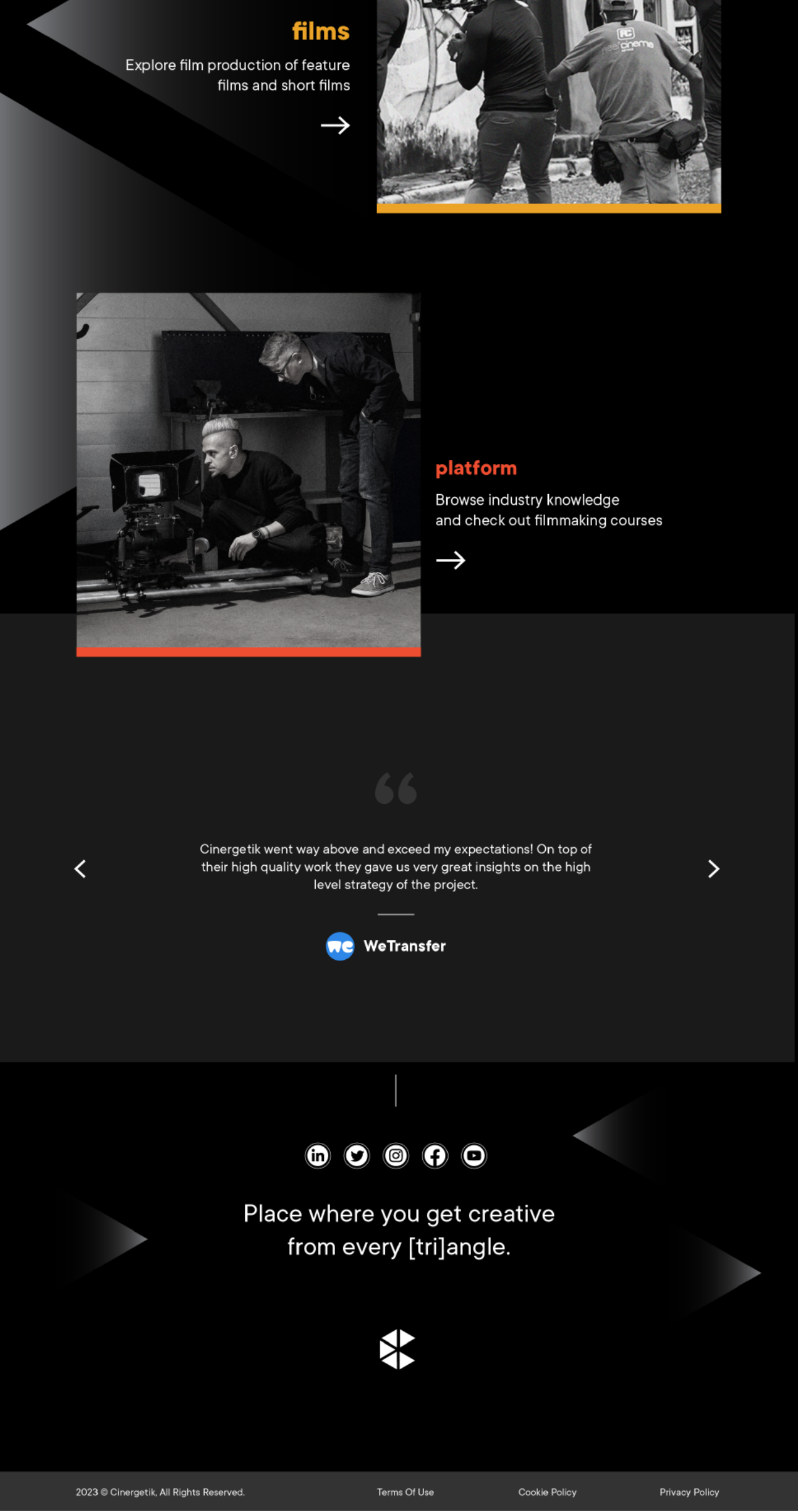
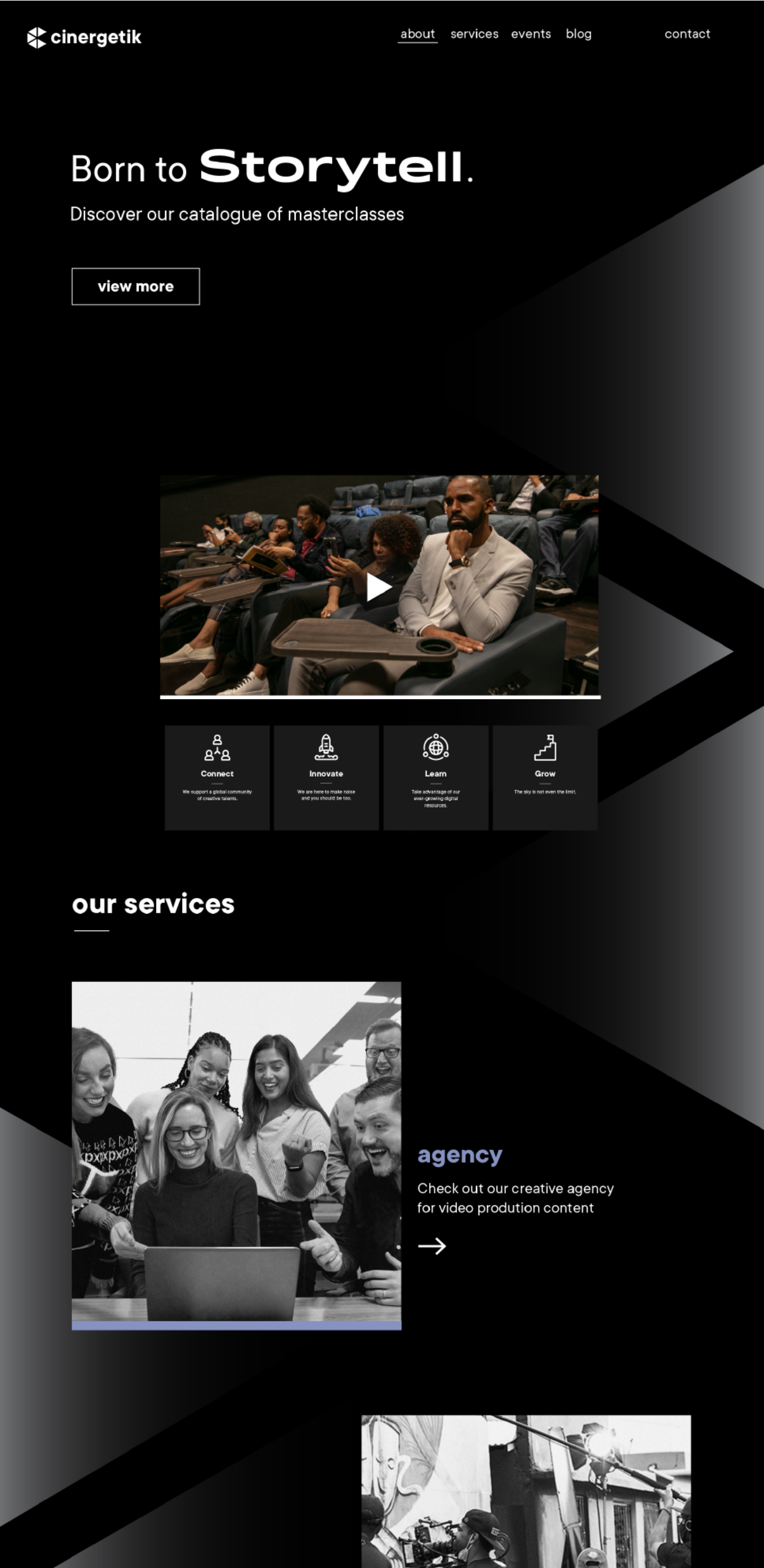
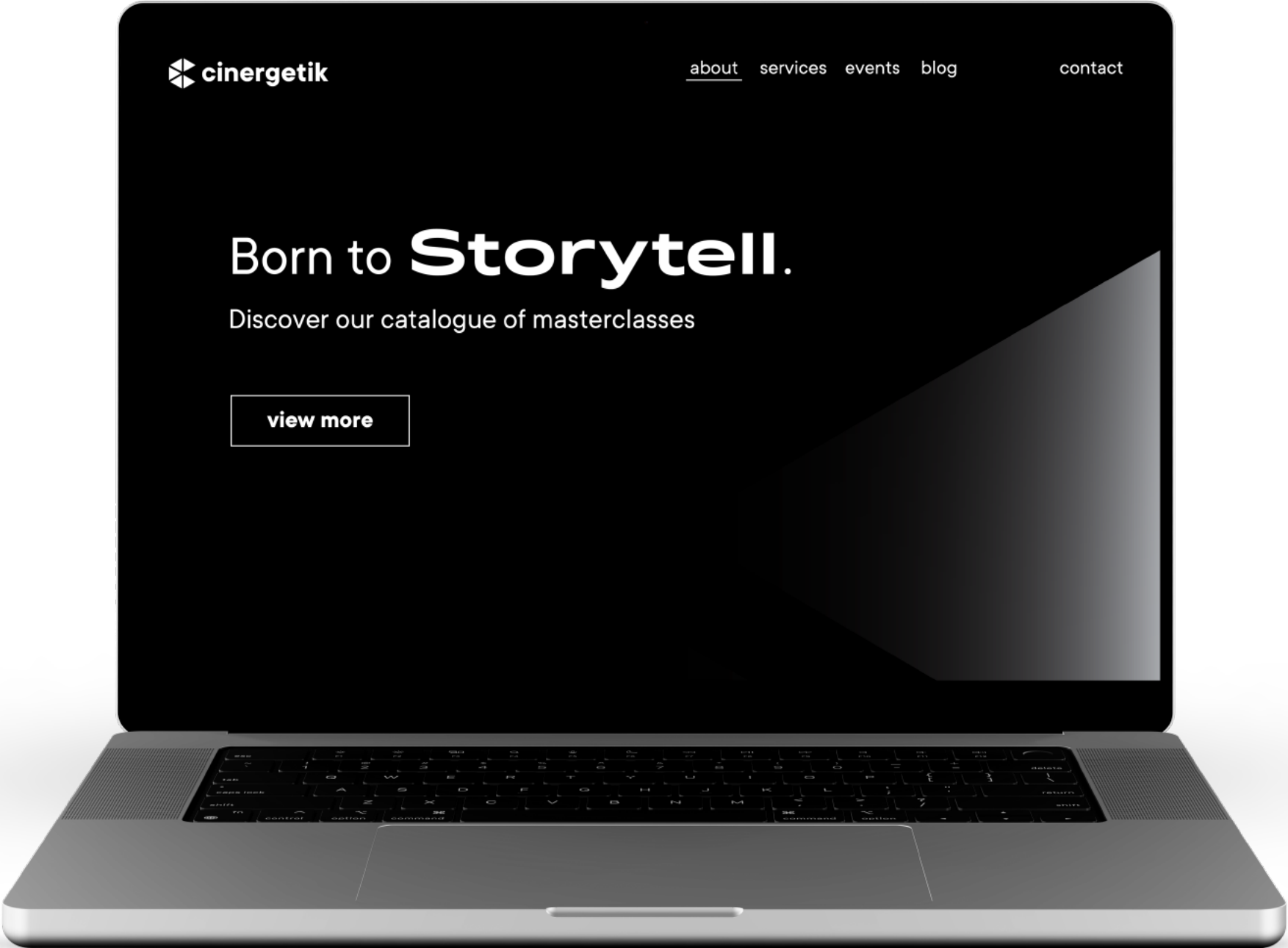
JUST NOW

Everything Everywhere All at Once
Oscar winner

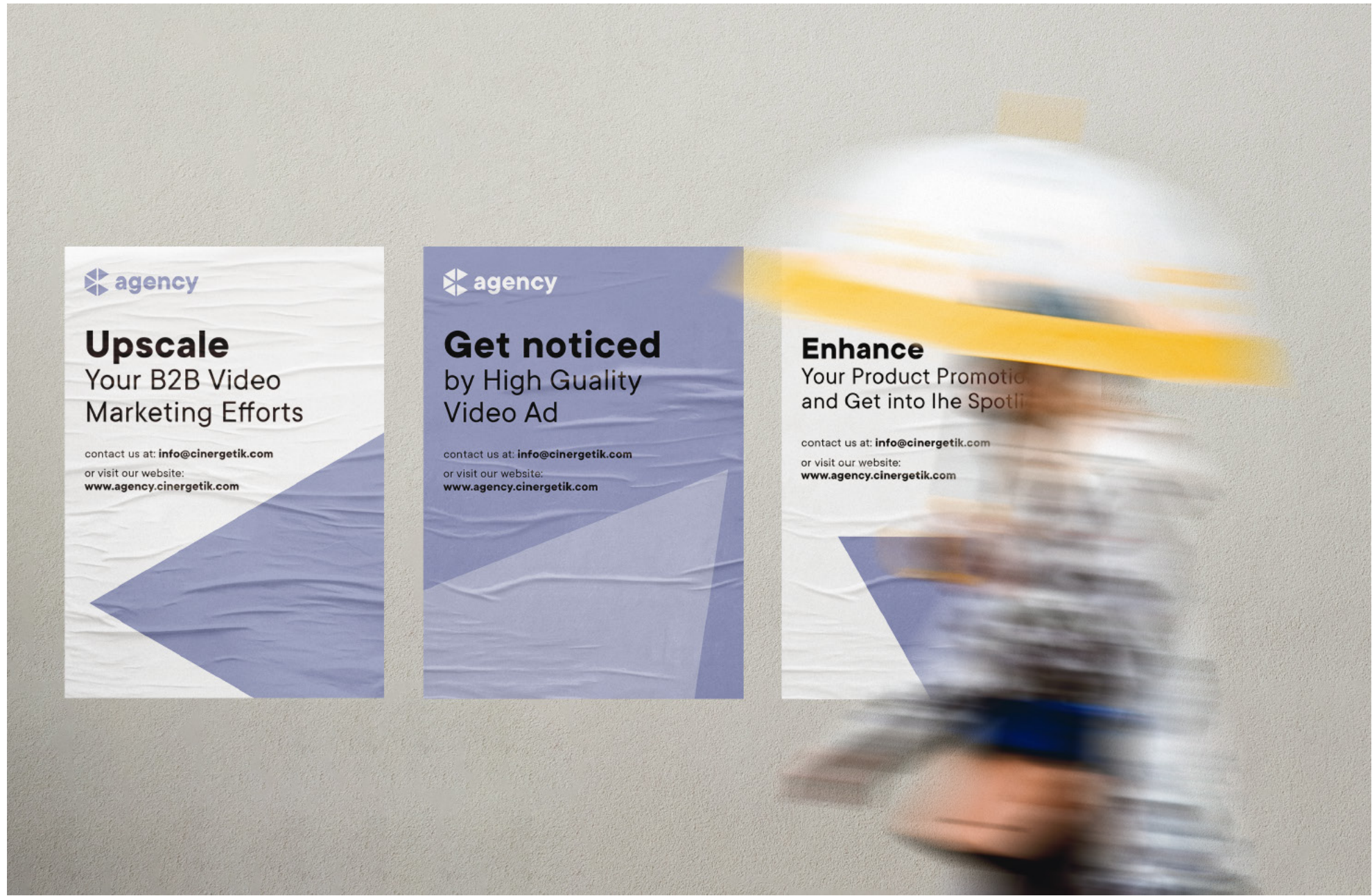
Social Media



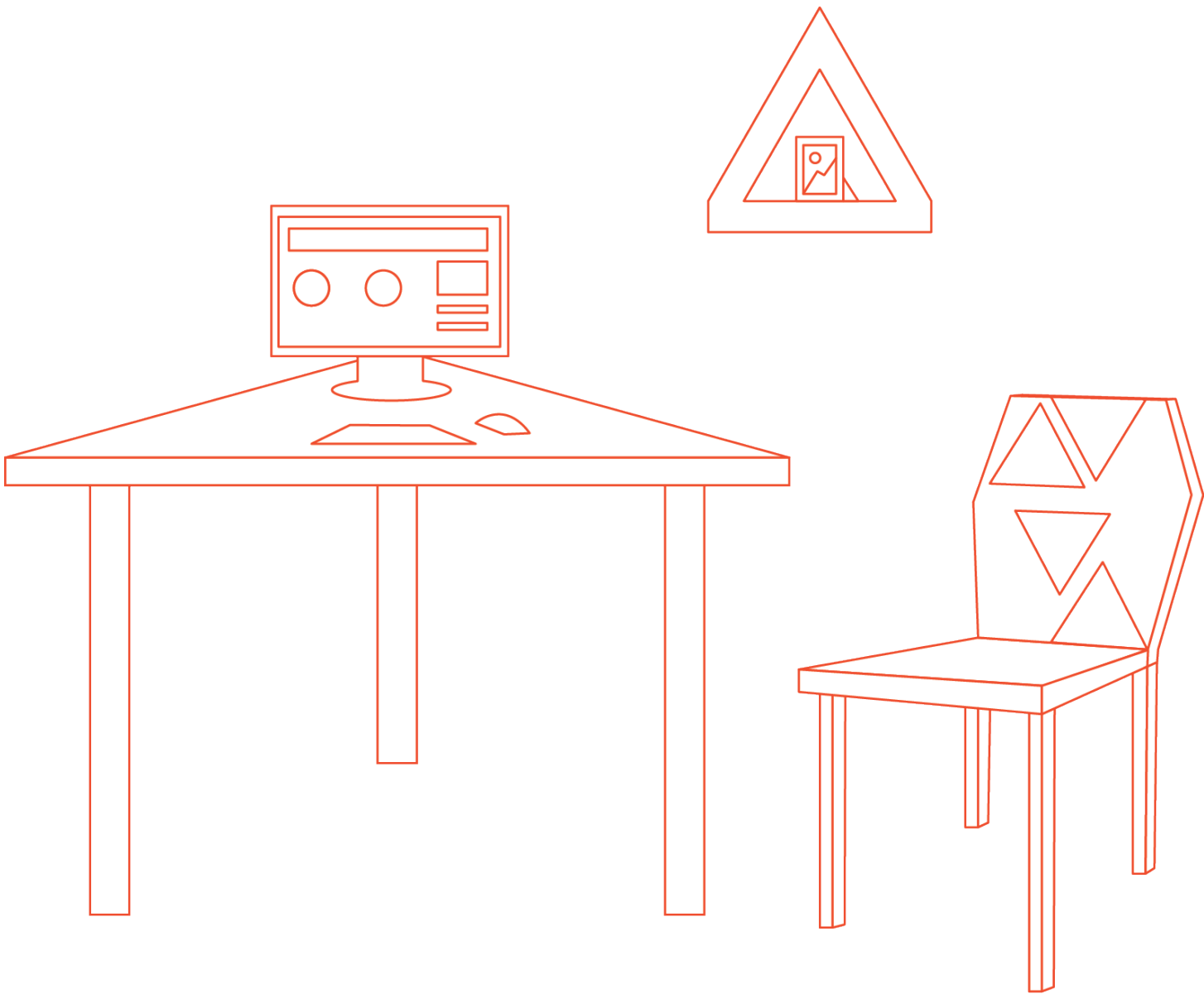
Web



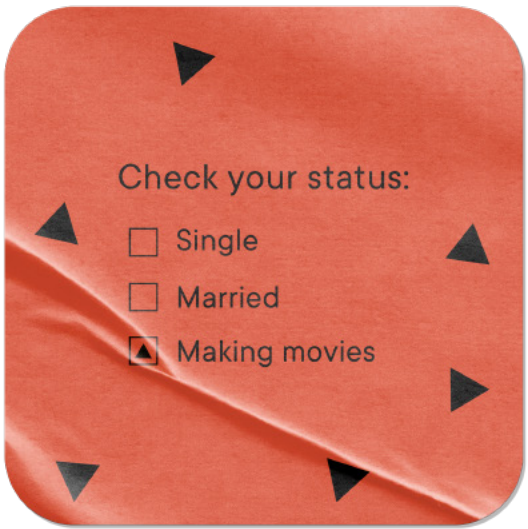
Offline



Company Architecture



Merch



Thanks!