

Product Logo Brief

Name: Shapeshifter

What is it: A filter frame that accepts 138 round and 4x5.65" PV rectangular filters. It also provides geared rotation.

The name shapeshifter comes from the capability to mount either a 138mm round filter as well as 4x5.65" rectangular filters. It can also be interpreted as changing the shape of light rays as it goes through, whether by polarisation or magnifying with diopters.

Requirements: Logo

Style: Simple, modern & easy to read.

Colors: Logo can be 1 or 2 colour using #808080 Grey & #FF8200 Orange but will be used in single color in most situations.

Fonts: Brandon Grotesque or Brandon Text

Product Demo: <https://www.youtube.com/watch?v=md0M9C0FHlg>

Image:

