

# POINCIANA PRODUCTIONS LOGO

## PRE-PRODUCTION BRIEF

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# About Our Company

We work in both live/stage theatre and film. This is the logo we want to create for our production company.

Our idea is to have the company name: *Poinciana Productions* be written or typed across the screen (in black or white lettering). When it gets to the end, 3 different versions of Poinciana flowers will travel across the top (tumbling or floating) and "dot" the letter "i's" in both words.

Similar to how the "fireworks" or Tinkerbell float over the castle in Disney's movies and animation.



# Additional Information

- ❖ There is no script required, and we do not plan on using any audio (though that might change). If audio is to be used, it would just be musical in tone.
- ❖ Because this is all animation, there are no locations.
- ❖ We will need to use whatever software programs necessary to create the animation.

# Typography Samples

Font Name	
Edwardian Script	<i>Poinciana Productions</i>
Apple Chancery	<i>Poínciana Productions</i>
Monotype Corsiva	<i>Poinciana Productions</i>
Brush Script	<i>Poinciana Productions</i>

\*Note: my daughter likes the letter “P” in the Edwardian Script (I originally gave her 13 script options)

Sample Version in Edwardian Script

  *Poinciana Productions* 

# Colors

Background (to be used if not going directly of screen shot):



HEX

#274d1e



RGB

rgba(39, 77, 30)



HSL

109, 44, 21





# Flower Colors

#bc0a0d

#c70b11

#df2a35

#fe813b

#fff757

#fbdd26

#e8b466

#e8b556

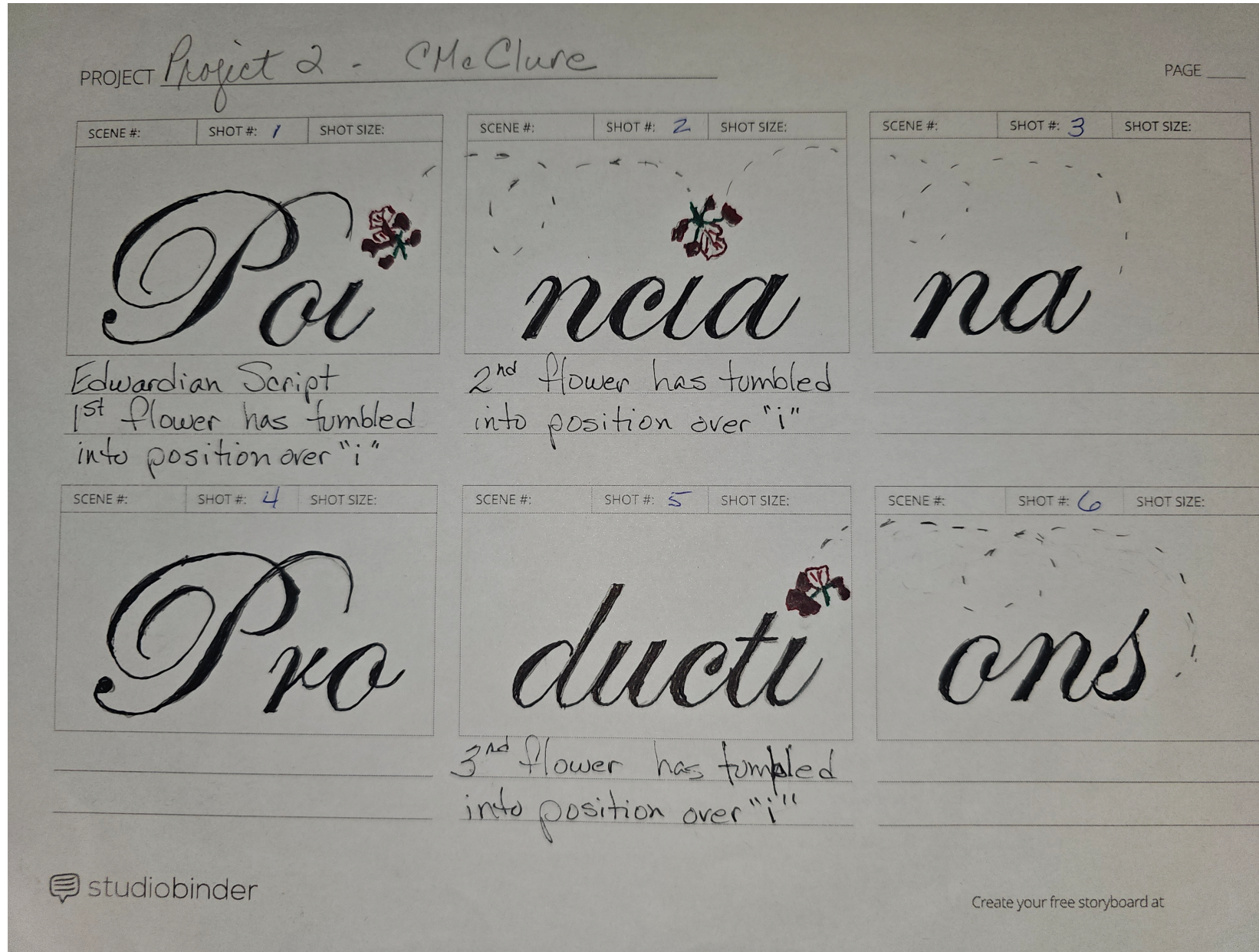
#f8f9f4

#fafafa Whispering Snow





# Storyboard



As I originally submitted my storyboard.

I am still not sure how to show the letters being individually typed on screen (or written) and then the flowers moving into place over the letters "i".