Brand Guidelines

Welcome to

The Vision





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welcome to

The Vision



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O Overview

Welcome to the new brand identity of 3C Visions. The 3C brand began with the creation of the 3C Auto page in March of 2019. Everything started around my passion for cars, photography, videography, and technology.

Creating digital media content through a combination of these areas jump-started this creative outlet into something even bigger than I could have imagined.

In the midst of the COVID-19 pandemic, I was sent home from my freshman year of college in March of 2020. Searching for a new hobby, I discovered drone videography and photography. Fascinated with the industry, I purchased my first drone shortly after arriving home. What began as a pandemic hobby would soon turn into a business opportunity.

3C Visions was created in the summer of 2020 with the launch of a website, drone videography and photography

services, and post-production services. 3C Visions is actively expanding to involve more aspects of the digital media field, including graphic and motion design, video production, and much more.

The new 3C Visions brand will serve as the identity for the future of the company and its expanding endeavors. 3C Visions absorbs 3C Auto into a unified brand, and will combine existing automotive content with drone content as well as new areas of design, video, photo, and more.

The areas of service will continue to expand into more areas as time presses on. With dedication, limitless creativity, and rapidly expanding skill sets, 3C Visions truly has a "sky is the limit" mentality.

Welcome to the new 3C Visions.

- Connor Crabb

Owner

Cogo Logo

Main Logo



Analysis

The Rule of 3rds

This rule is commonly used in the graphic design and photography industries. The **3**C logo implements the Rule of **3**rds with each of the highlighted dotted lengths being multiples of 3. For example, the circumference of the center eye is 3 times the width between the 3 and the C.

Capture "C"

The "C" in the logo is made of five identical pieces that represent a camera shutter capturing an image.

Eye of The Vision

The middle circle represents an eye with the circle cut from the eye. The cut was made with a C and also creates a "C" with the edge of the eye. The cut in the eye is also rotated 45 degrees up and to the right, symbolizing the upward and forward vision of the brand.

3C Blue

The blue color of the logo pays homage to the previous 3C Visions and 3C Auto brands.

Logo Versions

Colors & Horizontal Versions



















Typography

Montserrat.

This geometric sans-serif typeface creates a bold, modern look for the 3C Visions brand.

Bold Regular

Tenez.

Used as an accent display font, Tenez brings an elegant look to the 3C Visions brand, representing the company's attention to aesthetic detail.



Montserrat

AaBbCcDdEeFfGg HhliJjKkLlMmNn OoPpQqRrSsTtUu VvWwXxYyZz 0123456789 (&?!/::-_+;%@*")

The Quick Brown Fox Jump Over The Lazy Dog.

Tenez

AaBbCcDdEeFfGg HhliJjKkLlMmNn OoPpQqRrSsTtUu VvWwXxYyZz 0123456789 (&?!/,:;-_+;%@***)

The Quick Brown Fox Jumps Over The Lazy Dog.

Color Color



The Vision for The Future

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