Give an agency a character

Yellow Raptor uses a rendered dinosaur and a family of graphic marks to introduce the studio.



Carry the character into a compact mark

The yellow raptor head and its angular silhouette can sit alone on a dark branded field.

ORIGINAL YELLOW RAPTOR HEAD SYMBOL



Build a second motif from the character

Three yellow claws and diagonal slashes give the brand a motif that can change the rhythm of a layout.



ORIGINAL CLAW ARTWORK

Use scale to change how the raptor reads

The full figure shows the posture. The eye detail isolates the gaze and turns it into a more abstract graphic.



ORIGINAL FULL FIGURE AND EYE ARTWORK

Use the mascot to mark the studio’s phases

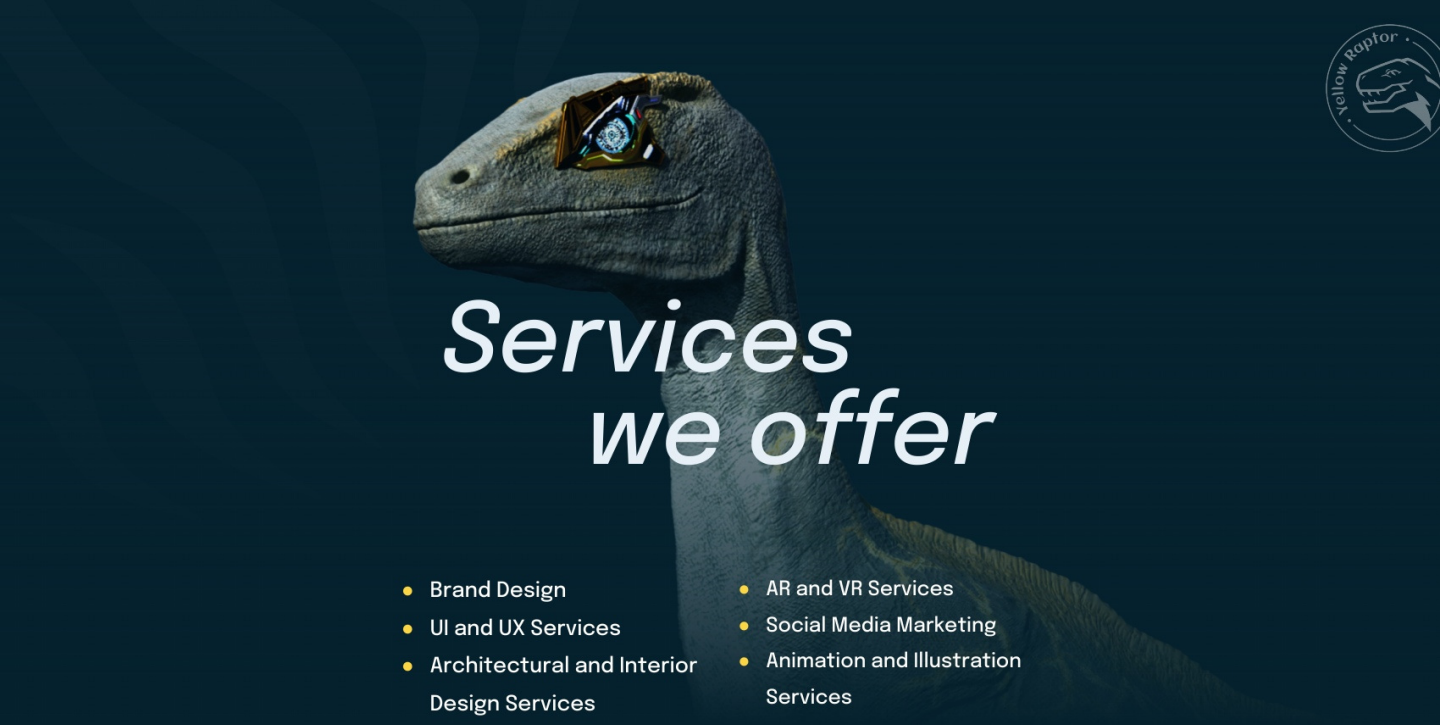
The introduction uses an egg, a hatchling and an upright raptor to distinguish three stages in the studio story.



Put the imagery to work on a practical page

A dark photographic field makes the services slide recognisable while giving the headline and service list their own space.

ORIGINAL YELLOW RAPTOR SERVICES SLIDE



Connect the unconnected.



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Let's get connected!

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