



Brief set by
IMAX

Create a design system that distinguishes new IMAX experiences and products

Deadline

20 March 2024, 5pm GMT

The backstory

IMAX delivers a movie experience like no other. From heart-pounding audio that combines pitch perfect tuning with endless sweet spots around the theatre and pin point accuracy, to awe inspiring images projected on to the biggest screens with unparalleled brightness and clarity, IMAX provides movie magic every time the lights go down.

And now there's even more than just Hollywood blockbusters for audiences to discover. IMAX has four incredible product experience offerings that they want more people to discover:

IMAX 70mm Projection - Select IMAX theatres offer the IMAX Experience featuring 15 perf/70mm film projection which combines the brightest, clearest images at 10x the resolution of standard projection formats. To create this experience, the film must be shot using IMAX's 65mm film cameras.

IMAX Documentaries in IMAX take you to places you've never been: from the deepest trench all the way to outer space. All enveloped in the immersive quality of the IMAX Experience to overwhelm your senses.

IMAX Live is an ultra-immersive experience to see live events in a big movie theatre. From specially filmed concerts, through to live Q&As around the world with your favourite stars, to sporting events, to comedy shows. IMAX Live provides an exciting opportunity for you to experience events in a brand new way.

IMAX Enhanced offers the most immersive viewing experience outside of a theatre. It brings together best-in-class certified devices, remastered content and elevated streaming.

The problem? People aren't aware of these wide offerings from IMAX, and they lack their own distinct identity to showcase their individuality. And that's where you come in.

What's the challenge?

Develop a brand design system to distinguish new IMAX products and experiences as unique offerings under the IMAX umbrella.

You'll need to create a brand new look and feel for both products that can live within the wider IMAX identity, but can also be manipulated and expressed in a variety of ways to fit the huge variety of work that these products have to offer.

You'll need to think about the whole brand journey, from the logo to the landing page to the in-theatre ident. You also have the freedom to redevelop the product names if you feel this would support your idea.

Who are we talking to?

IMAX is a global company, with over 1,600+ theatres in 85+ countries and territories, so your response should speak to a global audience.

Things to think about

Keep it in the family

This is about creating a brand identity structure under an existing brand. Whatever you design and create needs to feel like a natural fit under the IMAX umbrella. For example, when creating an ident, are there natural parts of the IMAX experience (like the countdown) that might be reworked into your new concept?

Stay adaptable

Unlike some traditional brand identities, IMAX branding needs to work across a huge variety of work that may not necessarily exist in standard brand colours and spaces. For example, how could your identity work on both a Taylor Swift concert and an NHL game?

Consider growth

As wide an offering as this is already, these are products that have the opportunity to grow and expand, and there may be new products on the horizon for IMAX too. Think about how your brand identity will be able to adapt and change as the products themselves do.

Things to avoid

Your response must not reference any intellectual property (IP, eg. franchises such as Marvel and Star Wars or artists themselves) or the likenesses of IMAX directors (such as showing them on set or an animated likeness).

The important stuff

Your response must include:

An **explanation** of your overarching concept and why it would work for IMAX and their audiences.

Your new **logos**

An **ident** that will be featured at the start of each experience

A **landing page** mock-up that showcases how the identity would work online

At least **2 examples** of how the brand identity would work on other platforms such as posters and social posts.



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What and how to submit

Read ***Preparing your entries*** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

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Further information

What is IMAX?

youtube.com/watch?v=B_UvdLYSk7Q

Additional IMAX supporting documents including:

Logo Guidelines

IMAX Logos

Brand Pyramid

Audience Insights

spaces.hightail.com/space/SID0qgH7fV

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