

Starchild Pictures

Identity

Brief

Starchild Pictures are an upstart film finance and development company. The company directors wanted to create a link to the cinematic aesthetic of science fiction.

Solution

Chacha created a set of hand-rendered letters that reflected the scale and dramatic visual impact of a cinema experience.

We took advantage of the production process to create 12 unique compliment slips at once by enlarging and spreading the letterforms across the printed sheet to maximise the concept of cinematic scale.

Result

The company consider that the identity is helping them to achieve their aim of engaging with investors and film makers from a creative and non-corporate stance. We are looking forward to working with Starchild as this develops.

