

Sawhorse Films Naming and brand identity



Films with cut through

A small but perfectly formed brand identity project for an art director setting up his own film company.

As is the trend with Cinema there's always the sequel... Following on from our work for event company The Castle Cinema, Neon were commissioned to create a name and an identity for a new start up film company.

Out of a variety of names presented Sawhorse Films was selected, reflecting not only the ambition of the new film house, 'films with cut through' but also an observation on the classic film directors chair legs.

We then created a simple, witty and contemporary brand ident for their new company – a simple cut through the word Sawhorse alluding to the purpose of the humble sawhorse and a classic film clapper board.

PROJECT SUMMARY

Brand identity
Motion graphics
Brand guidelines
Animations
Stationery
Website

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