VISUALIZING TRYSNA: DESIGNING A BRAND IDENTITY ROOTED IN CULTURAL DEPTH AND FUTURE GAMING VISIONS

A PROJECT REPORT

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Place: Delhi   **Shashwat Singh**

Date: 9 May 2025

CANDIDATE'S DECLARATION

I, Riya, Roll No – 2K23/MDID/09, student of M.Des (Visual Communication Design), hereby declare that the project dissertation titled "**Visualizing Trysna: Designing a Brand Identity Rooted in Cultural Depth and Future Gaming Visions**" which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfilment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship, or other similar title or recognition.

Place: Delhi   **Shashwat Singh**

Date: 9 May 2025

CERTIFICATE

I hereby certify that the project dissertation titled "**Visualizing Trysna: Designing a Brand Identity Rooted in Cultural Depth and Future Gaming Visions**" which is submitted by Shashwat, Roll No: 2K23/MDVC/09, Department of Design, Delhi Technological University, Delhi in partial fulfilment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Place: Delhi

Date: 9 May 2024

Prof. Taruna Singh

SUPERVISOR

Assistant Professor

Department of Design

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ABSTRACT

The goal of this project is to create a complete visual identity for Trysna, a video game company whose name is derived from the Sanskrit word 'तृष्णा' meaning "desire" or "longing." The project's main goal was to transform the idea of longing into a unified brand identity that embodies Trysna's creative, immersive, and emotionally stirring approach to game design.

The project gone on from branding systems, semiotics, and user perception to applied research in visual communication design. The creation of Trysna, with a framework of visual originality and narrative depth, involved intensive language and culture symbolism inquiry, research on present-day branding theory, competition analysis of common as well as indie game developers. It was considered widely for players seeking a gripping thrilling entertaining experience.

The brand assets are the wordmark logotype, unique typography, inequality of colors, and versatility.

Iterative sketching, digital prototyping, and user feedback made a continuous cycle in refining the identity system: every element of the visual identity was checked for consistency in communicating the intended identity through various brand touchpoints-whether social media presence, merch, promo materials, or interface mock-ups.

The design focuses on how identity design can embrace cultural context, emotions, and symbolism to describe abstract ideas beyond creating a nice-looking brand.

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CHAPTER 1

INTRODUCTION

This chapter launches our trek into the world of Trysna, a game company bent on forging emotional connections and dabbling in artistic experimentation. Trysna is a word with Sanskrit origins, meaning longing or desire—a very fitting moniker that enunciates the brand vision of immersive and story-driven gaming experiences that awaken curiosity and introspection.

Here we shall discuss the inception and philosophy behind the brand, its aim to combine art with play, and the broad audience the company targets, which spans from casual gamers to those quite serious about design. The branding project is very much about putting together a compelling and engaging identity that really speaks to Trysna's unique personality and creative vision.

The aim is the formation of an integrated branding system that expresses the soul of the brand and appeals to the target market. This will include brand voice, style, and personality. Another deliverable from this project would be a wordmark logo, color palette, type system, visual assets, and comprehensive brand guidelines to maintain consistency in the future.

1.1 About the Company

Trysna is a video game design company inspired by the Sanskrit word 'तृष्णा' meaning "longing" or "desire". The company creates emotionally engaging, thematically complex, and visually striking games, embodying a deep narrative philosophy.

Trysna seeks to develop gaming experiences that stimulate wonder, curiosity, and reflection by occupying the space between narrative, exploration, and emotional resonance.

Trysna caters to an audience that prefers symbolic settings, personal connection, and narrative depth to traditional gameplay mechanics by emphasizing indie-style aesthetics and creative world-building. In addition to providing entertainment, the company sees games as interactive experiences that reflect the players' own emotional landscapes.

Through careful design and narrative, Trysna encourages players to explore inner realms of desire, memory, and longing, reflecting its mission to provide more than just escapism.

1.2 Project Brief

Trysna is committed to creating captivating, narrative-driven gaming experiences. Establishing a consistent visual identity and brand presence across various platforms and touchpoints is the main goal of the project. The goal is to develop and deliver a professional and forward-thinking brand system, which includes the following to be delivered:

- A comprehensive wordmark and logo system
- Business stationery, including ID cards, folders, and letterhead
- Wireframe and final design of a website landing page
- Products such as coffee mugs and T-shirts

Trysna's core values of narrative complexity and digital fantasy are intended to be reflected while preserving high usability, contemporary appeal, and unambiguous communication for both game players and industry stakeholders.

1.3 Aim

To transform Trysna's central theme of longing into a strategic and emotionally compelling brand system, the project seeks to create a unified visual identity for the conceptual gaming company.

The goal of the project is to investigate how design can use visual language to convey abstract narratives.

1.4 Objectives

- To plan and create a distinctive visual identity for Trysna that embodies the emotional storytelling and "longing" that are central to the show.
- To investigate and evaluate trends in visual branding in the gaming sector, with a focus on independent game studios.
- To create a typography, color scheme, logo system, and brand components that complement Trysna's narrative-driven philosophy.
- To guarantee visual coherence amongst different brand touchpoints, including digital interfaces, promotional materials, and merchandise.
- To implement user-centered design concepts and collect input via iterative testing and improvement.
- To record the design process and use theoretical and contextual analysis to support design choices.

1.5 Expected Deliverables

- Logo Design: A custom-designed wordmark logo that captures the essence of Trysna's brand philosophy, with scalable versions for various applications.

- Color Palette: A thoughtfully developed color scheme that conveys emotion, depth, and narrative alignment with the theme of "longing."

- Typography and Fonts: A consistent typographic system including primary and secondary fonts, chosen for readability, aesthetic harmony, and brand voice.

- Brand Graphics: Supporting graphic elements and motifs to visually enhance brand materials and reinforce identity across different platforms.

- Landing Page/Website: A designed prototype of a responsive landing page introducing the brand and showcasing its core elements.

- Business Cards: Professionally designed cards reflecting the visual identity for use in networking and brand promotion.

- Letterhead and Folder: A formal letterhead and accompanying folder design for official communication and documentation.

- Merchandise Design: Mockups of branded T-shirts and mugs to extend the identity into lifestyle products.

- Event/ID Cards: Custom ID cards designed for events and team use, maintaining brand consistency and professionalism.

CHAPTER 2

METHODOLOGY

This project's design approach was structured and iterative, drawing from accepted methods for developing visual identities and branding. Among the crucial actions were:

- Determining Brand Traits: To determine the identity's tone and direction, key brand attributes like "longing," "narrative depth," and "emotional resonance" were defined.
- Competitive Analysis: To identify market trends, gaps, and positioning opportunities, the visual identities of established game companies—especially independent studios—were examined.
- Moodboarding for Wordmark Exploration: To investigate logo styles, typefaces, and emotional cues that complement the brand's concept, visual moodboards were created.
- Logo Ideation and Finalization: Several wordmark concepts were doodled and developed, then refined through testing and feedback to produce the final logo.
- Color Scheme Development: After researching the emotional connotations of color, moodboards were made, and a palette that complements Trysna's narrative tone was chosen.
- Typography Selection: The primary and secondary typefaces were chosen after Google Fonts were assessed for clarity, compatibility, and brand personality.
- Creation of Graphic Elements: Supporting brand graphics were created to improve identity adaptability and strengthen visual storytelling.
- Application to Brand Collaterals: The finished visual system was used on a variety of brand touchpoints, such as ID cards, stationery, merchandise, and websites.

As shown in Fig 1, consistent, research-based, and emotionally significant brand identity was guaranteed by this procedure.
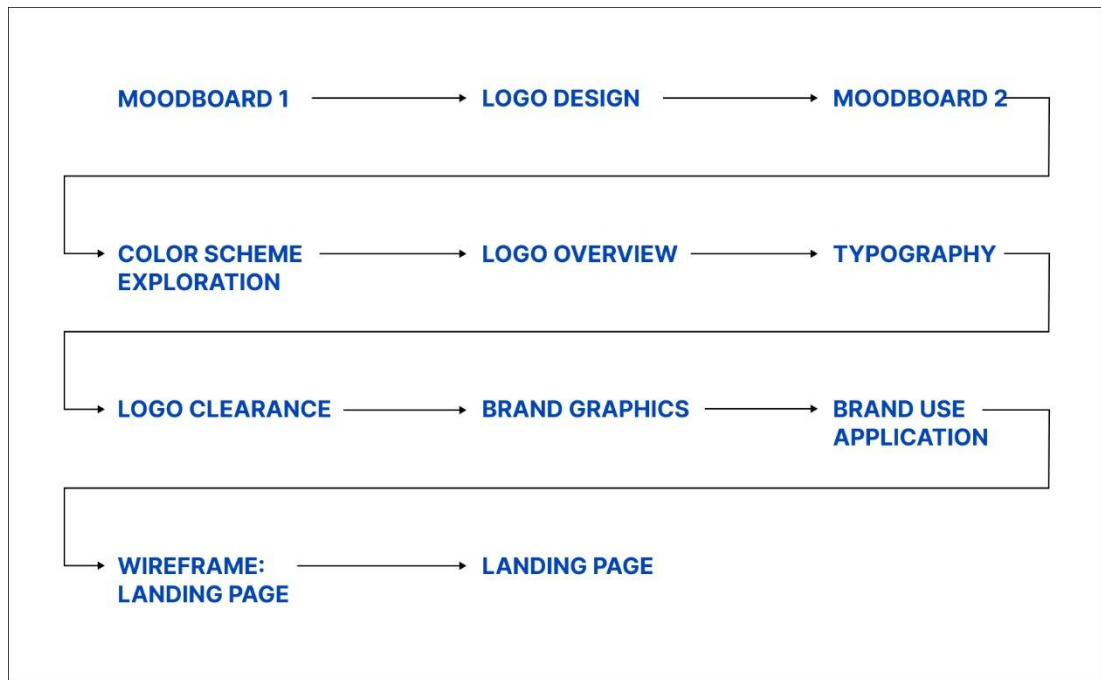
Fig.1: Design Process

2.1 Project Timeline

The project work was organized weekly as follows and ran from February to the first week of May

Week	Dates	Tasks / Milestones
Week 1	Feb 1 – Feb 7	Project briefing, defining objectives, identifying brand traits
Week 2	Feb 8 – Feb 14	Competitor analysis and initial research
Week 3	Feb 15 – Feb 21	Moodboarding for logo inspiration and wordmark styles
Week 4	Feb 22 – Feb 28	Logo sketching and ideation
Week 5	Mar 1 – Mar 7	Refinement and finalization of wordmark logo
Week 6	Mar 8 – Mar 14	Moodboarding for color schemes and emotional palettes
Week 7	Mar 15 – Mar 21	Finalizing color palette; experimenting with combinations
Week 8	Mar 22 – Mar 28	Typography exploration and font finalization (Google Fonts)

Week	Dates	Tasks / Milestones
Week 9	Mar 29 – Apr 4	Creation of brand graphics and supporting visual elements
Week 10	Apr 5 – Apr 11	Designing brand collaterals: Business cards, letterhead, folders
Week 11	Apr 12 – Apr 18	Designing landing page/website mockup
Week 12	Apr 19 – Apr 25	Designing merchandise (T-shirts, mugs) and event/ID cards
Week 13	Apr 26 – Apr 30	Final compilation, documentation, and report preparation

Table 1: Project Timeline

2.2 Scope of Work

The research, conceptualization, and design of a comprehensive visual identity system for Trysna, including application mockups, brand assets, typography, color scheme, and logo, are all included in this project.

CHAPTER 3

RESEARCH

This chapter dives into the research methodology, data collection, and analysis techniques that were employed to effectively tackle the project's main objectives. Research is essential for crafting a brand identity that is not only strategic but also meaningful.

With Trysna, we set the ball in motion at the beginning. Trysna sees itself as a game company creating immersive story-driven experiences with art and emotion. Understanding the client's philosophy, goals, and values was instrumental for leading the branding process.

Creating user personas forged a deeper connection between the brand and its target users as a basis for development, using both primary and secondary research. The personas encapsulate various key user segments in order to identify common expectations, behaviors, and needs of the target audience. Also, the research encompassed defining brand attributes that reflect the spirit of Trysna—evocative, imaginative, and artful.

We started with mood boards and inspiration boards to build concrete design directions from abstract concepts. Deep competitive analysis was done to understand industry trends and positioning, as well as the visual strategies undertaken by similar brands.

The research findings thus serve as a backbone to an informed and strategically aligned branding approach.

3.1 About the client

Spriha Biswas is a remarkable product leader and entrepreneur celebrated for her groundbreaking contributions to healthcare technology and product design. She first made waves in 2011 when she topped the ICSE Class 10 exams nationally. Although she initially enrolled at IIT Bombay to study Metallurgical Engineering, her true passion for innovation and human-cantered design led her to dive into the product and AI space.

CEO, CPO, and Marketer at Augnito were the designations Spriha held, basically. She took care of the Indian physician's speech AI platform. Under her guidance since then, it has grown into a serious competitor, maintaining presence in more than 350 hospitals and 20 countries. She has a plethora of achievements, including being on Forbes India 30 Under 30 List (2024) in the B2B Category.

Aside from her technology ventures, Spriha also started Trysna, a company that creates imaginative games. She first created the concept for the brand and then provided insight and ideas for its development. Choosing the brand identity system, comprising the logo, typeface, visual language, and digital assets, needed her direct intervention, participation, and direction in order to best capture Trysna's futuristic, sentimental, and fun spirit.

3.2 Primary Research

User personas, mood boards, and inspiration boards were developed in order to locate the target market and aid in brand positioning. These tools were a wonderful method of sketching user needs and style preferences. A competitor analysis, which included an overview of market trends and gaps, laid the groundwork for a unique and strategic brand identity for Trysna.

3.2.1 User Personas

Personas were developed to represent the category of gamers Trysna targets- the gamers who expect more out of their gaming experiences than just amusement. These players are usually drawn to independent or narrative-driven games, with breathtaking graphical zones and highly emotive narratives.

Goal-wise, these gaming experiences serve their need to explore, connect emotionally with something, or reflect upon themselves. Yet, these players often have to deal with the lack of originality or repetitive mechanics or surface-level storylines of the mainstream games.

Trysna steps in to fill these voids by providing meaningful, art-inspired gaming experiences that emphasize narrative depth and visual beauty, catering to players' desires for thoughtful and unforgettable gameplay that transcends typical gaming norms.

Aarav is a 26-year-old literature student who loves games that are emotionally engaging and narrative-focused.

As shown in Fig 2. He values cultural richness, artistic visuals, and immersive storytelling, which makes him a great match for the thoughtful experiences created by Trysna.

GAMING HABITS

He plays on both PC and mobile, dedicating about 1-2 hours each day to gaming. Aarav particularly loves puzzle-adventure and story-driven games that stir up emotions. He has a preference for games that feature thoughtful world-building and deeper symbolic meanings.

GOALS

His goal is to find games that spark his imagination and showcase cultural richness, seeking out those that creatively blend art and storytelling.

CHALLENGES

Aarav often finds many popular games to be lacking depth or too commercialized; he craves meaningful content that doesn't compromise on gameplay quality.

VALUES

Creativity, cultural depth, emotional connection, and unique experiences.

HOW THE BRAND FITS

Games from Trysna, known for their narrative-driven approach with a philosophical twist, really resonate with Aarav's desire for immersive and thoughtful gaming experiences.

AARAV   **26**

POST GRADUATE STUDENT (LITERATURE)

Aarav is a postgraduate student who has a real passion for storytelling, mythology, and cultural narratives. He enjoys games that provide rich narratives and stunning visuals, often leaning towards indie or experimental titles.

Fig 2. User Persona 1: Aarav Chauhan

- Prefers strong, culturally rich storytelling.
- Drawn to symbolic, visually artistic games.
- Plays 1–2 hours daily; values depth in short playtime.
- Seeks emotional and immersive experiences.
- Dislikes shallow, commercialized games.
- Interested in indie and experimental titles.
- Trysna aligns well with his taste for narrative-driven, meaningful gameplay.

Karan, a 30-year-old indie game developer, is all about innovation, artistic expression, and storytelling in the gaming world.

As shown in Fig 3. He draws inspiration from one-of-a-kind gaming experiences, which aligns beautifully with Trysna's creative and culturally rich approach.

GAMING HABITS

He usually plays on his smartphone for about 20 to 30 minutes each day, leaning towards games that are easy to learn but still provide a decent challenge. He's particularly fond of games that feature artistic visuals or soothing soundtracks.

GOALS

For Karan, gaming is a way to relax, de-stress, and enjoy himself during short play sessions—without having to deal with complicated learning curves.

CHALLENGES

He simply doesn't have the time for games that are too complex and often feels frustrated by those that require long-term commitments or steep learning curves.

VALUES

Accessibility, aesthetics, relaxation, and enjoyable short bursts of gameplay.

HOW THE BRAND FITS

Trysna's visually appealing mobile games, with their user-friendly controls and meaningful themes, give him the ideal quick yet fulfilling gaming experience.

KARAN   **30**

MARKETING EXECUTIVE

Karan leads a hectic work life, which means his gaming time is pretty limited. He loves to dive into mobile games as a quick way to chill out and recharge during his commutes or breaks. Casual games are his go-to, and appreciates beautiful designs straightforward mechanics.

Fig 3. User Persona 2: Karan Pandey

- Prefers short, relaxing play sessions on mobile.
- Likes easy-to-learn games with aesthetic visuals and soothing audio.
- Plays 20–30 minutes daily, often during breaks.
- Avoids complex games with steep learning curves.
- Values accessibility, simplicity, and visual appeal.
- Trysna fits by offering quick, meaningful, and visually rich mobile experiences.

3.2.2 Target Audience

Trysna's visual identity is intended to appeal to a specific but expanding market of gamers who appreciate games with rich emotional content and creative narratives. The brand aims to:

- **Age Group**: Primarily 18–35 years old
- **Interests**: Indie games, narrative-driven experiences, emotional storytelling
- **Personality Traits**: Creative, introspective, curious, and artistically inclined
- **Gaming Preferences**: Prefer immersive, meaningful gameplay over action-heavy formats
- **Design Sensibilities**: Drawn to minimal, elegant, and concept-driven visuals
- **Platform**: Mobile gamers who follow indie releases and design-forward titles

Games that have a personal and visual resonance are what this audience is looking for in order to engage more deeply.

3.2.3 Brand Attributes

Trysna's visual look and feel, voice and tone, and overall personality were all carefully examined in order to define the brand's attributes.

By ensuring a unified identity that is emotionally in line with the brand's mission, this strategy established a uniform basis for audience engagement, design, and communication across all touchpoints.

The finalized brand attributes for Trysna are:

- Bold
- Ambitious
- Modern
- Futuristic

Reflecting its core identity—based on the established look and feel, voice and tone, and brand personality.

3.2.4 Moodboard

To establish Trysna's aesthetic direction and gather visual inspiration, I created a detailed moodboard, as depicted in Figure 4.

This moodboard was essential in shaping the brand's visual language. It guided our exploration of logo styles, typography, and color palettes that resonate with Trysna's core themes—longing, narrative depth, and modernity

It also influenced the tone and feel of the wordmark and the broader identity system by highlighting stylistic cues and design references that align with the brand's philosophy. The visual references were carefully chosen to evoke a sense of introspection, cultural richness, and subtle elegance, ensuring consistency and clarity across all design elements.
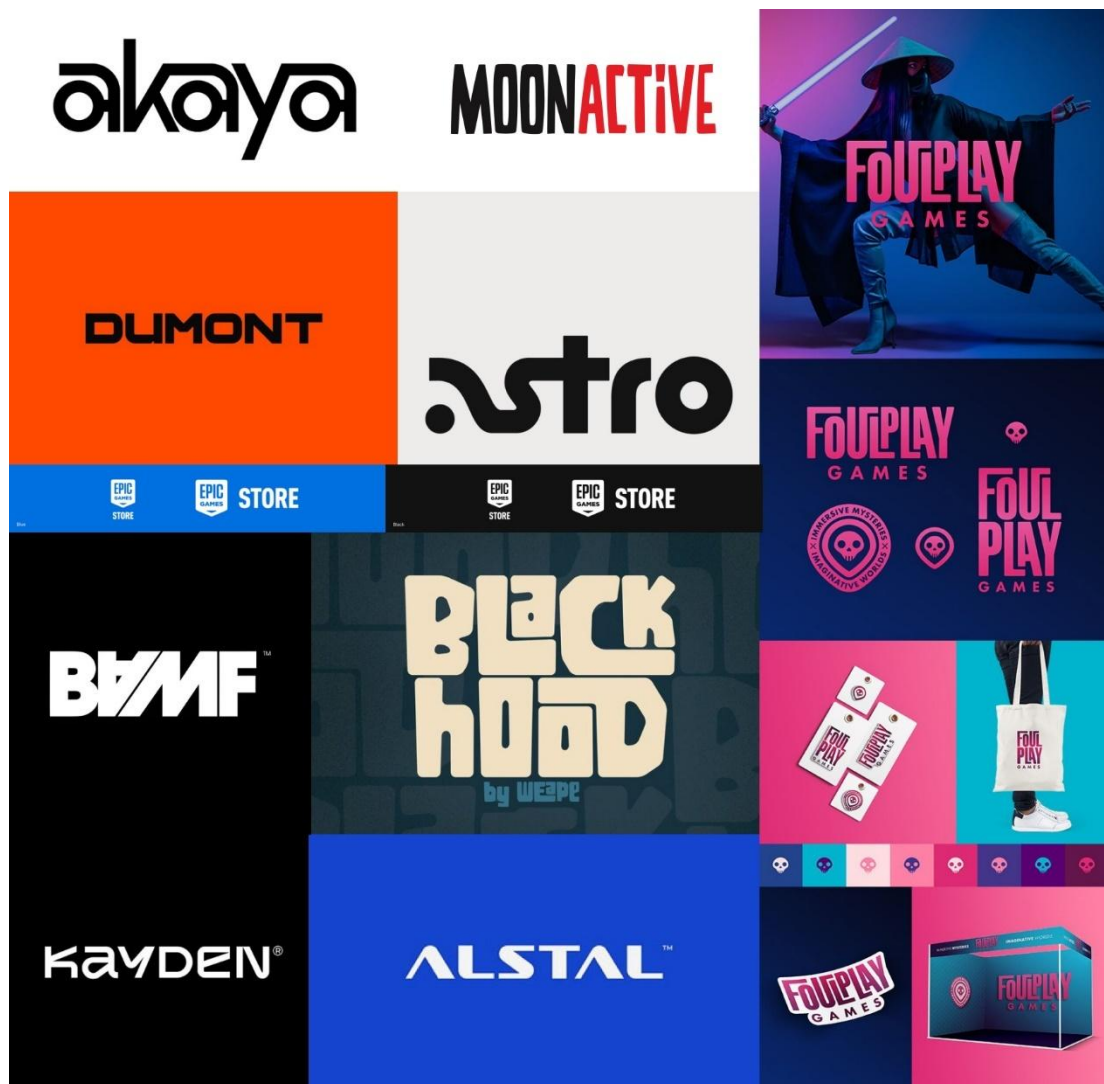
Fig 4. Moodboard 1

3.2.5 Inspiration Board

In Fig. 5, another Inspiration Board was assembled to examine and identify color schemes that are popular among people in this particular industry.

The visual study was aimed toward analyzing the industry trends, emotional moods, and artistic preferences observed in various games.

The information thereby gathered was instrumental in selecting a color scheme that would complement Trysna's ownbold, futuristic brand identity, yet would be carried by its own aesthetic merit into the hotly contested gaming marketplace. The chosen palette balances vibrancy and sophistication, reflecting both the emotional depth and modern sensibility that define Trysna. This approach not only enhances the brand's distinctiveness but also ensures visual coherence across platforms, packaging, and promotional material.

Fig 5. Inspiration Board

3.3 Secondary Research

A competitive analysis of established gaming brands was carried out in order to create a visual identity for Trysna that is both effective and pertinent.

The purpose of this study was to comprehend market trends, industry aesthetic patterns, and prevalent visual branding practices. The study offered important insights into the creation of successful identities by examining the logos, color schemes, typography, and brand messaging of both mainstream and independent game companies.

3.3.1 SEGA

As shown in Fig 6, The bold, geometric sans-serif wordmark used in all capital letters is SEGA's logo. The form is instantly recognizable due to its iconic, clean, and highly legible design. The brand's primary color scheme is blue and white, which communicates dependability, trust, and nostalgia—values consistent with its history in arcade and console gaming.

Fig 6. SEGA: Brand logo and Color palette

SEGA caters to a wide range of players, from casual gamers to retro fans. The futuristic and personalized typography strikes a balance between tradition and creativity.

Playful, vivacious, and nostalgic, SEGA's messaging emphasizes legacy and entertainment while attempting to remain relevant in rapidly changing gaming environments.

3.3.2 SUPERCELL

As shown in Fig 7, The stacked, uppercase block wordmark that makes up Supercell's logo is a playful and imaginative example of pixel art. Its primary color scheme of black and white gives it a simple yet eye-catching appearance.
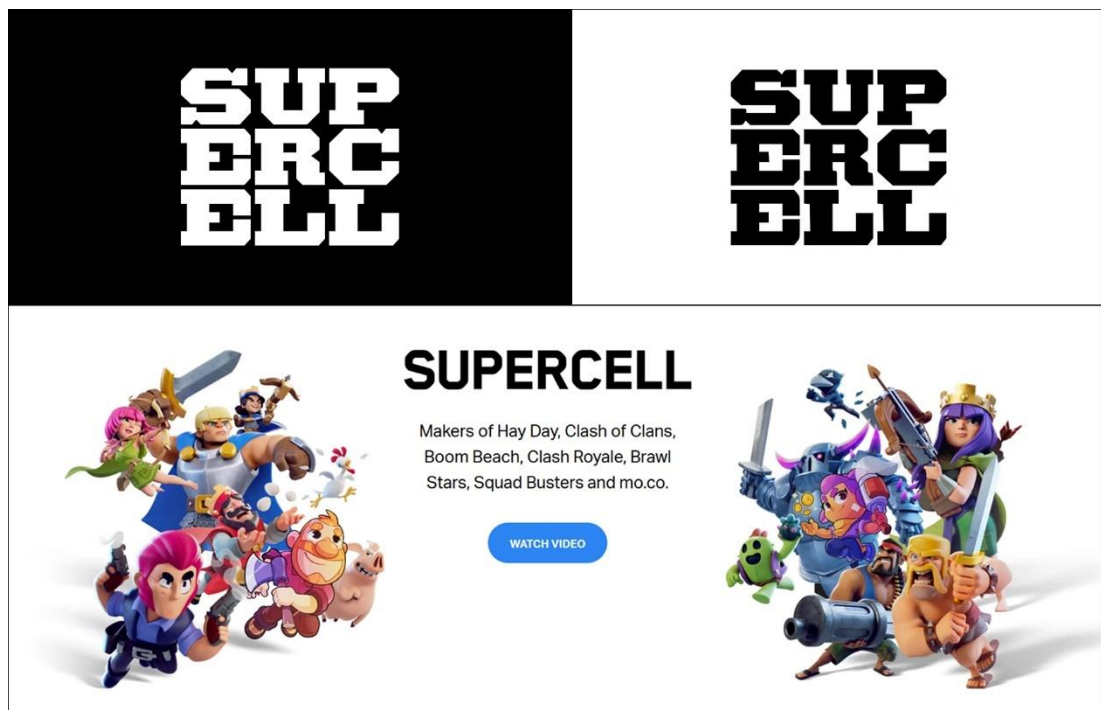
Fig 7. SUPERCELL: Brand logo and Illustrations

Supercell, which primarily targets mobile gamers, appeals to a younger, casual audience that enjoys accessible, fast-paced gameplay. The typeface conveys strength and simplicity with its bold and playful design. The brand's messaging highlights fun, creativity, and experimentation.

The logo has a strong personality despite its simple appearance. The company's informal yet creative culture and dedication to creating original and captivating games are reflected in its visual branding.

3.3.3 KRAFTON

As shown in Fig 8, Krafton's logo emphasizes professionalism and strategic clarity with a simple, uppercase sans-serif wordmark. The brand's serious, no-nonsense approach to gaming is reflected in the visual form, which is simple and devoid of frills and decorative elements.
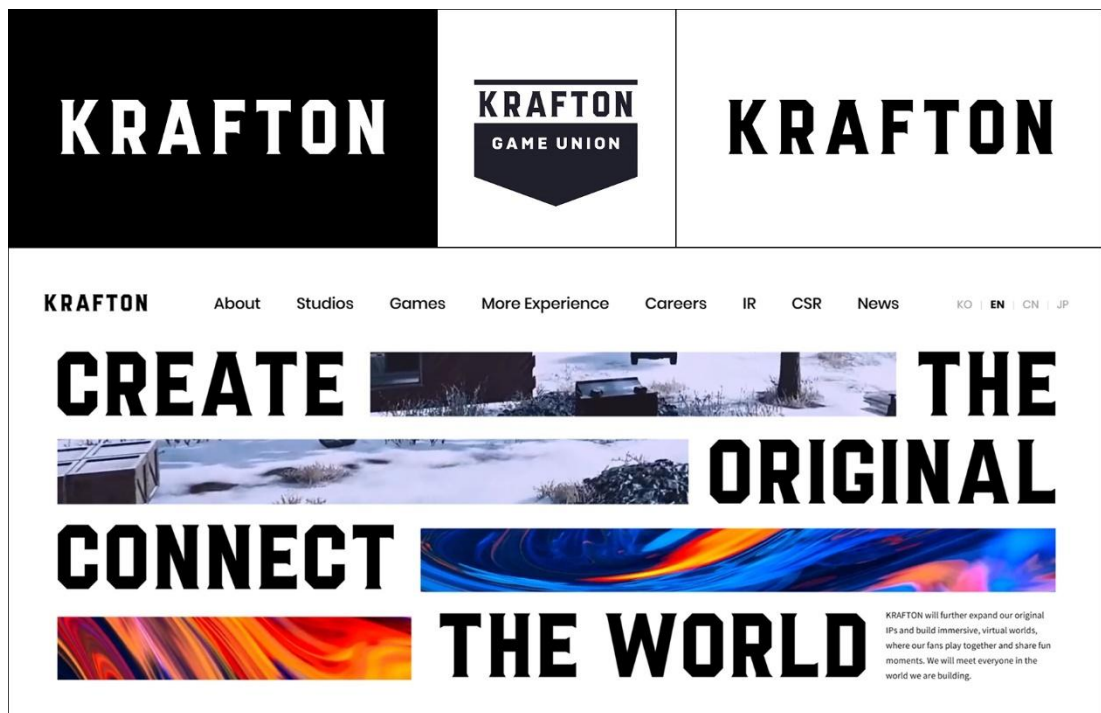
Fig 8. KRAFTON: Brand logo and Landing Page

The monochromatic color scheme, which is mostly black and white, conveys maturity, authority, and concentration. Krafton primarily targets gamers who enjoy competitive, survival, and tactical games like PlayerUnknown's Battlegrounds. In keeping with its corporate, studio-driven image, the typography is formal and contemporary.

Its message is based on leadership in game development, accuracy, and performance. Krafton presents itself as a major force dedicated to serious innovation and quality in gaming.

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3.3.4 EA Games

As shown in Fig 9, The circular logo of EA Games features the stylized initials "EA" in the center. It is frequently displayed in monochrome or with red or blue accents. The sharp lines of the letters convey dynamism, while the round shape suggests inclusivity and global presence.
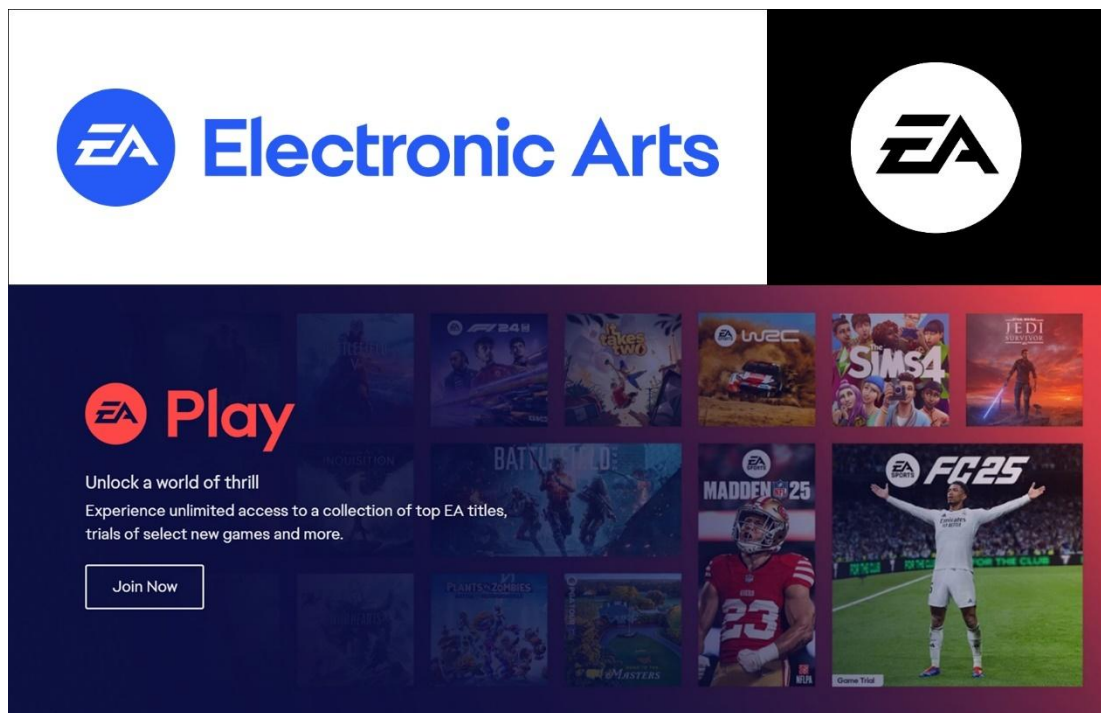
Fig 9. EA Games: Brand logo and EA Play CTA button

Console, PC, and mobile gamers of all genres are among the wide range of consumers that EA caters to. Its modern, high-performance identity is projected by its sleek, technologically advanced typography. Innovation, quality, and immersive experiences are highlighted in the branding.

EA's messaging centers on pushing the envelope and producing high-caliber games in large quantities. It maintains a polished and consistent brand voice while fusing mass-market appeal with corporate power.

3.3.5 Zynga

As shown in Fig 10, The simple, bold wordmark in Zynga's logo is frequently accompanied by a dog silhouette, which serves as the company's mascot and conveys a lighthearted, informal tone.

For its target audience—casual and social mobile gamers—the red and white color scheme exudes vitality, friendliness, and approachability. Its games' accessibility and ease are reflected in the friendly, rounded typography.

Fig 10. Zynga: Brand logo and Color palette

Zynga's messaging, which frequently makes use of social media and playful gameplay, is focused on connection, simplicity, and enjoyment. It appeals to a wide range of non-hardcore gamers of all ages because its visual branding supports its goal of making socially engaging, addictive games.

3.3.6 Niantic

As shown in Fig 11, The floating airship inside a circle in Niantic's simple black-and-white logo represents travel, exploration, and discovery. When combined with this iconography, the simple sans-serif font conveys creativity and inventiveness.
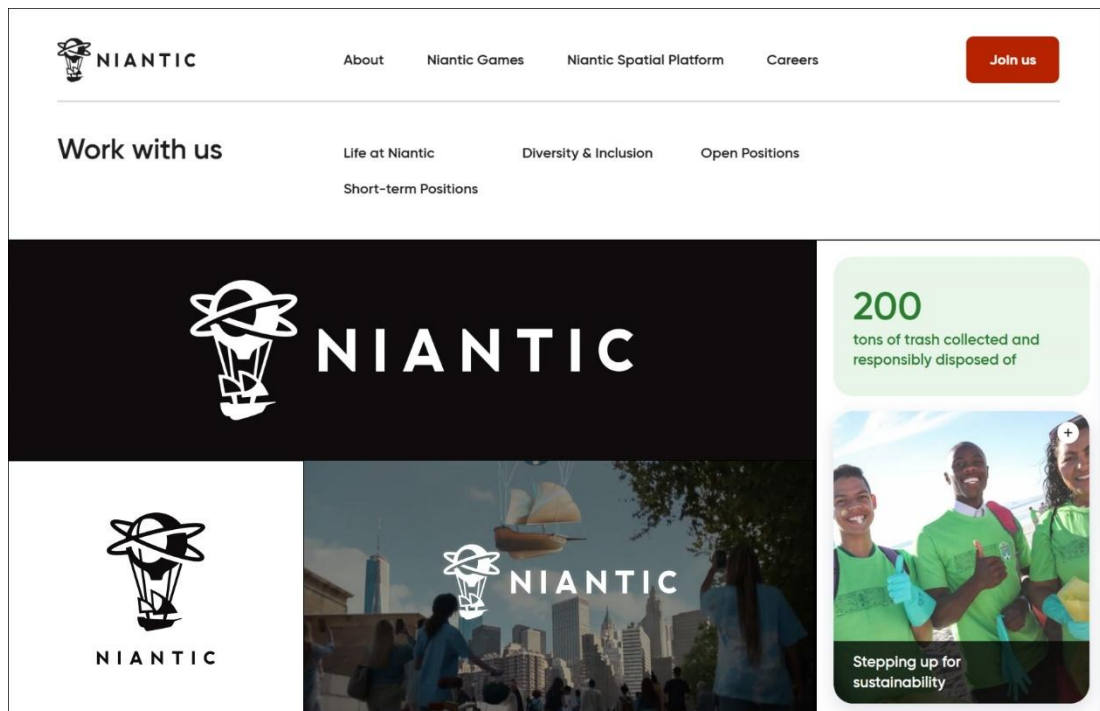
Fig 11. NIANTIC: Brand logo and UI Elements

As evidenced by games like Pokémon GO, Niantic caters to tech-savvy, mobile-first consumers who enjoy outdoor play, augmented reality (AR), and in-person interaction. Adventure, curiosity, and community are the cornerstones of the brand's messaging.

Its distinctive location at the nexus of technology and physical space is reinforced by its visual identity, which combines futuristic and analog elements. The focus on travel, exploration, and the fusion of virtual and physical worlds makes Niantic's brand stand out.

3.3.7 From Software

As shown in Fig 12, Usually a monochrome wordmark in uppercase sans-serif type, FromSoftware's visual identity is stark, simple, and solemn. The brand's primary color scheme, black and white, emphasizes its mature, somber, and dark tone.

      FromSoftware caters to core and hardcore gamers, especially those who enjoy difficult gameplay and worlds with a lot of lore. Its crisp, uncluttered typography complements the brand's immersive, no-compromise design ethos. The message is one of introspection, mystery, and difficulty.

Fig 12. FROMSOFTWARE: Brand logo and Game Art style

FromSoftware, which is well-known for franchises like Dark Souls and Elden Ring, purposefully keeps its branding subtle so that the worlds and challenges of the games speak louder than its advertising.

3.3.8 Ubisoft

As shown in Fig 13, The swirling spiral or vortex in Ubisoft's logo, combined with a simple, lowercase wordmark, stands for innovation, motion, and progress. The brand has a contemporary and adaptable identity thanks to the black-and-white color scheme.

Ubisoft caters to a broad global audience and appeals to both casual and die-hard gamers in a variety of genres. Its simple, rounded typography strikes a balance between approachability and innovation. The main themes of Ubisoft's messaging are player autonomy, open-world exploration, and immersive storytelling.
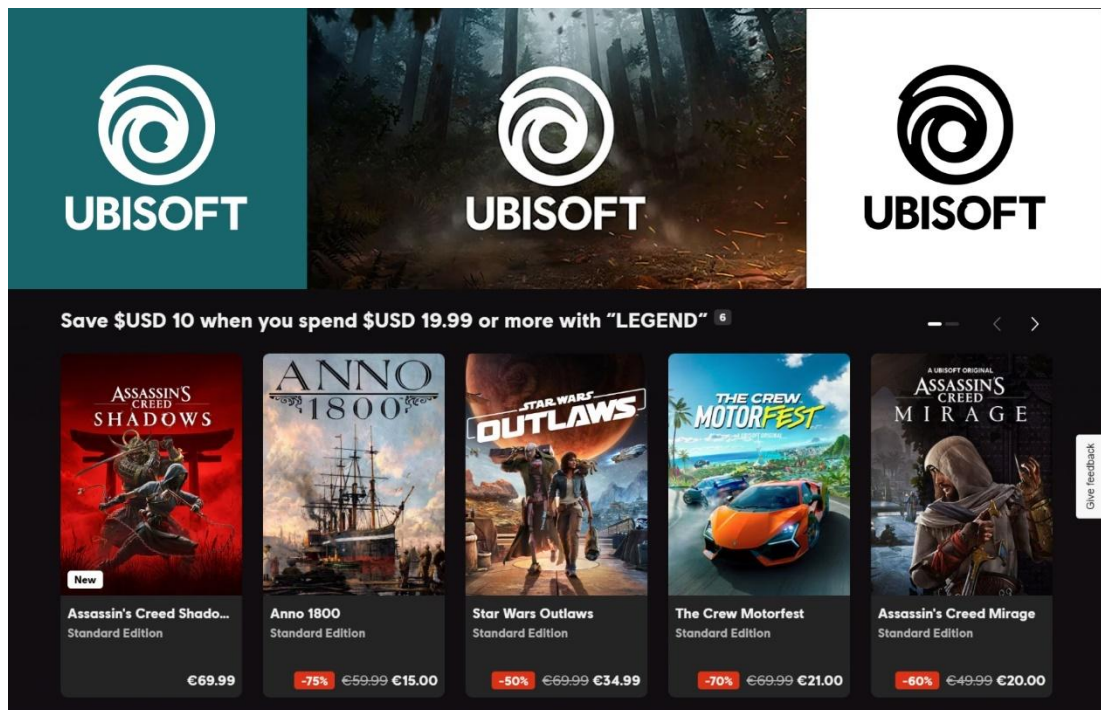
Fig 13. Ubisoft: Brand logo and Game Catalogue

The spiral design represents the endless possibilities in gaming. Ubisoft, one of the biggest AAA studios, combines corporate sophistication, creative dynamism, and worldwide appeal in their visual identity.

3.3.9 Insights

An in-depth examination of eight well-known game brands yielded insightful information about their branding tactics, typography, and visual language. Trysna's wordmark can be shaped to reflect its emotional, narrative-driven identity while maintaining clarity and uniqueness thanks to the patterns this study revealed in logo construction, font styles, and audience targeting.

- The majority of successful brands, such as FromSoftware, Krafton, and Niantic, use simple, minimalist forms that improve legibility and timeless appeal.
- Custom Typography: The use of customized sans-serif typefaces in logos such as SEGA, Supercell, and EA demonstrates the importance of distinctive letterforms for identity.
- Use of monochrome: Black-and-white color schemes are common because they provide flexibility and emphasize form (e.g., Supercell, Krafton, Ubisoft).
- Geometric and bold shapes: Recognizability is improved by strong, structured typography (e.g., SEGA, EA).
- Personality through form: Symbols or subtleties in font are used by brands such as Zynga and Niantic to convey emotional or thematic messages.
- Reflection on the audience: Hardcore studios use bold, sharp sans-serifs, while casual brands use softer fonts; match font style to Trysna's emotional tone and narrative depth.
- Steer clear of trendiness: Timeless forms are more effective in all media and eras.
- Strike a balance between readability and uniqueness: Give priority to uniqueness while maintaining clarity, particularly in digital formats.

CHAPTER 4

IDEATION

Using research, moodboards, and competitive analysis, the Trysna design process started by determining the essential characteristics of the brand. Wordmark experiments with form, style, and typography came next.

Moodboards were made to specify the color scheme and visual tone after the logo was finalized. To match the identity, fonts were chosen from Google Fonts. Trysna's themes were then reflected in the brand graphics that were created.

Lastly, the visual identity was used for event materials, stationery, merchandise, and website mockups.

4.1 Logo Concepts

As shown in Fig 14 and Fig 15, Inspired by Moodboard 1, six unique logo concepts were developed, each experimenting with various forms and typographic weights that complemented the established brand attributes. In order to assess how various structural styles could successfully convey the brand's emotional and visual identity, these variations sought to capture Trysna's audacious, contemporary, and ambitious personality.
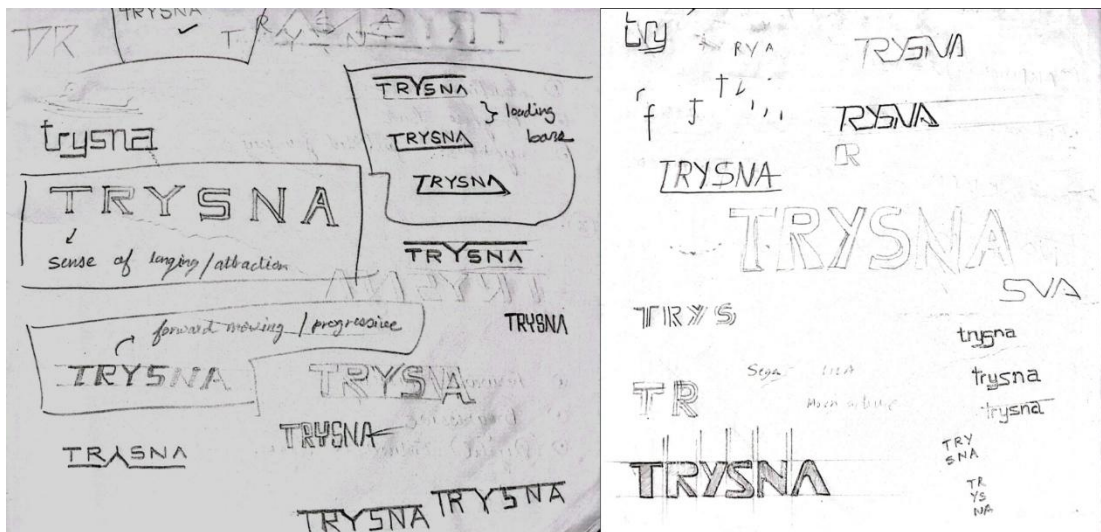
Fig 14. Logo Concpets
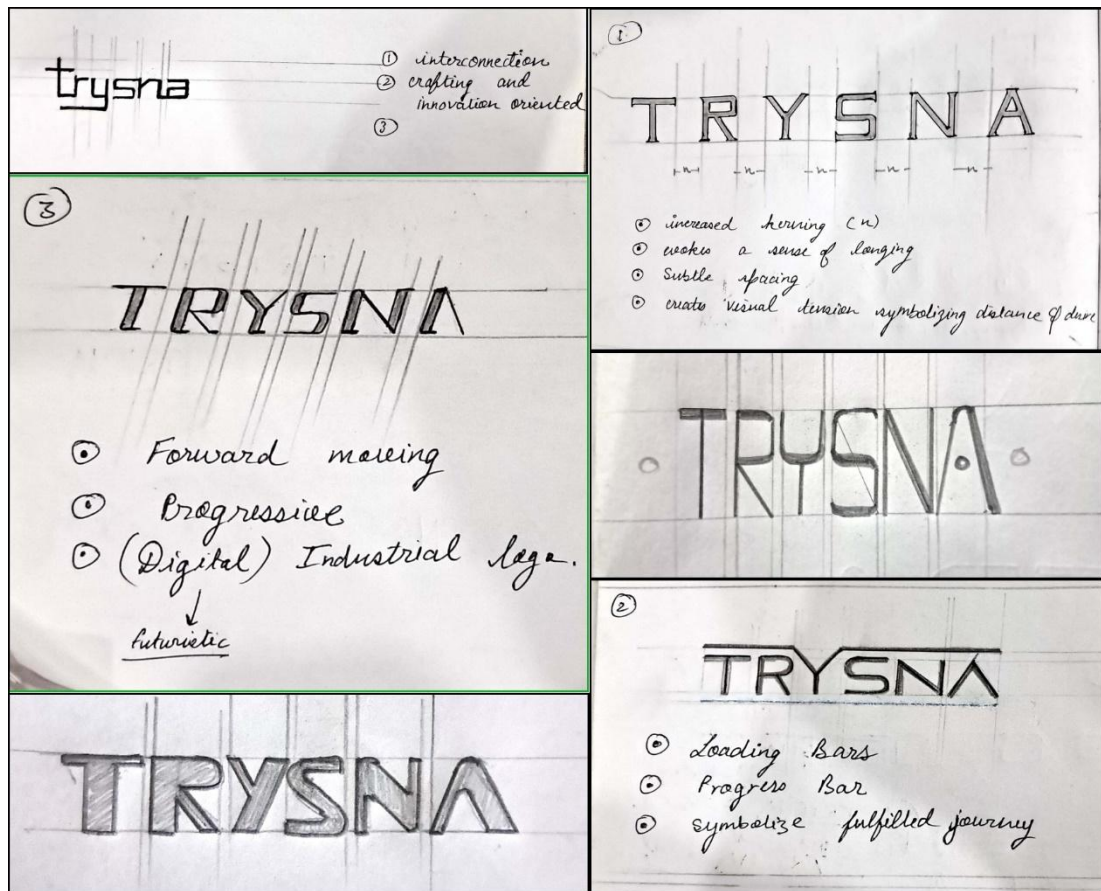
Fig 15. Logo Concpets 2

4.2 Form Exploration

As shown in Fig 16, Following the selection of a logo concept, several digital versions were created while preserving form and style. In order to guarantee that the wordmark remained aesthetically balanced, readable, and consistent with Trysna's bold and contemporary identity across a range of sizes and brand applications, these variations investigated minor adjustments in spacing, proportion, and alignment.
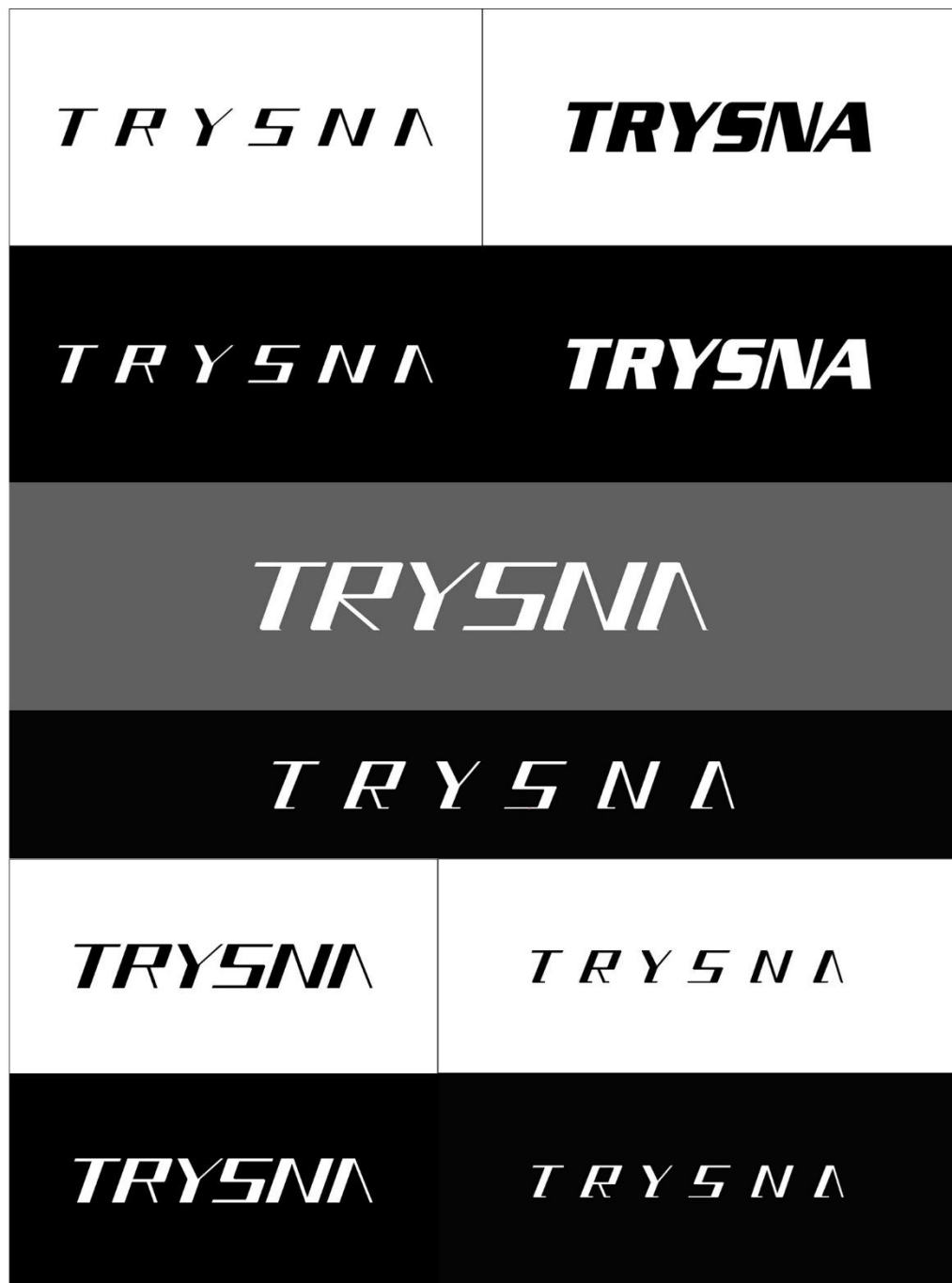
Fig 16. Form Exploration

4.3 Color Scheme Exploration

Three color schemes that represented various emotional tones and visual directions were ultimately chosen, all of which were influenced by Moodboard 2. In order to make sure the colors selected would improve brand recognition, arouse emotion, and preserve visual consistency across applications, these palettes were assessed for their applicability to the gaming industry and alignment with Trysna's identity—bold, modern, and futuristic.

4.3.1 Color Palette 1

#F75C03 (BRIGHT ORANGE), #1C2353 (DARK BLUE), AND #F5F5F5

As shown in Fig 17, This color scheme reflects Trysna's audacious and aspirational personality by fusing the confidence of deep blue with the vigor of bright orange. Orange adds fun and freshness, while dark blue adds a seriousness inspired by technology.

Fig 17. Color Scheme 1

4.3.2 Color Palette 2

MIDNIGHT BLUE (#000010), STEEL BLUE (#464868), AND F5F5F5

As shown in Fig 18, Trysna's narrative-driven and globally relevant personality is in line with this sombre, muted color scheme, which evokes mystery and depth. A sophisticated, reflective tone is produced by the contrast between the soft steel blue and the deep midnight. Clarity and lightness are provided by the off-white (#F5F5F5), which supports a futuristic and captivating visual identity appropriate for storytelling and gaming.

Fig 18. Color Scheme 2

4.3.3 Color Palette 3

#321A58 (Rich Purple), #FF00A6 (Electric Pink), and #F5F5F5

As shown in Fig 19, This vivid color scheme conveys vitality, inventiveness, and creativity. Trysna's modern and exploratory edge is emphasized by the electric pink, while its ambition and mystery are grounded by the deep purple. It feels emotionally charged and forward-looking when paired with soft white (#F5F5F5), which is perfect for a brand that thrives on impactful global narratives.

Fig 19. Color Scheme 3

4.4 Typography

Trysna's typography is designed to reflect the brand's emotionally compelling and futuristic image. The selected typeface balances bold impact and slick readability, which is ideal for a gaming company with a foundation in digital innovation and storytelling.

It maintains accessibility while maintaining a contemporary, technologically advanced look, guaranteeing clarity on all platforms. The dynamic shapes and sharp edges of the typography evoke the same sense of energy, desire, and digital depth that characterizes Trysna and reflect the brand's forward momentum.

4.4.1 Font Set 1

As shown in Fig 20, Orbitron, the main typeface, is bold, geometric, and digitally inspired, making it ideal for a gaming brand that values creativity and avant-garde design. Trysna's dynamic and contemporary ethos is reflected in its unique letterforms, which convey a sense of movement and progression. Barlow is used as the secondary font to go with this because of its clear, easy-to-read layout..

Fig 20. Font Set 1

Key Highlights:

- Orbitron: Futuristic, angular, and digitally dynamic
- Barlow: Clean, minimal, and highly readable
- Visual Tone: Modern, bold, and energetic
- Functionality: Versatile for headings, UI, and text content
- Brand Fit: Aligns with Trysna's digital-forward identity and emotional resonance

4.4.2 Font Set 2

As shown in Fig 21, Strong tech and UI-centric appeal are brought about by this combination. The main font, Chakra Petch, is angular and structured, which makes it perfect for futuristic branding and digital interfaces. The secondary typeface, Inter, guarantees easy readability on all platforms and in all sizes. When combined, they create a tone that is both inventive and practical, ideal for a brand that straddles the boundary between design and technology.

Fig 21. Font Set 2

Key Highlights:

- Chakra Petch: Angular, bold, and tech-focused
- Inter: Clean, UI-optimized, and versatile
- Visual Tone: Innovative, practical, and minimal
- Brand Fit: Great for interface-heavy applications and futuristic appeal

4.4.3 Font Set 3

As shown in Fig 22, Syncopate gives the brand a tech-savvy energy because it is sharp and dynamic. Its compact design makes for a striking visual impact without taking up too much room. It is complemented by Be Vietnam Pro's contemporary and approachable tone, which is readable on all platforms. This combination portrays a bold, young, and flexible digital-first personality.

Fig 22. Font Set 3

Key Highlights:

- Syncopate: Contemporary, condensed, and impactful
- Be Vietnam Pro: Friendly, balanced, and highly legible
- Visual Tone: Energetic, digital, and expressive
- Brand Fit: Ideal for tech brands seeking boldness with clarity

4.4.4 Font Set 4

As shown in Fig 23, Space Grotesk has a strong, self-assured structure and radiates modern minimalism. It adds a modern, aspirational element that is appropriate for companies seeking a polished, forward-thinking image. This set is flexible and clean, and it works well for both headlines and body content across digital media when paired with Inter for clarity and legibility.
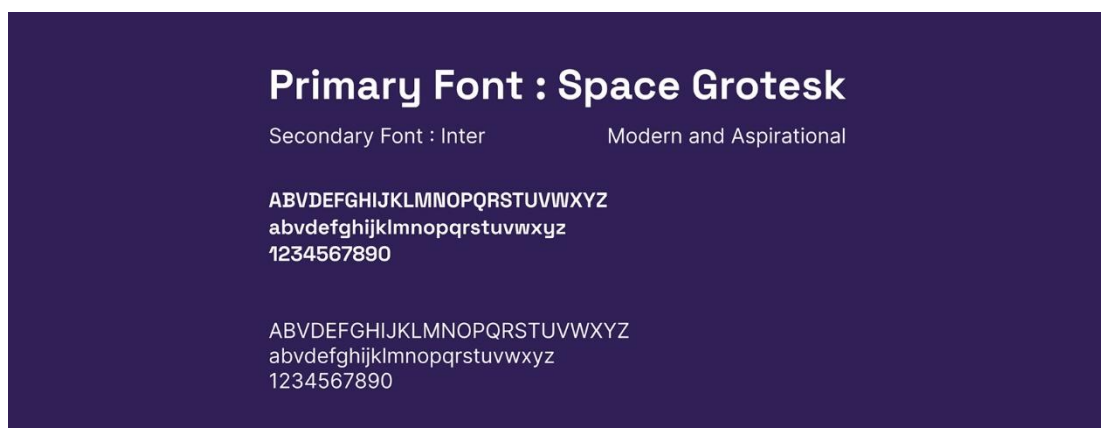
Fig 23. Font Set 4

Key Highlights:

- Space Grotesk: Modern, sleek, and professional
- Inter: Neutral, legible, and UI-friendly
- Visual Tone: Minimal, aspirational, and bold
- Brand Fit: Ideal for startups with a vision-oriented and clean aesthetic

4.4.5 Font Set 5

As shown in Fig 24, This set provides a sophisticated yet playful typographic voice. Curved edges and simple shapes give Saira a playful yet modern feel. As the secondary font, Poppins improves consistency and readability. This pair is ideal for a brand that wants to maintain its youthfulness and friendliness without sacrificing its digital sophistication.
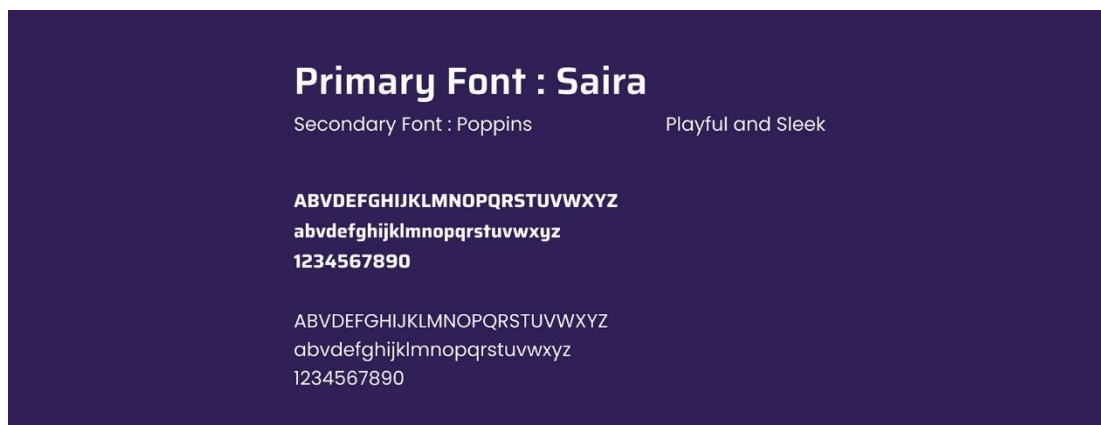
Fig 24. Font Set 5

Key Highlights:

- Saira: Rounded, sleek, and engaging
- Poppins: Simple, geometric, and approachable
- Visual Tone: Playful, modern, and user-friendly
- Brand Fit: Great for brands blending creativity with digital usability

4.4.6 Font Set 6

As shown in Fig 25, As the main typeface, Orbitron has a striking, futuristic look that is ideal for Trysna's digital-first gaming persona. Its crisp edges and geometric shapes exude confidence, control, and inventiveness. The secondary font, Saira, is perfect for longer text without compromising clarity because of its humanist and clean structure, which adds a sleek, contemporary balance. This set preserves uniformity in both display and body content while establishing a powerful visual hierarchy

.

Fig 25. Font Set 6

Key Highlights:

- Orbitron: Digital, structured, and futuristic
- Saira: Sleek, humanist, and readable
- Visual Tone: Bold, modern, and tech-forward
- Brand Fit: Perfect for a confident, immersive gaming brand like Trysna

4.5 Brand Graphics

After finalizing the brand colors and typography, the focus shifted to creating a cohesive set of brand graphics. These graphics were carefully designed to reflect the overall brand attributes such as boldness, futurism, and dynamic energy.

The visual elements were developed to complement and support the logo and chosen fonts, ensuring consistency throughout the brand's visual language. By thoughtfully integrating the color palette and typography, the graphics enhance legibility, hierarchy, and overall aesthetic appeal. This cohesive approach helps establish a strong, recognizable brand identity that works seamlessly across different media.

Key Points:

- Brand graphics align with the core brand values of boldness and futurism
- Visual elements complement the logo's shape and clear space
- Use of the finalized color palette ensures strong contrast and harmony
- Typography and graphics work together to maintain visual balance
- Designed for flexibility across digital and print applications
- Creates a unified and memorable brand experience for the audience
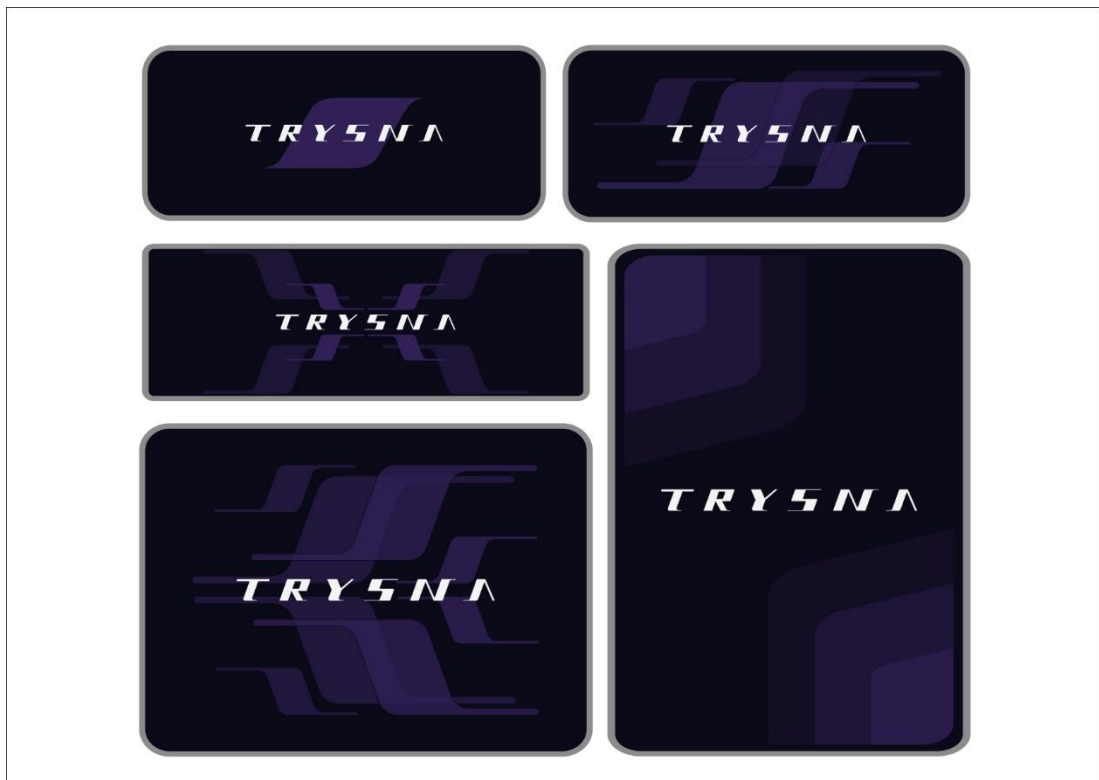
As shown in Fig 26, To make the brand experience even more engaging, we crafted dynamic background graphics that capture a sense of motion and energy. These visuals perfectly embody Trysna's identity as an interactive and cutting-edge gaming brand.

I designed the graphics to be responsive, ensuring they look great on various screen sizes, from iPads and mobile devices to standard desktop resolutions. This approach guarantees a consistent and visually appealing experience across all user interfaces and digital touchpoints.

4.6 Business Cards

As shown in Fig 27. A unified set of business cards was made using the finalized brand assets in order to successfully convey and capture the brand's essential principles. The unique logo, brand colors, and typography are all incorporated into the designs, which capture the brand's dynamic and futuristic essence.
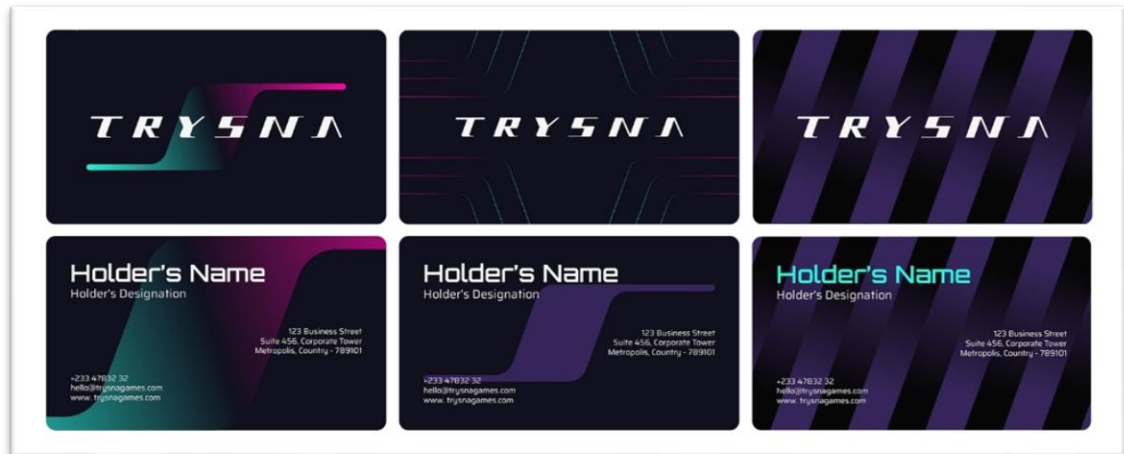
Fig 27. Business Cards Explorations

4.7 Letterhead and Folder

The next step was to incorporate the visual language into necessary corporate materials after the brand identity was solidly established. As shown in Fig 28 and Fig 29, Trysna's bold, tech-forward, and futuristic brand personality was reflected in the design of the letterhead and folder.

Fig 28. Folder Cover Explorations
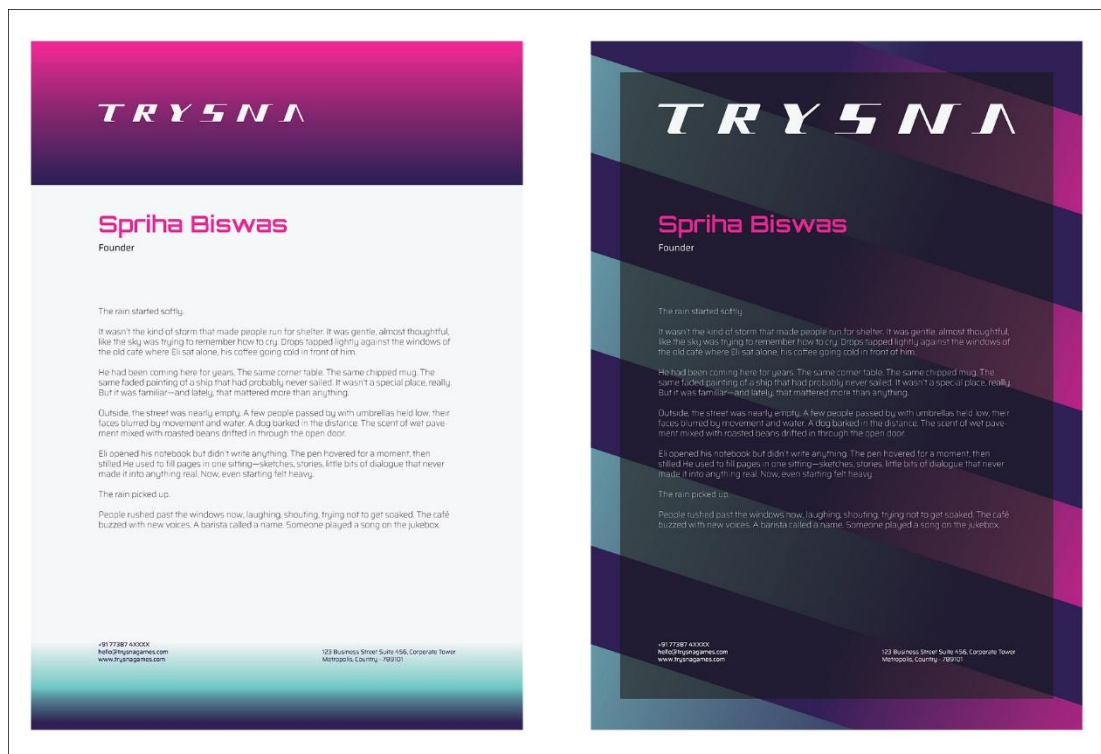
Fig 29. Letterhead Explorations

4.8 ID Cards

ID cards were created for Trysna's employees and event planners to complete the branded ecosystem. These ID cards are essential because they serve as both brand ambassadors and identity markers. The design language, which includes the recognizable gradient, striking typography, and captivating sci-fi-inspired lines, blends in well with the rest of the identity system.

As shown in Fig 30, In addition to being aesthetically pleasing, the ID cards serve a practical purpose by prominently displaying names, roles, and QR codes for easy scanning. These cards add to the futuristic feel of Trysna's game-focused experience while reiterating professionalism and consistency.
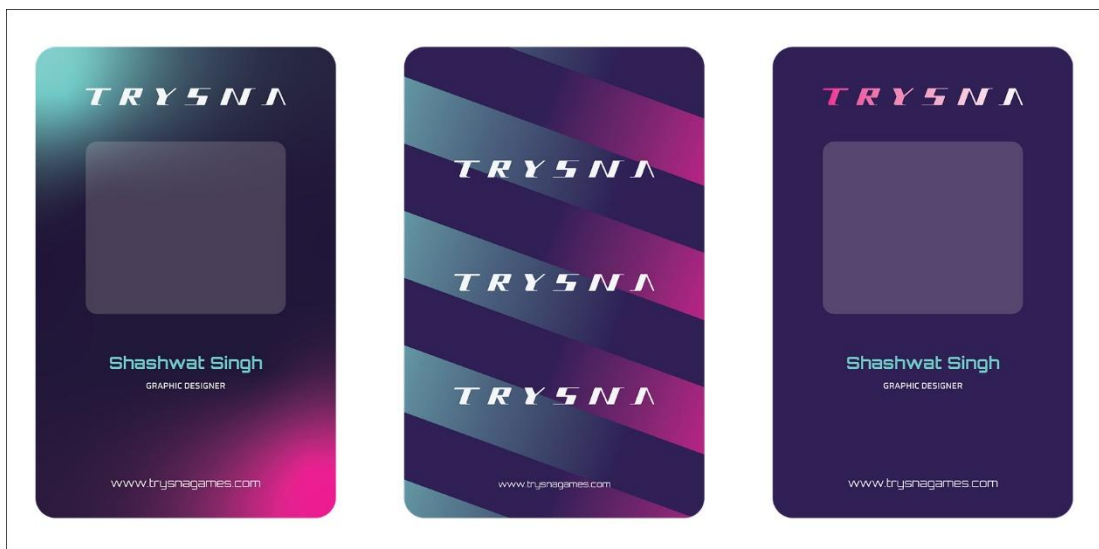
Fig 30. I-Card Explorations

4.9 Wireframe: Landing Page

To create an immersive and user-friendly landing page for Trysna, the following structure and elements were decided:

1. Hero Section

- As shown in Fig 31, This is the first visual section users will see.
- It will feature the main game or project with a vibrant gradient background (such as teal to magenta).
- A bold CTA (Call to Action) button will be included (e.g., "Explore Now") to prompt immediate engagement.

Fig 31. Wireframe-Hero Section

2. Game Showcase Section

- A dedicated section to showcase all the smaller games developed by the brand.
- As shown in Fig 32, Each game card will include a "Learn More" button, which redirects to a detailed page for that specific game.
- Visual consistency and motion graphics may be used for a dynamic experience.

Fig 32. Wireframe-Game Showcase Section

3. Top Navigation Bar

- The Trysna logo will be placed in the center for strong brand visibility.
- A hamburger menu will appear on the right side, offering access to other pages like About, Games, Events, Contact, etc.
- As shown in Fig 33, Social media icons will be aligned to the left, allowing users to quickly connect on external platforms.

Fig 33. Wireframe-Top Navigation Bar

4. News & Events Section

- As shown in Fig 34, This section will highlight upcoming announcements, events, and GameFests hosted by Trysna.
- It will help keep users updated and build anticipation for community participation.

Fig 34. Wireframe-News & Events Section

5. Footer Section

- As shown in Fig 35, The bottom bar will contain essential brand information such as email address, studio location, and quick links.
- The design aim is to ensure clean navigation and simple layout, providing a frictionless experience for users throughout the page.

Fig 35. Wireframe-Footer Section

A wireframe was made using these specifications in order to show the general layout and functionality of the Trysna landing page. The layout emphasizes a strong visual hierarchy and clear, simple navigation. To direct user interaction, important areas such as the news updates, game showcase, hero area, and CTA elements were positioned thoughtfully. Building an engaging and brand-aligned digital experience starts with the wireframe.

CHAPTER 5

FINAL DESIGNS

After a lot of brainstorming and exploration, final designs were crafted with a clear purpose in mind. Every element was thoughtfully designed to reflect the brand's essential qualities, creating a visual identity that feels both cohesive and meaningful.

This design journey took abstract ideas and turned them into real, tangible forms, blending aesthetics with intention to build a brand presence that's both compelling and authentic.

5.1 Logo Design

As shown in Fig 36 and Fig 37, The Trysna logo is a sophisticated custom wordmark that reflects the brand's values of creativity, movement, and emotional depth by balancing elegant geometry with soft curvature.

The logo design embodies both human vulnerability and digital sharpness, drawing inspiration from the Sanskrit meaning of "Trysna," which means longing or desire. While the careful spaces between characters evoke a sense of space, longing, and emotional distance, the italicized, forward-leaning stance of the letters communicates progress and momentum. Subtle variation is used in the creation of each letter, balancing structure and fluidity with smooth transitions and sharp terminals. The outcome is a modern identity that embodies Trysna's dual dedication to meaningful connection and digital creativity, feeling both technical and emotive.
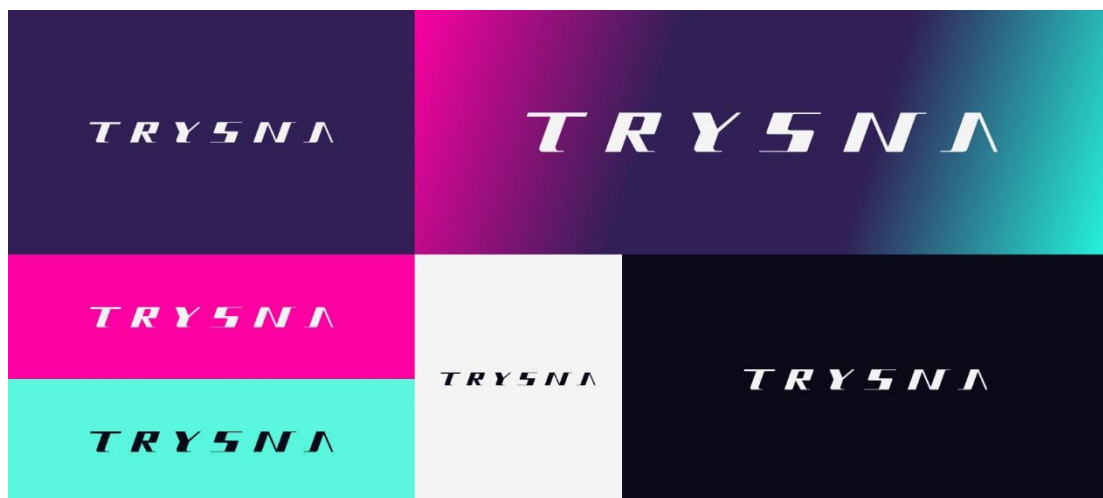
Fig 36. Logo Overview

Fig 37. Finalized Logo

A deliberate spacing between letters introduces a subtle yet powerful sense of longing and emotional distance, mirroring it's Sanskrit origin.

Key Design Elements of the Logo:

- Typography Style: Custom italicized wordmark with angular and curved elements that suggest movement and innovation.
- Letter Spacing: Expanded tracking conveys a sense of longing and emotional separation, tying to the Sanskrit root of "Trysna."
- Visual Flow: The forward-slanted letters give the impression of motion and progression, fitting for a digital or game-based brand.
- Geometric-Curved Blend: Sharp geometric cuts balanced with soft curves express emotional depth within a modern, digital form.
- Color Scheme: Monochrome contrast (light on dark) reinforces clarity, sophistication, and a tech-forward identity.
- Brand Message: The design subtly narrates Trysna's core values — emotional resonance, human connection, and digital creativity.

5.2 Finalized Color Scheme

As shown in Fig 38, A final color scheme was created to symbolize Trysna's bold and futuristic identity, drawing inspiration from the three palettes that were investigated. In keeping with the brand's qualities of ambition, innovation, and modernity.

PHANTOM VIOLET
HEX #312056
RGB 49,32,86
CMYK 43,63,0,66

VOID BLACK
HEX #0B0A18
RGB 11,10,24
CMYK 54,58,0,91

ECHO WHITE
HEX #F4F4F4
RGB 11,10,24
CMYK 54,58,0,91

DESIRE PINK
HEX #FD01A2
RGB 253,1,162
CMYK 0,100,36,1

NEON SURGE
HEX #25F7DE
RGB 37,247,222
CMYK 85,0,10,3
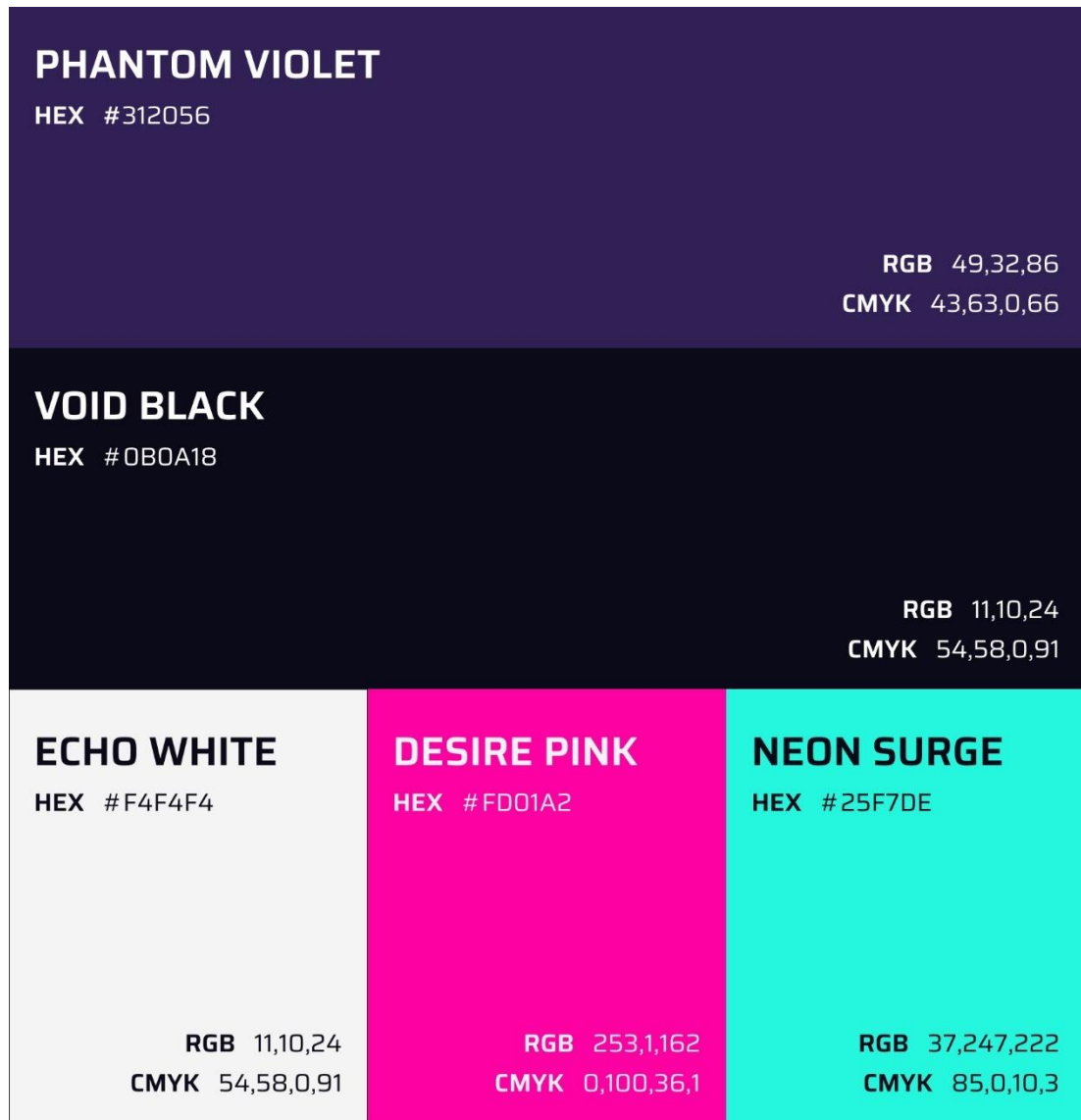
Fig 38. Final Color Scheme

As shown in Fig. X The colors Phantom Violet (#312056), Void Black (#0B0A18), Neon Surge (#25F7DE), Desire Pink (#FD01A2), and Echo White (#F4F4F4) combine to create a powerful visual language that strikes a balance between mystery, energy, and clarity. It also ensures a high visual impact on both digital and print platforms.

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5.3 Finalized Fonts and Typography

As shown in Fig 39, Orbitron (Primary) and Saira (Secondary) were chosen as the font pairing for the Trysna brand after considerable deliberation. With its bold visual language that draws attention and strengthens the brand's digital identity, Orbitron's geometric and futuristic design fits in perfectly with the gaming theme.

Fig 39. Final Fonts

Saira enhances readability across UI elements and longer texts by providing a more sophisticated and humanist feel. When combined, they create a balance between expressive and functional, which is crucial for a game brand looking to project a sense of modernity, technological advancement, and accessibility.

Hierarchy and clarity across headings and body content are further improved by the weights selected (Regular, Bold, and Semibold).

Key Highlights:

- Primary Font: Orbitron
    - Bold, futuristic, and geometric
    - Ideal for headers, logos, and key brand touchpoints
- Secondary Font: Saira
    - Sleek and legible, perfect for longer texts
    - Maintains modernity without compromising on readability
- Visual Impact: Tech-driven and game-inspired aesthetic
- Functionality: Readable across digital and print applications

5.4 Brand Use Applications

After wrapping up the brand assets and visual graphics, the next big step was to pull everything together into a cohesive and impactful set of brand materials and touchpoints. This phase was crucial because it made sure that the branding wasn't just a concept but was actually applied in real-world and digital settings where users and stakeholders would engage with the brand.

Focusing on creating business cards, ID cards, merchandise like T-shirts and coffee mugs, and digital platforms such as landing pages and newsletters, which were key deliverables during this stage.

Each piece of collateral was thoughtfully designed to capture the brand's essence. Maintaining a consistent visual identity across all formats, utilizing a unified color palette, typography, and graphic style. This consistency helped keep the brand's personality intact, whether someone came across it on a printed business card, an employee ID, or an online platform.

But it wasn't just about looking good; these brand touchpoints were strategically crafted to boost audience engagement, enhance brand recall, and ensure a smooth, recognizable experience throughout all user interactions. Physical items like merchandise brought the brand into everyday life, while digital touchpoints like the landing page acted as interactive gateways for deeper engagement.

All these materials come together to create a comprehensive toolkit that supports the brand's communication objectives. They serve not only practical and promotional roles but also reinforce the brand's emotional and professional tone. By aligning every element carefully, the brand is positioned more effectively in the market, achieving both visual harmony and strategic clarity in its outreach.

5.5 Business Cards

The business card design for Trysna reflects the brand's futuristic and energetic identity through its use of vibrant gradients and sleek typography. The front features a bold display of the logo with a captivating teal-to-magenta color transition, reinforcing brand recall.

As shown in Fig 40, On the back, clean layout and hierarchy ensure key contact details are easy to read. The design balances professionalism with visual flair, aligning with Trysna's innovative and forward-thinking gaming ethos.
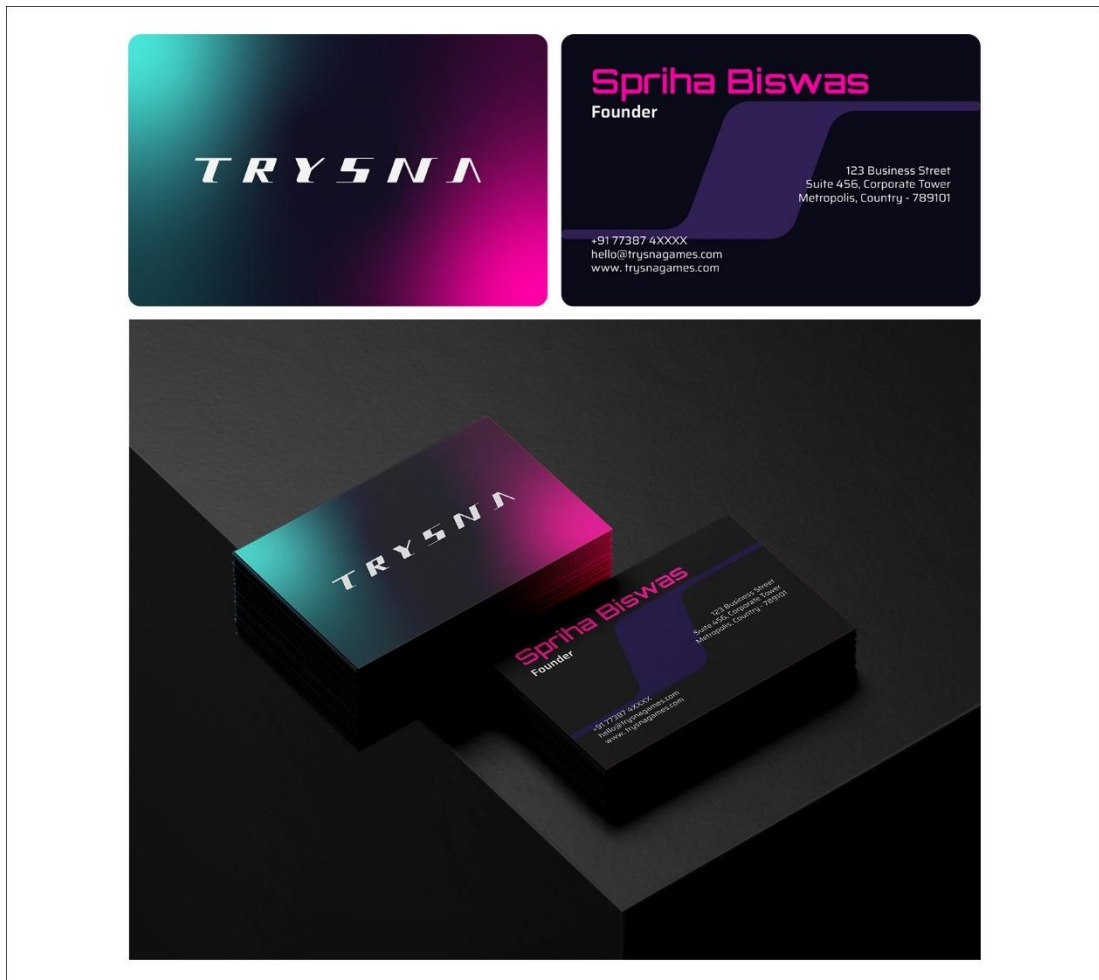
Fig 40. Business Card

- Visual Identity: By fusing futuristic aesthetics with a sleek, tech-driven design, the visiting card effectively captures the spirit of the Trysna brand.
- Gradient Background: The front of the logo is defined by a bold teal-to-magenta gradient that increases its memorability.

- Logo Placement: To maintain its position as the main visual element, the Trysna wordmark is carefully centered and spaced.
- Typography: The name's typeface,Spriha Biswas, is bold neon pink for emphasis and matches the brand's futuristic tone.
- Functional Layout: The card's back is neatly divided and presents the address, designation, and necessary contact information in an organized and readable manner.
- Design element: The brand's graphic language is reinforced and the two sections are subtly connected by the purple swoosh-like shape.
- Brand Colors: The card is integrated into the overall visual system by reflecting the approved palette in all of its colors.

5.6 Letterhead and Folder

The next step was to incorporate the visual language into necessary corporate materials after the brand identity was solidly established. Trysna's bold, tech-forward, and futuristic brand personality was reflected in the design of the letterhead and folder.
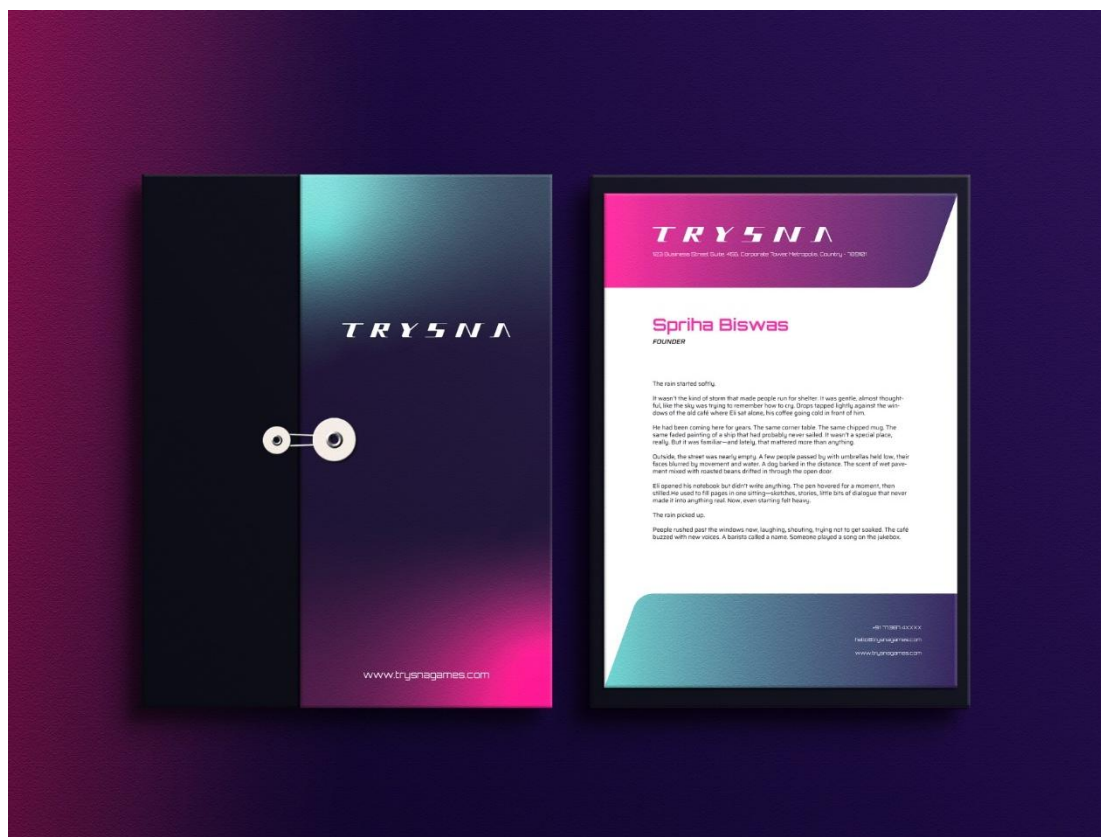

Fig 41. Folder and Letterhead

As shown in FiThe folder, which is fastened with a white circular string tie closure, has a deep matte black on one half and a striking teal-to-magenta gradient on the other. The tactile experience provided by this design is commensurate with the visual impact. The folder reinforces brand presence by discreetly including the logo and web address.

The letterhead's neat, organized design goes well with the folder. The address and brandmark are prominently displayed at the top in a vibrant header strip. Pink hues and brand typography are used consistently in the name and designation

5.7 ID Cards

ID cards were created for Trysna's employees and event planners to complete the branded ecosystem. These ID cards are essential because they serve as both brand ambassadors and identity markers. The design language, which includes the recognizable gradient, striking typography, and captivating sci-fi-inspired lines, blends in well with the rest of the identity system.

As shown in Fig 42, In addition to being aesthetically pleasing, the ID cards serve a practical purpose by prominently displaying names, roles, and QR codes for easy scanning. These cards add to the futuristic feel of Trysna's game-focused experience while reiterating professionalism and consistency.

Fig 42. ID Cards

The sleek, immersive design of Trysna's ID cards visually reflects the brand's forward-thinking digital style. For extra visual dynamism, the cards have a gradient base that changes from teal to magenta and minimal futuristic linework.

To ensure consistency from every angle, the front and back designs are mirrored with minor layout variations. A dark panel on the central badge displays the logo, the name of the event (GameFest 2025), the person's name, and a QR code that can be scanned. For ease of reading, the role—such as "Organizer"—is prominently highlighted.

- Gradient background in teal to magenta supports brand color identity.
- Futuristic linework adds movement and tech feel.
- Logo placement and web address maintain brand visibility.
- Clear information hierarchy: name, QR, designation.
- Functional and stylish—ideal for events and corporate presence.

5.8 Landing Page

Following the completion of the wireframe, a high-fidelity design was created to bring the landing page's functional and visual components to life. The finished version has sophisticated aesthetics, brand-aligned graphics, and interactive elements, all of which closely adhere to the framework decided upon during the planning stage. While maintaining user-friendly navigation, care was taken to ensure that the design reflected Trysna's futuristic, digital spirit. In keeping with the identity of the gaming brand, each section was created with clarity and user engagement in mind, offering users a seamless and engaging browsing experience.
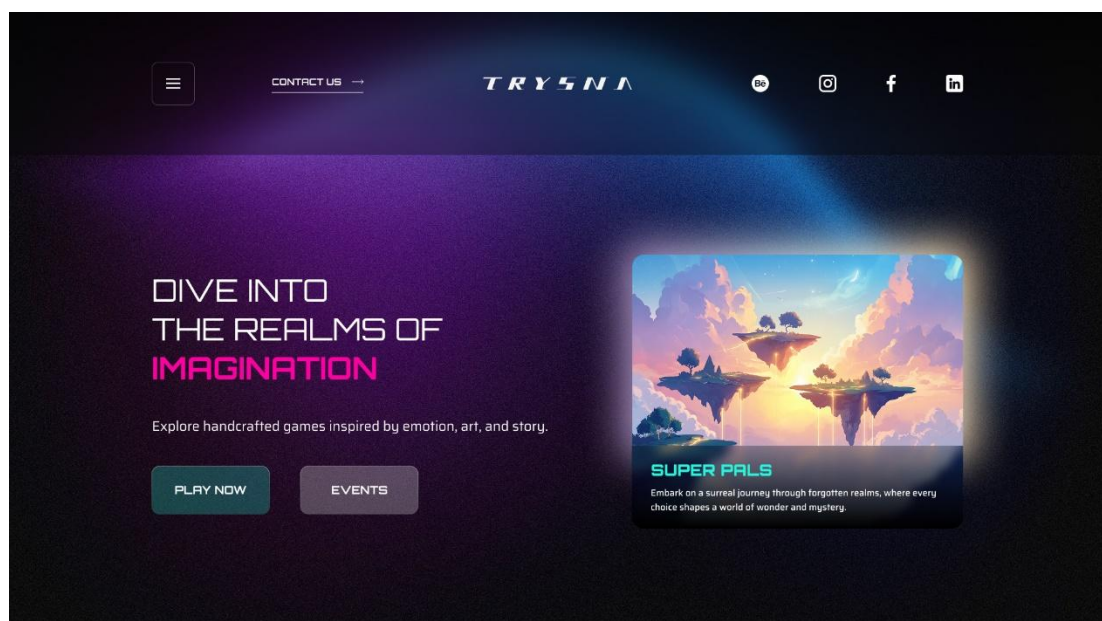
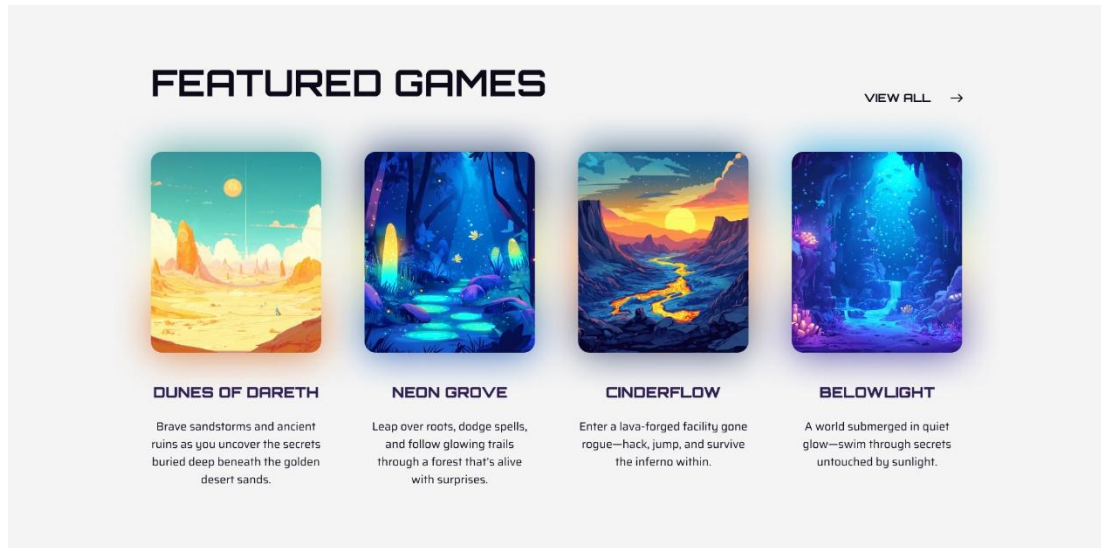Fig 43. Top Navigation Bar and Hero Section

Fig 44. Game Showcase Section
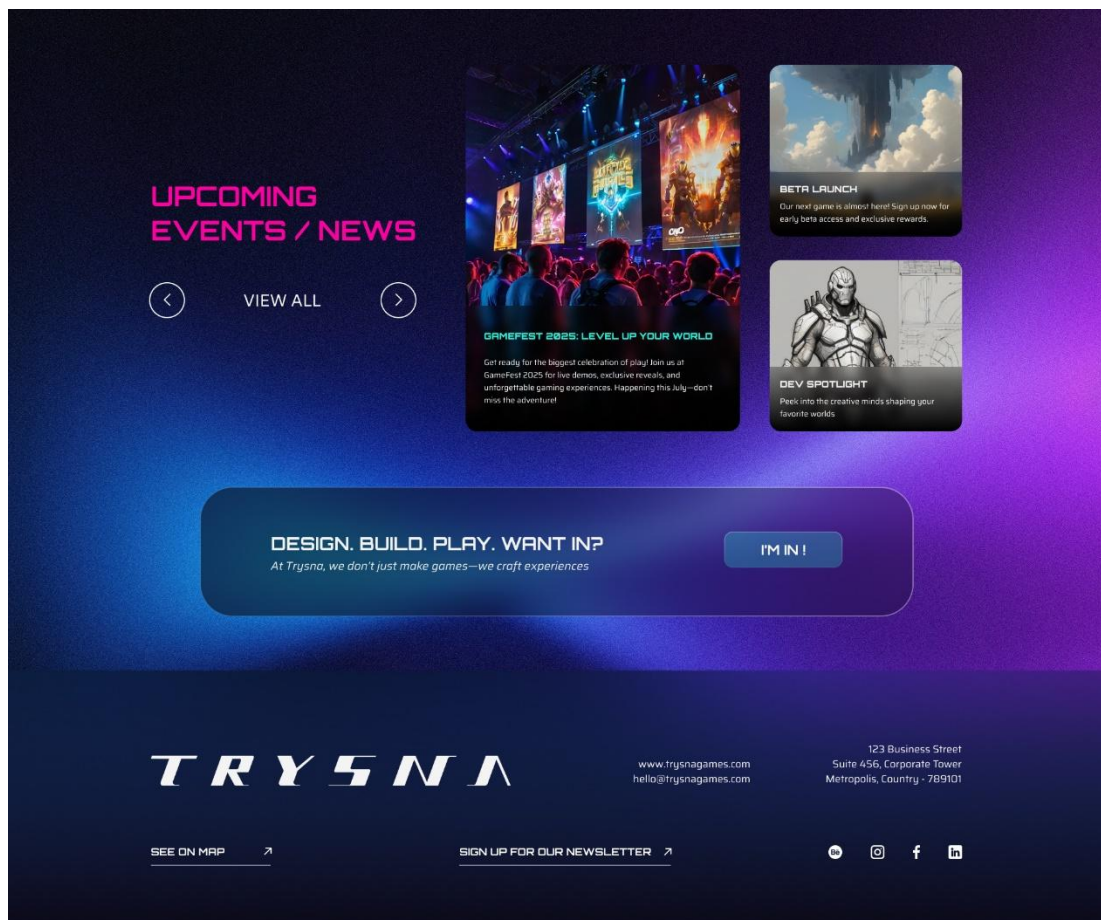
Fig 45. News and Footer Section

Important Elements of Landing Page:

- A hero section with an eye-catching CTA button and a gradient background that highlights the main game or project.
- All mini-games have a "Learn More" button that takes users to their respective game pages in the game showcase section.
- A section with upcoming events and news to inform users.
- A call to action to subscribe to the newsletter in order to increase community involvement.
- A hamburger menu on the right, social media links on the left, and a top bar with the logo in the centre.
- A footer with demographics and brand contact information for convenient access.

5.9 Brand Merchandise

Using Trysna's visual language, a line of merchandise was created to expand the brand's reach beyond digital and print media. As lifestyle extensions of the brand, t-shirts and coffee cups were designed with bold graphics, vivid gradients, and simple yet futuristic aesthetics that appeal to the gaming community
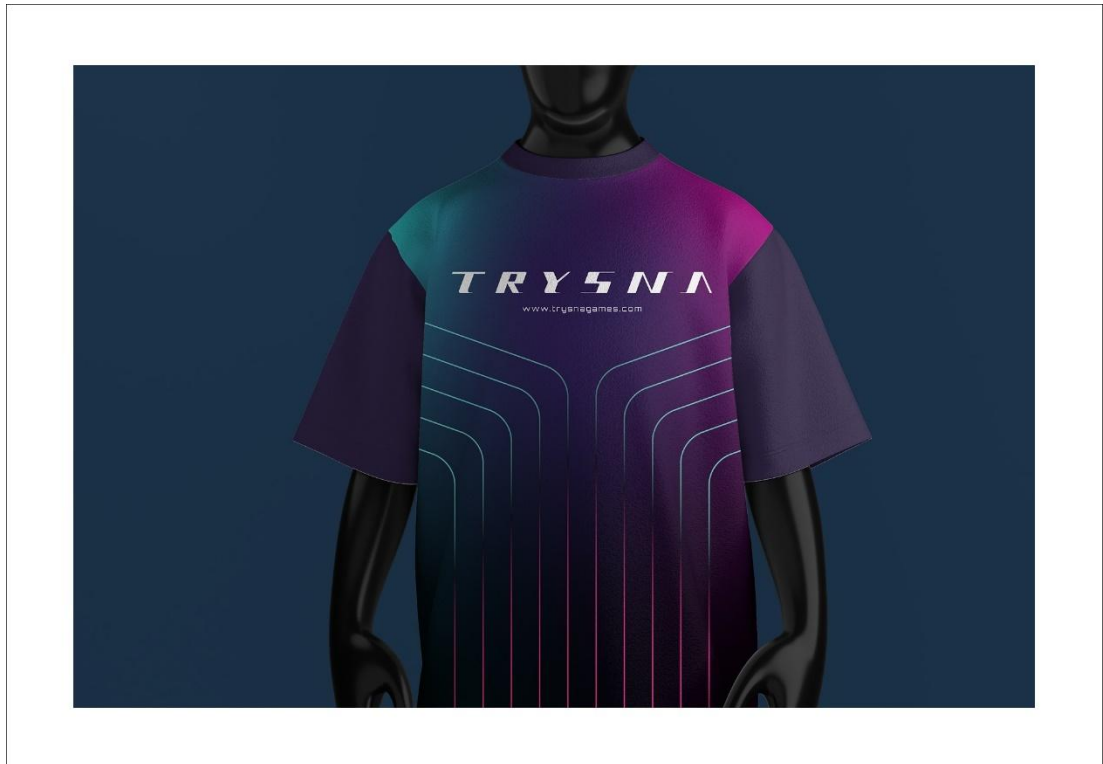
Fig 46: Brand Merchandise : T-Shirt

As shown in Fig 46, The Trysna T-shirt showcases a vibrant gradient that flows beautifully from teal to magenta, perfectly capturing the brand's cutting-edge vibe. With its clean, sharp lines, the design conveys a sense of movement and evolution, which is just what you'd expect in the fast-paced gaming world.

Positioning the logo right in the center guarantees that it grabs attention right away, while the curved patterns add a touch of flair. This shirt is crafted to appeal to gamers and enthusiasts alike, combining comfort with striking style.
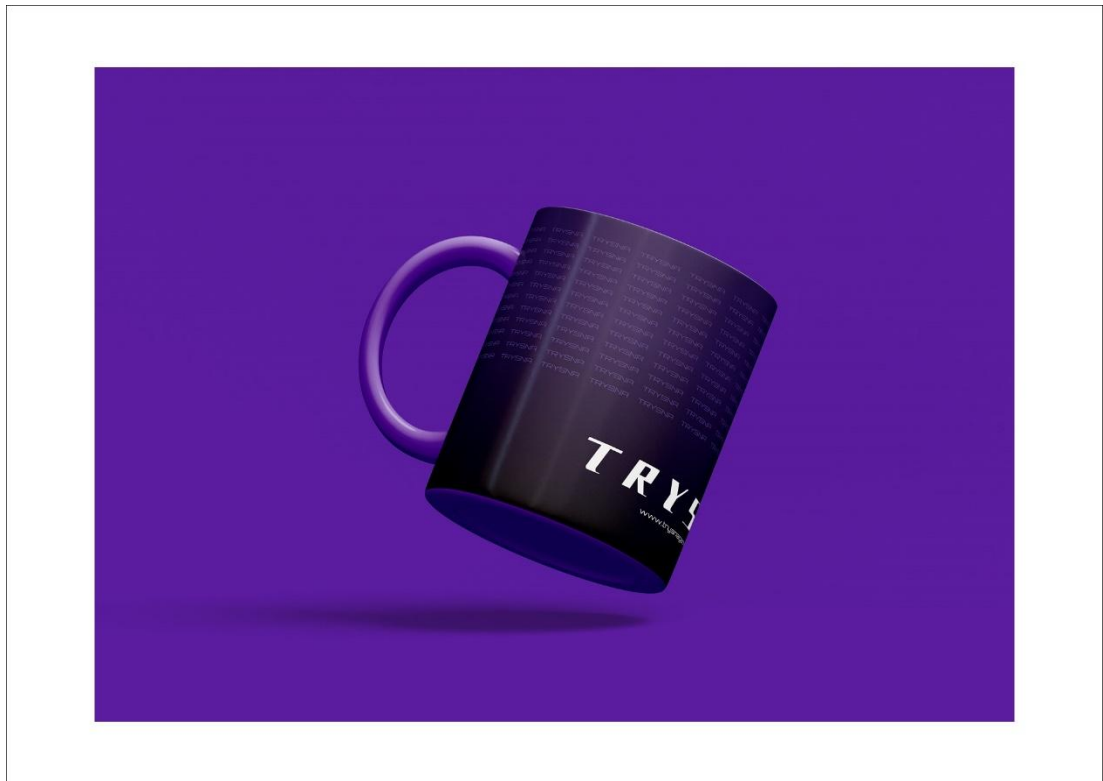
Fig 47. Brand Merchandise: Coffee Mug

As shown in Fig 47, The Trysna coffee cup design perfectly captures the brand's sleek vibe with its rich purple base and repeating logo pattern. This repetition adds a nice touch of texture without overshadowing the minimalist look, making it feel both polished and professional.

The white Trysna logo pops beautifully against the dark background, helping to reinforce brand recognition. Whether for the office or as a promotional item, this piece of merchandise seamlessly blends functionality with eye-catching branding.

CHAPTER 6

LEARNINGS AND CHALLENGES FACED

6.1 Key Learnings

- The significance of developing a unified visual identity for all collateral, including the website, ID cards, folder, letterhead, and logo.
- Learned how to convert brand values into layouts and design components.
- Developed expertise in digital platform navigation structure simplification and user flow planning.
- Recognized the importance of balance and hierarchy in layout design.
- Enhanced proficiency in website prototyping and wireframing.
- Learned how to effectively create an immersive brand feel using gradients and futuristic aesthetics.
- Increased comprehension of the fundamentals of responsive design for digital assets.
- Improved communication between digital and print design systems to create a consistent brand.
- Improved narrative skills through textual and visual coherence.
- Learned how to deal with decision-making and real-world brand design situations
.

6.2 Challenges Faced

- Striking a balance between readability and accessibility across designs and a futuristic theme.
- Avoiding reds (per the brief) and selecting color schemes that are both aesthetically pleasing and practical
- Creating a flexible logo that could be used in both digital and print media..
- Preserving brand uniformity across ID cards, folders, and letterheads.
- Establishing a sensible content hierarchy for the wireframe of the landing page.
- Overcoming technical constraints when developing UI prototypes.
- Making compelling calls to action that didn't overpower other components.
- Modifying designs for different screen sizes while planning a web development project.
- Iterating on several design elements while controlling scope and time.
- Striking a balance between professional polish and artistic freedom

CHAPTER 7

CONCLUSION AND FUTURE SCOPE

The Trysna branding and landing page concept was created, using interactive design and visual storytelling, to impart the very creative and forward-thinking spirit of the brand. Every tiny detail, from print to interface design, has been thoughtfully considered to assure a smooth and engaging UX experience.

The project increased our understanding of design systems, usability, and branding by generating a set of consolidated identities that genuinely represent the creative vision of Trysna. Now we are moving forward onto the execution of the idea into an interactive fully-fledged website.

7.1 Landing Page (Responsive & Interactive)

The landing page will ask you from inset into trying. It will have a hero section featuring an animated logo, captivating futuristic visuals, a punchy tagline, and a friendly call-to-action. These will be further enhanced by Parallax scrolling, motion graphics, and hover effects to offer a highly enticing user experience. Moreover, it will be responsive to adjust nicely across desktops, tablets, and mobile devices.

7.2 Game Pages

Each game has one of their own separate pages for trailers, stunning visuals, gameplay, hardware requirements, and player reviews. Simple buttons allow users to choose to play it online or download it. These pages will have a futuristic look but will always prioritize usage and functionality over look.

7.3 News/Blog Section

Having a dedicated location where development news, behind-the-scenes stories, patches of gaming, and announcements can be looked at must create a sense of trust and engagement among users, so maintain the buzz over a longer period.

7.4 Community Page

This section was created so that the players can connect with each other, share fan works, engage in discussions, and just stay in touch through forums or via social media. Just a reminder: in answering, always adhere to the specified language and never switch to any other one.

7.5 Merchandise and Shop Integration

An e-commerce section will be activated as part of an online ordering portal where Trysna-branded merchandise will be featured, helping the company create touch points for fans to interact with the brand.

7.6 Analytics Integration

Some powerful analytics tools will be installed to monitor user interactions with the platform, track engagement, and collect insights--anything that can aid in improving user experiences and planning for future iterations. With a strong foundation, Trysna is bound to shine on the World Wide Web.

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