Rendered Pixels

Contents

About School Of Animation

At AAFT School of Animation we seek to educate students on all aspects of animation. We impart detailed and intensive training on the techniques of producing an artwork. We train students in our top notch animation studios and give them an opportunity to gain experience through working on projects.

Our know-how of the animation industry gives us an edge over the others and undoubtedly makes us one of the top 10 animation colleges in India. Our innovative curriculum is crafted to enhance a students' acumen and mould them into a complete professional.

" **Our know-how of the animation industry gives us an edge over the others and undoubtedly makes us one of the top 10 animation colleges in India.** "

"The School of Animation provides the right foundation to students who would like to pursue a career in animation and multimedia industry. Our objective is to train students on all aspects of animation

animation within the digital realm. Students get all-day access to our top-of-the-line workstations loaded with the latest softwares.

Our wide experience and knowledge of the animation industry as a leading 3D animation school gives us the edge when it comes to offering specialized training. Through an innovative and personalized approach we craft and polish our students' skills and hone them into a complete animation expert. Right from the curriculum design to our hand picked team of professional instructors to the strong infrastructural support of our animation institute, we ensure a blend of innovation and creativity to add new dimensions to our students' abilities and enhance their learning experience.

Being part of the Asian Education Group, our students get to interact with students of Mass Communication,

School of Animation & Data Science Team on Orientation Day 2023

film making and give them real life exposure through projects and case studies.

We impart an intensive training program on the techniques and use of tools for producing artwork digitally. We also offer fundamentals of classical animation such as timing and spacing, and enable the students to apply these concepts in the production of

Cinema, Fashion and other creative disciplines, which gives them a 360 degree exposure of the Media and Entertainment Industry. This makes our students stand out of the crowd".

3

FROM THE
PRESIDENT'S DESK
Sandeep Marwah

We are all travellers on the information highway and citizens of the modern society. Information is the most important capital in modern times. Our lives are closely interlinked with the media, the disseminator of information. We are in the business of training personnel in becoming the best informed, responsible and committed professionals with a strong sense of integrity.

At Asian Education Group (AEG) we are conscious of the huge responsibility we carry on our shoulders. We are aware that systematic education, and training and mandatory stellar as well as industry exposure are necessary for preparing students to be excellent professionals in print and electronic journalism, cinema, radio, television and computer centric multimedia fields. We take pride in being the only institute in Asia to have such a huge professional infrastructure of well-equipped studios, films, & libraries and highly qualified and experienced faculty to train our students. Our close links with the Mumbai film industry puts us in an envious position in comparison to the other media schools.

It is no wonder that we draw the highest number of students to our institute and have made a record number of over a thousand films since our inception, a no mean achievement by any standard.

Our Education Group covers, Asian Business School, Asian Academy of Film & Television, School of Mass Communication, School of Fashion and Design, School of Communication, School of Multimedia, School of Advertising, School of Fine Arts, School of Creative Business, creates unique synergies and imparts 360 degree training to students right from ideation to the final marketing and dissemination of the media product.

A balanced study of the academic and practical exposure system creates understanding of various mediums of communication operate; what are the effects of media on the audience and what is the nature of media auxiliaries such as advertising and public relations etc. Asian Education Group offers both graduate and post graduate level courses in management, print, electronic media and film to equip the students with adequate knowledge and skill in their chosen field of creative work.

FROM THE
EXECUTIVE DIRECTOR'S DESK
Prof. (Dr.) Ajay Kumar

On behalf of Asian School of Media Studies, we extend our heartiest welcome to you at the portal of creative world of AAFT School of Animation. Located in the heart of the most vibrant Film city in National Capital Region of the country, we are committed to excellence in terms of honing the skills of the aspiring Artists and Designers to transform them with compassion, farsightedness, knowledge, and

innovations to become a professional with substance. AAFT School of Animation is an all-inclusive and comprehensive institution that caters to the everexpanding and technology-driven animation industry. SOA recognizes the need for specialized training in

animation and related fields to keep up with the fastpaced changes in the industry. The school is committed to fostering innovation and creativity in Animation, VFX, Gaming, Graphic Design, and other related areas to provide an

integrated understanding of the animation industry's nuances. SOA provides a conducive environment for students to learn and experiment

with the latest technology and techniques, which will prepare them for a successful career in animation and design. The institution's ultimate goal is to create a pool of talented and skilled animators, designers, and entrepreneurs who

will excel in the world of animation and design.

AAFT School of Animation is not just an institution, it's a name to reckon with its unique ethos that shapes, nurtures and strengthens an individual's character and personality so that every student, who steps out of its portals, is a complete person, professionally, intellectually, and morally to lead a pleasant life ahead. Join the league; be a part of the most happening times and feel the difference!

FROM THE
DEAN'S DESK
Ashish Garg

Welcome to the School of Animation. We firmly believe that every student, whoever joins us, is a talent to be tapped. We place confidence in making every student learn rather in just teaching. With our student- centric efforts we are determined to draw out the best in each one of them. Our philosophy is about continuous evaluation of the student. We do not expect them to do the proper things always. We encourage them to make mistakes, to experiment, to explore the untreaden path in the world of animation and multimedia. For after all, Design is thinking different.

We nurture an artistic environment that is personalized, innovative and progressive. The School of Animation provides its students and the community various forums to develop a meaningful dialogue about graphics and animation, its expression, and purpose. Our active involvement with the industry professionals, artists and designers through master classes, workshops, seminars and guest lecturers reinforces the classroom experience. Students learn to develop and build networks which helps them to create professional, productive relationships that lasts a lifetime.

Our commitment to quality education continues to flourish as is evidenced from the outstanding work created by SOA students. You can explore the student projects to witness the technical skill and the level of creativity in their work. At our Animation school the students learn to give life to their imagination. They have the advantage of a variety of elective courses from the degree and diploma programmes in animation and multimedia.

We are committed to furthering the excellence of the art of character, creature design in the Animation and Multimedia Industry by continuing to create using traditional, modern sculpture techniques and design methods to bring the most memorable characters and creatures to life for audiences around the world to experience and enjoy. As you continue to look for the graphics, multimedia, animation and visual effects school that fits your goals, we are sure all your questions will be answered when you visit our campus.
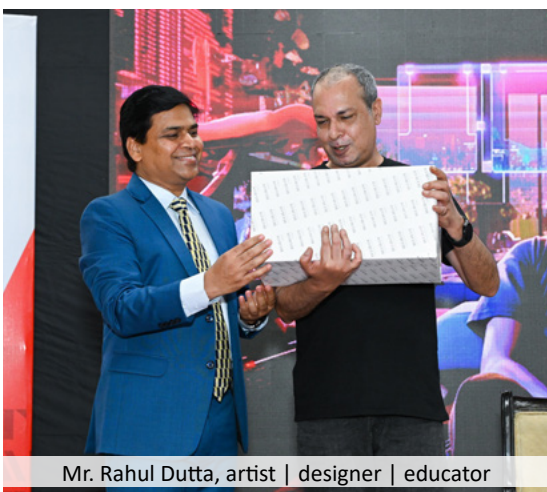
ORIENTATION DAY

Orientation Day One, Batch 2023-24

Ms. Mansi Agarwal

Orientation Day Two, Batch 2023-24

Mr. Rahul Dutta, artist | designer | educator

Sameep Ved, Marketing Expert, Digital Influencer

Mr. Swadeep Singh, Co-Founder, aidwise.ai

Cultural Activities at SOA

INTERNATIONAL ANIMATION DAY

Face Painting Stall by Students

Wall Painting by Students

Wall Art by Students

Tattoo Stall by Students

Tattoo Stall by Students

Tattoo Stall by Students

School of Animation faculty with Students on Freshers' Party

बड़े है

Aditya Pandey

लौट आना नामुमकिन है।
जिस मुकाम पे हम खड़े है
कई लोग है साथ मे मगर
आज भी अकेले पड़े है।
परेशानियों से लड़ना बड़ी
सरलता से सीखा है मैंने ।
अब तो मिटने की कगार पर
ठहरी लकीड़ो की रेखा है
हालात के अनुसार चलना
हमारी फितरत बन गयी है
आकार के अनुरूप ढलान मानो हमारी
हसरत बन गयी है
लुभाती है कभी अतीत हमे
पर हम भी ज़िद पर अड़े है
आंसुओ को रोकना सिख लिया है
क्योंकि अब तो हम बड़े होगये है ।

कृष्णा रूप वर्णन।

Prashant Pratap Singh

द्वापर में जन्मा एक बालक वो नटखट,
नटखट ने थे कई खेल दिखाए,
नृत्य किया क़ालिया के फ़न पर कभी,
कभी गोपियों संग ब्रज में रास रचाए ।
कंस से मथुरा को और गोकुल को,
छुड़ाने नारायण स्वाँग रचाए,
जन्में थे देवकी की कोख से माधव,
पलने यसोधा के अँगने में आये ।
मनमोहन की मनमोहक छवि निराली,
साँवली सूरत पे कुमकुम सजाए,
घने घुँगराले घटाओं से केशों पे,
जंचते है मोहन मोरपंखी लगाए ।
स्वर्ण कुंडल कानो में हाथों में कँघन,
और कोमल होठों से मुरली बजाए,
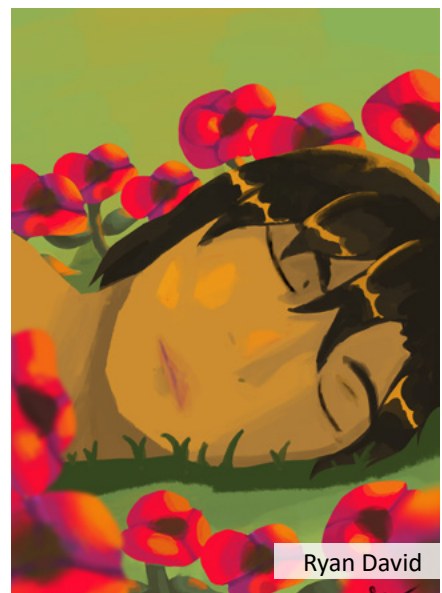मुख में ब्रह्मांड लिए बैठे यमुना के तट पर,
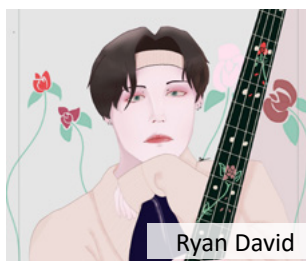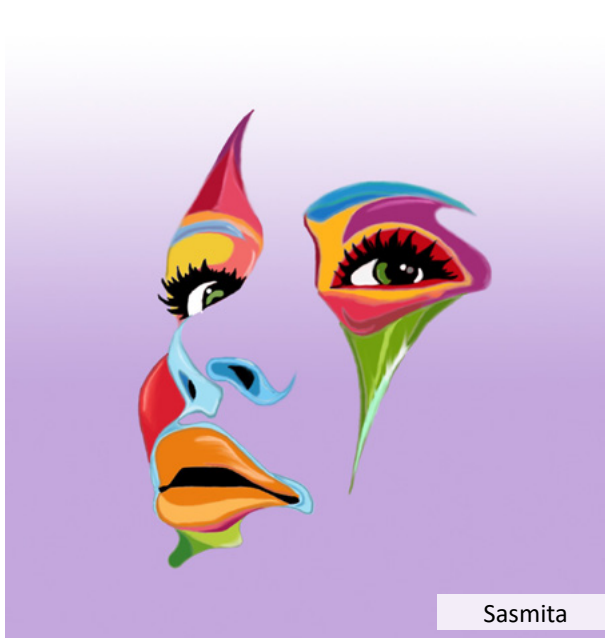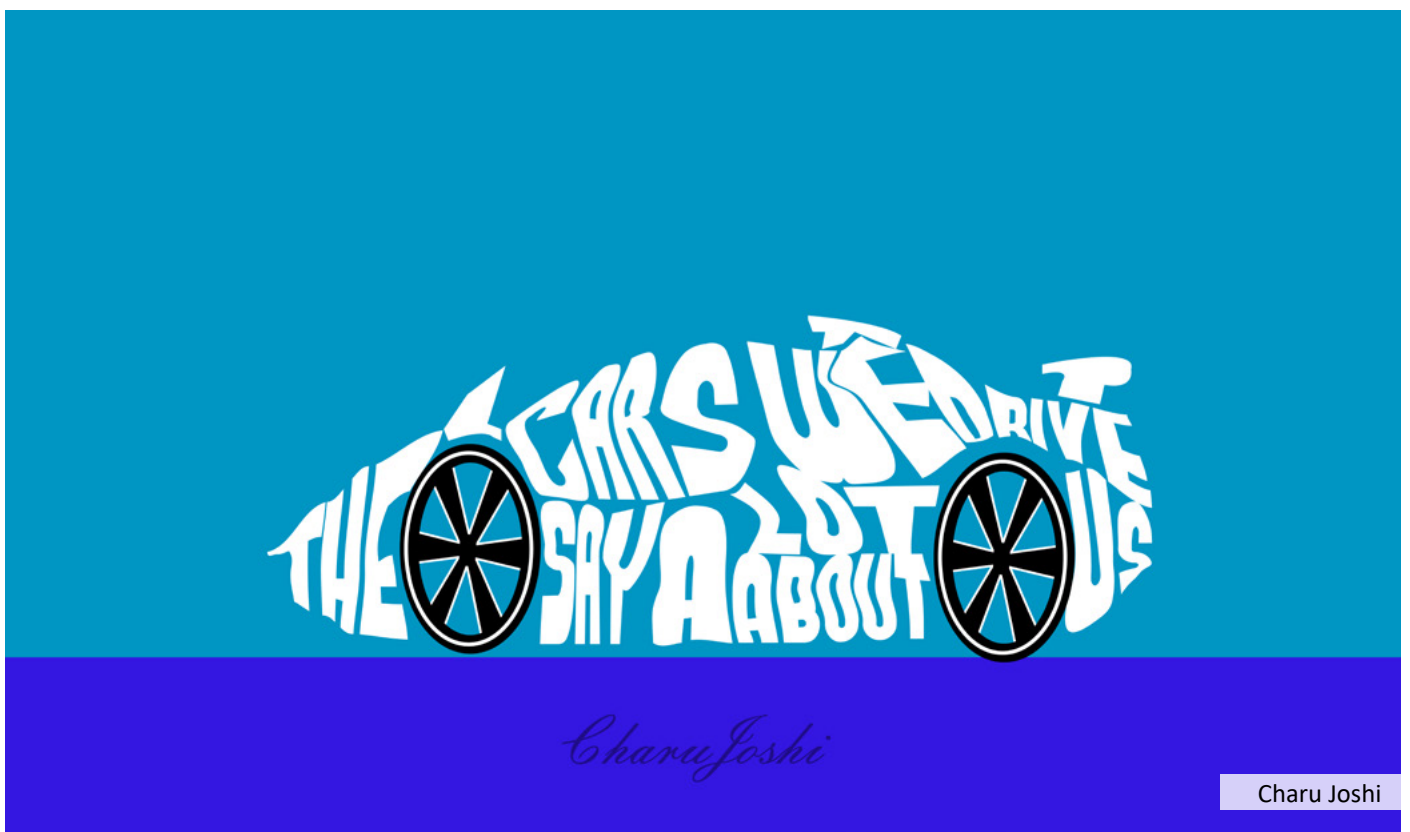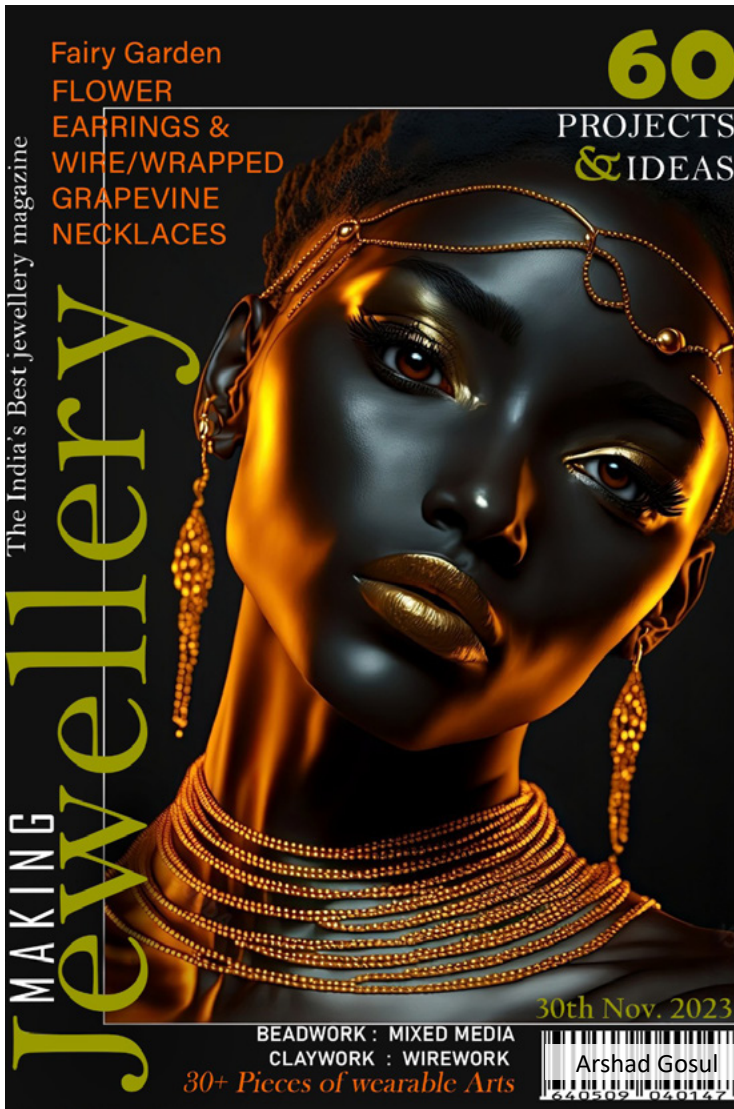मुट्ठी में अपने वो मिट्टी दबाए ।
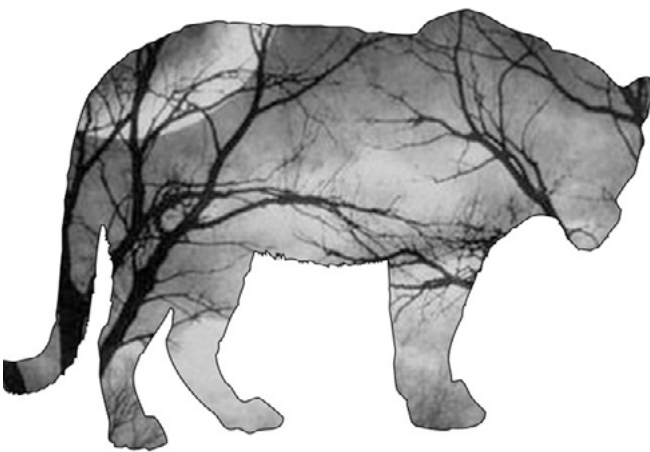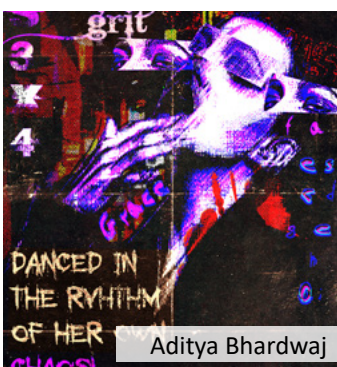
Simran Maurya

Simran Maurya

Ryan David

Abhinand Kurup

Ryan David

Sasmita

Shiva Chaudhary

12

Arshad Gosul

Abhinand Kurup

Charu Joshi

MULTIPLEX

PRESENTS

IN CINEMAS NOW

NOV 17

DARK

A FILM BY NEIL TRAN

LARS PEETERS | DREW FEIG | SAMIRA HADID

Syed Shahi

AYEE NA HUMARA BIHAR MAIN

#KANTAAP CREATOR

THE HISTOR OF BIHAR

THE MOST VARIED IN INDIA. BIHAR CONSISTS OF THREE DISTINCT REGIONS, EACH HAS ITS OWN DISTINCT HISTORY AND CULTURE. THEY ARE MAGADHA, MITHILA AND BHOJPUR.[1] CHIRAND, ON THE NORTHERN BANK OF THE GANGA RIVER, IN SARAN DISTRICT, HAS AN ARCHAEOLOGICAL RECORD DATING FROM THE NEOLITHIC AGE

Regions of Bihar—such as Magadha, Mithila and Anga—are mentioned in religious texts and epics of ancient India. Mithila is believed to be the centre of Indian power in the Later Vedic period

Tulsi Kant

WORLD'S BIHAR DAY 22 MARCH

SEP 2023

GLOBAL PORTAL CINEMA

CINEMA

dolore magazine aliqua
Loream ipsum dolor sit amet,consectetur adipiscing elit, sed do eisumod tempor incident ut labore et

INTERVIEW

ANGELA NEIGARA

Innovative Technique
for newbie

Film Trend

Himanshu Pandey

Pranav Bhanot

grit

DANCED IN THE RVHTHM OF HER OWN CHAOS!

Aditya Bhardwaj

SUPER MARIO   **BROTHERS**
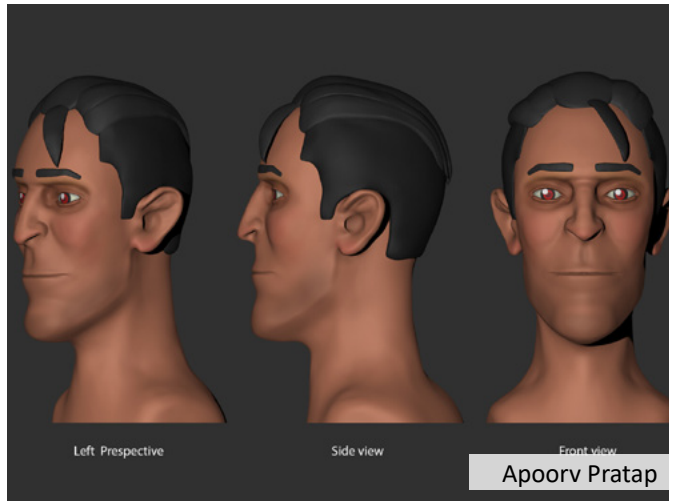
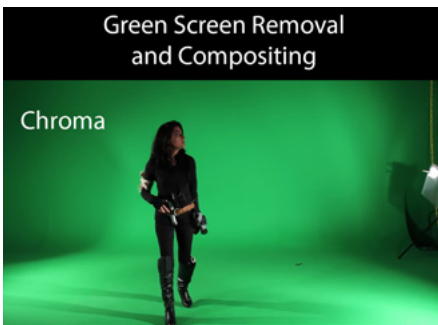Md Maaz Khan

Bivaash Dewan

Aman Preet

Bivaash Dewan

Left Prespective   Side view   Front view
Apoorv Pratap

VFX AND COMPOSITING

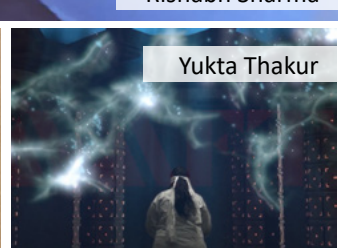Green Screen Removal and Compositing
Chroma
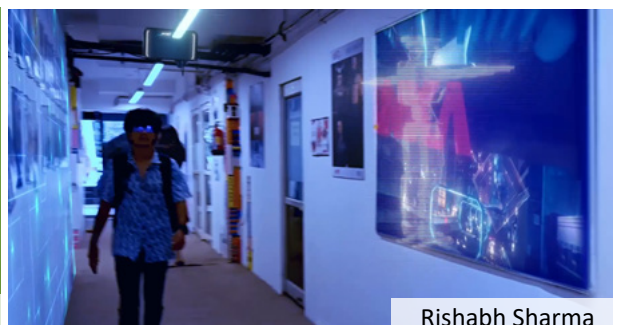
Yukta Thakur

Rishabh Sharma

Background
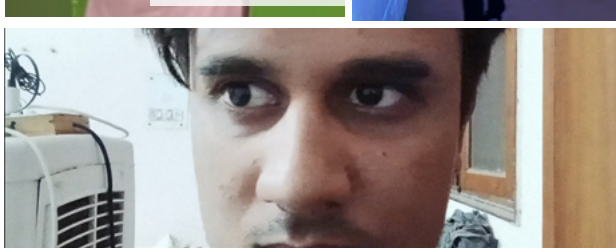
Yukta Thakur
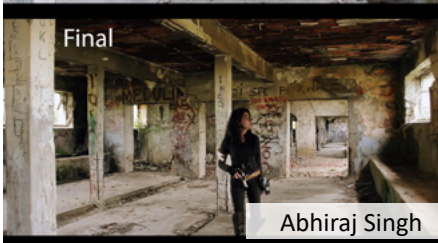
Final
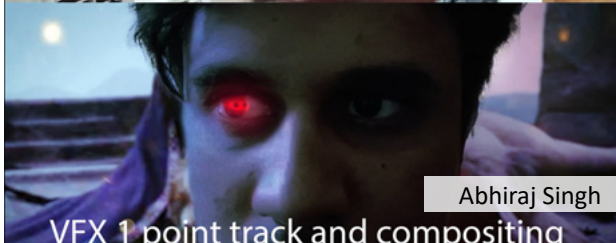
Abhiraj Singh

VFX 1 point track and compositing
Abhiraj Singh

Yukta Thakur

Jovial Lepcha

Ishita Rakshit

DEFINE YOUR VISION
MORE GAMING, MORE EDITING

Mayank Garg

Nikhil Singh

GLONYX

GET LOST IN DETAILS
RX-17 bIRD
4K | 165Hz | NVIDIA G-SYNC

Jagesh Pandey

Sanjay Mishra

Shivam Khatri

Abhijeet Sainani

Himanshu Arora

Soumya Sinha

EXPLORING ART AND ANIMATION'S DYNAMIC INTERSECTION

Shudhanshu Kumar

This article explores into the complex link between art and animation, tracing the mutual evolution of these two creative spheres. It demonstrates the revolutionary journey from traditional creative forms to the immersive world of animation by tracing the historical events. The research looks at the convergence of artistic practices and technology breakthroughs, demonstrating how animation has evolved into a potent medium for artistic expression. This article explores the various genres of animation, Graphics & illustrating that show artists have used these dynamic platforms to express their narratives, and show conventional creative limitations. It goes on to look at how animation change contemporary creative trends.

Considering the relationship between artists' creative vision and the unique techniques and technologies that have propelled this intersection into new dimensions, highlighting animators' technological power. This article explores the numerous possibilities that emerge when art and animation collide, from 2D to 3D animation, virtual reality to augmented reality.

Hence forth the article highlights the boundless potential of art and animation synergy, inviting a greater knowledge of how these two realms intersect to generate fascinating visual experiences that resonate with audiences all over the world.

THE ART OF COLOR CORRECTION FOR VFX & ANIMATION

Gaurav Nath

Color correction, an integral part of the visual effects (VFX) and animation workflow, holds a significant position in crafting both realistic and stylized graphics. This article focuses on delving into the intricacies of color correction, aiming to empower aspiring VFX and animation artists to master this essential skill. It explores the interplay between primary and secondary colors, color harmony, and the psychology of color perception. Understanding color space conversion and white balance adjustment ensures accurate color representation across various media.The article also addresses the challenges faced in integrating computer-generated (CG) elements with live-action footage. Color matching emerges as a crucial aspect, seamlessly blending CG elements into their surroundings to create a believable visual experience. Primary and secondary color correction tools, coupled with adjustments in lift, gamma, and gain, empower artists to achieve the desired color balance and visual impact.In conclusion, by mastering the art of color correction, VFX and animation artists elevate their visual storytelling capabilities, creating captivating and immersive visuals. The insights provided in thisarticle aim to empower aspiring artists to embark on their creative journey with confidence and a deep understanding of this essential craft.

Role of Dynamics and Simulation in Film and Game Production

Anish Ahmed

Dynamics and simulation stand as indispensable pillars in the realm of film and game production, acting as the driving force behind the creation of visually stunning and believable virtual worlds. Rooted in real-world physics, these dynamic simulations are generated using various software applications, infusing life into on-screen visuals and significantly contributing to the overall immersive experience for audiences. This article explores the critical significance of dynamics and simulation in film and game production, emphasizing their role in shaping impressive and believable content. Special effects, a product of dynamic simulations, inject vitality into film screens and gameplay, enriching the viewer's experience.

The article delves into key dynamics and simulation methods, shedding light on their importance in the creative process. Rigid body dynamics govern the realistic interaction of solid objects, liquid simulations bring fluidity to water and other liquids, while cloth simulations add a layer of authenticity to the movement of fabrics in virtual environments.

This article showcases how dynamics and simulation serve as catalysts in producing realistic content. Drawing insights from film production and popular games, it demonstrates the profound impact of dynamic simulations on the final product.

This exploration underscores the pivotal role of dynamics and simulation in contemporary film and game production. As technology continues to evolve, the creative landscape is enriched by these dynamic elements, ensuring that the visual storytelling experience reaches new heights.

Video Matting: An Evolving Journey

Abhishek Sharma

Video Matting, an experimental process to separate a video in two or more layers, formally used in post-production of film making. This paper is review of the execution and the evolving journey of the process. This technique generally helps to generate an alpha mattes to process the video layers further. This technique was first introduced in the year 2001 since then been used in numerous of films. The major expected output using the process from an artists' perspective is, extract the foreground with edge accuracy, time stability and minimum time intervention. Since 2001 the method evolved is ways to get accurate result. This paper focuses on the pre-history of the process, this technique as mentioned is used for post-production of digital film making for the technique of compositing, an introduction to the tradition process of compositing. Later to elaborate with the methods evolved from using optical flow using trimap propagation, Roto Brush tool in Adobe After Effects in 2009, Refine Edge Tool in Adobe After Effects in 2011 and later in 2017 Deep Learning method. As a conclusion the process, still have a scope of experiment as the wide imagination of artist and film makers have no limit with the support of latest technologies, AI integrated applications.

Relation of Different style of Art and Animation

Yogesh Kumar

The relationship between different styles of art and animation is deeply intertwined, with each influencing and shaping the other in unique ways. Realism, both in art and animation, strives to faithfully replicate the details of the real world, creating a visually accurate representation. This precision is often employed in technical or scientific animations to convey information with clarity. On the opposite end of the spectrum, cartoon or comic art simplifies and exaggerates features, giving rise to a playful and often humorous style. This aesthetic seamlessly transitions into animation, where hand-drawn or digital techniques bring lively characters and exaggerated expressions to life. Abstract art, known for its departure from realistic depictions, finds its counterpart in abstract animation, where creators explore non-representational visuals, using motion, shapes, and colors to evoke emotions or convey artistic concepts. The relationship between art styles and the animation world on a global scale is dynamic and multifaceted. Different cultures and regions contribute distinct artistic traditions that, when translated into animation, create a rich tapestry of visual torytelling. Additionally, the world of animation is increasingly shaped by the fusion of various art styles, resulting in a diverse range of visual languages that cater to audiences worldwide. The interplay between cultural artistic traditions and the universal language of animation continues to evolve, fostering a global exchange of creative influences that enrich the storytelling possibilities in this dynamic and ever-expanding medium.

Importance of Drawing & Painting in Indian Animation Education

Deepak Sharma

This abstract delves into the critical perspective of a pre-production instructor in the Indian animation education sector who underscores the pivotal role of drawing and painting in shaping proficient animators. Emphasizing the historical significance of classical animation, which relied solely on drawing skills, the instructor highlights the fundamental nature of these skills in the animation industry, particularly in the era predating advanced software and systems.

The absence of ample focus on drawing in Indian animation education is identified as a potential factor contributing to the perceived lack of high-quality animation products, spanning movies, series, and advertisements. Beyond the act of creating images, the knowledge of drawing and painting is asserted to be integral to the entire animation, VFX, and filmmaking process. Manual understanding of animation is deemed essential for facilitating comprehension of computer-generated animation, prompting the instructor to advocate for a holistic approach that encompasses the entire pre-production process.

Technology transformation in the Animation Industry

Mayur Jaiswal

The term "ANIMATION" which is now a synonym word for entertainment holds something special for all age groups

For children, it is a gloomy world full of cartoons and iconic characters and for youth, it is "ANIME", consisting of all the genres from Romance to Thriller. Animation has added a new world of dimension to peoples amusement and the technology is continuously enhancing and evolving to make the viewers experience more exhilarating.

In the past, animators found animation to be fascinating, but producing the final products was a laborious effort because each step had to be completed by hand. Making a few seconds of an animated shot required a large team of workers and as a result it increases the budget and timeline of the film.

In this article we will discuss the advancement in technology and hardware equipments for a better production workflow and scintillating outputs.

In recent years it is clearly evident that the technology has significantly advanced and now the things which were difficult or impossible to create in the past are easily achievable.

Increasing Demand for 3D Application in Global Market

Rahul Thakur

The demand for 3D applications has been steadily increasing, and it's likely to continue growing in the modern era for various reasons. Here are some key factors contributing to the increasing demand for 3D applications. As technology continues to advance, the demand for 3D applications is likely to grow across diverse sectors, driven by the need for more immersive, interactive, and realistic digital experience. These trends are based on information available up to January 2023.

The demand for 3D application having major impact on various industries. Some of then are Entertainment, Education, Real estate, Healthcare, manufacturing and Design, E- commerce and 3D Printing etc.

India's animation sector is growing at a rapid pace. Indian animation companies and studios have been moving up the value chain to create their own intellectual property rights. Global giants such as Walt Disney, Warner brothers and Sony have been outsourcing animation characters and special effects to Indian Companies Like Red chilies VFX, Reliance Studios, Green Gold Pvt Ltd, Prime Focus etc. Though the animation industry has often been clubbed under the technology sector, entrepreneurs say the business is 70 per cent art and only 30 per cent technology. This is why small enterprises driven by the passion of art-loving are bagging notable deals.

Animation and Advertising: From Concept to Reality

Naveen Anand

This research focuses on the vast influence of animation in advertising. It emphasizes the dynamic nature of animation as a sequence of images that develop as an art form. Addressing television ads and web banners, the study highlights the positive influence of animation on critical advertising dimensions such as recall, recognition, memory, attention and attitude formation. This paper attempts to highlight the importance and relevance of animation in advertising and give context from the Indian advertising industry. While recognizing challenges associated with animation, such as the need for expertise, the study focuses its cost-effectiveness as a persuasive advertising option. Despite its conceptual nature, this research offers a basic insight into the fundamental aspects of advertising animation, especially in the absence of literature on this subject in India. The study concludes by discussing the implications of management and research and urging advertising agencies to explore the role of animation and its applied technologies in shaping consumer perceptions. It advocated further exploration of animation and related technologies based on previous research that highlighted their impact on attention, attitude and brand awareness. The research serves as a call to examine the impact of animated advertising on consumer behaviour and sales. This conceptual work provides a fundamental in this fascinating area of growing industry, especially in the Indian advertising landscape.

Importance of a Good Topology Flow in 3D Animation

Merin Jose

Topology in 3D modelling refers to the arrangement, flow, and connectivity of vertices, edges, and faces in a 3D model. Topology shows how well the wire frame of the model looks like. 3D topology is often an under looked aspect in 3D animation. It is the core aspect from implications of topology on UV unwrapping to animations to even rendering efficiently.

This paper puts emphasis on the significance of maintaining a good symmetry, while maintaining the intricate details of the model. Thereby, teaching the artist to create a good topology by breaking things down into manageable pieces. If not done properly it can be time-consuming and inefficient. Artist has to make sure to not have everything attached to a single mesh.

Even though 3D software like Maya helps us in automatic retopology yet it is not efficient enough for the industry requirements. Hence, in conclusion, the artist needs to be technically skilled with a good sense of observation so as to tweak different vertices effectively in order to form a good topology flow. This paper also puts forth an open discussion on the areas where the 3D software can work more effectively with simpler steps, in order for artist to work on other creatively daunting tasks.
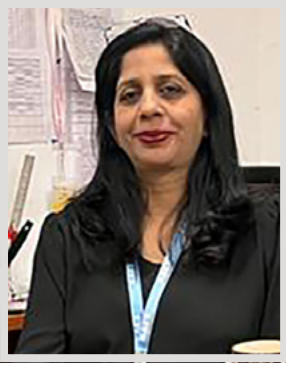
The Impact of Graphic Design on Shaping Perceptions

Rama Arora

Graphic design is an act of communication and perception is what one perceives unconsciously. This article investigates how graphic design shapes and moulds human perception on a variety of life surfaces. It explains the intricate connection between visual communication, perception formation, and design components. If designer know the laws of visual perception and apply them effectively in designs, he can shape the perception of the graphic image created. The article focuses on how graphic design goes beyond basic aesthetics to become an efficient tool that shapes feelings, ideas, and actions. It observes the effects of graphic design on societal, cultural, and individual perceptions. It examines how design choices in branding, advertising, user interface, and information visualization significantly impact the way individuals interpret and engage with information, products, and experiences. It acknowledges the influence that graphic design has on consumer buying behaviour and culture.

Conclusively, this article aims to provide a holistic understanding of the multifaceted impact of graphic design on shaping perceptions.

A Comparative Study of Canva and Photoshop - Tools versus Softwares

Nitya Grover

The word graphic design is comprised of two components, graphic and design. The first part of this word is graphic, which may refer to anything that is visual and that can be used to convey a certain message. To illustrate the meaning of graphics, we can look at drawings, posters, photographs, sculptures, etc. Design, put simply, refers to the process of organizing one's thoughts and ideas into a manner that is easy for the audience to perceive. Graphic design is the process of using different visual elements together on a particular medium, either on screen or on paper, to convey an idea or a message to the intended audience. This paper intends to study the differences and draw up a comparative study of some digital tools that can be used to aid the process of graphic design for screens. This article will be studying Adobe Illustrator and Adobe Photoshop, and see its similarities and differences when seen alongside Canva and PicMonkey. While all the softwares have their own merits and demerits when it comes to editing and designing, the main point to remember is that the target audience for each of these softwares is entirely different. Softwares and applications like PicMonkey and Canva are meant more for beginners, who need basic tools for their tasks. For more advanced artists, however, Photoshop, Illustrator offer a wider array of tools and functionalities. Both the softwares have their own shortcomings and advantages. Thus, in order to stand up to the newer softwares, the older softwares may need to introduce newer technologies, including but not limited to AI tools.

Snehit Sharma

"The Impact of Color Perception on Branding: Disclosure of Consumer Perceptions and Strategic Implications".

This research article examines the significant impact of color perception on branding strategies and consumer behavior. Using a comprehensive systematic review of psychology, marketing and organizational theory, we explore the complex ways in which colors evoke emotions, form impressions, and communicate brand values. Through the analysis of case studies from a variety of industries, we identify the versatility of color schemes that successful companies use to create stronger emotional connections with customers.

The study examines consumer perceptions and behaviors, shedding light on how color choices influence decision-making processes, purchase behavior, and brand loyalty Furthermore, we examine industry-specific nuances of color a preferences and trends, providing insight into why certain colors resonate well within specific sectors.

As digital media and technological advances are changing the brand communication landscape, we explore the implications of these changes for color representation and perception. The article discusses methods of color testing and market research, emphasizing the role of empirical methods in selecting the most effective colors for a brand

The challenges and controversies associated with the use of color concepts in branding are explored, offering a exact perspective on cases where color choices can have unintended consequences Finally the article concludes with future developments for the future on color perception and brand forecasting Strategically leveraging color for This research contributes valuable insights into evolving brand management, providing a strategy for creating impactful, resonant brand identities through the strategic use of color .

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