



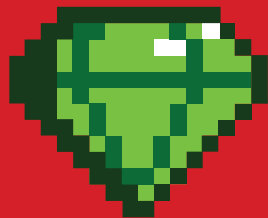
NAMING AND LOGO PROJECT

AN INDIE VIDEO GAME COMPANY
BY YOUSEF MEGDAD

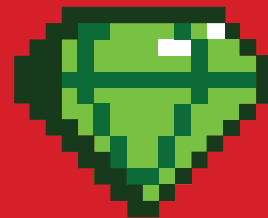
BRAND PERSONALITY



KEYWORDS



- HIDDEN
- TREASURE
- GAMING
- CREATIVITY
- NOSTALGIA
- CHARMING
- COLLECTATHON
- NICHE
- STYLISH
- AMBITIOUS
- ADVENTURE



- WHIMSICALLY
- QUESTS
- ARTIFACTS
- GOLD
- GEMS
- HERO
- EXPLORATION
- JOURNEY
- DISCOVERY
- ACTION
- WONDER

NAME PROPOSITIONS

HIDDEN GEMS

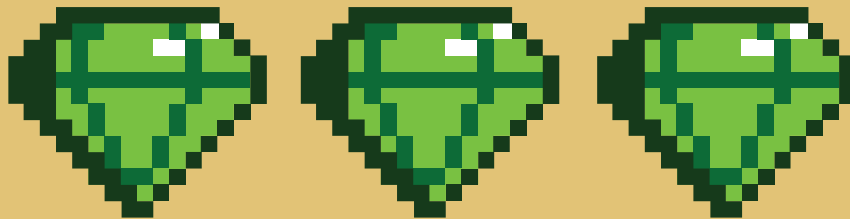
A “Hidden gem” is a term from gamers. Every gaming console has a huge gaming library so there are bound to be a few games that you might miss out on. Whenever people play niche/ not so well known but beloved games from die hard fans, they are called hidden gems. Hence the name. As the player, you are bound to have drastically different gaming libraries on your system compared to your friends. Maybe a friend will recommend a game you’ve never heard of. You give it a try and you end up really loving it. “This game is a hidden gem.” The gem represents the treasure and “hidden” is self explanatory.

FETCH QUESTS

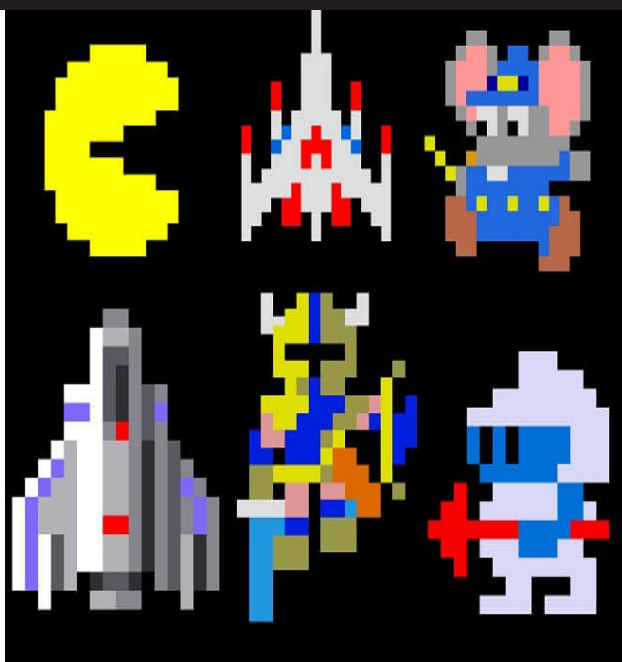
The term “fetch quests” is an in-game quest (mission) in which an object or objects must be acquired and brought back to the quest-giver or given to some other designated party. Going on an adventure looking for the item to complete your quest. Hence the name Fetch quests.

WHAT IS HIDDEN GEMS?

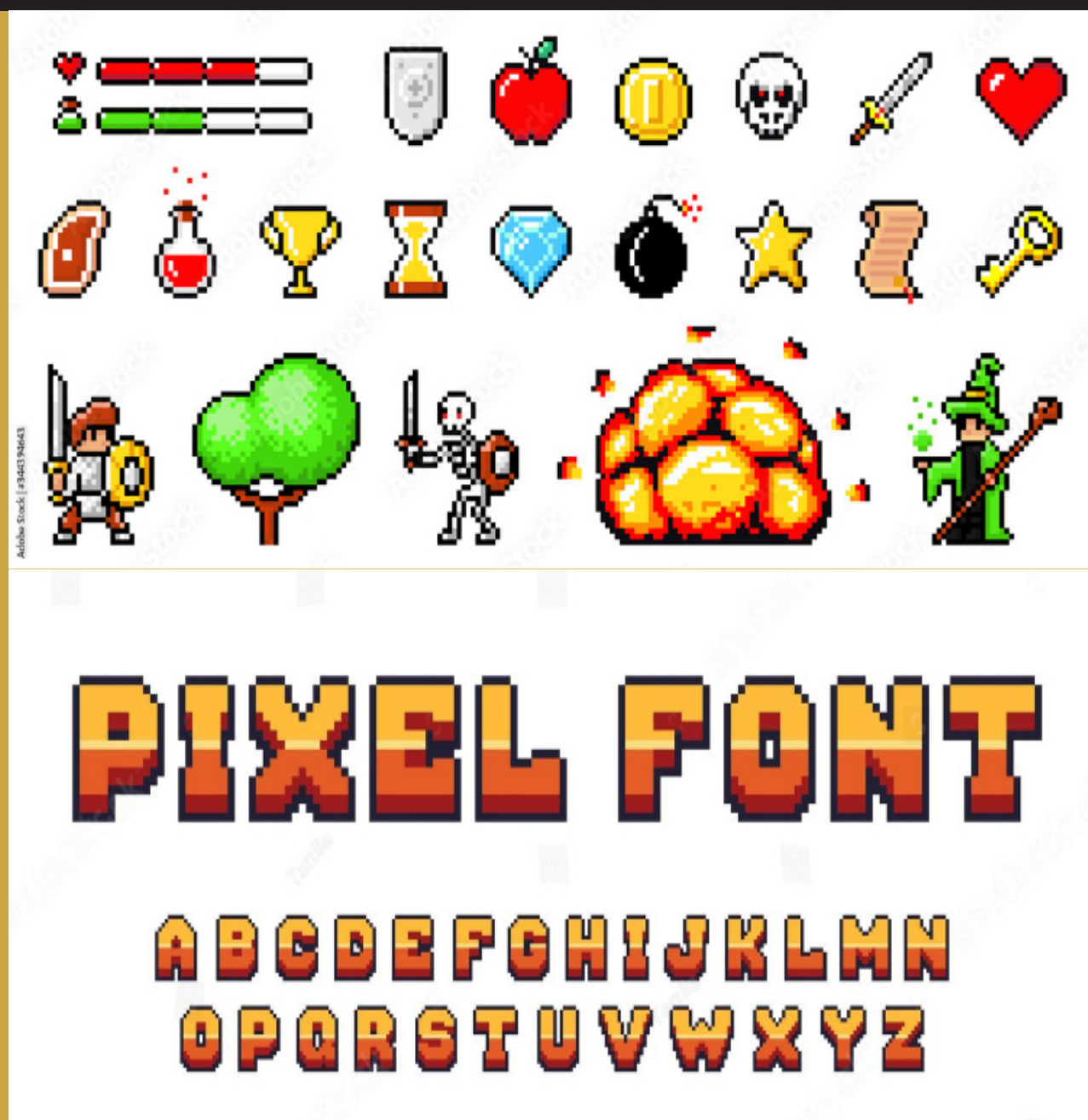
Hidden Gems is an indie game studio that creates video games for many gaming platforms. They are a niche company but they aim to create enjoyable games. Hidden Gems Game studio's mission is to create fun and enjoyable gaming experiences that are unique and interesting despite being niche and buried under many other games.



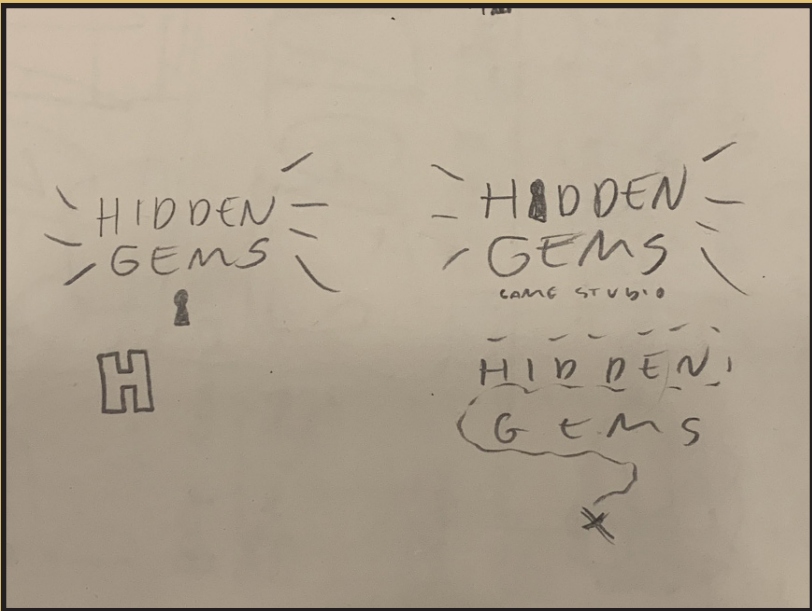
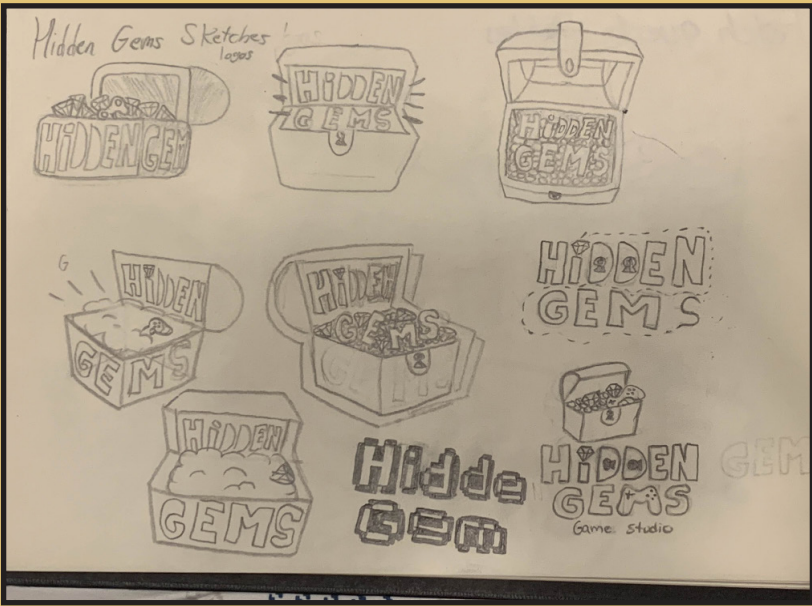
INSPIRATION



INSPIRATION



SKETCHES



LOGO PROPOSITIONS

HIDDEN
GENS

HIDDEN
GENS

HIDDEN
GENS

FINAL LOGO PROPOSITIONS

**HIDDEN
GEMS**

