



# THE OCTAGON 3

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MOODBOARDS V1  
08/18/2022

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## S4 OVERVIEW

SURF/60'S/CALIFORNIA

SURFER, WAVES, BEACHES

FOCUS ON LIGHTER COLORS, FUN CONTENT AND THE STRONG RELATIONSHIPS BETWEEN PLAYERS, THE CHANNEL & ITS COMMUNITY

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## MEETING NOTES

PLAYER HEADSHOTS & TURNAROUND TIME. ILLUSTRATION & BANDWIDTH

AGGRESSION/REVENGE: SHOTS OF SMASHED GC CONTROLLERS, TRASH-TALK SEGMENTS. FINE LINE OF FUN (STYLISH) VS OVER-THE-TOP EDGINESS (CAMPY).

SET DRESSING BUDGET

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MOODBOARDS V1

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## PROMO CONTENT

V1 (NEON): TAGGING PHOTOS  
V2 (EDGY): TORN ILLUSTRATION  
V3 (ANIME/COMIC): BANCHOU-STYLE

## OVERLAYS

V1 (LINEAR): COMIC STYLE

## TYPE

V1 (LINEAR): LETTERS THAT SHOUT  
V2 (ORGANIC): HAND LETTERING

## SET

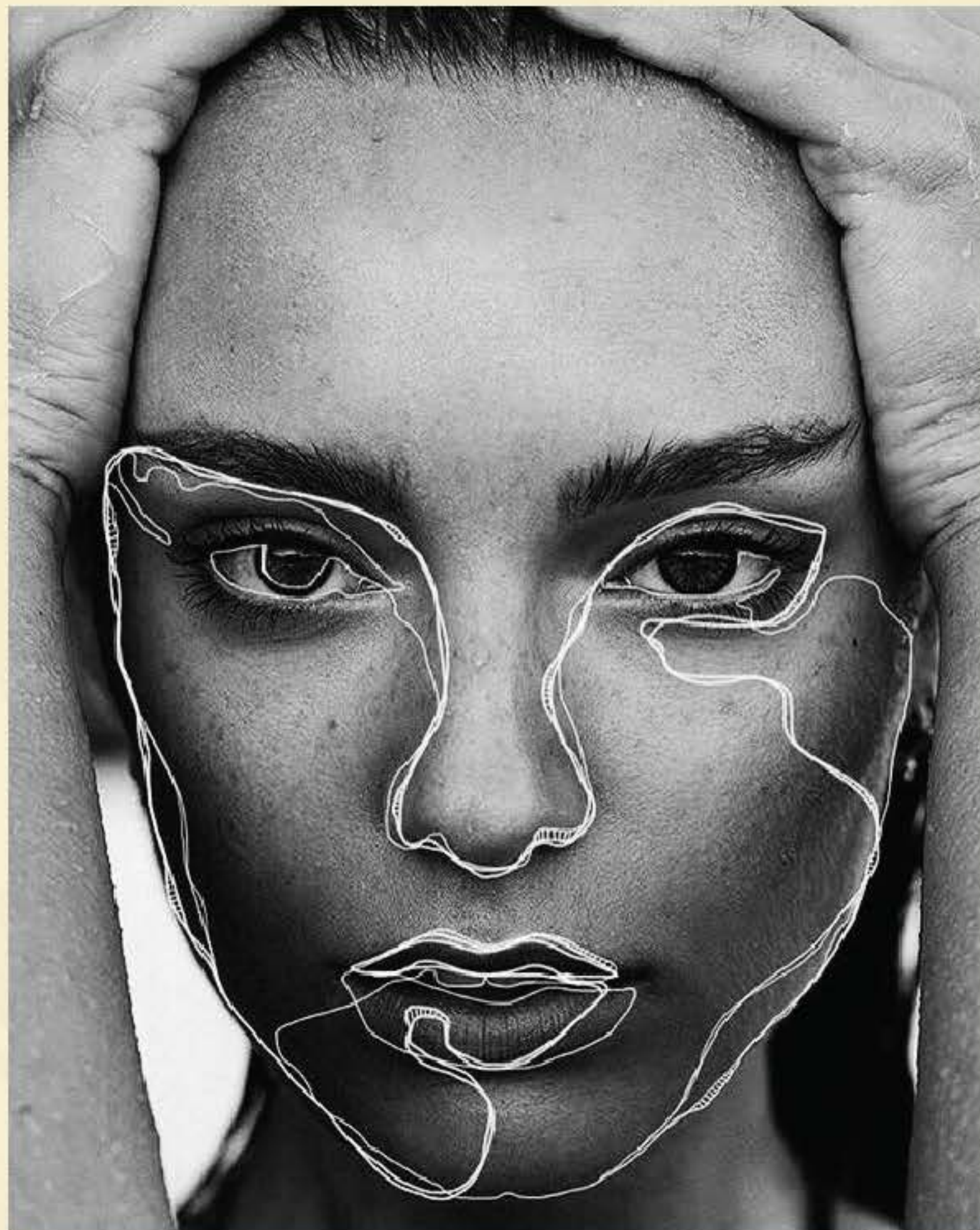
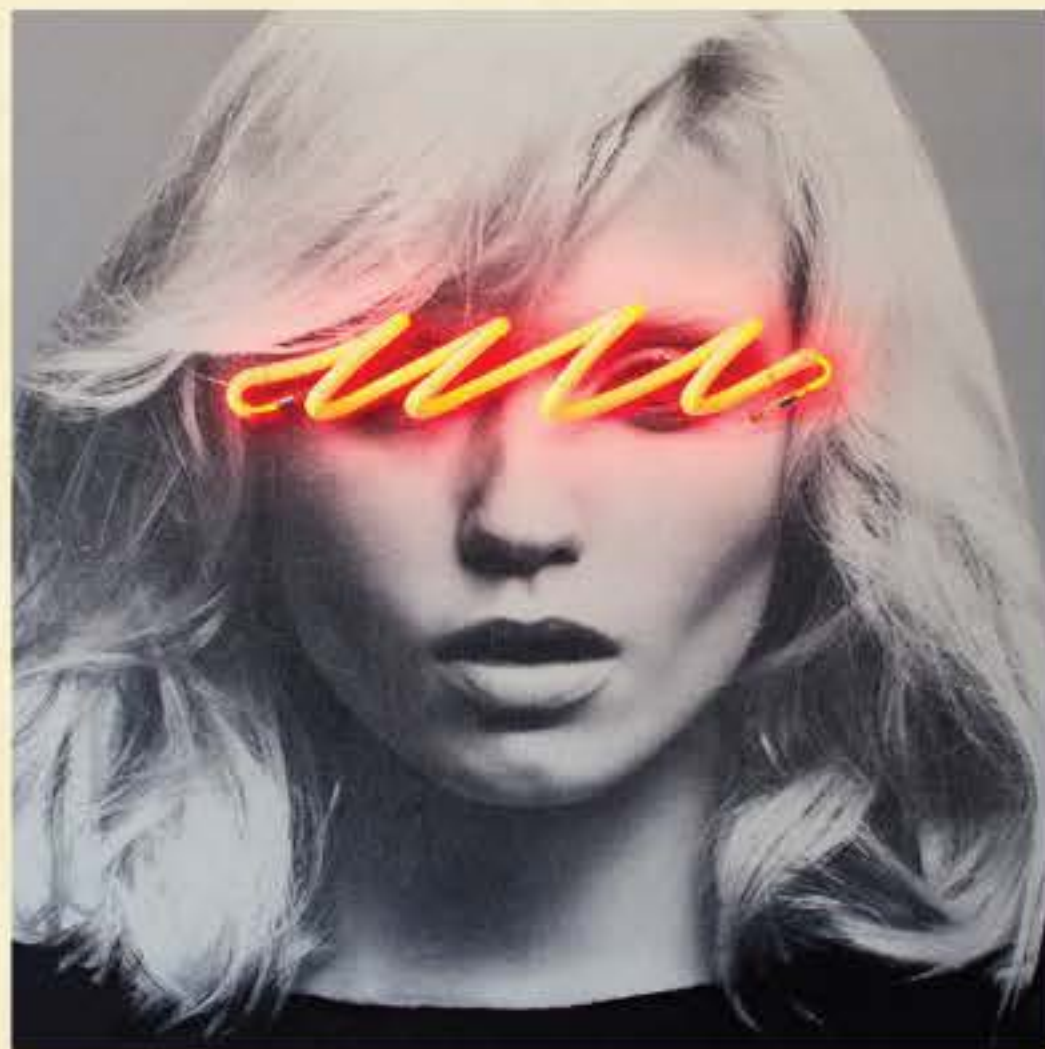
V1 (FUN): THE BASEMENT  
V2 (RUGGED): THE CAGE

## TEXTURE

NO MAJOR CHANGES

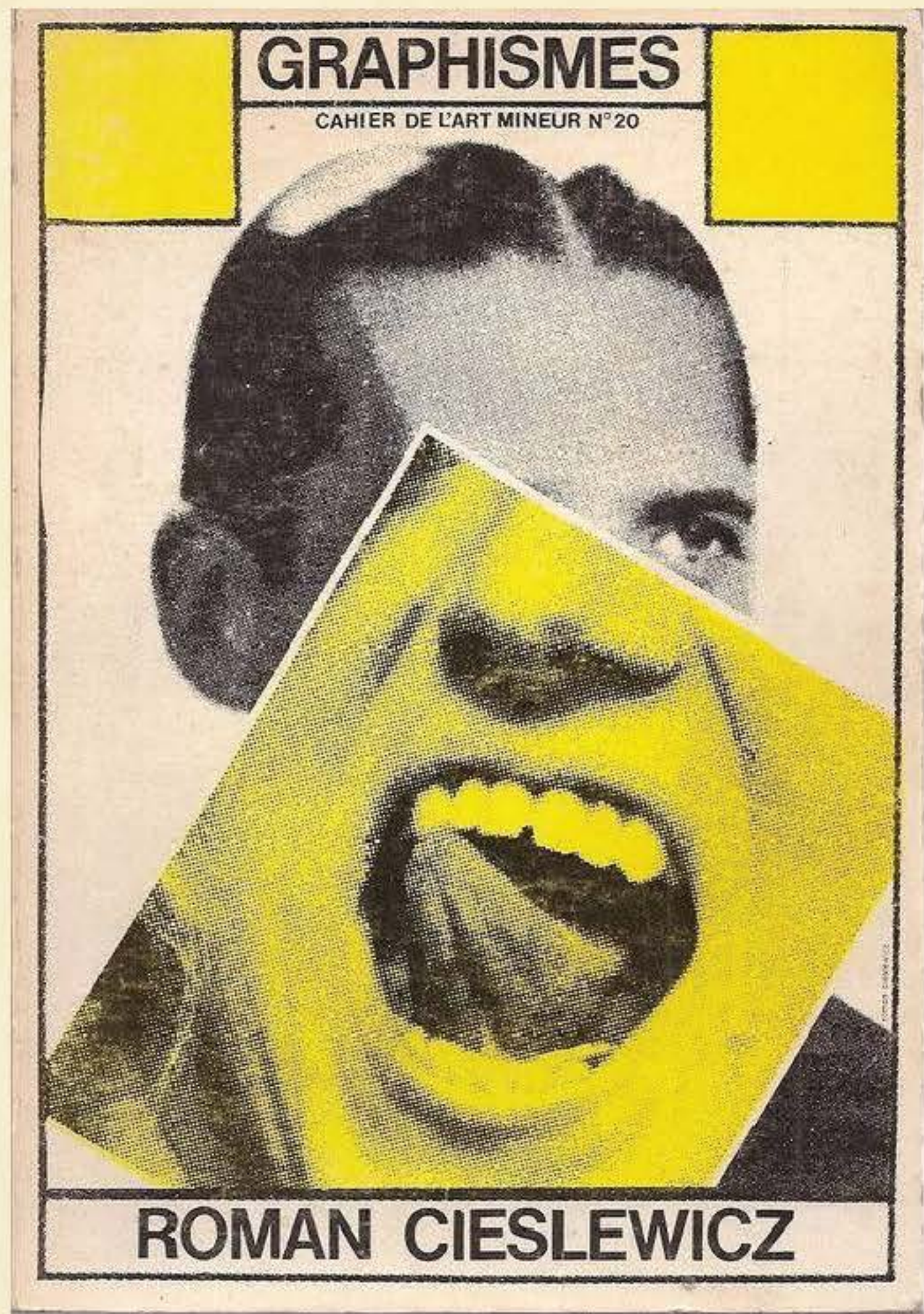
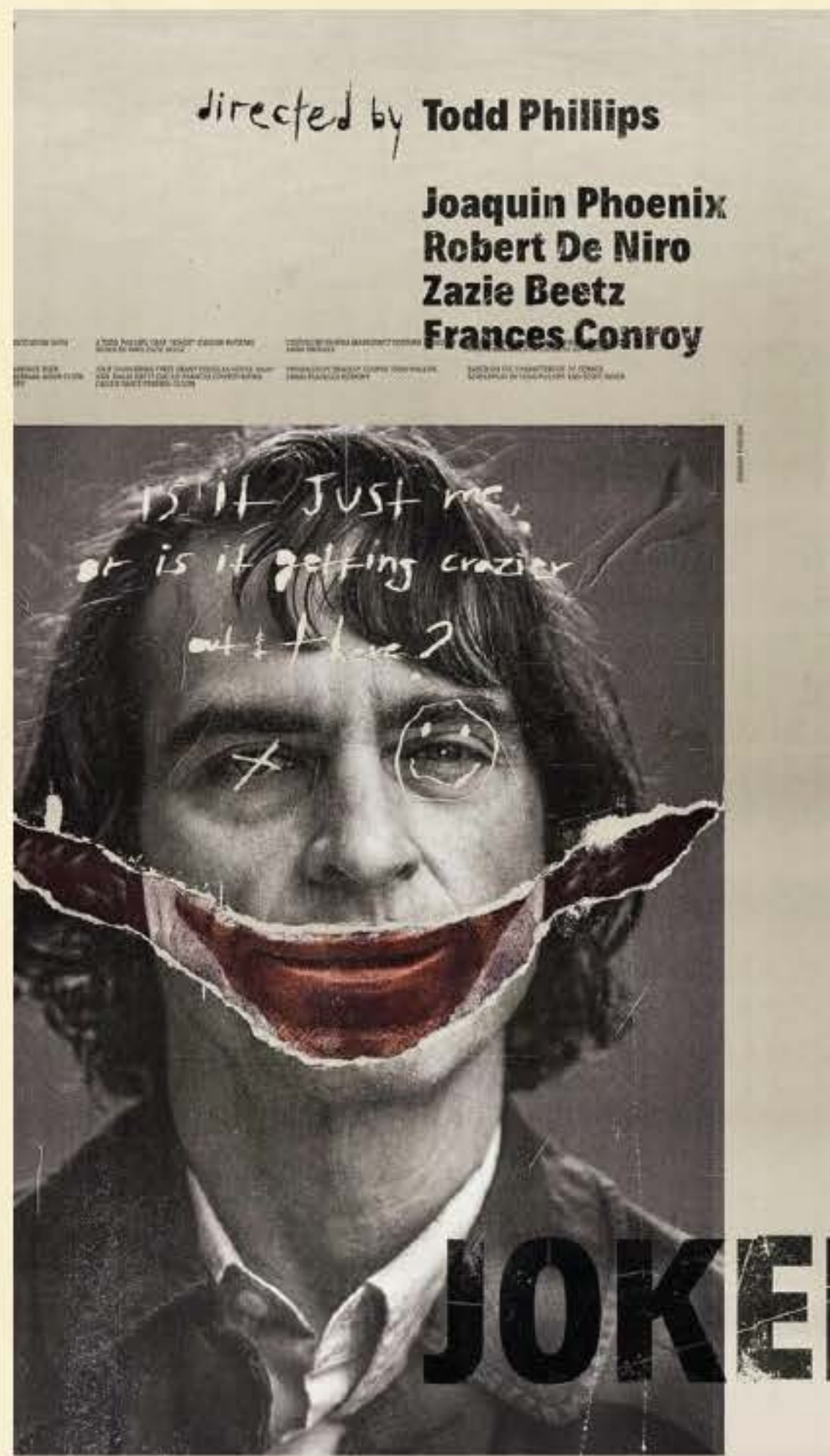
## COLOR

NO MAJOR CHANGES



**PROMOTIONAL**  
TAGGING PHOTOS

**TAGGING & GRAFITTI, ECHOING VISUALS OF AGGRESSION AND TRASH-TALKING CULTURE OF 1V1 FIGHTING.**  
A VERY EASY GRAPHICAL TREATMENT THAT COULD POTENTIALLY BE DONE DAY OF OCTAGON. THESE ARE GLAMOUR SHOTS BUT I SEE THIS AS BEING A FUNNIER, MORE SATIRICAL APPROACH.  
PAIRS WELL WITH FONT V2 (HAND LETTERING) AND SET V1 (THE BASEMENT)



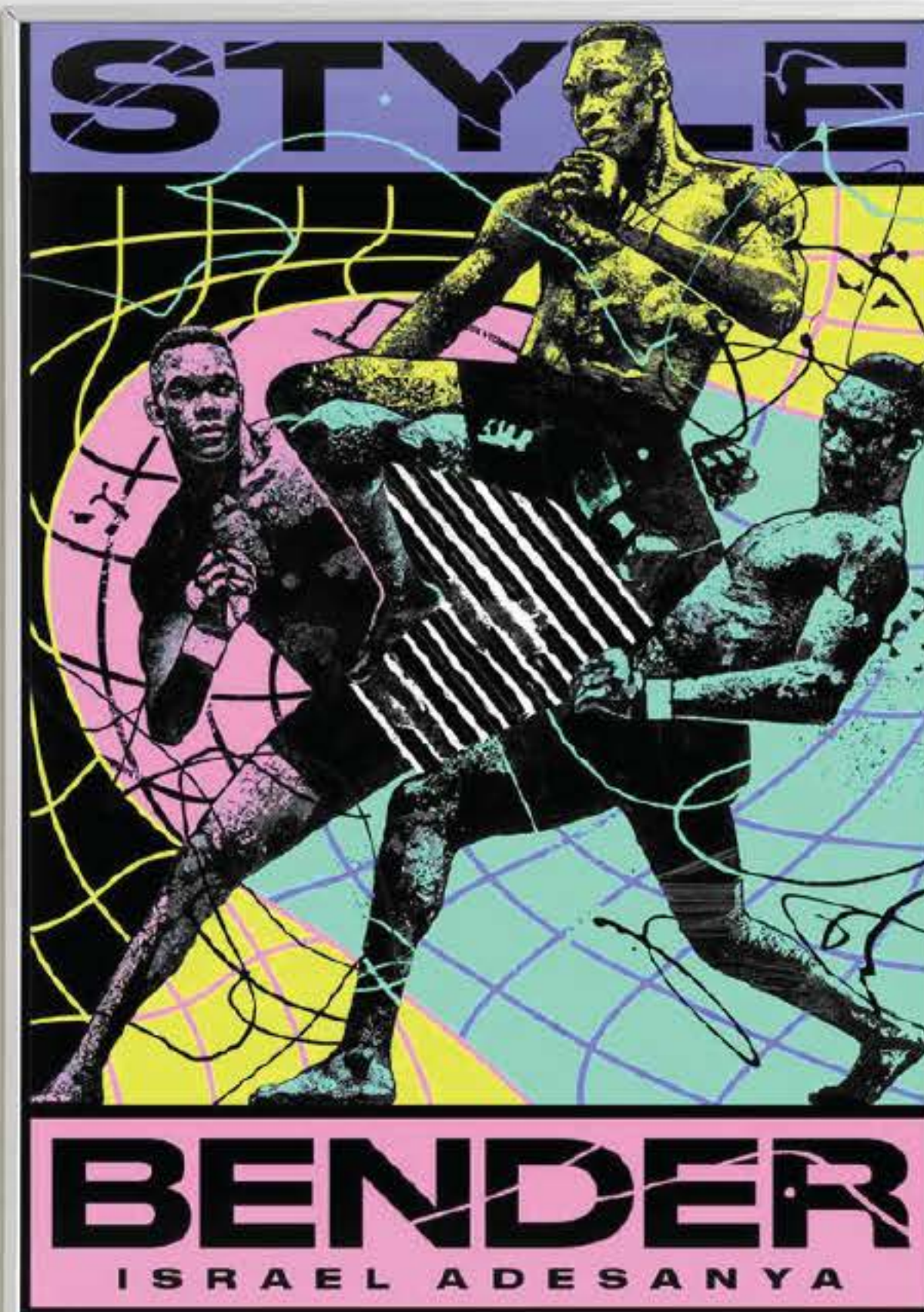
**PROMO V2**  
TORN ILLUSTRATION

**GRUDGES, CHIP ON THE SHOULDER. VISUALIZING LOSS OF COMPOSURE FOR A CHANCE AT REDEMPTION.**  
EXTENSION OF THE SMASHED CONTROLLER+CRT: FILM RIPPING THE "NORMAL" POSTER TO REVEAL THE ANGRY POSTER UNDERNEATH.  
PAIRS WELL WITH FONT V2 (HAND LETTERING) & SET V2 (THE CAGE)



**PROMO V3**  
BANCHOU-STYLE

**COOL, SLEEK AND FLASHY. HEAVILY BACKLIT, BRIGHTLY COLORED & FIGHTING ANIME-INSPIRED.**  
MORE IN LINE WITH GG MELEE'S S4-SPECIFIC LOOK. NOT BLATANTLY AGGRESSIVE, BUT STILL INSPIRED BY ANIME-STYLE DELINQUENTS WHO FIGHT FOR FUN - DRAWS PARALLELS TO SSBM'S AGE & ACCESSIBILITY.  
PAIRS WELL WITH SET V1 (THE BASEMENT) FONT V2 (HAND-LETTERING)

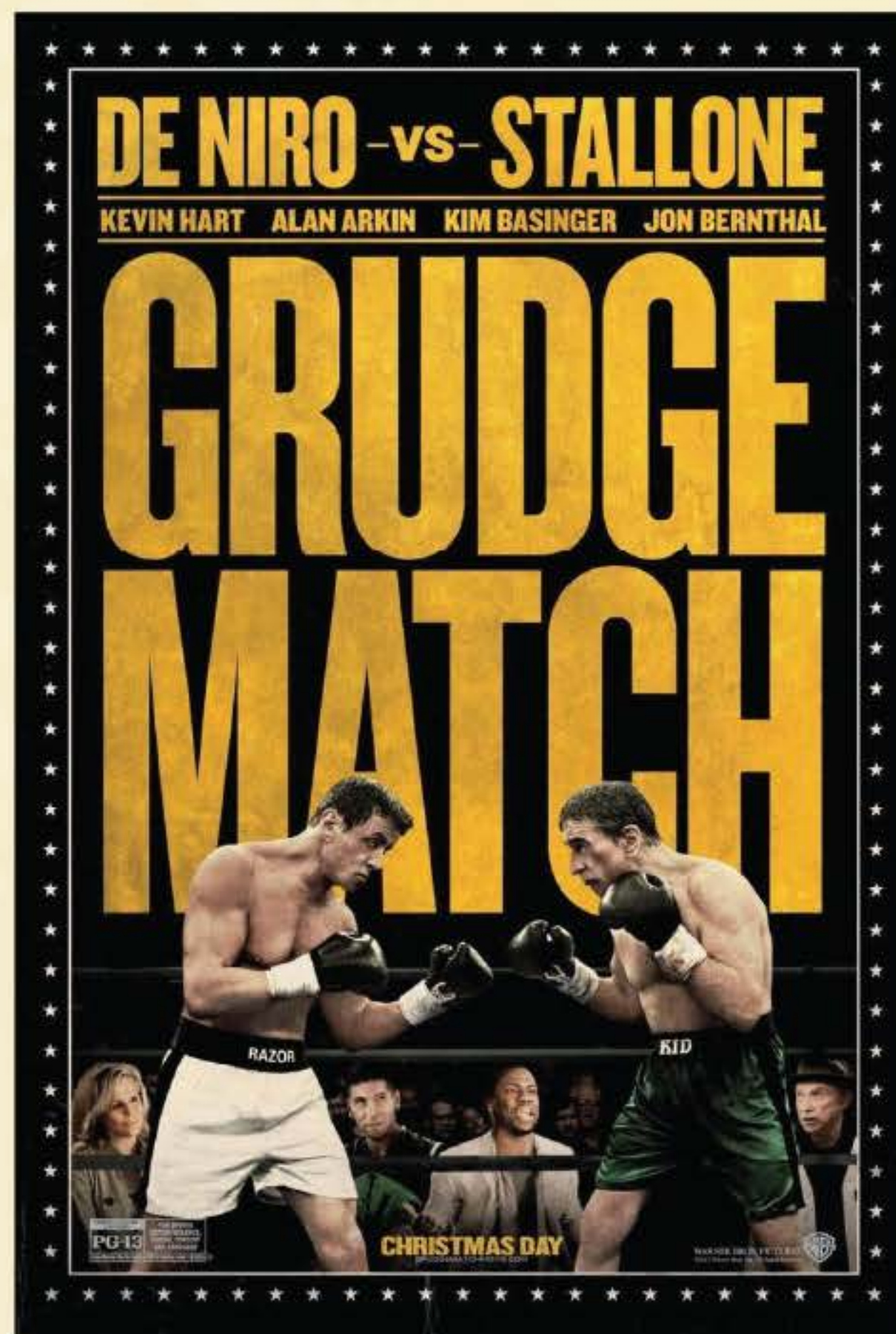
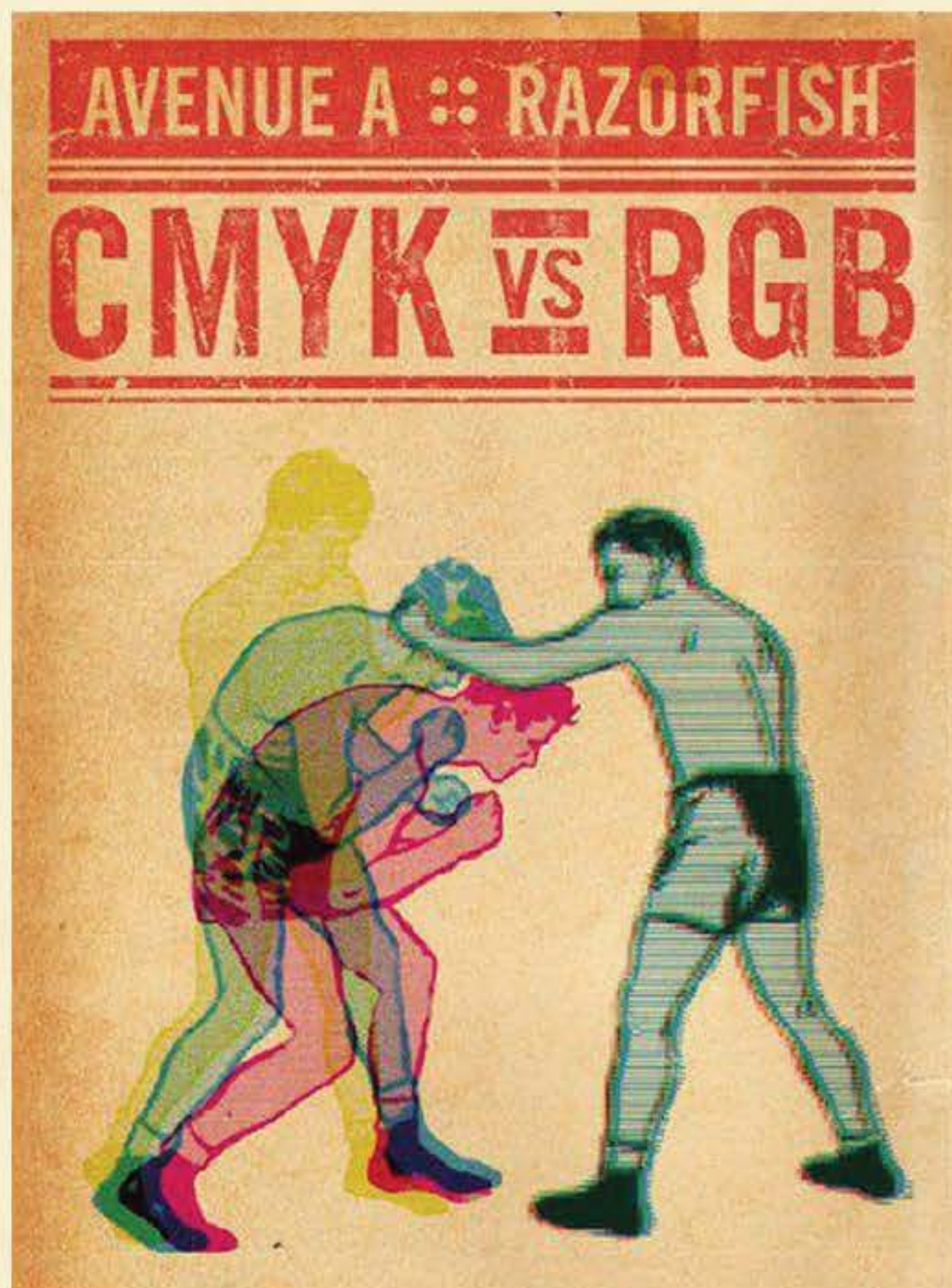


## OVERLAYS

COMIC STYLE

**MODULAR, BUT STILL HAVE ELEMENTS THAT "BREAK THE FRAME"**

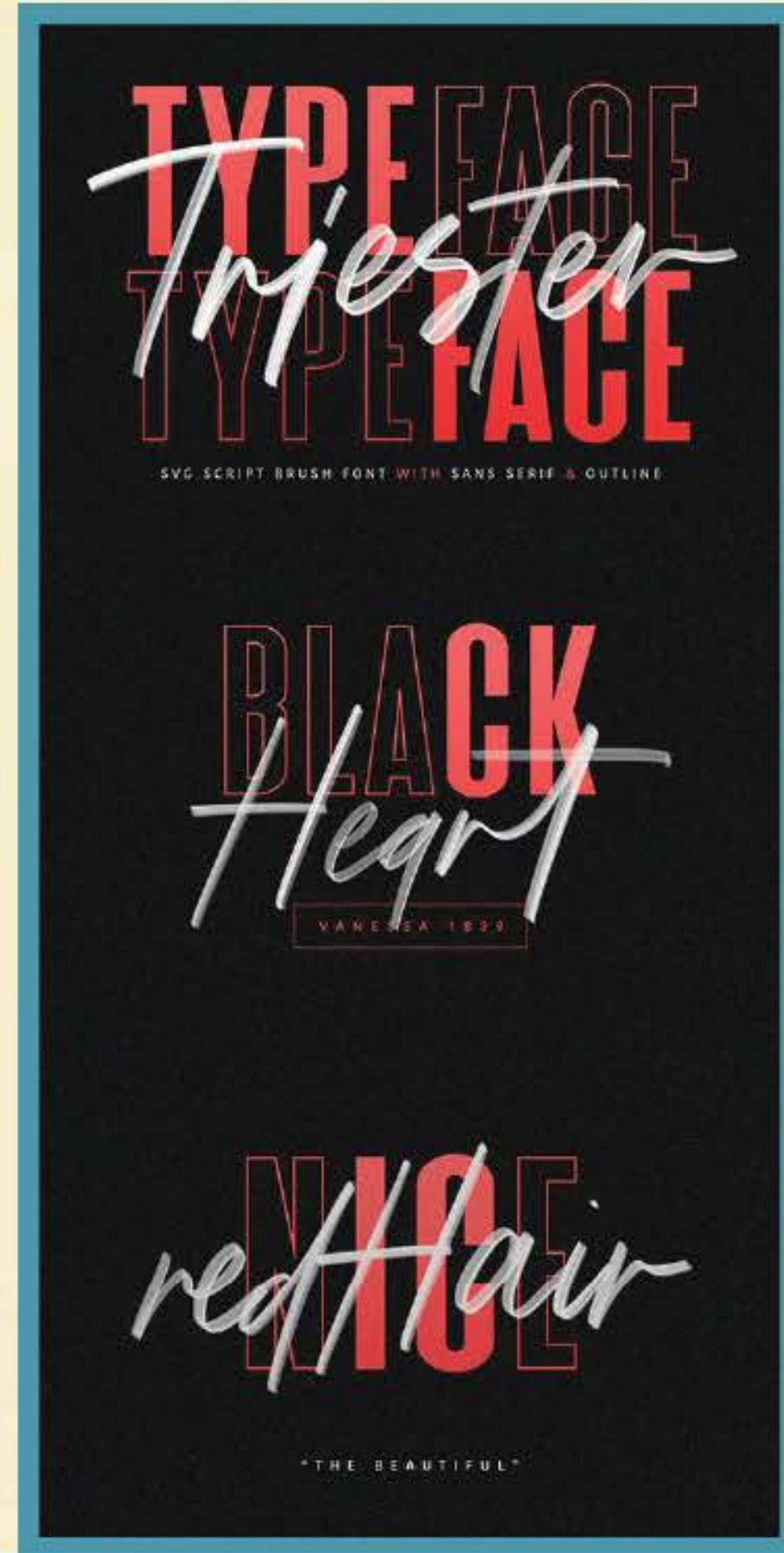
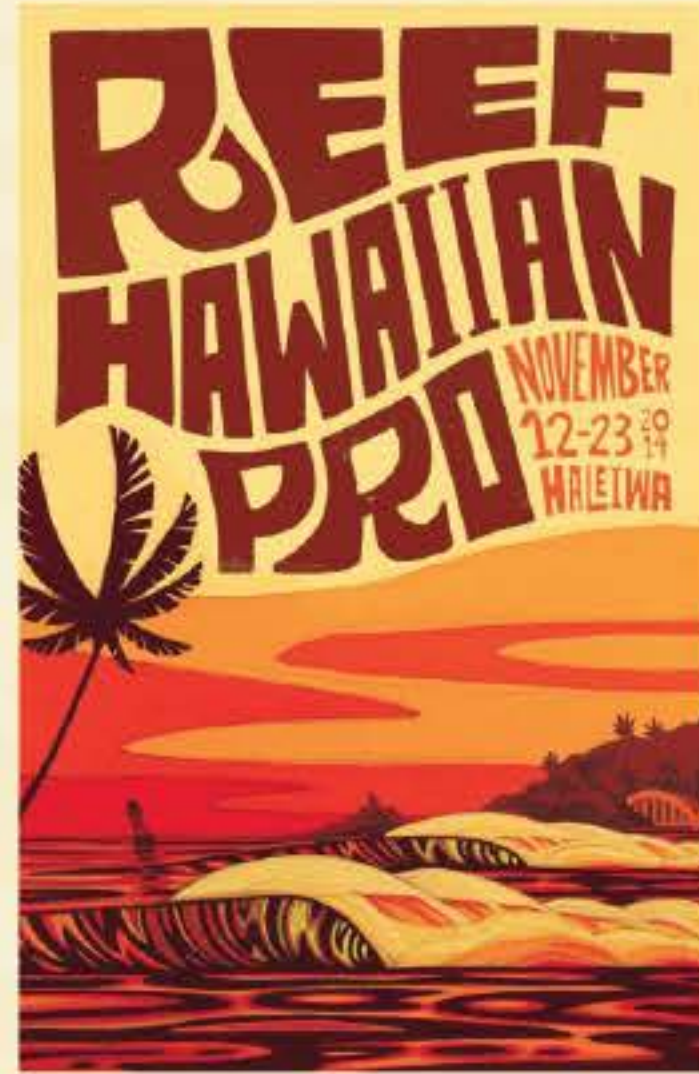
I NOTED "REVISITING" THE COMIC STYLE FOR THE OCTAGON SURING S4 TALK. THIS ALSO MIMICS GG LCS SUMMER GRAPHIC TREATMENT. ILLUSTRATIONS & ELEMENTS "BREAKING THE FRAME." ECHO TOPICS OF AGGRESSION & REVENGE. PAIRS WELL WITH PROMO V2 (TORN ILLUSTRATION), FONT V1 (LETTERS THAT SHOUT)



**FONT V1**  
LETTERS THAT SHOUT

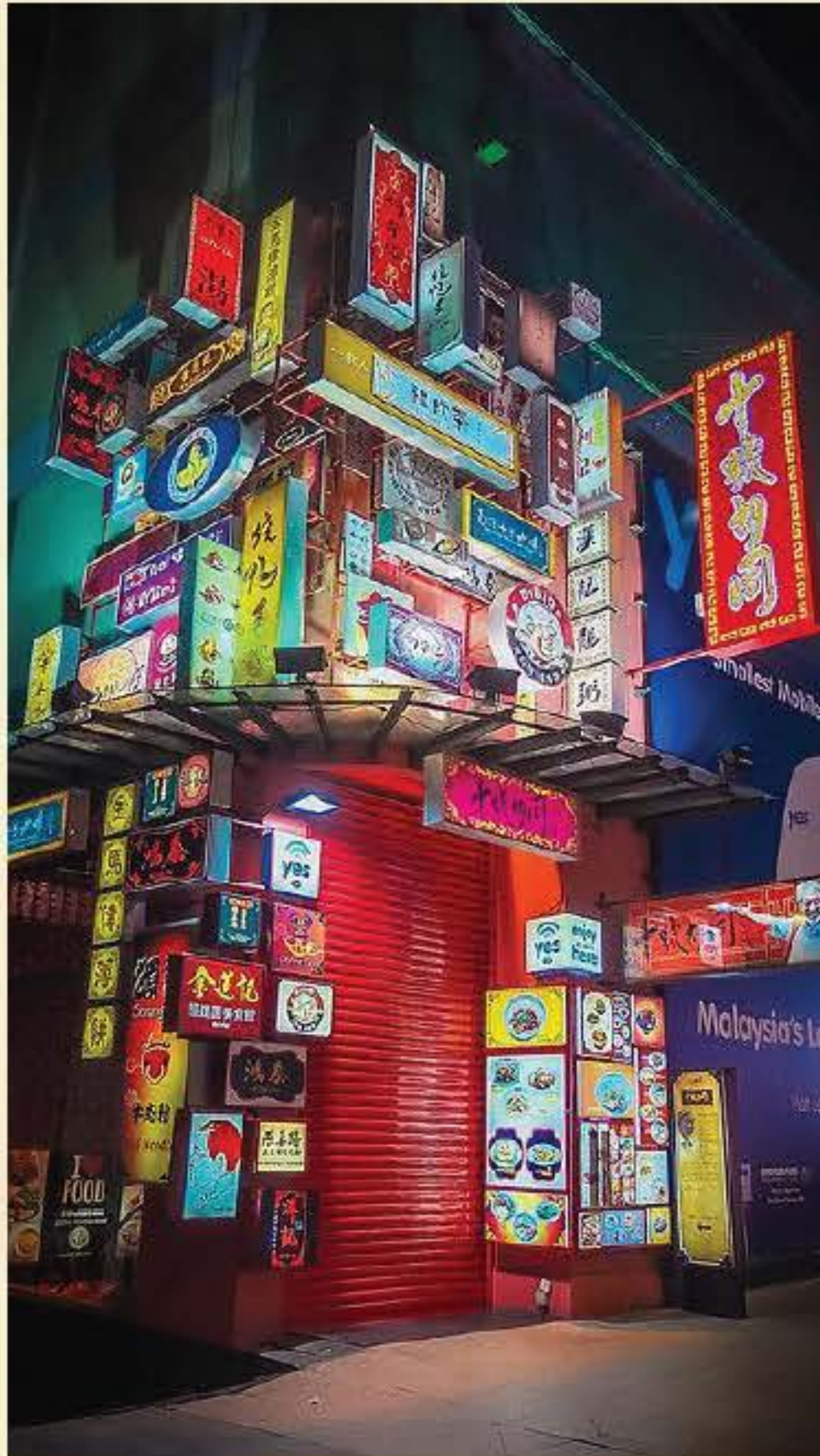
**BIG, LOUD LETTERING, JUSTIFIED TEXT, MODULAR. EDGY AND INTENSE.**  
MORE IN LINE WITH THE OCTAGON'S BRAND, GG BRAND AND THE OCTAGON LOGO. THIS MIGHT BE A LITTLE MORE EDGY & INTENSE - WOULD LIKE THIS TO LOOK MORE FUN.





**FONT V2**  
HAND LETTERING

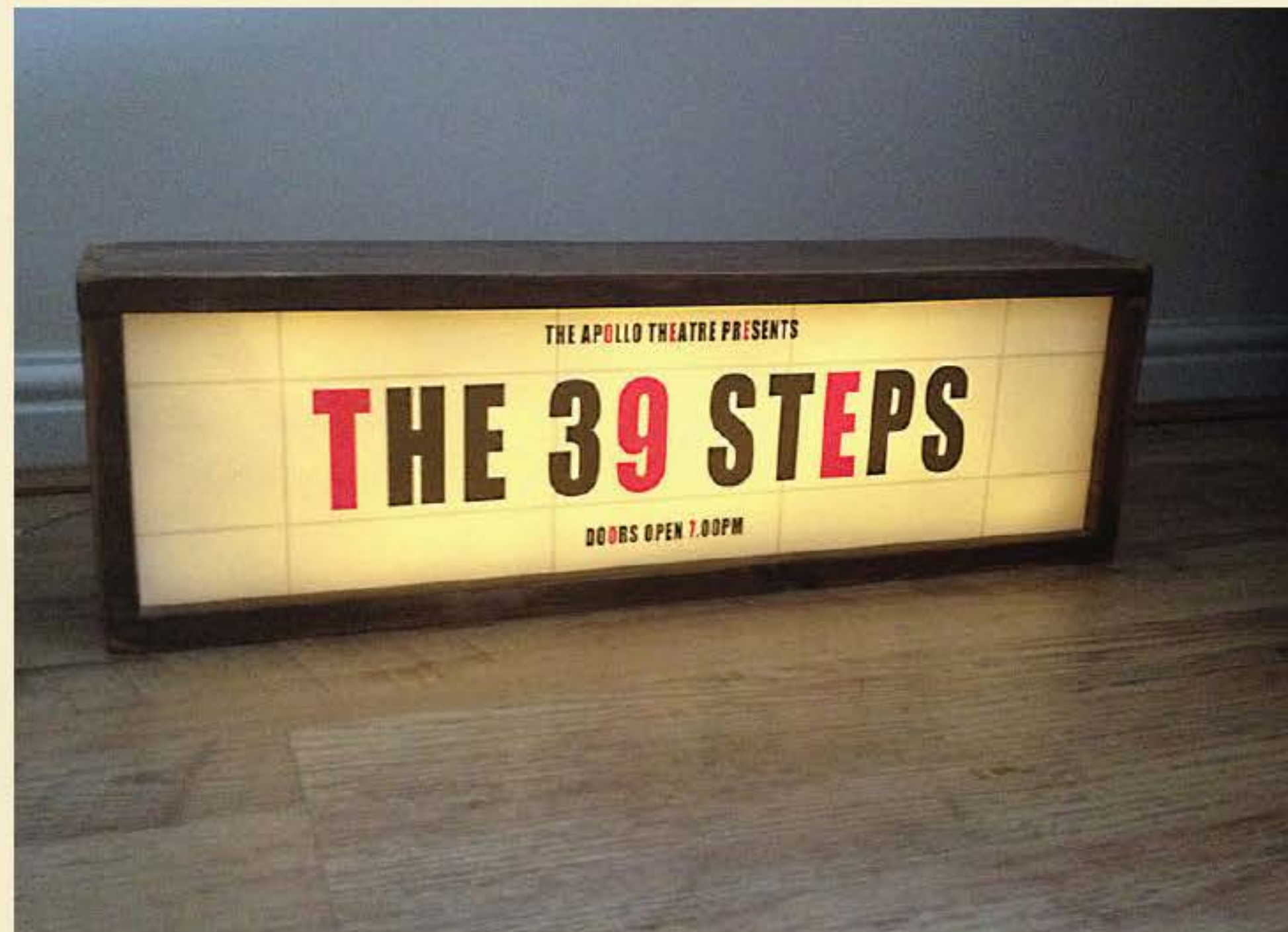
**CHILL, FUN BUT IMPACTFUL. EMBEDDED INTO ILLUSTRATIONS AND OVERLAYS.**  
MORE IN LINE WITH GG MELEE'S S4-SPECIFIC LOOK. LABOR INTENSIVE AND LACKS FLEXIBILITY, BUT COULD EXHIBIT THE SAME INTENSITY IN V1 WHILE STAYING IN LINE WITH S4'S WAVE TEXTURE.



## SET VI

THE BASEMENT

**EXTREME KITSCHY & FLASHY. POSTERS, TRINKETS AND NEON SIGNS REMNISCENT OF OLD SCHOOL ARCADES. SOME INSPIRATION FROM EAST ASIAN METROPOLIS OR UNDERGROUND MUSIC HALLS. REVISITING "FRIENDS (OR RIVALS) ON A COUCH PLAYING MELEE" PAIRS WELL WITH PROMO V3 (BANCHOU-STYLE)**



## SET VI

THE BASEMENT

**COLLAGE-STYLE POSTERS/VISUALS CONTAINED BY STRONG FOREGROUND LIGHTING.**  
**DIRECT EYES TO STRONGER LIGHTS OR HELP ORGANIZE THE CHAOS.**  
**PAIRS WELL WITH PROMO V1 (TAGGING PHOTOS) & FONT V1 (LETTERS THAT SHOUT)**



## SET V2

THE CAGE

**MODULAR, TEXTURED & RUGGED. MIMICS THE CAGE ONE STEPS INTO FOR AN MMA FIGHT.**

**DIFFERENT GAUGES TO CREATE DEPTH & TEXTURE. WILL NEED TO WORKSHOP THIS FURTHER TO DRAW AWAY FROM "MANLY BURGER JOINT" LOOK.**

**PAIRS WELL WITH PROMO V1 (TAGGING PHOTOS) & FONT V1 (LETTERS THAT SHOUT)**

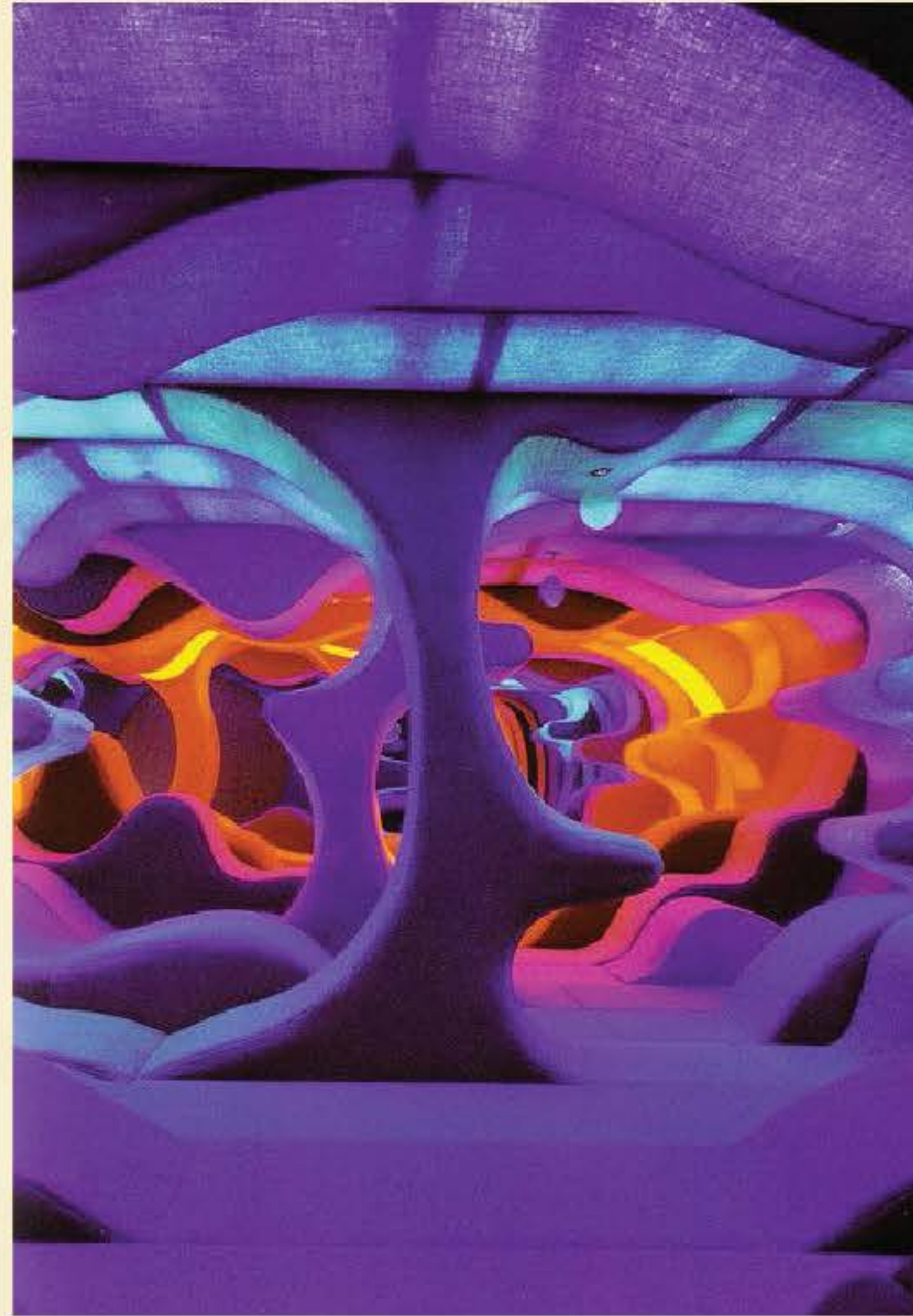
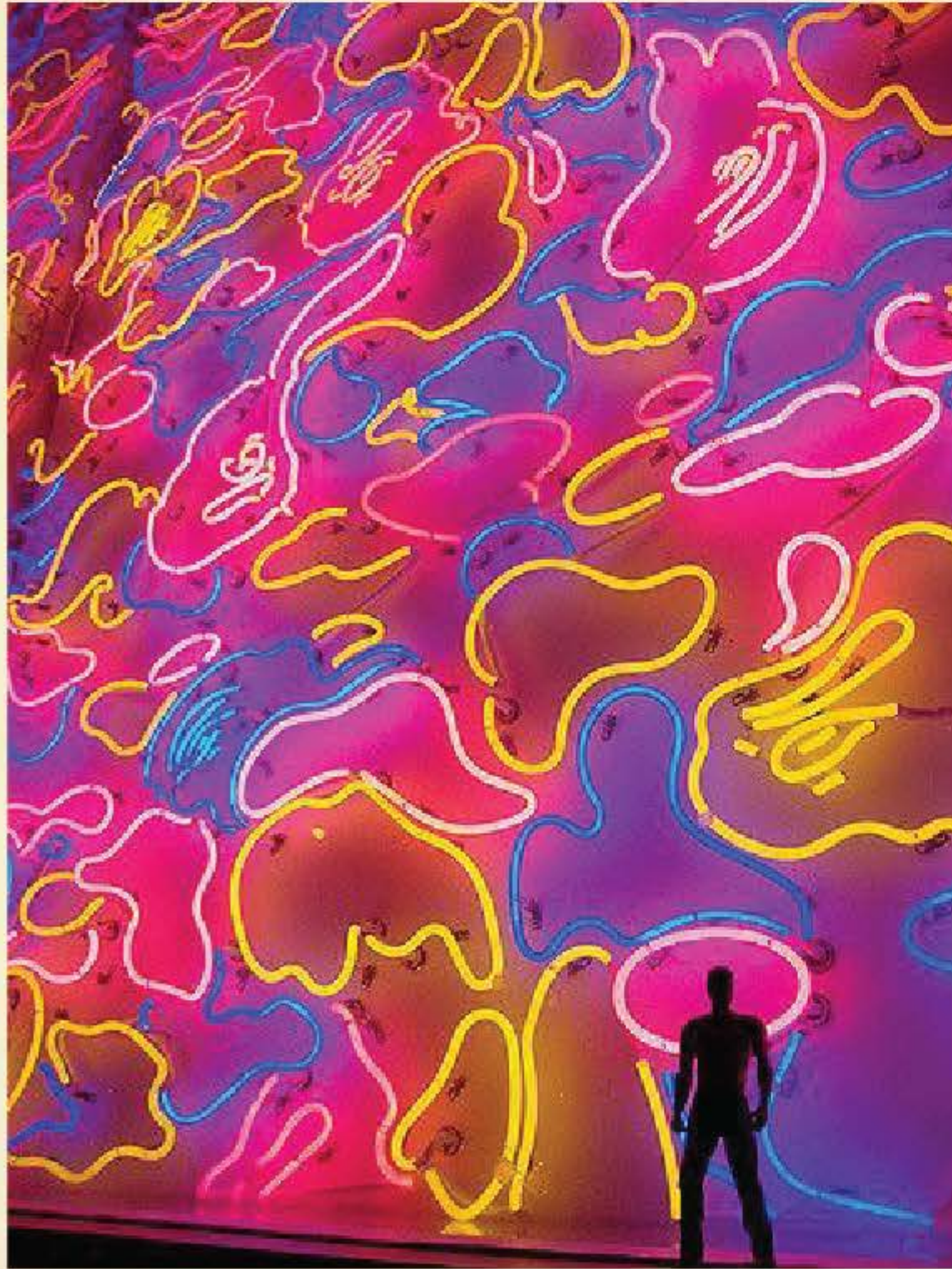


**SET V2**  
THE CAGE

**NEON BACKLIGHTING + MODULAR, TEXTURED & RUGGED.**

**DRAWING BACK TO AN UNDERGROUND LOOK & FEEL. IDEA THAT THESE MATCHES ARE AN EXCLUSIVE FORMAT, CLUB-MEMEBERS ONLY. WOULD BE GREAT FOR PHOTOSHOOTS.**

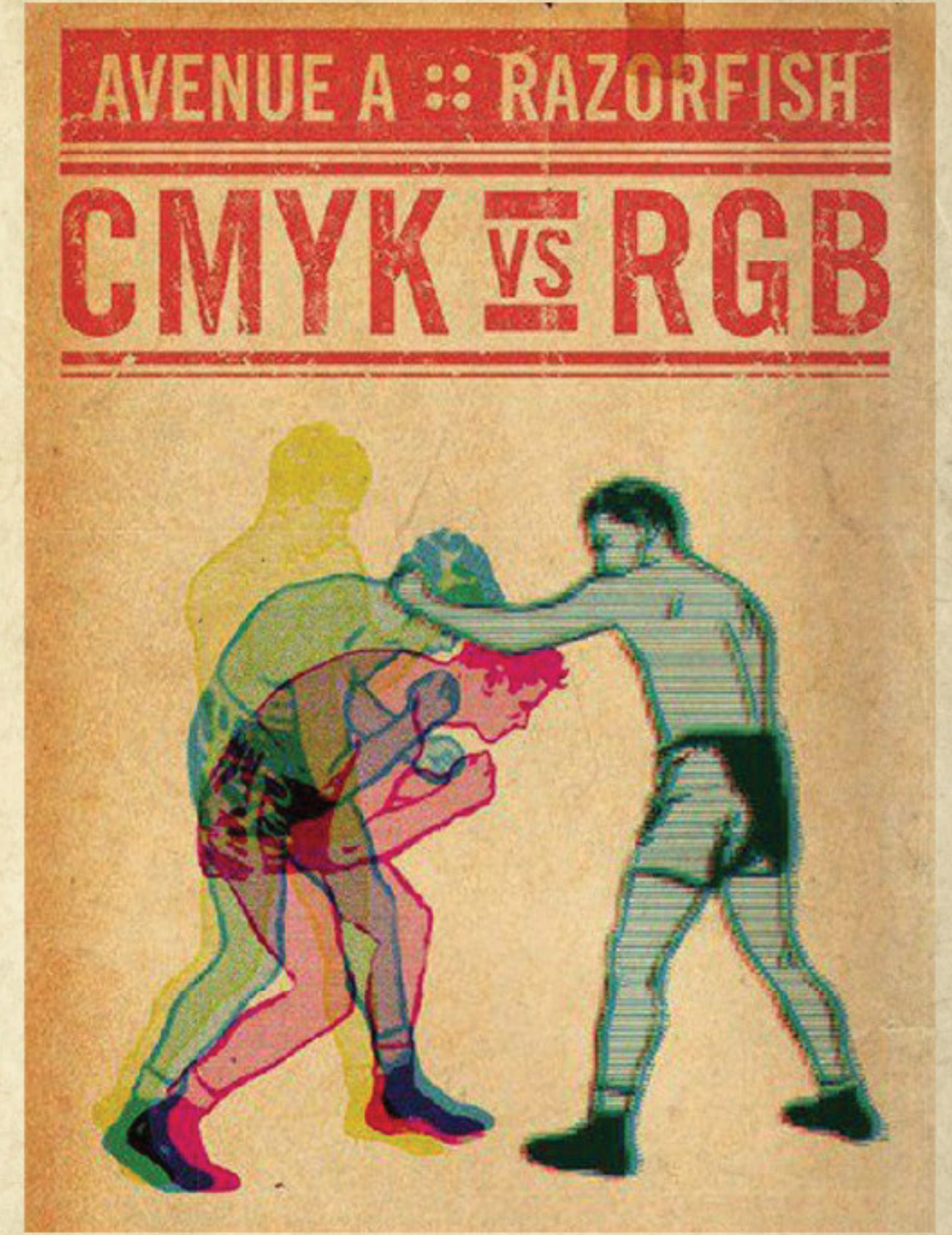
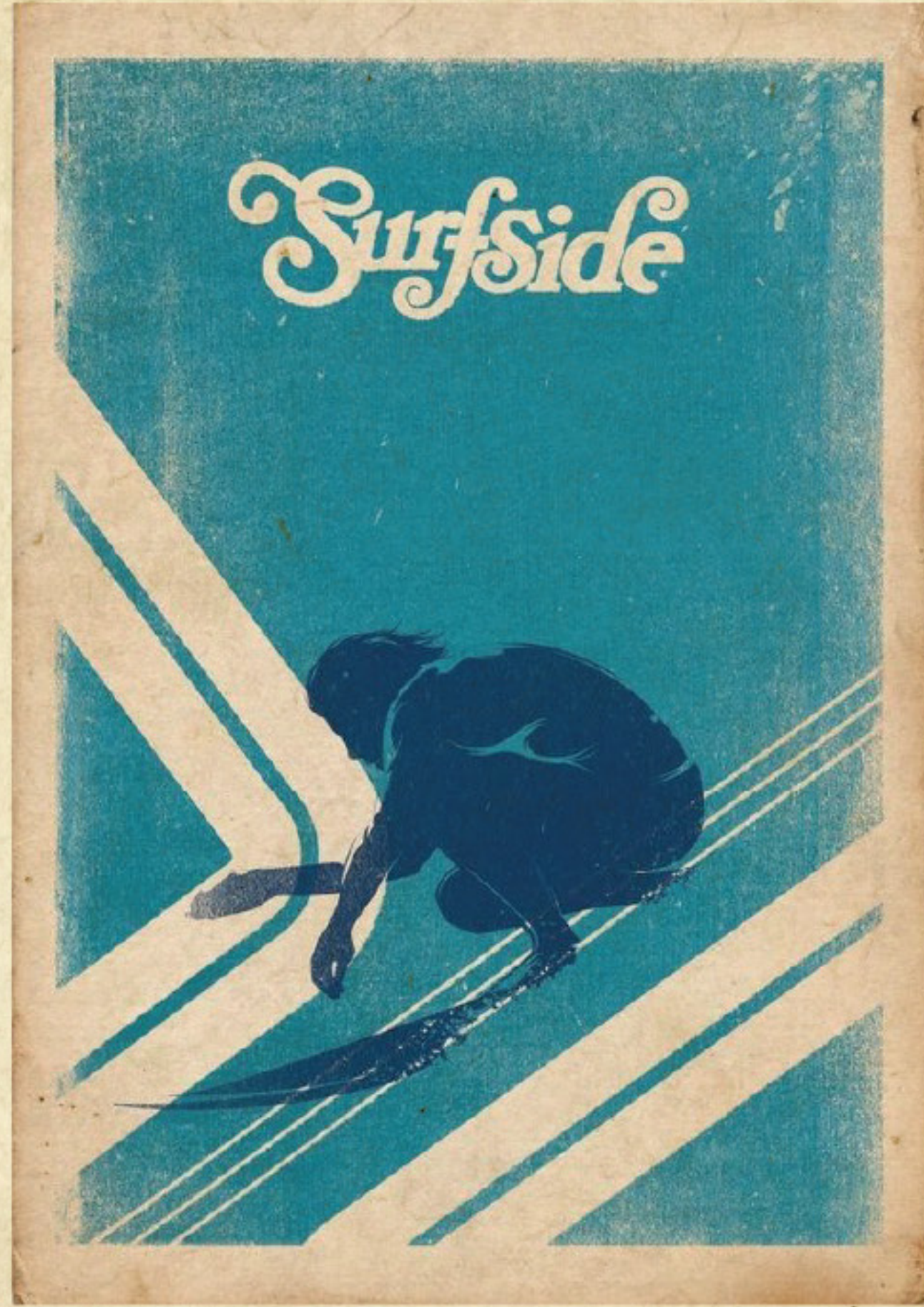
**PAIRS WELL WITH PROMO V1 (TAGGING PHOTOS) & FONT V1 (LETTERS THAT SHOUT)**



**SET V2**  
THE CAGE

**NEON BACKLIGHTING + WAVES, ORGANIC SHAPES & "CHILL VIBES" OF S4.**

**A VERY NUANCED IDEA THAT NEEDS EXPLORING, BUT TO MIX S4 VISUALS BACK INTO "THE CAGE" AESTHETIC, COULD EXPLORE WAVY, OBLONG ACRYLIC PANEL OR NEON LIGHT ACCENTS.**

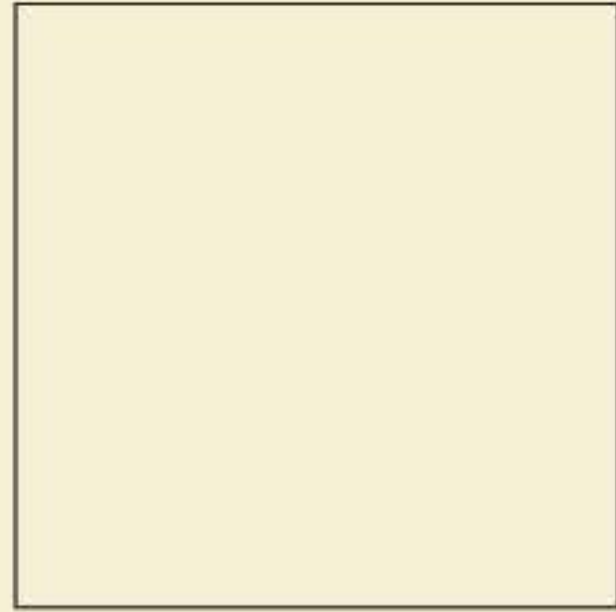


## TEXTURE

KEEP S4 "WAVE" TEXTURES AND CONTINUE USING THE PAPER TEXTURES. PAPER TEXTURES ALSO USED FOR OCTAGON 2.



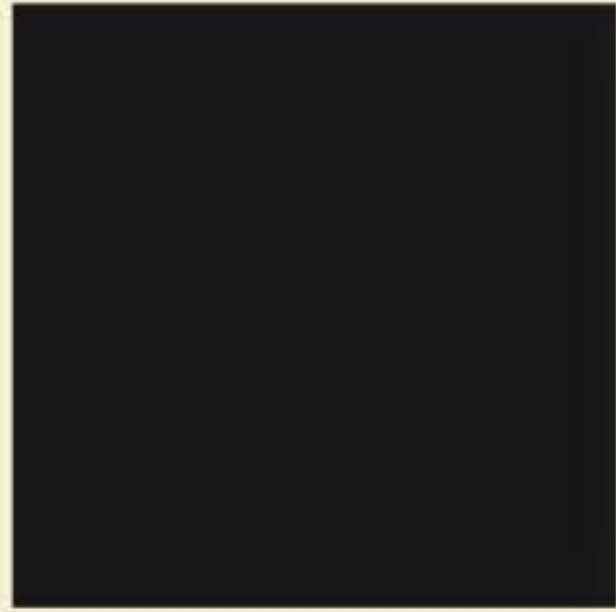
WHITE  
#FFFFFF



GSW CREAM  
#F5EDD2



GG GOLD  
#E0B15A



GG BLACK  
#191919



GG NEON  
#956026



PCH  
#4E98AB



## COLORS

SAME OVERALL PALETTE, MINUS "VINTAGE" BROWN, ADDED IN "GG NEON"  
SOME COLOR CONSIDERATIONS FOR SET DESIGN ETC.