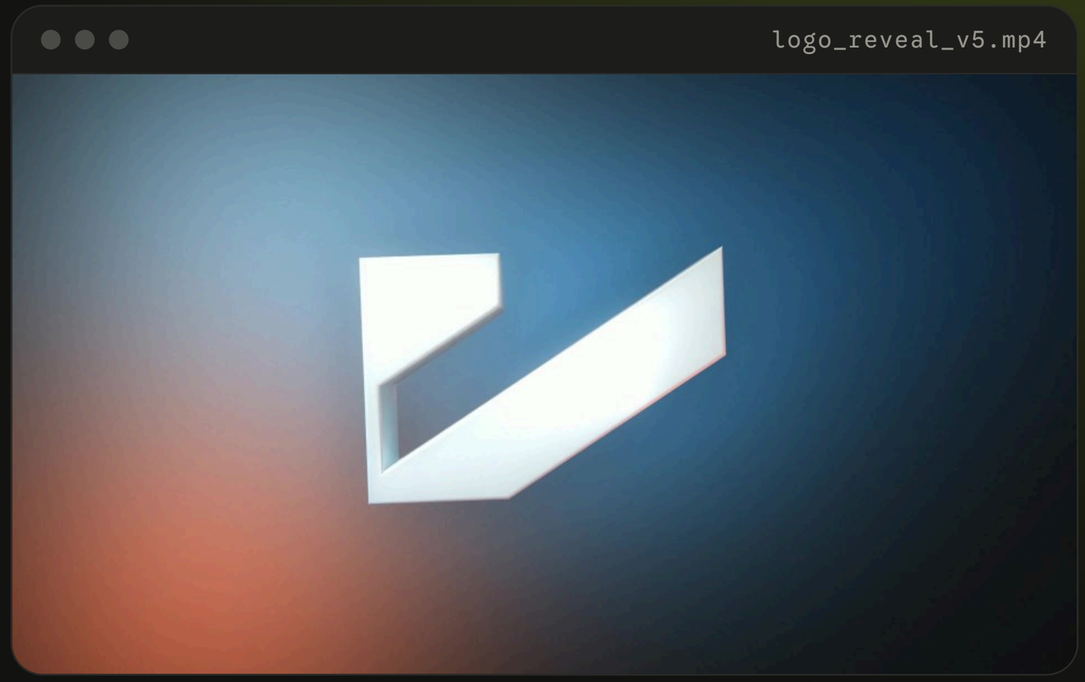
CASE STUDY · BRAND VIDEO

How we made a 3D logo reveal *with AI.*

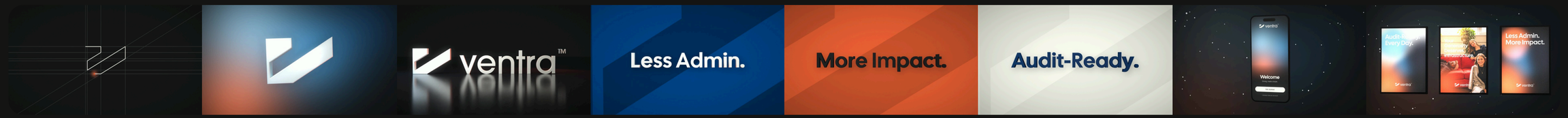
Brand book in, 16 second looping video out. Reference, concept, 3D, motion, sound and the final render. Every step, every prompt.



THE RESULT

One 16 second logo reveal. *Five versions to get there.*

16s	V5	1080p60	$0
FINAL VIDEO, LOOPING	VERSION WE SHIPPED	FINAL RENDER	PAID AI CREDITS



GRID · 3D SPIN · GLOSSY FLOOR · SLOGANS · MOCKUPS · BACK TO THE GRID

00
The process *at a glance.*

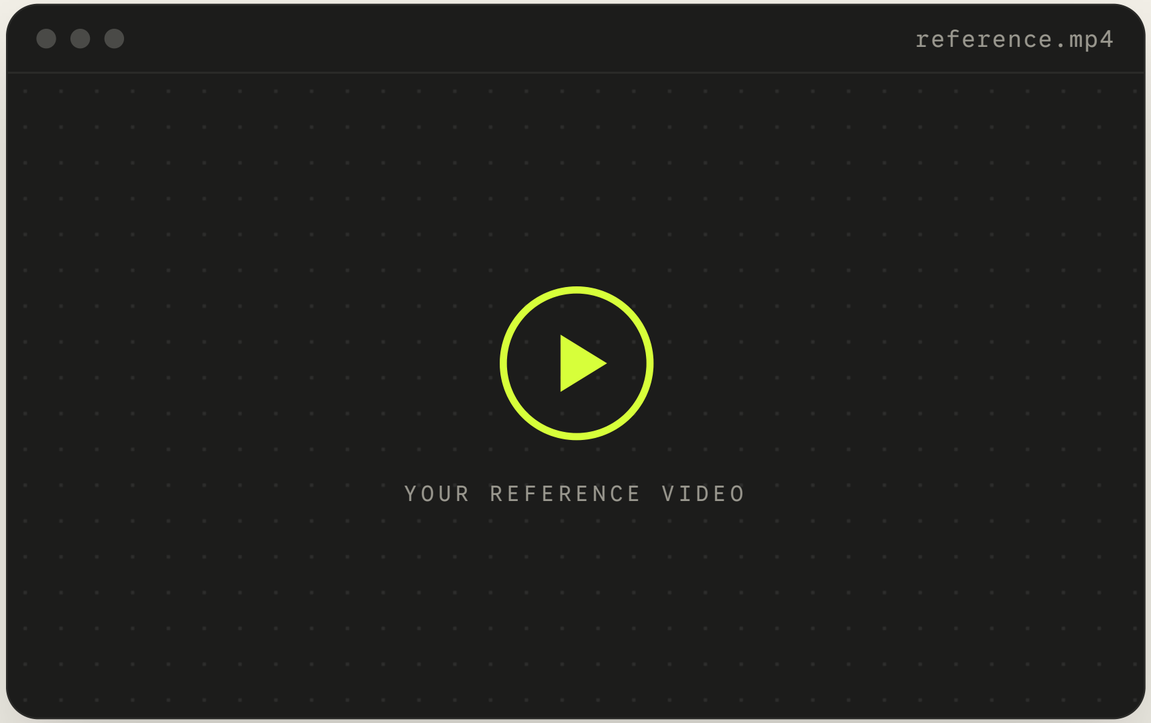
Everything happened in one conversation with Claude. It writes the code, runs Blender and renders the frames. Run the prompts in order, in the same chat.

01	Inspiration	Reference video, broken down by Claude
02	Brand read	The brand book, read in detail first
03	Concept	Beats on a timeline that loops
04	Assets	Logo, colours, fonts and mockups pulled out
05	2D motion	Grid, logo draw, wipes and loop, in code
06	3D	Spin, glossy floor, 3D type and mockups in Blender
07	Sound	Music and effects on a cue list
08	Review rounds	720p drafts until it is right
09	Final render	1080p, 60 fps, seamless loop
10	Honest summary	What it really takes

01

Start with a video *you love.*

- Give Claude a reference that has the feel you want.
- Ask it to break down why it works before planning anything.
- The breakdown becomes the target for every step after.



STEP 01 · PROMPT

Break down the reference

COPY AND FILL THE [BRACKETS]

I'm sharing a reference video for a new project. Don't make anything yet. First, break it down for me:

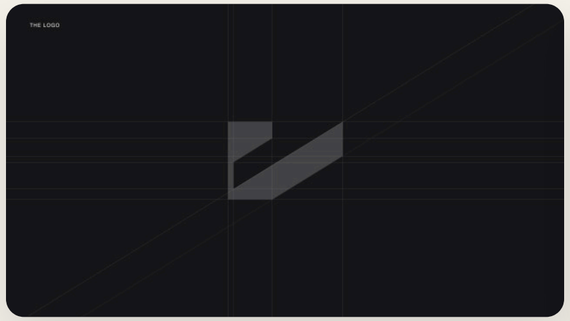
1. Total length and how many sections it has
2. The hook: what happens in the first 3 seconds and why it grabs attention
3. Pacing: average shot length in each section, where it speeds up and slows down
4. Visual style: footage types, colour, text on screen, transitions
5. Sound: music mood, sound effects and where they hit
6. The structure as beats (Hook, Turn, Proof, Close or whatever fits)

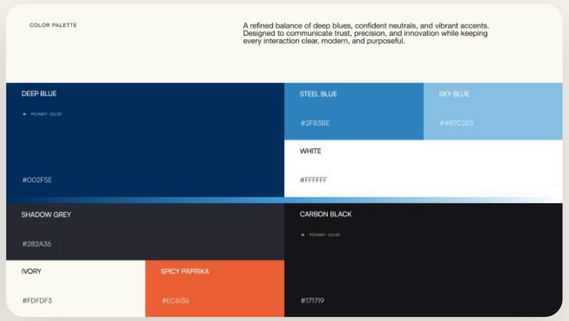
Then tell me in 3 lines what makes this video work, so we can use the same structure for a logo reveal for [BRAND].

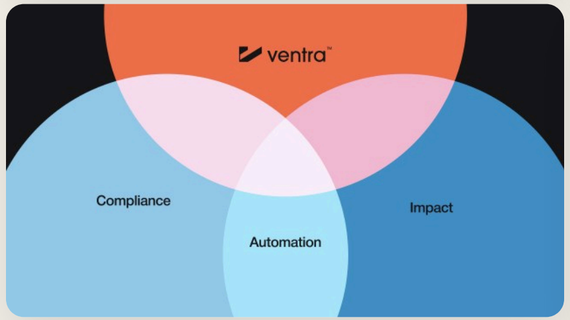
02

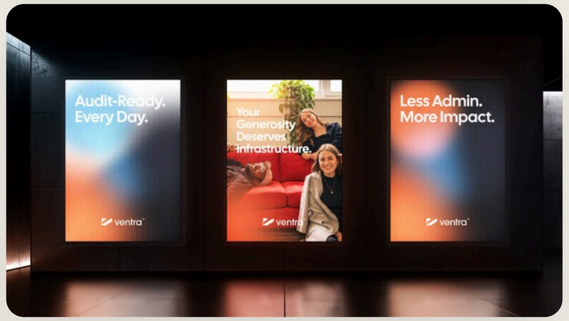
Read the brand *before anything else.*

- Give Claude the brand book PDF and the website.
- Ask for a detailed read first: logo, colours, fonts, graphics, mockups, slogans.
- It flags what is missing, like a vector logo or a paid font.









STEP 02 · PROMPT

Go through the brand in detail

COPY AND FILL THE [BRACKETS]

Here is the brand book for [BRAND]: [FILE]. Also read [WEBSITE]. Before planning anything, go through it in detail and give me:

1. What the brand does, for whom, and its main line
2. The logo: mark, wordmark, construction grid and guide lines
3. Every colour with its name and role
4. Fonts for headings and body, and whether we can get the files
5. Signature graphics: gradients, shapes, patterns
6. Every mockup in the book we can reuse in the video
7. Slogans and taglines we can put on screen

Flag anything we can't get as a clean file, like a paid font or a logo that only exists as an image.

03

Plan the beats, *then close the loop.*

- Borrow the rhythm of the reference, never its look.
- Start and end on the same frame so the video loops.
- Balance 3D animation, text frames and mockups.

00:00	BUILD	Grid lines, then the logo is drawn
00:02	SPIN	The mark turns 3D, one 360° spin
00:05	NAME	Glossy floor, the letters drop in
00:07	SLOGANS	Three text frames, one second each
00:10	MOCKUPS	Phone, badge, posters, social card
00:14	LOOP	Dive through the mark, back to the grid

BEATS OF THE VERSION WE SHIPPED

Concept and beats

COPY AND FILL THE [BRACKETS]

Using the reference breakdown and the brand read, plan a [16] second [16:9] logo reveal for [BRAND]. Don't produce anything yet.

Rules:
- Start and end on [THE LOGO CONSTRUCTION GRID] so it loops: the last frame must match the first.
- Open by drawing the logo, then turn it 3D with one clean 360° spin.
- Balance three kinds of scenes: 3D animation, text frames with [SLOGANS] and mockups of [MOCKUPS].
- Give each scene its own open space. Use a glossy floor only for [THE NAME REVEAL].
- Transitions: camera moves, dissolves or wipes. No glitch flashes unless I ask.
- Cut on a [120] bpm grid so the music fits.

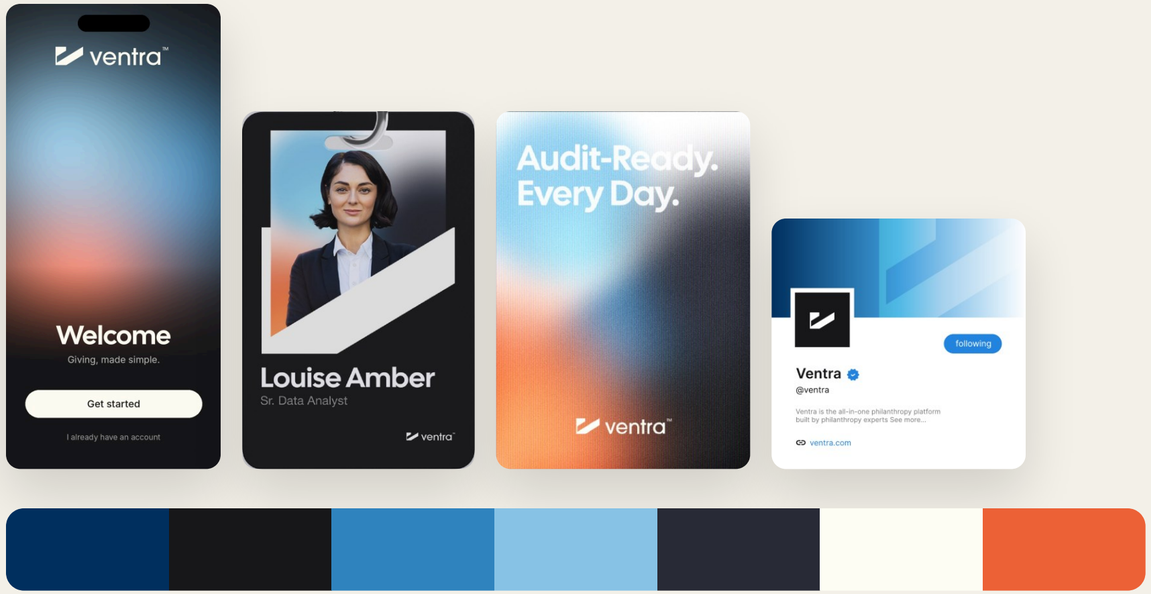
Give me the beats as a table: timecode, beat, what we see, transition out. Then list what you'll build in 3D and in 2D, and how long you expect it to render.

Lesson from our version 3: one studio for every scene felt caged. Open space per scene worked better.

04

Pull the assets
out of the brand book.

- Logo traced from the file into vector shapes. Never redrawn.
- Colours sampled, fonts found, or a named stand-in.
- Mockups cropped flat, ready to wrap onto 3D objects.



MOCKUP TEXTURES AND PALETTE TAKEN FROM THE BRAND BOOK

STEP 04 · PROMPT

Prepare the assets

COPY AND FILL THE [BRACKETS]

Prepare the assets from the brand book before building anything:

- Trace the logo into clean vector shapes: the mark and each letter of the wordmark separately, so they can be extruded in 3D. Never redraw or change the logo.
- Measure the construction grid lines from the logo page.
- Sample every brand colour.
- Get the heading font file: [FONT]. Tell me if you need a free stand-in.
- Crop each mockup as a flat texture at the highest resolution: [PHONE, BADGE, POSTERS, SOCIAL CARD].

Show me a contact sheet of everything before moving on.

If the client has an SVG or PDF logo, give Claude that instead of tracing.

05

Draw the 2D *in code.*

- Claude writes Python that draws every frame. ffmpeg turns frames into video.
- Grid, logo draw, colour wipes and the loop out.
- Check still frames before rendering any video.



THE GRID, THE LOGO DRAW AND THE SCAN, ALL DRAWN IN CODE

2D scenes

COPY AND FILL THE [BRACKETS]

Build the 2D scenes in code (Python and ffmpeg) at [1920x1080, 30 fps]:

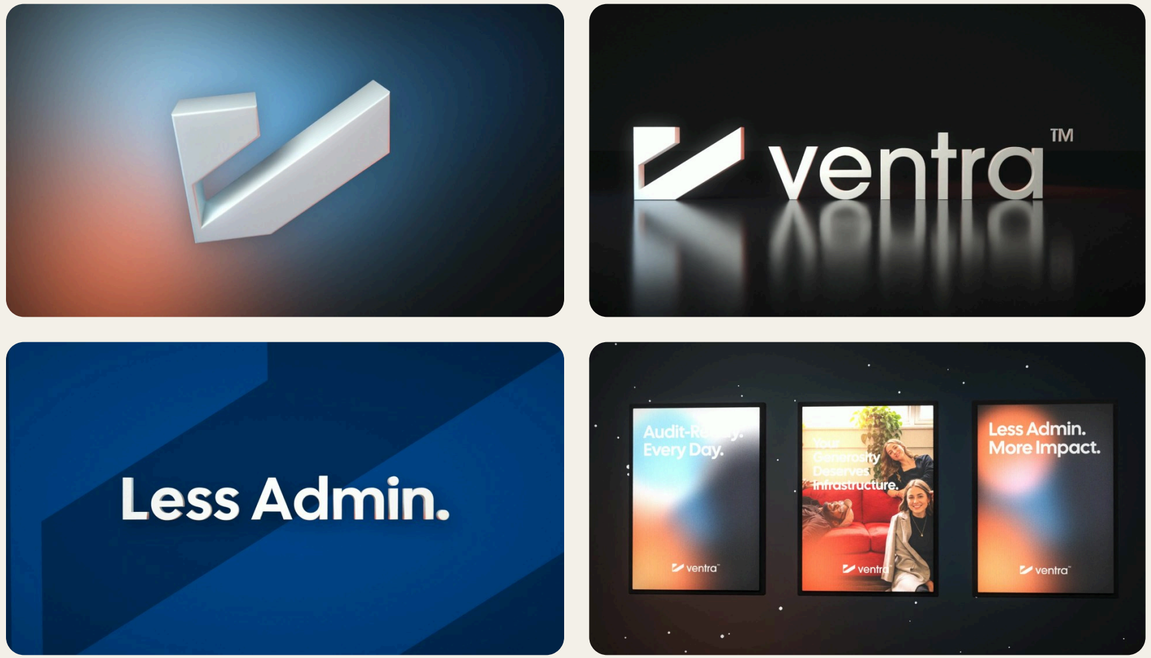
1. Grid and draw: the construction grid lines on [DARK COLOUR]. A [ACCENT COLOUR] dot traces the logo outline, then a scan line fills it with a short "AI analysis" label.
2. Text frames: [SLOGAN 1 / 2 / 3] on [COLOUR 1 / 2 / 3], with the logo shape large and faint behind the words.
3. Wipes: diagonal wipes along the angle of the logo between scenes.
4. Loop out: fill the frame black, then redraw the grid lines so the last frame matches frame one.

Render still frames at the busiest moments and show me them before you render video.

06

Real 3D, *in Blender.*

- Claude installs Blender and builds every scene in code.
- Bevelled logo, real light, reflections and motion blur.
- Test frames at half size before any long render.



3D logo spin and name reveal

COPY AND FILL THE [BRACKETS]

Build the 3D scenes in Blender (Cycles), using the vector logo extruded with bevelled edges and lit in brand colours: key light [WARM WHITE], rim lights [ACCENT 1] and [ACCENT 2].

1. Logo spin: the mark floats in [BACKGROUND, e.g. a soft blue and orange glow], no floor. One clean 360° spin with motion blur, settling flat to camera.
2. Name reveal: a glossy dark floor with reflections. The mark slides left and the letters drop in one by one with a small bounce.

Render the spin with a transparent background so it sits over the 2D glow. Render 4 test frames at half size first and show me.

3D type and mockups

COPY AND FILL THE [BRACKETS]

Add two more 3D sections in Blender, in open space with no floor:

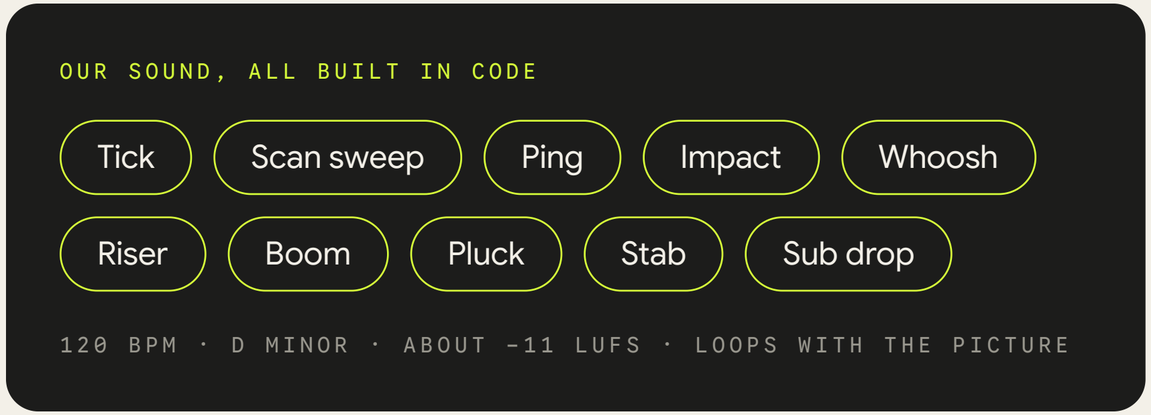
1. Slogans: each line as 3D type in [FONT], with a slight bevel, swinging up into place on [COLOUR 1 / 2 / 3] backgrounds. One second each.
2. Mockups: [PHONE, ID BADGE, POSTERS, SOCIAL CARD] as real 3D objects, with the textures from the brand book. Each one moves a little (a phone turning, a badge swinging on its lanyard, posters lighting up one by one). The camera glides from one to the next.

Keep transitions smooth: camera moves and diagonal wipes only. Show me test frames before the full render.

07

Sound that *lands on the cut.*

- Claude can build the music and every effect in code.
- Or give it your own library and a cue list.
- Hits land on the cut, risers end on the impact.



Music and sound effects

COPY AND FILL THE [BRACKETS]

Make the soundtrack in code, no stock files: a [120] bpm electronic track in [D MINOR], [MOOD, e.g. confident and clean].

Cue list:
[00:00] a tick on every corner as the logo is drawn
[00:01] scan sweep and soft pings
[00:02] impact and whoosh as the logo turns 3D
[00:05] boom, then a pluck as each letter lands
[00:07 / 08 / 09] a hit on each slogan, a whoosh before each wipe
[00:10 to 00:14] a whoosh on every camera move
[00:14] impact, then a falling whoosh into the loop

Rules: hits land on the cut frame, risers end on the impact, loudness about -11 LUFS, and the end flows into the start so the loop is seamless.

Claude can't hear the result. Listen to it yourself, on speakers and on a phone.

08

Drafts at 720p, *until it is right.*

- Real 3D is slow, so review small drafts.
- Say what to keep, change and remove, with timestamps.
- Ask for the plan before every render.

V1	Flat 2D reveal, close to the reference
V2	Faster: text frames and a mockup fly-through
V3	New concept in one 3D studio. Too much.
V4	Back to V2, with a real 3D spin
V5	Grid, 3D spin, floor, slogans, mockups. Shipped.

EVERY VERSION WE MADE

Feedback on a draft

COPY AND FILL THE [BRACKETS]

```
Here's my feedback on draft [N]:

Keep: [TIMESTAMPS AND WHAT YOU LIKE, e.g. 0:09 to 0:10 and 0:11 to 0:14]
Change: [WHAT AND WHERE]
Remove: [WHAT]
Overall feel: [e.g. CLEAN AND MINIMAL / FASTER / BETTER 3D]

Tell me your plan for the next version before you render anything. Render the draft at
720p.
```

Point at timestamps. "0:11 to 0:14 is great" is worth more than "make it better".

09

Final render:
1080p, 60 fps.

- Only after the 720p draft is approved.
- Every 3D frame is rendered again at 60 fps.
- Long renders can stop. Render in parts and resume.

960 FRAMES

~3 hrs FINAL 3D RENDER

16.00s SEAMLESS LOOP

Final render

COPY AND FILL THE [BRACKETS]

```
Approved. Render the final at [1920x1080, 60 fps].

- Render every 3D frame again at 60 fps. Don't double frames.
- Run long renders in parts, so if one stops you resume from the last finished frame.
- Check every frame file opens before assembling.
- Report: frame count, fps, duration, and whether the last frame matches the first.

Export H.264 MP4 with the soundtrack.
```

Our first final render stopped at the session time limit. Rendering in parts saved it.

10

It's not one prompt. *It's a process.*

- Five versions, including two new concepts, before the one we shipped.
- Claude can't watch or hear the video. It checks still frames. You do the watching.
- Real 3D is slow on a normal machine. Draft small, render big once.
- Never let it redraw the logo. Only the brand file.

QA CHECKLIST BEFORE YOU SEND IT

- Watch it 3 times: picture, sound, then as the client
- Play it twice in a row: the loop must be invisible
- Logo shape and colours match the brand book exactly
- Slogans and names are spelled right
- No flicker, jumps or doubled frames in the 3D
- Every hit lands on a cut
- Check it on a phone, sound on and off

Upscale

Learn AI. *Ship real work.*

Questions on any step? Drop them in the comments and we'll answer them there.