Logo Study for MILEverse

CURRENT DC LOGOS FOR INSPIRATION

DC is leaning heavily into simple, sharp 2D logos, mostly white and blue hues.

DC will deviate contrast colors, but they keep a stark graphic look with logos.

DC FANDOME gives us insight on their design approach for their current and future marketing. It is smart to capitalize on this style, giving the MILEverse similar aesthetics gives it the same feel as their highest budget releases.
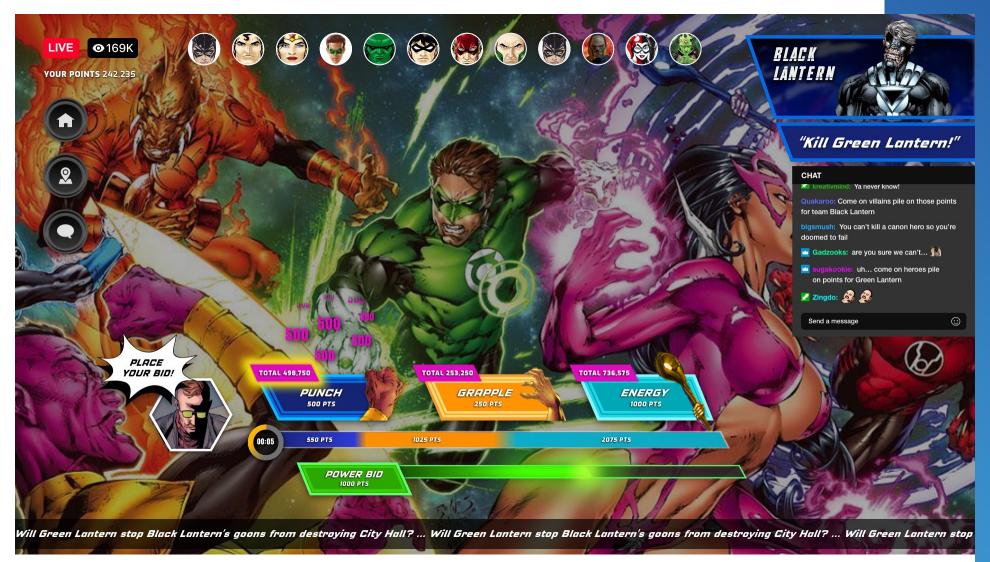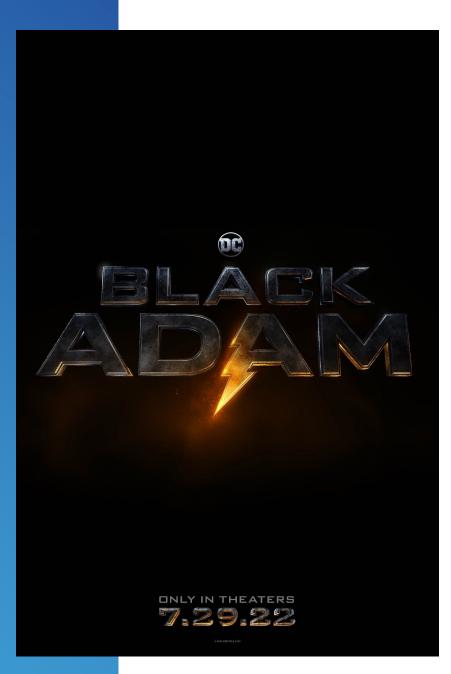
MILEᴠᴇʀsᴇ SCREEN EXAMPLE

Luckily, this approach works on mobile screens. The MILEverse example shows great visual contrast - even with a colorful image as the subject. This will make it easy to keep a synergistic style between the game and DC properties.

WHAT WE MUST AVOID

Black Adam will undoubtedly be a blockbuster. This logo, however, deviates from the rest of DC properties. It looks great, but does it stand out on a mobile screen?

We can see how much easier this white logo would be on mobile screens.

Thank You!

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