



**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.



## MILEVERSE 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.

**LIVE** 169K  
YOUR POINTS 242,235

**BLACK LANTERN**  
"Kill Green Lantern!"

**CHAT**  
kreativmind: Ya never know!  
Quakaroo: Come on villains pile on those points for team Black Lantern  
bigsmush: You can't kill a canon hero so you're doomed to fail  
Gadzooks: are you sure we can't...  
sugakookie: uh... come on heroes pile on points for Green Lantern  
Zingdo:

**PLACE YOUR BID!**

Power	Cost	Current Bid	Next Bid
PUNCH	500 PTS	498,750	550 PTS
GRAPPLE	250 PTS	253,250	1025 PTS
ENERGY	1000 PTS	736,575	2075 PTS
POWER BID	1000 PTS	-	-

00:05

Will Green Lantern stop Black Lantern's goons from destroying City Hall? ... Will Green Lantern stop Black Lantern's goons from destroying City Hall? ... Will Green Lantern stop

## 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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