THE MAKING OF

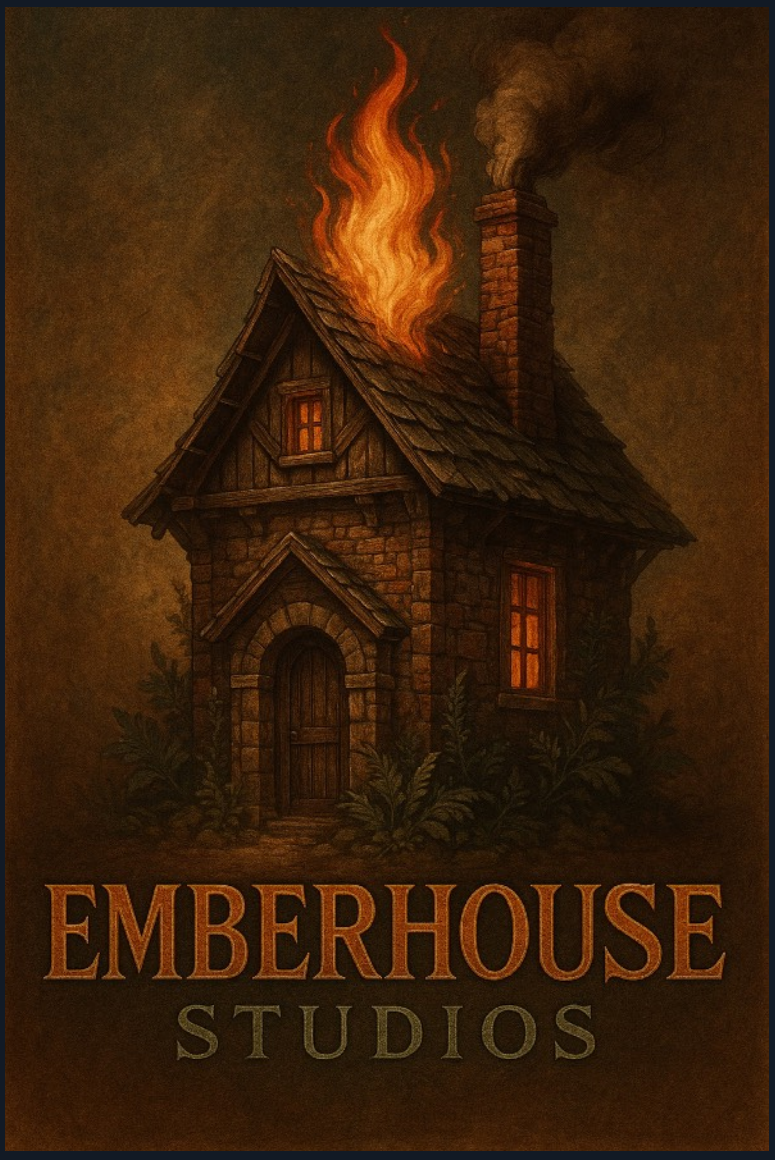
EMBERHOUSE

How our identity evolved
from an idea into a brand.

EMBERHOUSE
MEDIA GROUP

A VISUAL HISTORY

An identity, still taking shape.



Early illustrated concept / Emberhouse Studios

Our logo did not arrive fully formed. Like the company itself, the identity moved through ideas, experiments and refinements before finding its current shape.

The early archive is richly illustrative: a house, a visible flame, textured surfaces and a prominent serif name. The ingredients are already there, even when the execution feels closer to a storybook cover than a compact mark.

The sequence in this book follows visual progression. Undated concepts are not assigned a definitive chronology.

Different ways into the same story.



ARCHITECTURE AS CHARACTER

A modern building changes the setting while keeping the house-and-fire idea.



REDUCING THE DETAIL

Flat shapes, forest green and copper bring the concept closer to a graphic symbol.



An alternate direction

The Ironbark Studios study explores tree rings and ember-like accents. It sits alongside the house concepts as a distinct naming and visual experiment.

From a scene to a symbol.



HOUSE + FLAME

An outline contains the flame. Architecture becomes a frame instead of an illustration.



FLAME ALONE

The standalone flame tests how much of the idea can remain when the house is removed.

Across these studies, our visual language becomes more economical. Dark backgrounds, warm copper and a clear silhouette replace the detailed environments of the early concepts.

One name.
Several arrangements.



Our Studios studies keep the serif name while changing the symbol above it. The house encloses a solid flame; other versions use taller, open flame shapes or wrap the name around a circular composition.

Exploring the Wordmark



Interwoven initials above a serif company name.



The house and flame paired with flowing script.



Script + serif supporting type



Script + spaced sans-serif type

These studies sit between our serif and bold sans-serif treatments, exploring how much character the lettering itself can carry.

Small decisions.
A different balance.



01 Outline weight and negative space



02 A warmer frame and layered flame



03 Copper type and dimensional flame



04 A heavier sans-serif wordmark

More than a production studio.

~~STUDIOS~~

MEDIA GROUP

As our company grew broader than a traditional production studio, the name grew with it. The archive moves from Emberhouse Studios to Emberhouse Media Group, giving the identity room to represent a wider creative practice.



Monogram exploration



The house and flame return

A coherent visual language.

Ember Navy
#121A25

Ember Copper
#C55C20

Warm White
#F3EFE6

Champagne
#CBB989

Flame Gold
#EA9D00

Near Black
#090D12

Gotham

Light 300 / Book 400 / Medium 500 / Bold 700

The current system pairs a bold, direct wordmark with quieter supporting type. Navy provides depth; copper gives the name its warmth. Champagne and Flame Gold connect the typography to the house and flame.

Brand typeface: Gotham. This edition uses URW Gothic, an available geometric sans-serif substitute. Original logo lettering remains unchanged.



EARLY CONCEPT



CURRENT IDENTITY

What stayed.
What became clearer.



The house and flame survive.

The house is now a clear outline, with a chimney giving the silhouette a familiar detail. Inside it, the layered flame remains the focal point. The bold wordmark replaces the earlier serif lettering, while the spaced Media Group line creates a quieter second level.

The detailed settings and competing symbols fall away. What remains is a focused combination of shape, name and color.



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Your story deserves
to be told like a film.