RBKAVIN.
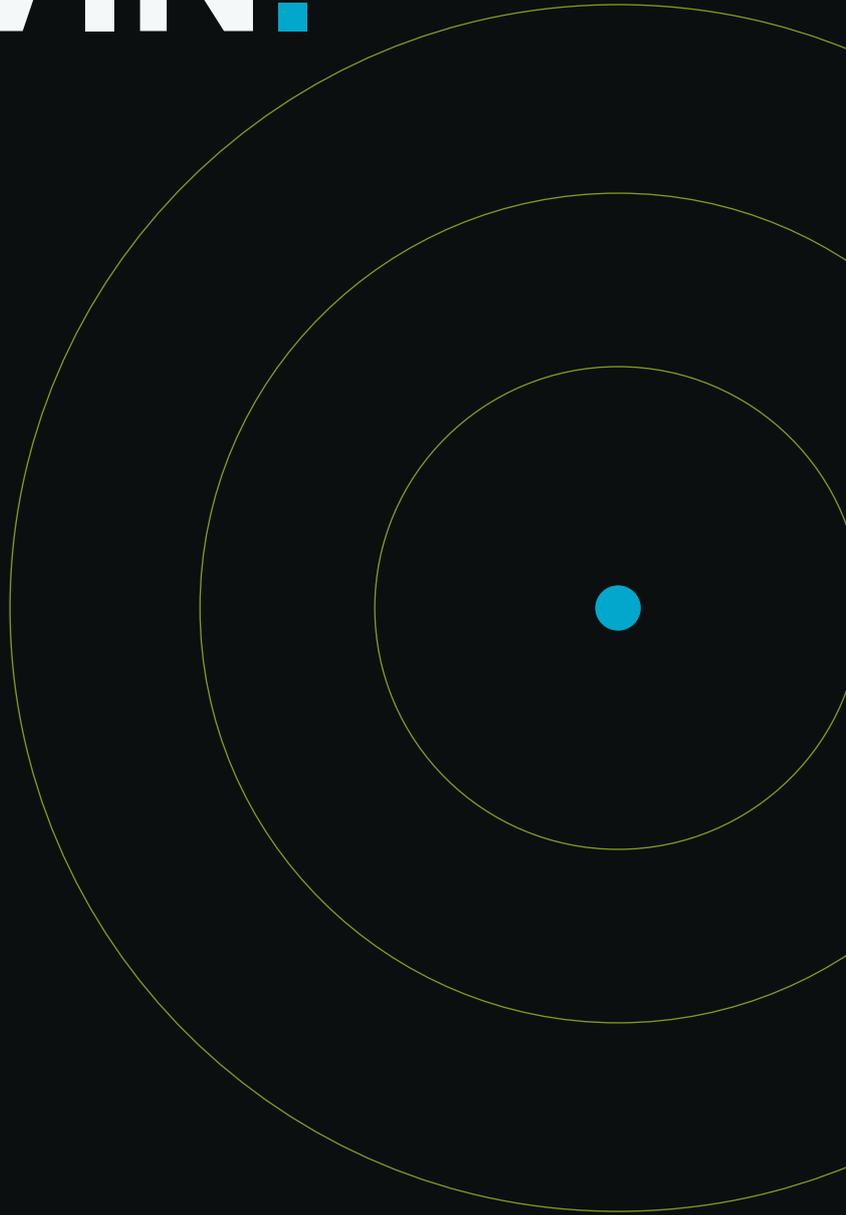
IMMERSIVE STUDIO

We don't make filters.

We build the moment

people share.

THE DUAL IDENTITY

One mark. Two scales. The period connects both and never changes.

PERSONAL BRAND

RBKAVIN.

C R E A T I V E   D I R E C T O R

You are the product being sold. Awards, CVs, speaking credits, social bios. The name is the entire identity.

`Speaking` `Awards` `Social bio` `MIT Reality Hack` `LinkedIn`

STUDIO ENTITY

RBKAVIN.

I M M E R S I V E   S T U D I O

The entity clients hire. Can grow into a group, scale to a team. The period connects both.

`Proposals` `Invoices` `Case studies` `Partnerships`

The Constant: The period. Origin point, lens, full stop. Never removed. Everything scales around it.

THE WORDMARK

Set in Syne ExtraBold 800. No icon, no symbol. The period is the only graphic element.

RBKAVIN.

On Dark — Primary

RBKAVIN.

On Brand Teal

RBKAVIN.

On Light — Reversed

RBKAVIN.

On Mid Surface

— LOCKUP VARIANTS

RBKAVIN. IMMERSIVE STUDIO

Full lockup — pitch decks, proposals, client-facing

RBKAVIN. STUDIO

Compact — social, merch, tight spaces
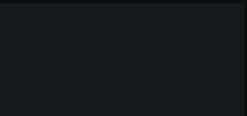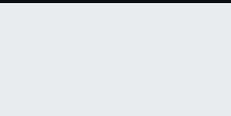
RBKAVIN. CREATIVE DIRECTOR

Personal — CVs, speaking, award profiles

THE PALETTE

PRIMARY TEAL

Teal Dark
#015f75
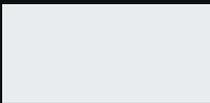Hover

Teal
#01819c
Primary

Teal Light
#02a8cb
Labels

NEUTRALS

Ink
#0c0f10
Background

Surface
#141a1c
Cards

Mid
#1e2a2e
Borders

Slate
#536168
Muted

Mist
#e8ecee
Body

ACCENTS — SPARINGLY

Signal Yellow
#f2c94c
CTA Only

Ember
#e05c3a
Errors Only

— COLOR PAIRINGS

Ink + Teal
Primary dark combo

Teal + Signal
CTAs — never dominant

Mist + Ink
Light mode reverse

TYPOGRAPHY

DISPLAY — SYNE EXTRABOLD 800

World in motion.

Syne ExtraBold 800

Headings · Display · Wordmark · Slide titles

fonts.google.com/specimen/Syne

BODY — DM SANS 300 / 400 / 500

We build narrative worlds that live inside the camera. Immersive storytelling isn't a format — it's a direction of attention.

Body copy · UI text · Captions · Labels

fonts.google.com/specimen/DM+Sans

— TYPE SCALE

|	
88pt · Wordmark	**RBKAVIN.**
48pt · Hero	**Immersive Studio**
28pt · Section	**Project Narrative**
18pt · Body lead	We shaped the campaign before touching a single lens.
13pt · Body	Standard body copy for all text at paragraph scale.
10pt · Labels	IMMERSIVE STUDIO · AR/XR · CREATIVE DIRECTION

VISUAL LANGUAGE

The system that makes the brand recognizable beyond the wordmark. Rooted in the lens motif — the period as origin point, expanded into a full graphic vocabulary.

Lens Motif System
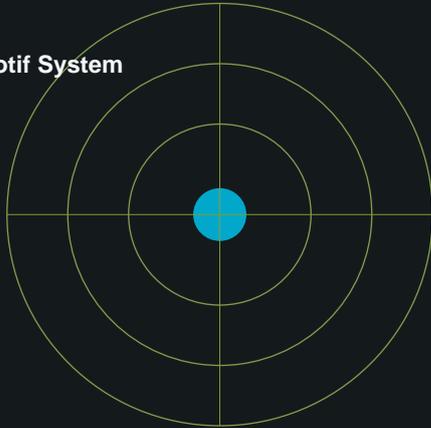
The period is the origin. Concentric rings, focus indicators, crosshairs, depth markers.
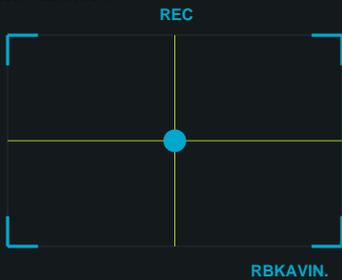
FOREGROUND LAYER

CONTENT LAYER

INTERACTION LAYER

DEPTH LAYER

Spatial Layer System

AR thinking applied to layout hierarchy

Camera Frame Markers

REC

RBKAVIN.

Corner brackets, crosshairs, REC indicators. For immersive contexts — overlays, social frames, case study headers.

Usage Rules

- Rings derive from the period — never arbitrary
- Frame markers in immersive contexts only
- Layer depth via opacity and scale, not color alone
- Never use all three motifs simultaneously
- Camera framing: POV preferred, human moments
- Motion blur acceptable. No static product shots

MOTION LANGUAGE

Not UI transitions. Cinematic language. Every motion choice should feel like it belongs to the same world as the stories we build.

Lens Focus cubic-bezier(0.4, 0, 0.2, 1) Reveals, enters, key transitions — the primary curve		**300–400ms**
Depth Reveal ease-in-out Overlays, background shifts, ambient presence		**500–800ms**
Camera Pan cubic-bezier(0.4, 0, 0.2, 1) Spatial navigation, panel entries, carousels		**350ms**
Story Cut opacity 0→1, instant Hard cuts between scenes, state changes		**0ms cut**

— PRINCIPLES

ONE AT A TIME

Never animate multiple elements simultaneously. Stagger if needed.

MOTION = MEANING

Only animate to communicate state, hierarchy, or focus direction.

RESPECT REDUCED

Always implement prefers-reduced-motion. Fade is the fallback.

HOW WE SOUND

Director, not developer. The brand speaks like someone who has already done the work.

Grounded   Precise   Confident   Narrative-first   Curious   Expressive

Not: Hyped   Not: Jargon   Not: Agency-speak   Not: Self-promo

WRITE	AVOID
We shaped the campaign's narrative arc with the client before touching a single lens.	We leverage cutting-edge AR to deliver next-gen immersive solutions.
The lens ran across 14 countries. 250K+ people built their own story inside it.	Amazing results! Huge engagement! So proud of this incredible campaign!
Six years directing AR campaigns for brands that need the audience to feel something.	Dynamic and passionate creative professional with expertise in AR/XR technologies.
We don't make filters. We build the moment people share.	Immersive storytelling at the intersection of AR, narrative design, and brand.

SPACE, GRID & RULES

SPACING SCALE

4px — Icon gap

8px — Tags/chips

16px — Component padding

24px — Card padding

40px — Section spacing

64px — Page breaks

96px — Hero whitespace

GRID SYSTEM

12 col / 24px gutter — Digital

4 col / 16px gutter — Deck/Print

— LOGO USAGE RULES

DO Always use Syne ExtraBold 800. Use exported SVG if font unavailable.

DO Scale uniformly. Maintain clear space equal to cap height of 'R' on all sides.

NEVER Never remove the period. RBKAVIN without it is not the logo.

NEVER Never stretch, skew, rotate, or distort the wordmark in any direction.

NEVER Never recolor outside the brand palette. No gradients on letterforms.

NEVER Never add shadows, outlines, or decorative effects to the wordmark.

APPLICATIONS

SOCIAL PROFILE

RBKAVIN.

@rbkavin

Immersive Studio · AR/XR Creative Director · MIT Reality Hack 2025 Winner

bkavin.studio

EMAIL SIGNATURE

Kavin Kumar Balamurugan

Creative Director · Rbkavin Studio

rbkavin.studio

hello@rbkavin.studio

RBKAVIN.

PITCH DECK

RBKAVIN.

IMMERSIVE STUDIO

AR Campaign Proposal — 2025

Prepared for: Client Name

PORTFOLIO

RBKAVIN.

Creative Director / Case Study

House of Dragon × Snapchat AR

`AR/XR` `HBO` `Snap` `1.5B+ impr.`

RBKAVIN.

Build the moment people share.

rbkavin.studio · hello@rbkavin.studio · Bangalore, India