



**MAX SPECTOR**

DESIGN CASE STUDY

# THE FANDOM BRAND

*Design leadership, strategy, & execution*

FOR THE LOVE  
OF FANS

FOR THE LOVE  
OF FANS

Fandom  
Fandom  
Fandom

Fandom

FOR THE LOVE  
OF FANS

FOR THE LOVE  
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## PROJECT BRIEF

Produced end to end by my in-house team at Fandom, the company brand identity targets the consumer audience with the fun, excitement, and boundless joy that come with a love of imagined worlds. It speaks to the B2B audience by conveying the massive, global scope of Fandom's platform and user base.



## ROLES & RESPONSIBILITIES

- » **LEADERSHIP:** directed the scope, process, timelines, talent; assembled a task force of cross-functional leaders to review and approve; socialized with company employees midstream for consensus and engagement.
- » **ART DIRECTION:** challenged and encouraged the design team to embrace ambitious ideas that speak to the audience.
- » **DESIGN:** contributed hands-on design ideas, crafting various aspects and components of the finished work.

### CONTRIBUTING DESIGNERS:

Dylan Abuel, Nick Tam, Kevin Orzel, Vinh Do

Fandom

**Fandom**

**FANDOM RED**  
HEX FA005A  
RGB 255, 0, 90  
CMYK 0, 99, 47, 0  
PANTONE 2040 C

**Fandom**

**FANDOM YELLOW**  
HEX FFC600  
RGB 255, 197, 0  
CMYK 0, 22, 99, 0  
PANTONE 7406 C

**Fandom**

**FANDOM PURPLE**  
HEX B20044  
RGB 249, 237, 216  
CMYK 63, 100, 40, 43  
PANTONE 261 C

**Aa Bb Cc**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/!@#\$\$%^&\*()?**

Light  
Regular  
Medium  
SemiBold  
Bold  
ExtraBold  
Black

Light Italic  
Medium Italic  
SemiBold Italic  
Bold Italic  
ExtraBold Italic  
Black Italic

**Aa Bb Cc**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/!@#\$\$%^&\*()?**

Regular  
Bold

Italic  
Bold Italic

**LIGHT BLUE**  
HEX 86D7DC  
RGB 134, 215, 220  
CMYK 44, 0, 16, 0  
PANTONE 2198 C

**CORNFLOWER**  
HEX 6A8BCE  
RGB 104, 104, 206  
CMYK 67, 65, 0, 0  
PANTONE 2725 C

**CRIMSON**  
HEX 9B004E  
RGB 155, 0, 78  
CMYK 29, 100, 60, 14  
PANTONE 227 C

**CREAM**  
HEX F9EDD8  
RGB 249, 237, 216  
CMYK 0, 5, 16, 0  
PANTONE 9202 C

**LIGHT GRAY**  
HEX 838086  
RGB 131, 141, 134  
CMYK 54, 34, 44, 4  
PANTONE 430 C

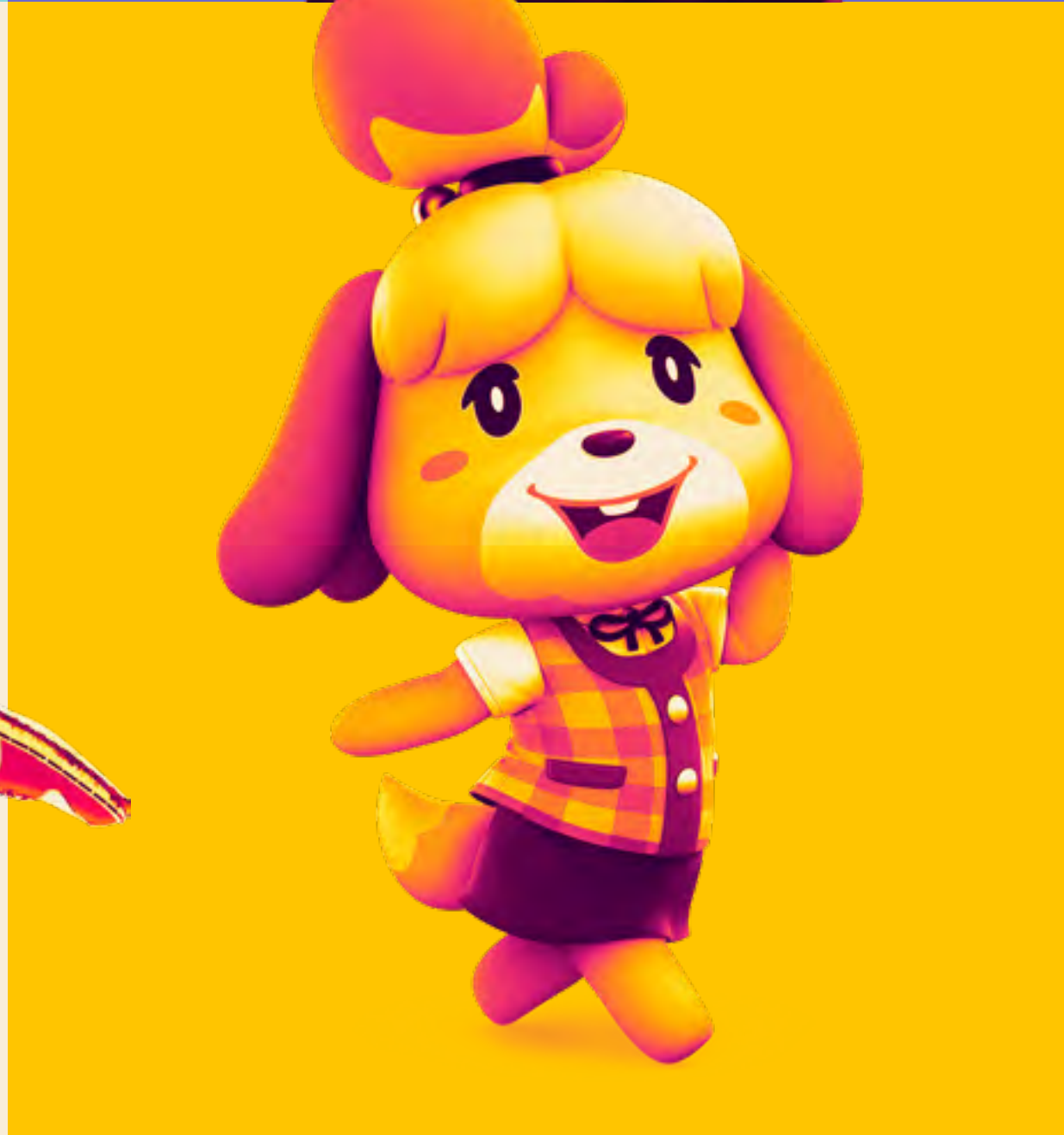
**PURPLE BLACK**  
HEX 280033  
RGB 40, 0, 51  
CMYK 32, 95, 41, 57  
PANTONE 275 C

**BROWN**  
HEX C16900  
RGB 193, 105, 0  
CMYK 19, 65, 100, 6  
PANTONE 159 C

**DARK GRAY**  
HEX 3A434B  
RGB 58, 67, 75  
CMYK 74, 61, 54, 40  
PANTONE 432 C

















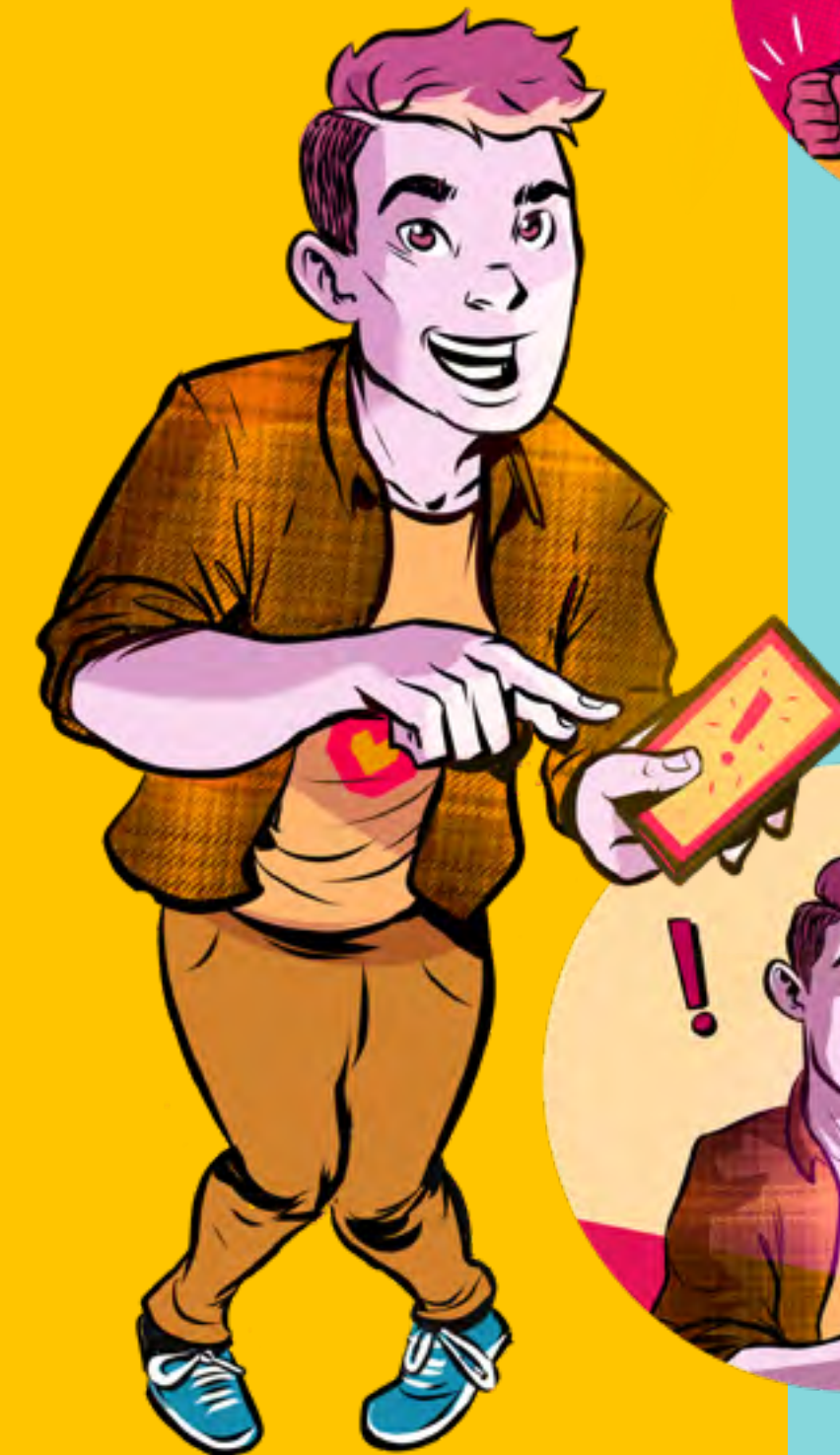
ADAM - DOWN A  
RABBIT HOLE



KATIE - IDLE  
CURIOSITY



MEG - EXPLORE  
& DISCOVER



GREG - BAR BET



STEVE -  
ANTICIPATION  
BUILDING





THE  
DANIEL  
CRAIG  
Era  
\*\*\*



**SPECTRE**

**BLOFIELD**  
Villain

**MADELEINE SWANN**  
Bond Girl

**M**  
Ally

**MISS MONEYPENNY**  
Ally

**Q**  
Ally

**Writing's on the Wall**  
Sam Smith

2015

2021

**JAMES BOND**

NO TIME  
to Die  
\*\*\*



**SAFIN**  
Villain

**MADELEINE SWANN**  
Bond Girl

**PALOMA**  
Bond Girl

**FELIX LEITER**  
Ally

**BLOFIELD**  
Villain

**M**  
Ally

**MISS MONEYPENNY**  
Ally

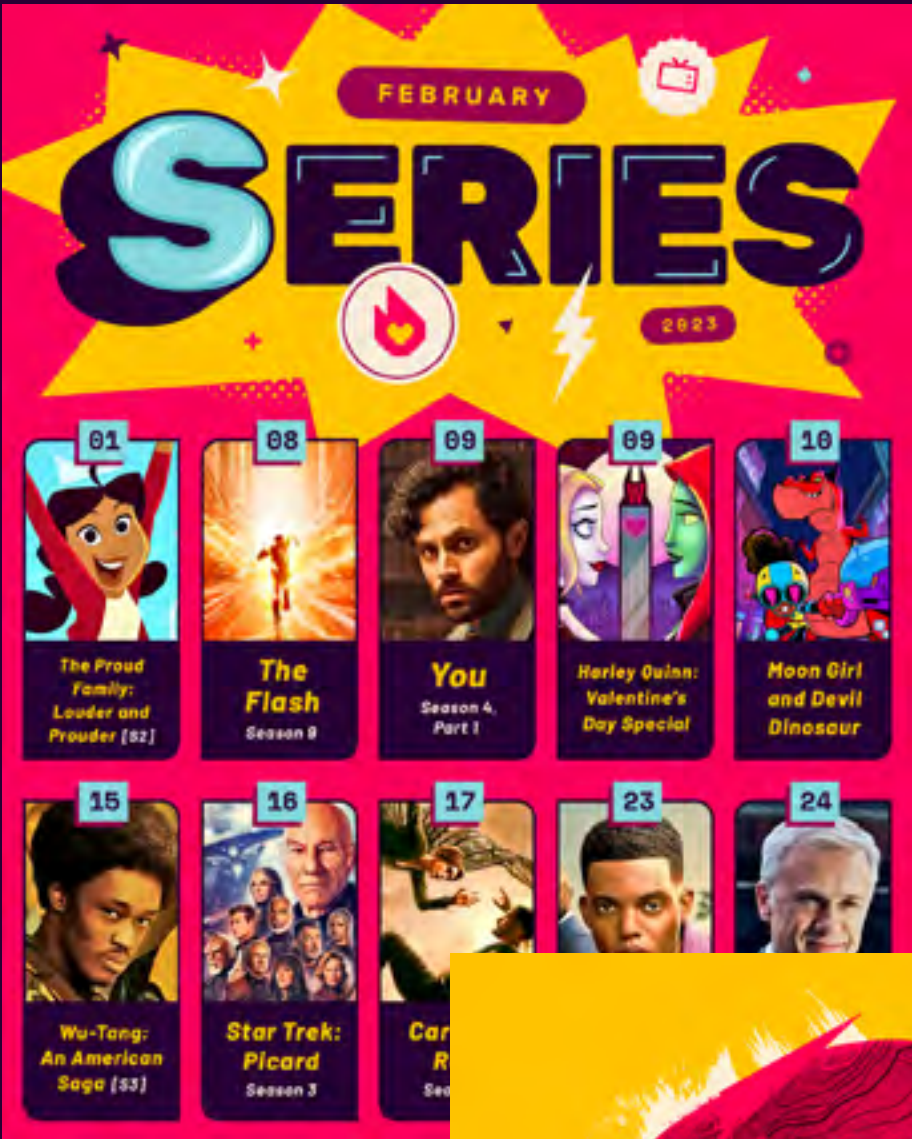
**Q**  
Ally

**No Time to Die**  
Billie Eilish

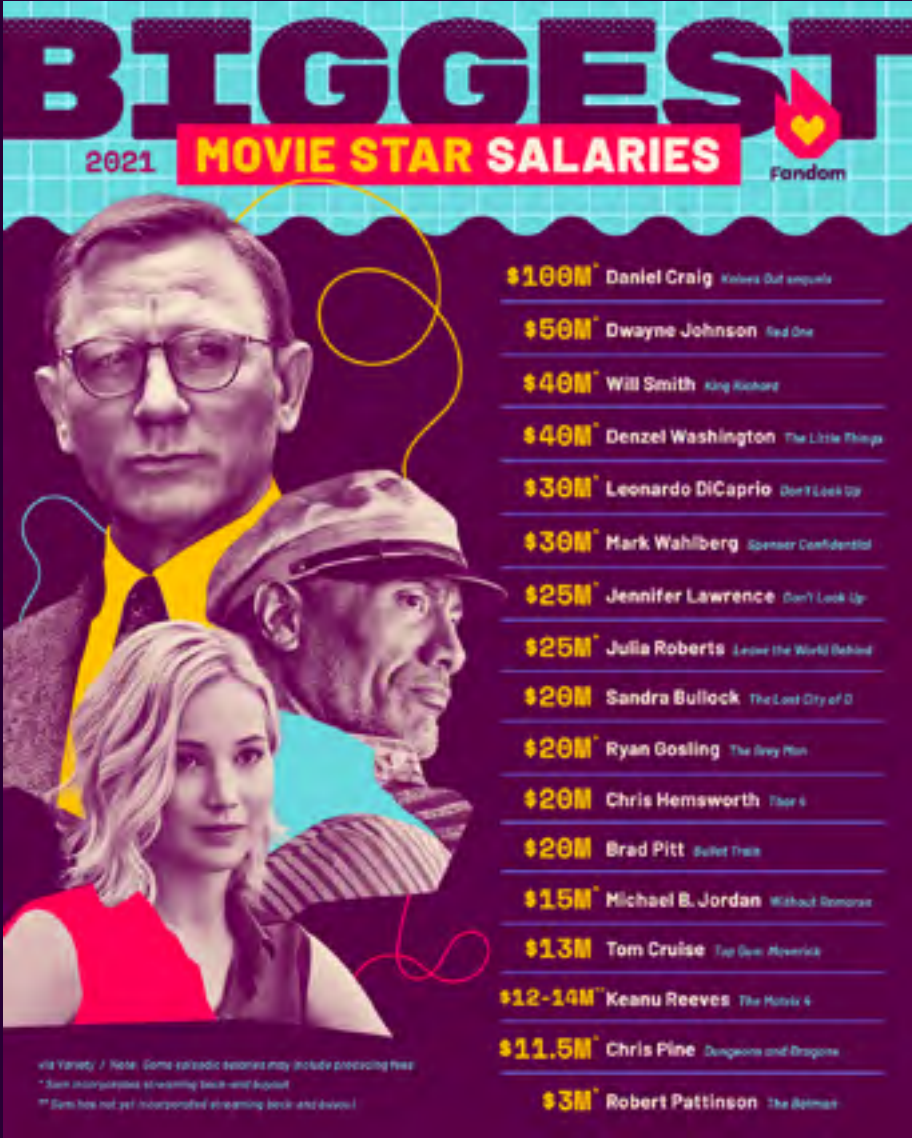
JAMES BOND  
Blood Stone  
\*\*\*



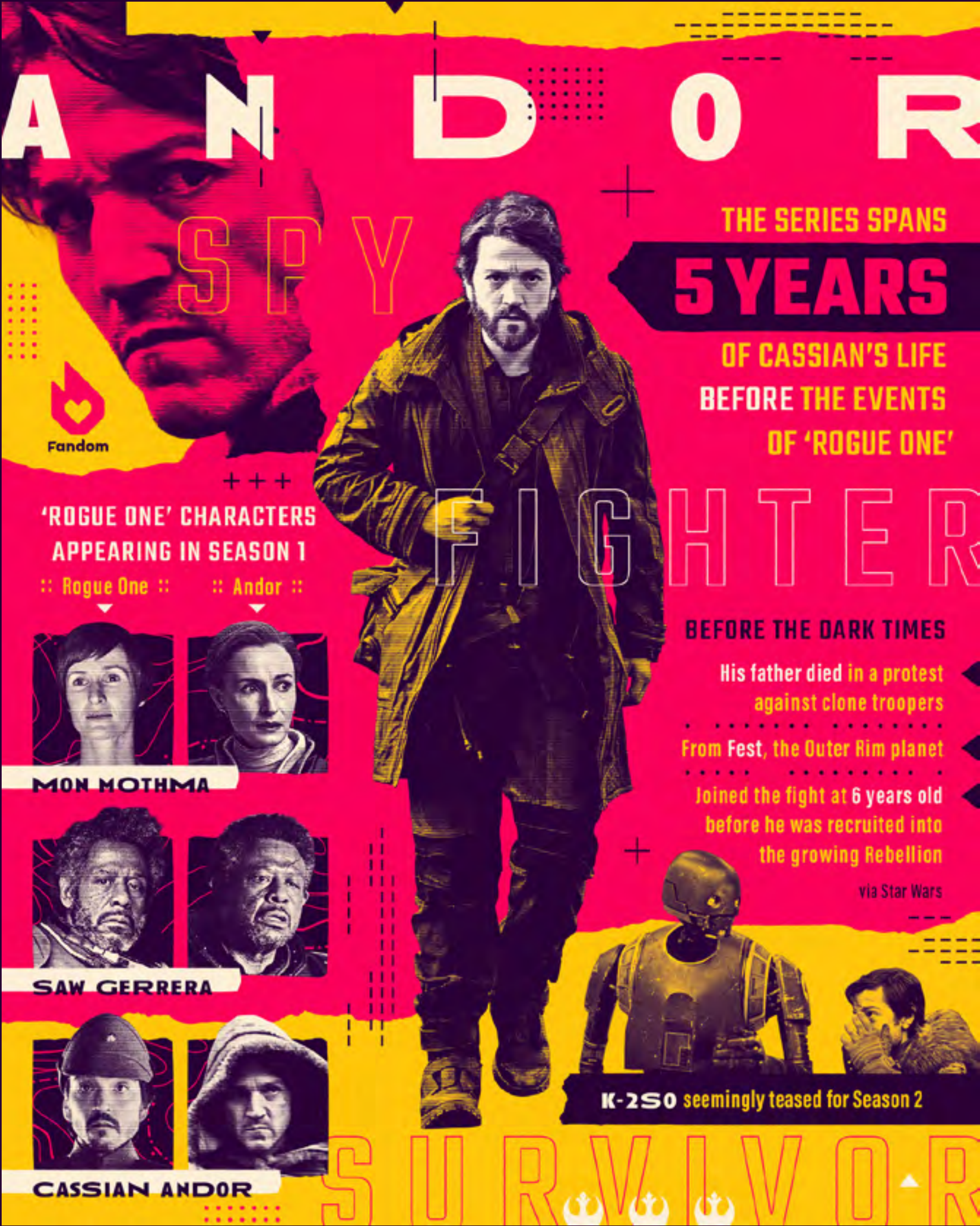




FAN ENGAGEMENT



DATA-FOCUSED



CHARACTER BREAKDOWNS



“  
**EVERYTHING ABOUT WOLVERINE’S CHARACTER AS I UNDERSTAND IT, WOULD KEEP HIM FROM DONNING A SELF PROMOTING UNIFORM**  
Logan director explains why Hugh Jackman never wore Wolverine’s mask  
via Variety

Fandom

QUOTES

**REPORTED STATUS OF DC SHOWS ON HBO MAX**

 <b>The Batman Penguin spinoff</b> still planned	 <b>Peacemaker S2</b> moving forward	 <b>Green Lantern</b> from Greg Berlanti moving forward
 <b>Harley Quinn S4</b> assumed safe	 <b>Titans S5</b> future unclear	 <b>Doom Patrol S5</b> future unclear

via The Hollywood Reporter

GRIDS

**BEN KINGSLEY’S TREVOR SLATTERY IS BACK!**  
Trevor Slattery will play a ‘major role’ in the future Wonder Man Disney+ Series  
via Joe Ottensmeyer | Variety

Fandom

NEWS

**COBRA KAI BRINGS OG KARATE KID FOES BACK**

 <b>DANIEL LARUSSO</b> The Karate Kid	 <b>JOHNNY LAWRENCE</b> The Karate Kid	 <b>JOHN KREESE</b> The Karate Kid
 <b>CHOZEN TOGUCHI</b> The Karate Kid Part II	 <b>TERRY SILVER</b> The Karate Kid Part III	 <b>MIKE BARNES</b> The Karate Kid Part III

via Netflix

**HORIZON ZERO DAWN NETFLIX SERIES BEING DEVELOPED BY UMBRELLA ACADEMY SHOWRUNNER**  
via Netflix

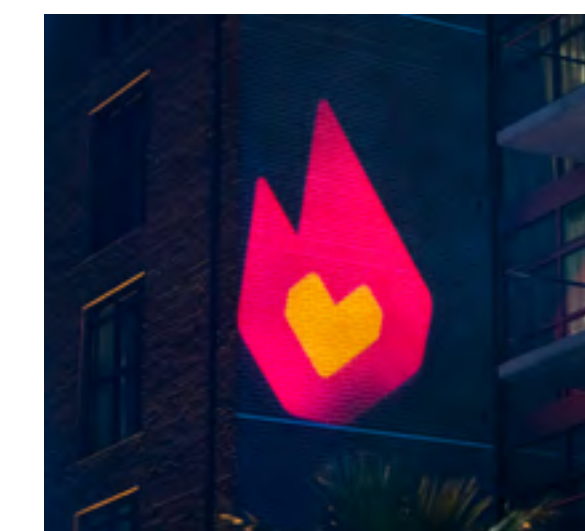
Fandom



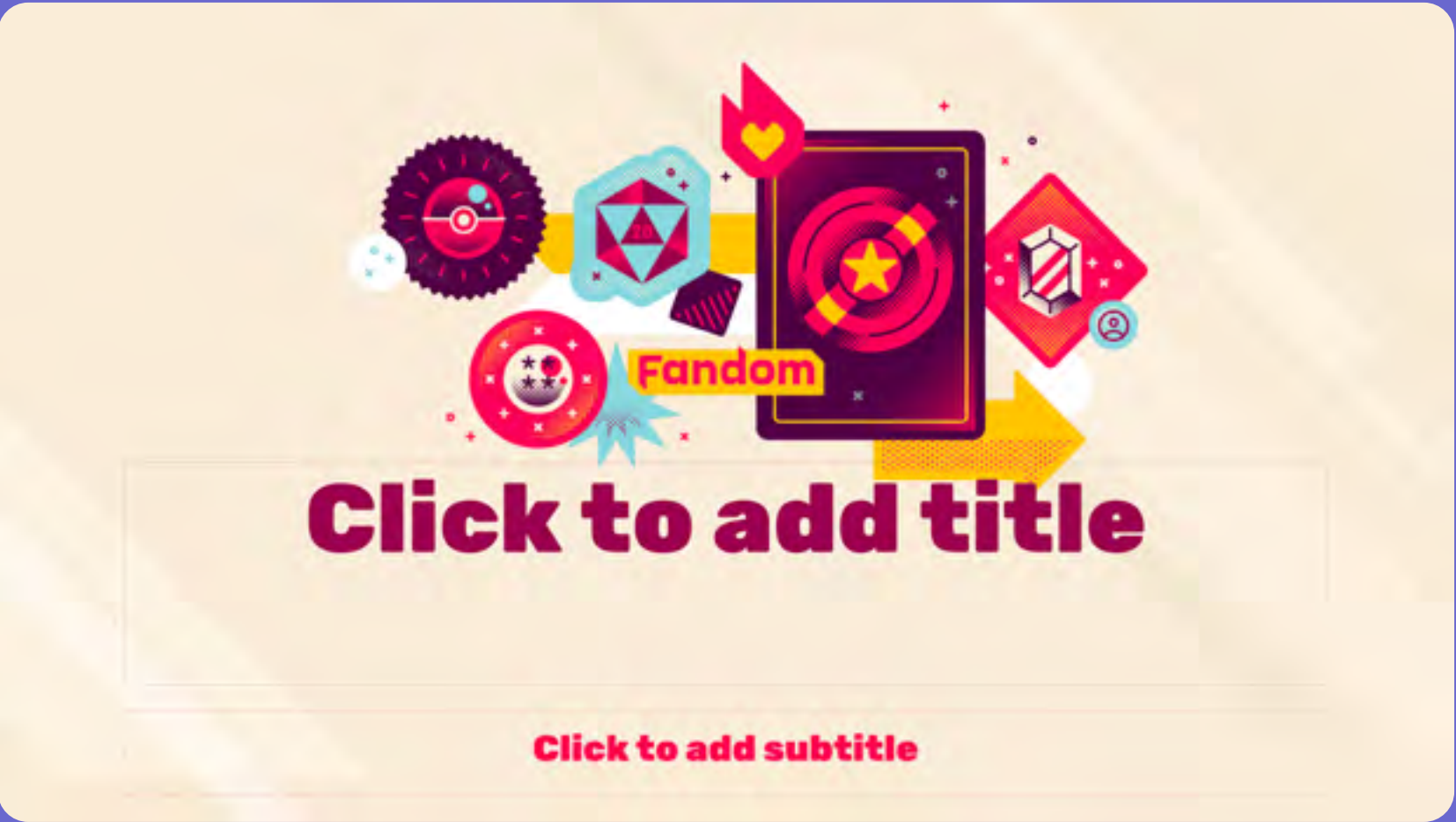
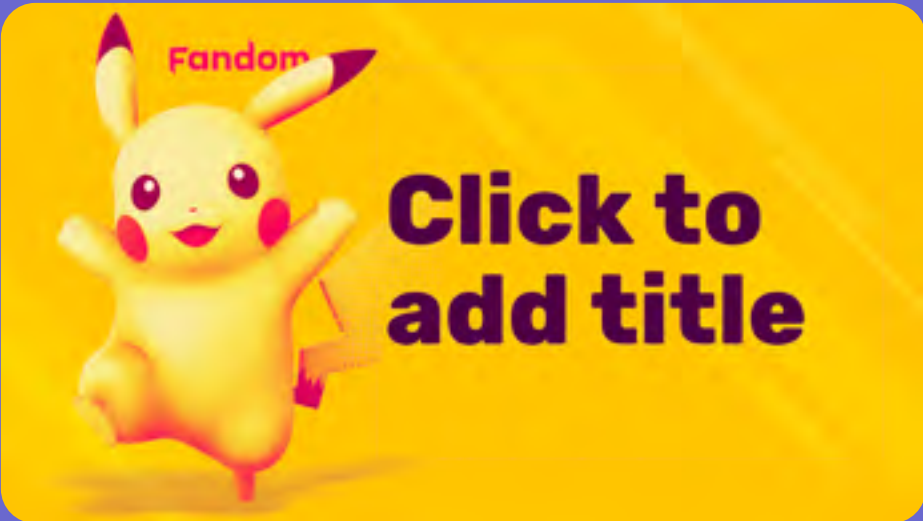
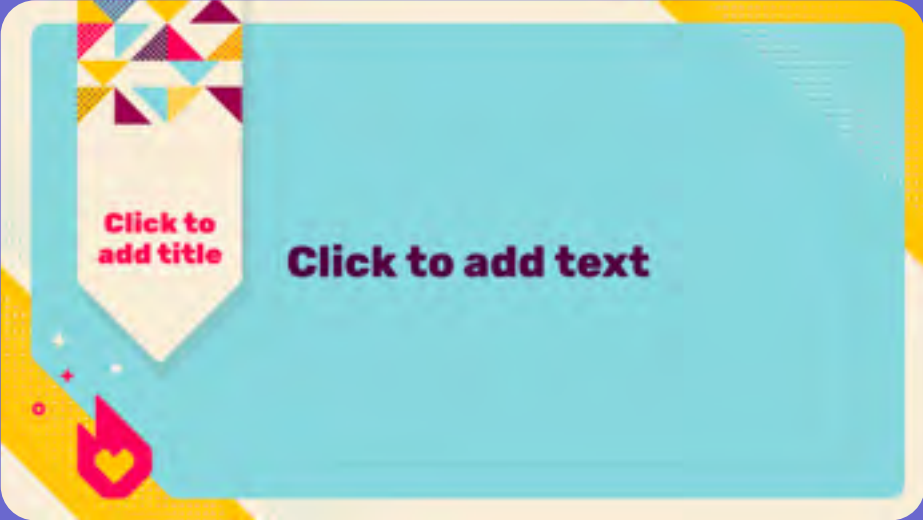
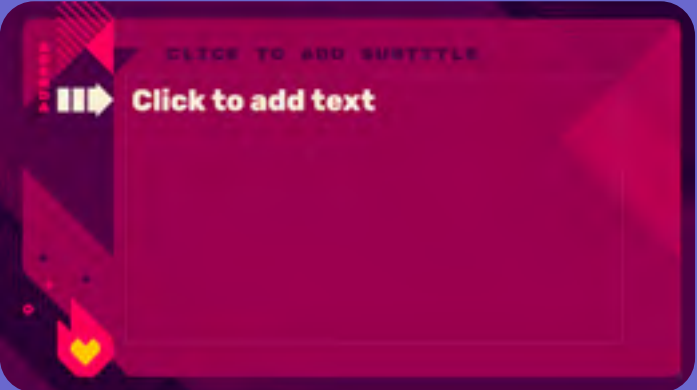
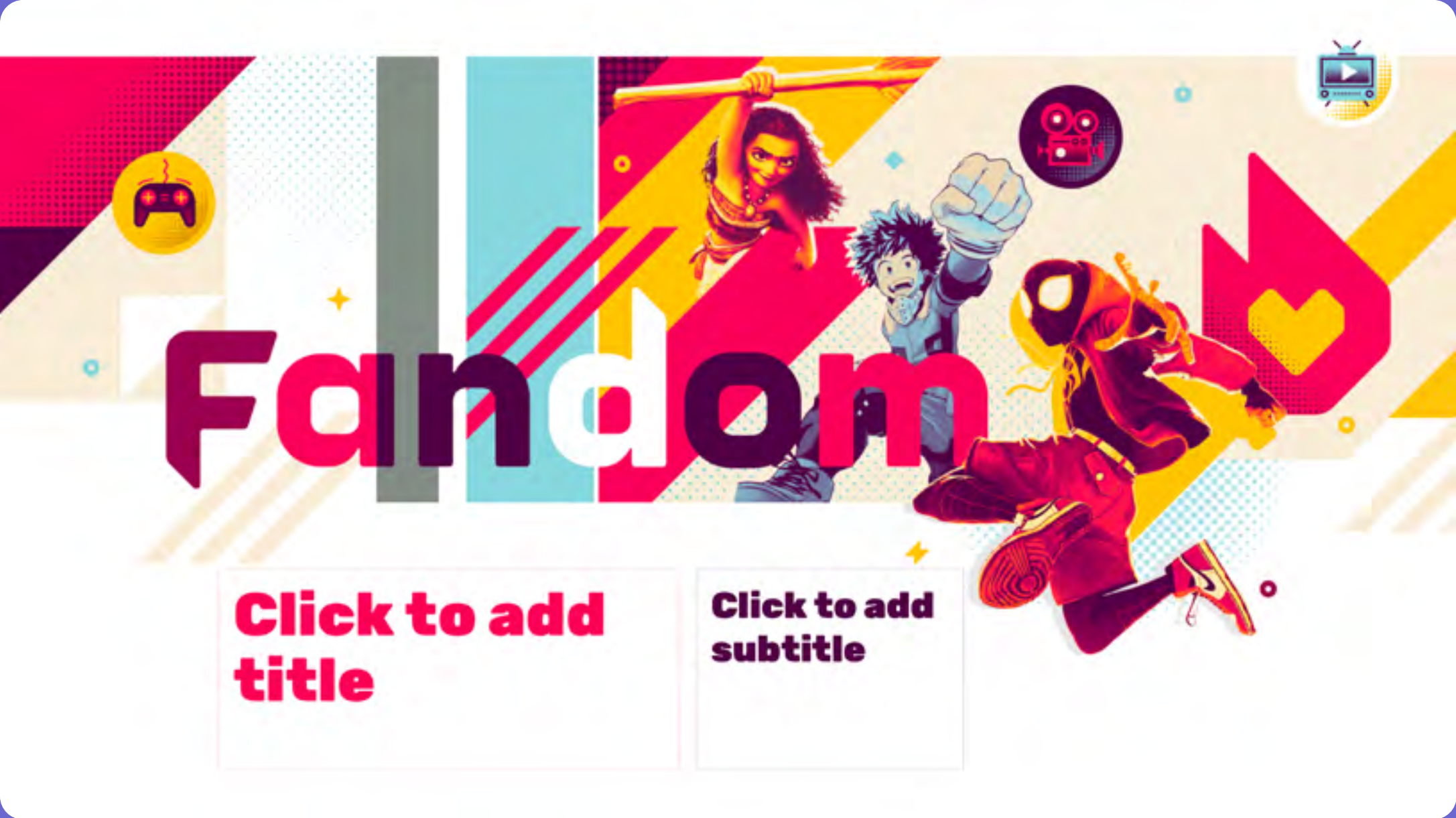
**HAPPY  
BIRTHDAY  
Fandom**















Fandom



INTRO CARD



TITLE CARD



LOWER THIRD



TRANSITION



BANNER



LOGO INTRO



END CARD



END CARD + CTA





GAMES



ANIME



MOVIES



TV



VIDEO



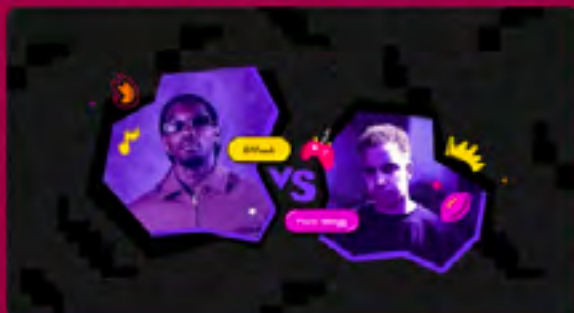
WIKIS



START A WIKI

# Fandom

Search the world's largest fan wiki platform



**Offset Accepts FaZe Swagg's Instagram Challenge and Drops Major Livestream News!**



**How GameStop Nostalgia and COVID Fueled Dumb Money's Unlikely True Story**



**Which Popular Anime Have Good Video Games?**



**Aquaman 2 Director on Lovecraftian Creatures and Those Big DCU Changes**

**TOP WIKIS**

**GAMES**

Terraria  
Minecraft  
Genshin Impact

**MOVIES**

Star Wars  
Harry Potter  
Marvel

**TV**

Memory Alpha  
Arrowverse  
SpongeBobia

**ANIME**

One Piece  
Naruto  
My Hero Academia

**MOVIES**

**VIEW ALL**

Popular Wiki Pages in Movies

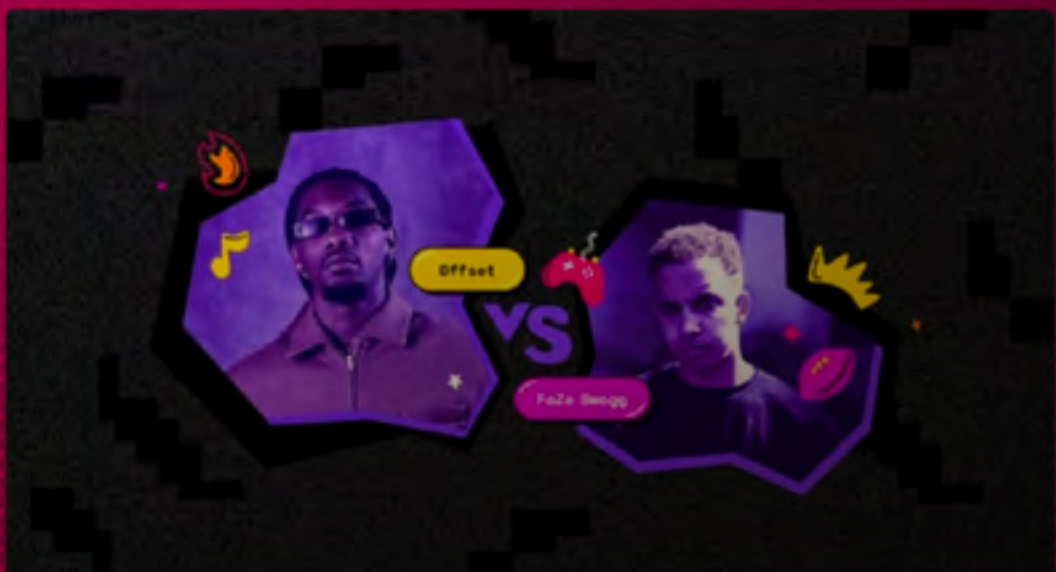
CORE PLATFORM HOMEPAGE & NAVIGATION

Fandom

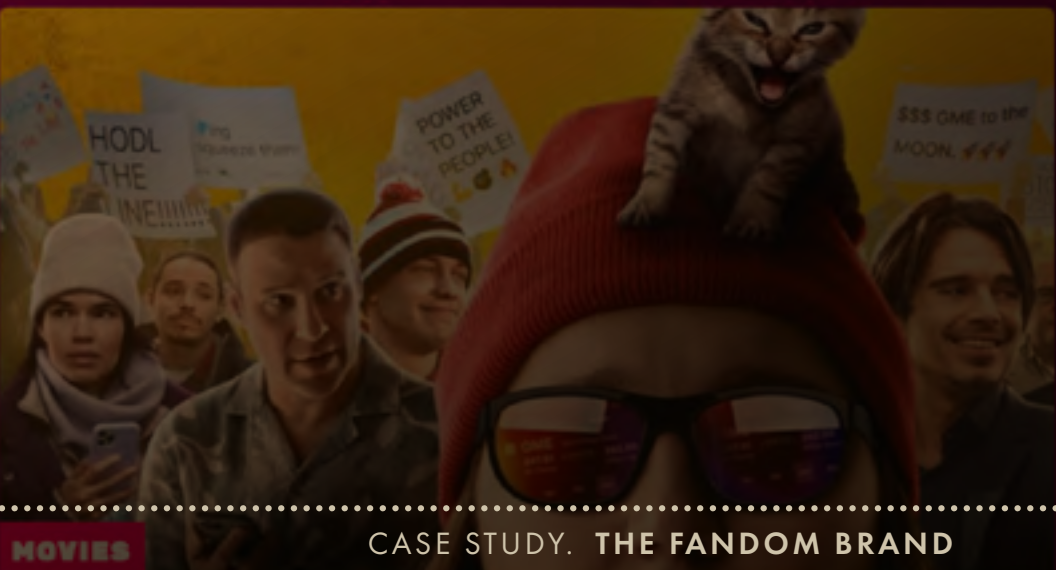


# Fandom

Search



**Offset Accepts FaZe Swagg's Instagram Challenge and Drops Major Livestream News!**



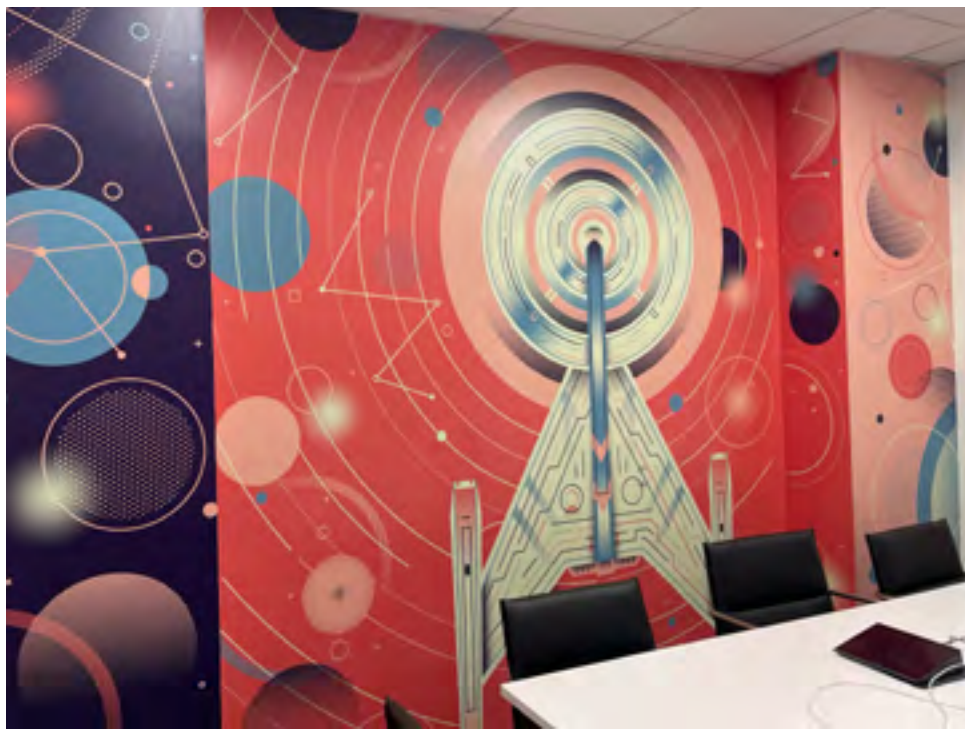
**MOVIES**

CASE STUDY. THE FANDOM BRAND

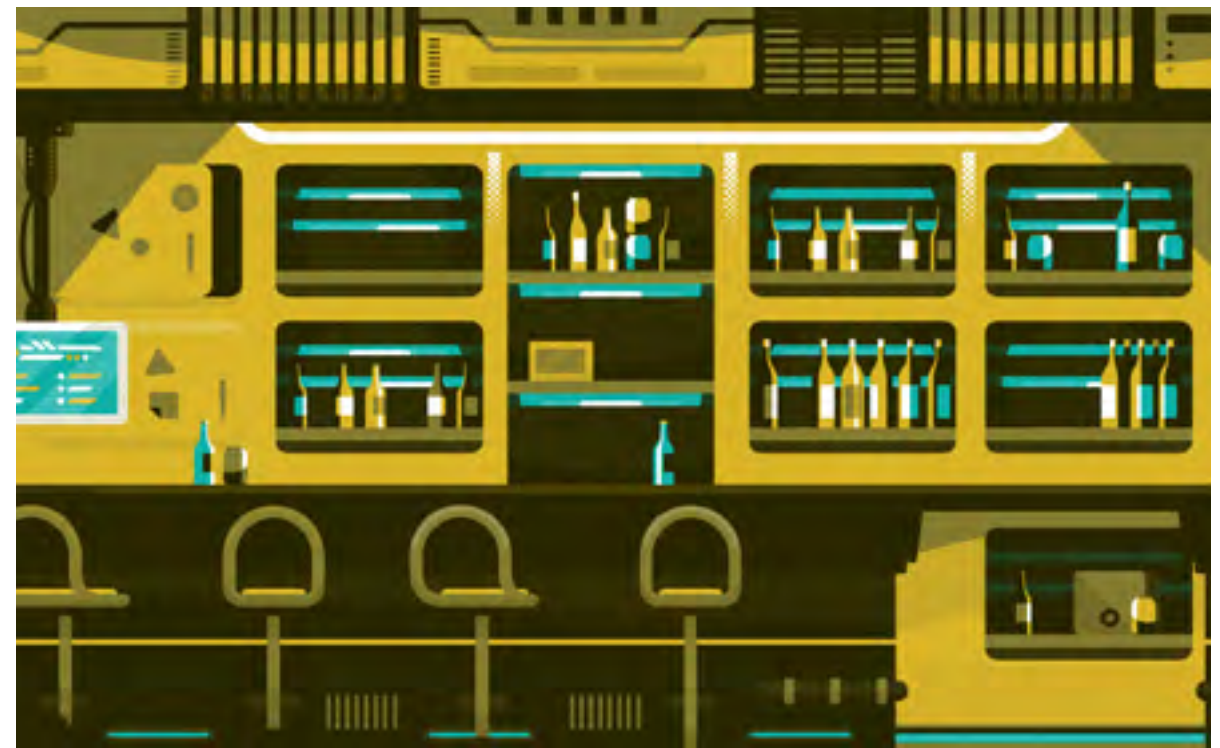


M. SPECTOR







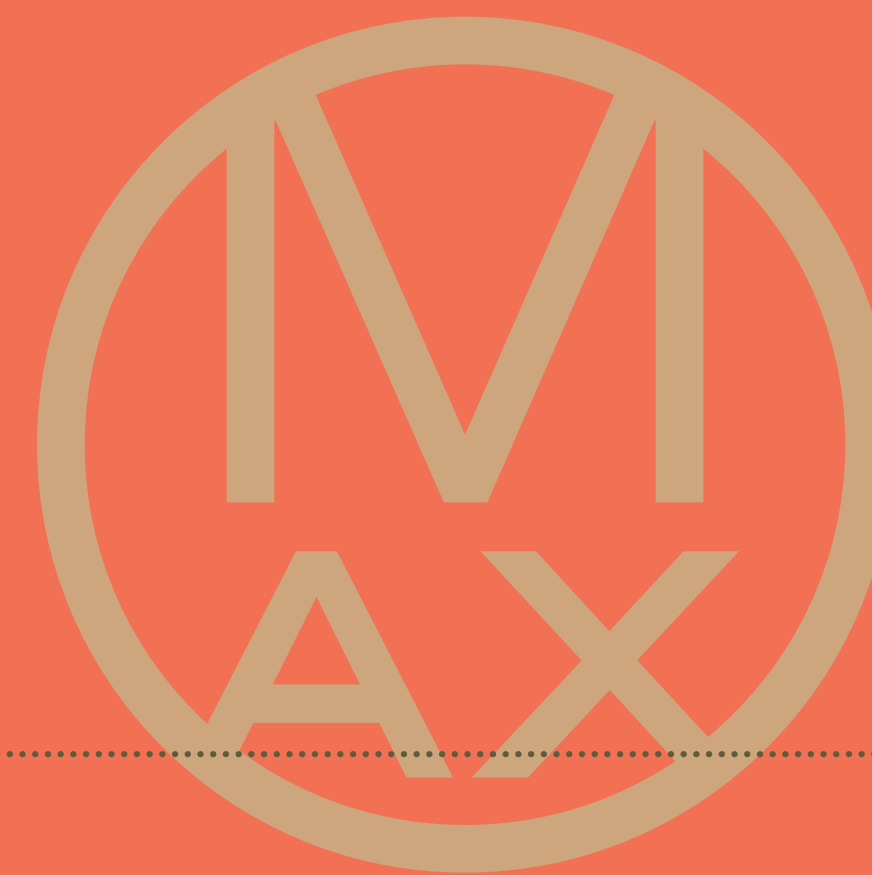






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**FOR THE LOVE OF FANS**



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[www.maxspector.com](http://www.maxspector.com)