SERGIO SANCHEZ

GRAPHIC DESIGN

LOGO DESIGN

When I went about designing the 'RatedGTO' logo, the branding was completely new but the client told me he wanted something energetic and active.

I tried things with negative space and also designs with lightning bolts but it ended up being the simpler design (1B on the deck) that he liked.

I proposed with some different color decks and the final result was a blue and silver logo. The final product is on the right.

Approaching the 'Runitup Live' brand was a little different since 'Runitup' is already an established brand. It was an extension and wanted a very neon and classy feel. I played around with giving it a heart rate and placing LIVE under it, but once again it turned out that the client wanted a "less is more" approach. The colors were chosen to reflect the fact it would be streamed on Twitch.

FINAL PRODUCT

LOGO DESIGN

Originally, the 'Chat Plays Poker' brand was going to be 'Twitch Plays Poker' and was to have a home game vibe, one in which renowned Poker players and streamers would play live poker while the Twitch community watches the game through a set of glasses, voting the action after each orbit.

I drew up some designs but ultimately they liked 3B, where the design is a callback to cards that are clipped after they are not used by casinos anymore and sold for home games. They ended up changing the brand to 'Chat Plays Poker', but loved the design and only requested that minor change.

The bottom logos are a deck built for 'The Pleb Method', another rising Poker streamer who wanted a logo and a whole brand to go with it. With nothing to go off of, I presented some fun designs and he liked 3A, as he wanted a 'metallic' feel. The rust became a key part of the branding when presented with the idea.

1A	3A	5A
twitch PLAYS POKER	twitch PLAYS POKER	TWITCH PLAYS POKER
1B	**3B**	**5B**
TWITCH PLAYS POKER	TWITCH PLAYS POKER	TWITCH PLAYS POKER

1A	3A	5A
TPM	TPM	TPM
1B	**3B**	**5B**
TPM	TPM	

Top: Overlay for Poker streamer developed around an 'Atlantis' type of look.
Left: Merchandising graphics built for an animated ad roll.

I had to produce for different Poker streamers and the experience of the viewers watching them week after week.

I had to create graphics for their ad rolls and also an overlay that can present their music and other information.

Key difference between these two is the top overlay was built to show the window bar with the client name, the bottom one was built to clip it.

Top: Overlay for 'The Pleb Method', built around a rusty and metallic theme.
Bottom: Two animated panel doors that move with new followers and subscribers.
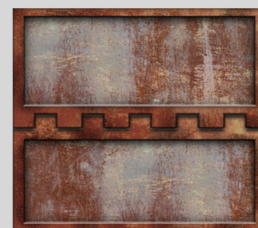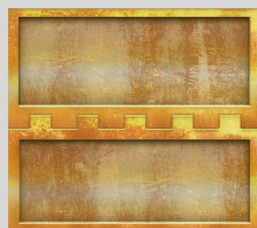
UX DESIGN

STREAMER BRANDS

OVERLAYS AND AD ROLLS

Pokerstars influencer Fintan Hand needed his whole brand refreshed but was persistent on keeping his 'sloth' logo. I built him a whole overlay and even customized his chat space to feature his logo.

The idea being that when you watch his stream you feel like you're in the abandoned ruins of some ancient society like the Mayans or Aztecs, but using his original colors.
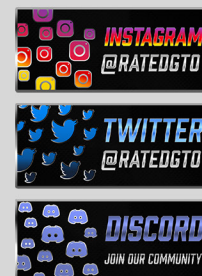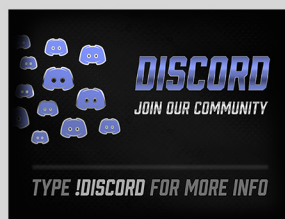
Under the overlay are some graphics used for his own merchandising.

RatedGTO's Ricky Guan wanted an overlay that matched his new logo, so I designed something to reflect an urban and modern feel since he traveled from New York to Vegas to purse his career as a professional Poker player, with the chat featuring his logo on the cover to the sewer's entrance (kind of a callback to the Teenage Mutant Ninja Turtles) and a slightly larger ad space than Fintan.

The ad space has his socials and the handles to each of them, and he also requested panels for below his stream that users can click for a direct link to his socials.
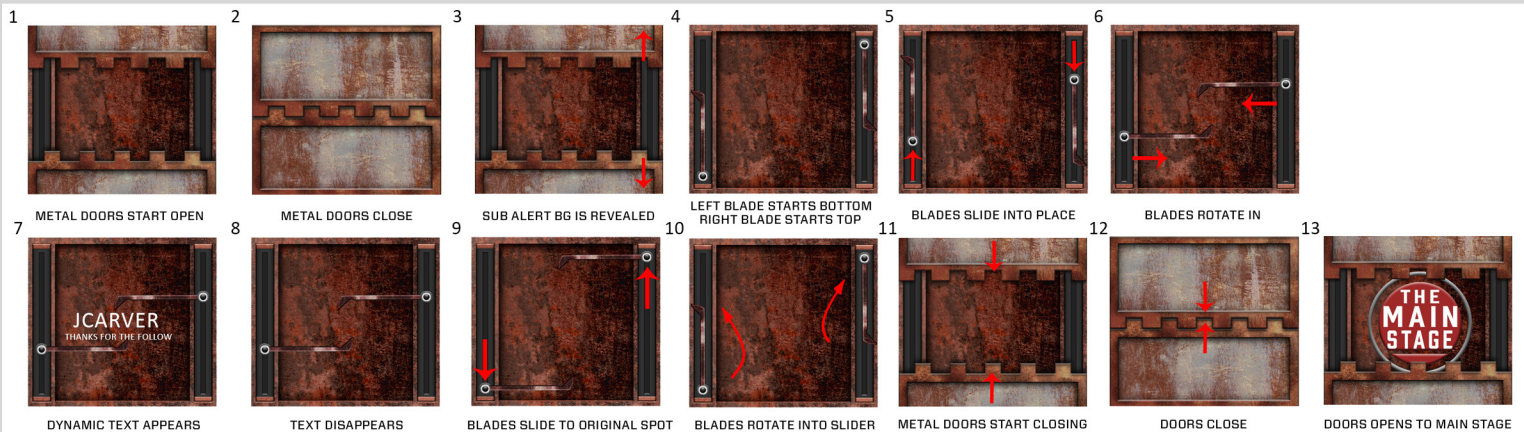
He requested the window's client name to be shown, while Fintan wanted it clipped as the tournament name would be shown above the chat space.

MOTION GRAPHICS

1 — METAL DOORS START OPEN
2 — METAL DOORS CLOSE
3 — SUB ALERT BG IS REVEALED
4 — LEFT BLADE STARTS BOTTOM RIGHT BLADE STARTS TOP
5 — BLADES SLIDE INTO PLACE
6 — BLADES ROTATE IN
7 — DYNAMIC TEXT APPEARS (JCARVER THANKS FOR THE FOLLOW)
8 — TEXT DISAPPEARS
9 — BLADES SLIDE TO ORIGINAL SPOT
10 — BLADES ROTATE INTO SLIDER
11 — METAL DOORS START CLOSING
12 — DOORS CLOSE
13 — DOORS OPENS TO MAIN STAGE (THE MAIN STAGE)

Above is the storyboard for 'The Pleb Method' who wanted a follower and subscriber animation. The subscriber animation would follow the same steps but certain features would be dressed in gold metal versus the rusty and original theme. The idea being the panel doors close and reopen, and as they reopen the blades on the side etch the follower/subscriber information and then close after the words fade.

This storyboard was created and handed to an animator also working with 'The Pleb Method', and is currently in use in his overlay everytime he gains a follower or subscriber.

I was asked to create some branding and a set of announcement graphics for the new 'Chat Plays Poker' brand. I animated both an Instagram and Twitter version, and both were used to promote the launch of this innovative brand.
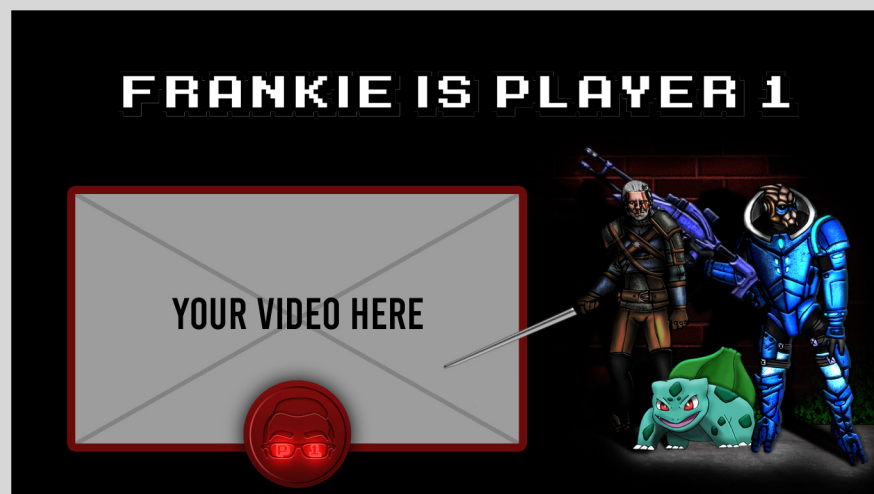
Above is the end card graphic for a Youtuber who recently contacted me. He requested a simple logo as well and wanted an end graphic that would play after his video with a spot to insert his next video.

He requested some of his favorite video game characters be given a spot to move and represent his brand, so I drew and animated some of those characters.

To view some of these animations come to life, click this link.

https://theartisticenenra.net/motion-graphics/