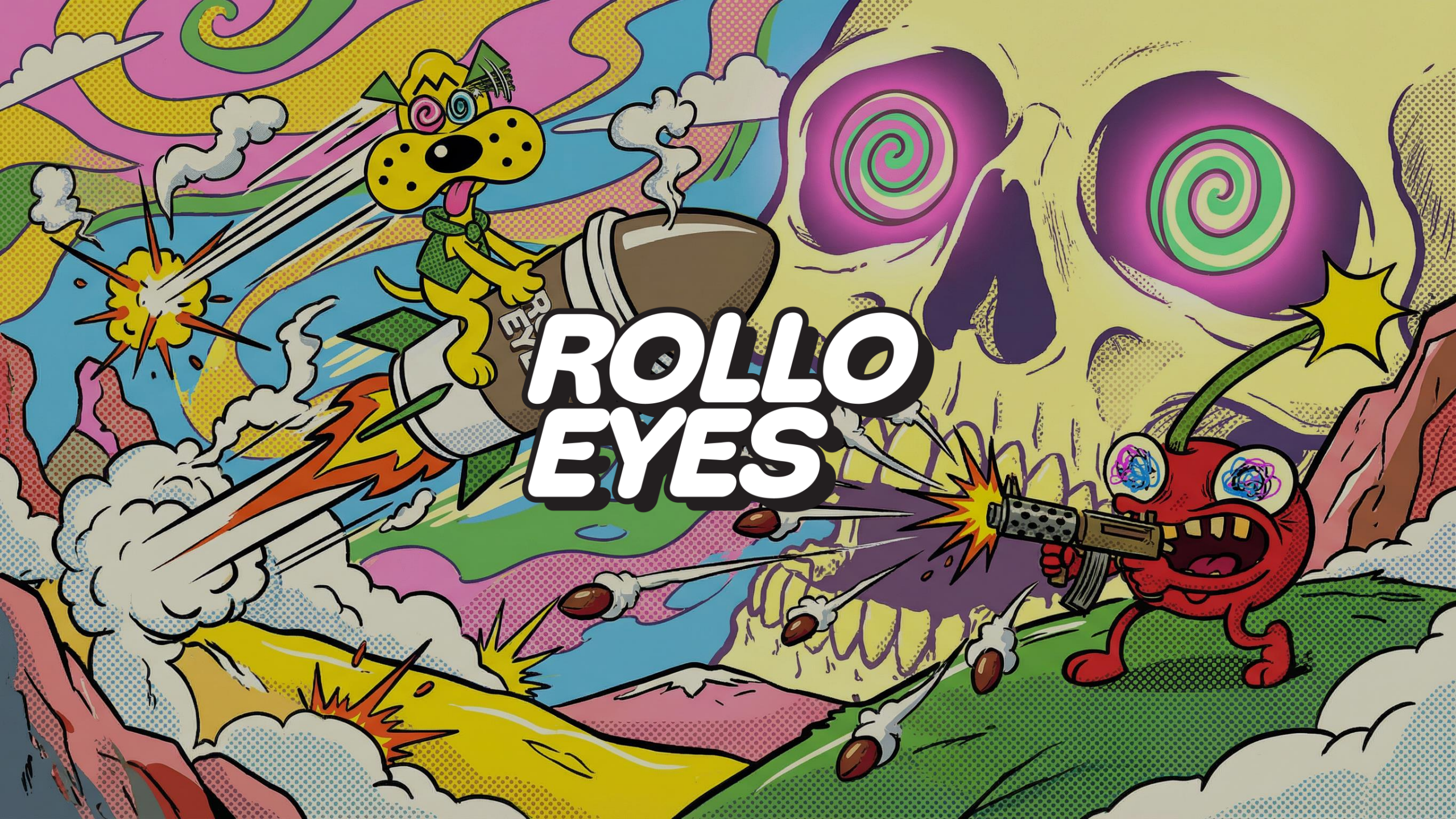




ROLLO EYES



ROLLO EYES

Rollo Eyes is a highly caffeinated coffee brand. Having limited-edition drops with experimental flavors and designs.

Rollo Eyes' purpose is to blend expressive art and youth culture with our favorite morning mandatory treat.

OUTLAW

- The Outlaw archetype represents Rollo Eyes through its rebellious tone, bold visuals, and unapologetically high-energy identity.
- It speaks to a youthful audience that values creativity, independent, and breaking norms, mirroring the brand's experimental flavors and limited-edition drops.
- Emotionally, it captures the thrill of defiance and freedom, turning a daily coffee ritual into a statement of individuality and self-expression.





Moodboard

Initial AI Concept



Initial AI Concept



BRAND REFINEMENT

Week 6 -7

Headlines

Aa

Balboa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;?!

Body Copy

Aa

DIN Alternative (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;?!

Flavors

Aa

Hoss Round (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;?!

ROLL YOUR EYES OVER

ROLLO EYES

GROUND
COFFEE

CAUTION

CERIAL RIOT



NET WT 12OZ (340G)

CERIAL RIOT

A rebellion against the
boring morning routine.
(Sweet cereal milk + toasted oats + caramel.)

ROLL YOUR EYES OVER

ROLLO EYES



GROUND
COFFEE

CAUTION

BURNOUT BREW



HIGHLY
CAFFEINATED

NET WT 12OZ (340G)

BURNOUT BREW

Strong, dark, and made for
late nights and all-nighters.

(Smoky espresso + caramelized sugar + burnt marshmallow.)

ROLL YOUR EYES OVER

**ROLLO
EYES**



CAUTION

**CHERRY
BOMB**



NET WT 12OZ (340G)

**HIGHLY
CAFFEINATED**

**CHERRY
BOMB**

Subtle cherry undertone to espresso
a flavor you can almost hear explode.
(Dark roast with black cherry, molasses, and a spark of chili)

ROLL YOUR EYES OVER

ROLLO EYES



SERIAL RIOT



NET WT 12OZ (340G)

HIGHLY
CAFFEINATED

ROLL YOUR EYES OVER

ROLLO EYES



BURNOUT BREW



NET WT 12OZ (340G)

HIGHLY
CAFFEINATED

ROLL YOUR EYES OVER

ROLLO EYES



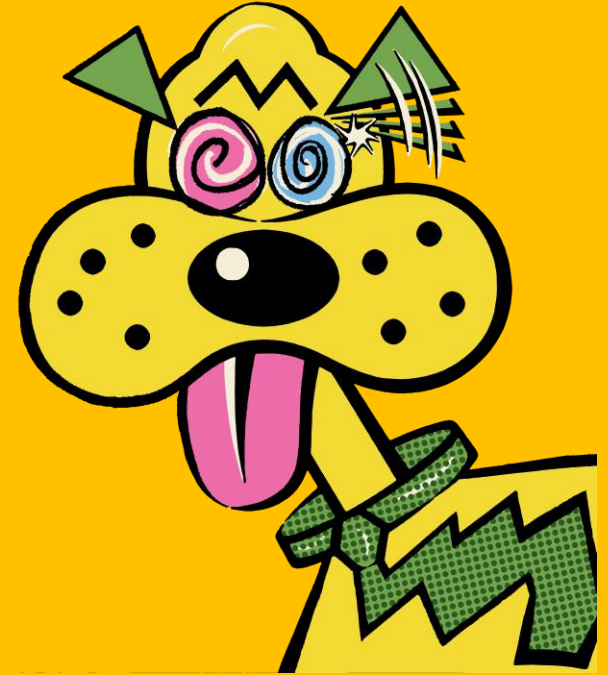
CHERRY BOMB



NET WT 12OZ (340G)

HIGHLY
CAFFEINATED

Illustrations





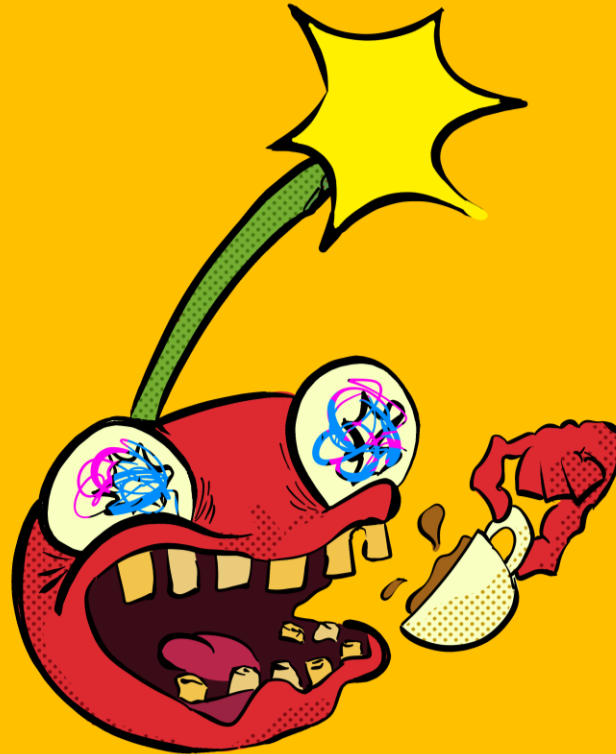


VISUAL TONE, CAMPAIGN ASSETS, STATIC LAYOUT

Week 7 - 8

Keywords

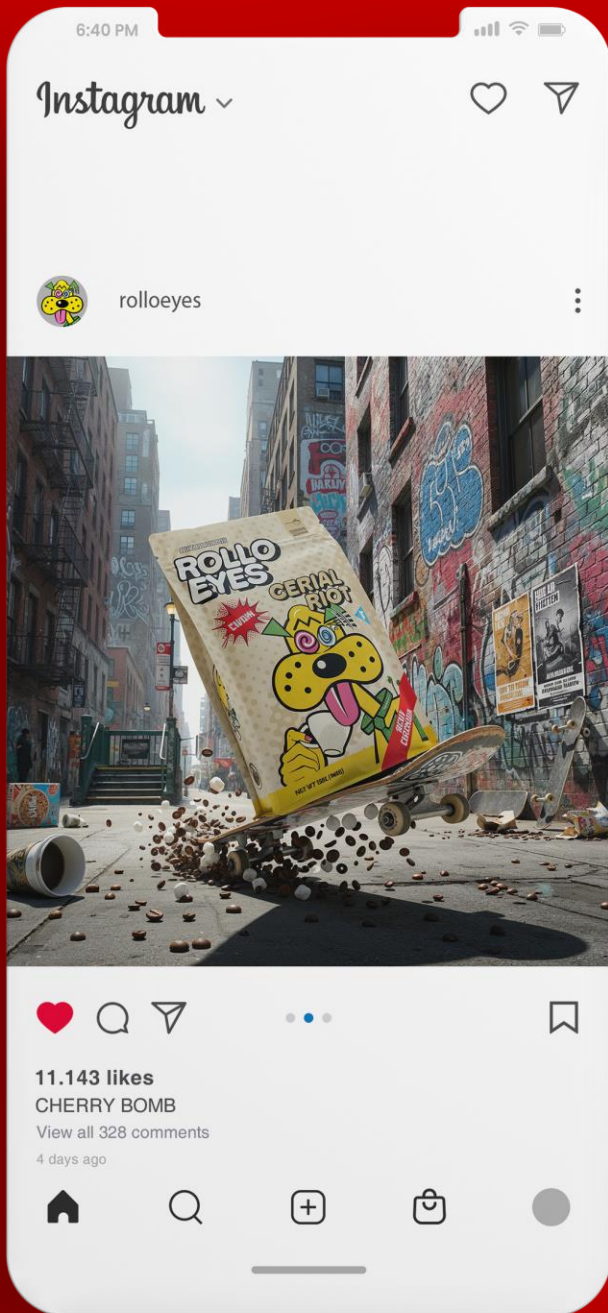
- Rebellious
- Bold
- Chaotic
- Unfiltered
- Defiance
- Independence
- Adrenaline
- Creative Rebellion
- Pop-art
- Street-culture
- Distorted
- Experimental













Secondary Design









roll.your.eyes
Los Angeles, California



♥ 532 Likes

roll.your.eyes Rollo x LA
Morning fueled with riot
[#augue](#) [#adipiscing](#) [#elit](#) [#do](#) [#eiusmod](#) [#tempor](#)

MOTION STORYBOARDS

Week 8 - 9

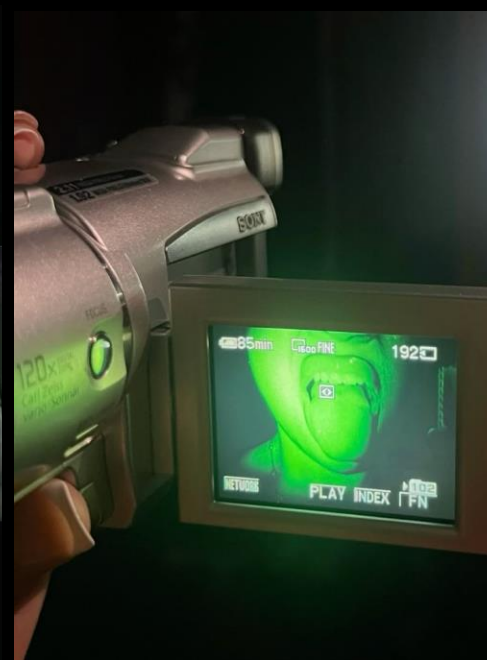


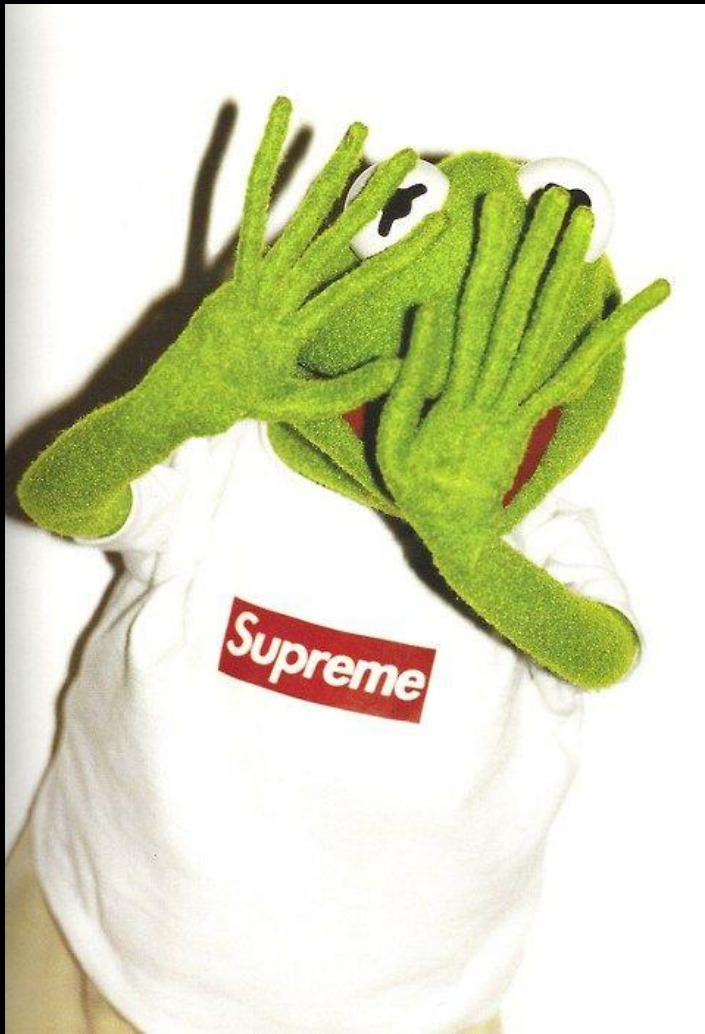
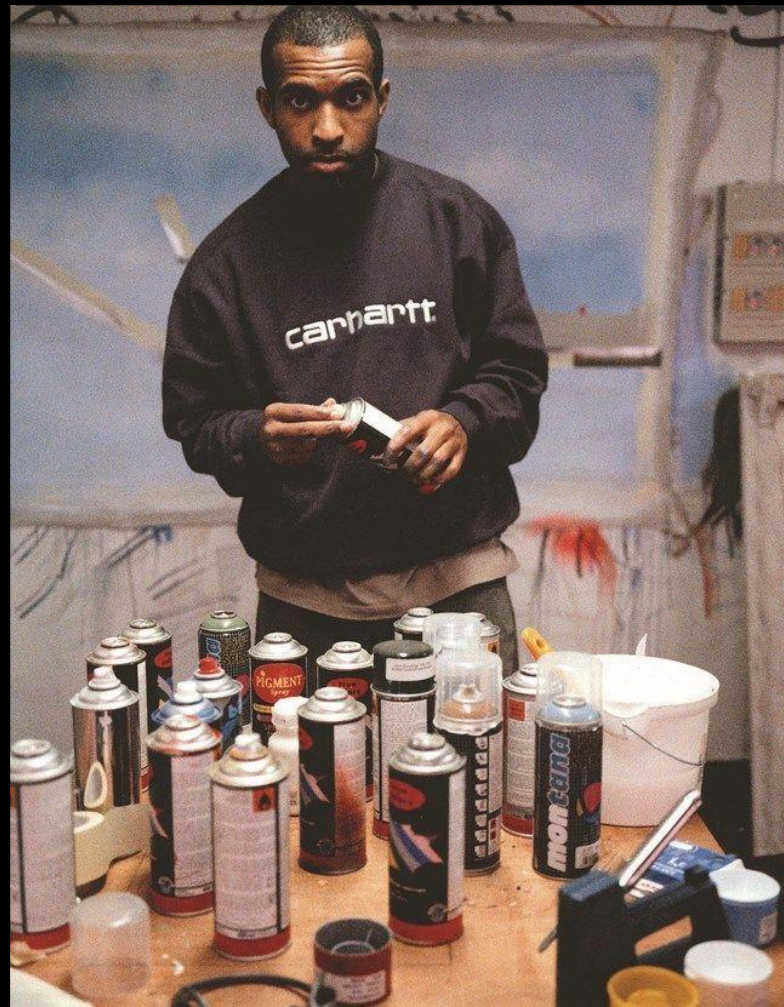
Crazy and loud skater cam recorder footage.

Not only capturing the skater energy, but also how Rollo Eyes blends street attitude with everyday coffee routine.

90s quality is a huge part of the aesthetic and vision for this motion video.

Capturing the energy of the brand.





00:00:00



Scene 1

Film overlay burning
Revealing "Rollo Eyes".

00:00:15



Scene 2

Fisheye lens flicks from
the top. Skater with Rollo
Eyes skate enters the
scene

00:02:30



Scene 3

Cam recorder zooms to a
couple sipping on a cup of
Rollo Eyes.

00:06:10



Scene 4

Camera pans out to reveal
a mob of people running
and chasing the couple off
the screen,

00:10:00



Scene 5

Cut to a skateboard grinding on a ramp. POV on the wheels with Rollo Eyes engraved on the wheel

00:13:10



Scene 6

A sudden cut to Rollo the dog, sipping and spilling his coffee. His eyes spin and he drops his coffee.

00:15:10



Scene 7

Cut to the concrete floor of the skate park. The cherry bomb flavor packaging falls from the sky to the floor. Rollo Eyes logo cuts in the frame.

00:00:00



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Spaces Workflow

VIDEO PRODUCTION

Week 9 - 10

**ROLLO
EYES**

**FURTHER CRITIQUE
REFINEMENTS**



- Make more cuts to keep the fast pace of the video.
- Generate more clips
- Fix Rollo the Dog's eyes and movement.
- Avoid a silent ending.

REVISION ROUND 2

Week 10 - 11

Revisions from last class.
Add SFX, make the cherry explode,
revise Rollo the Dog's animations.
Play around with making the
video loop.

REVISION ROUND 3

Week 12 - 13

Revisions from last class.
Make the cherry interact with Rollo the
Dog, having both in the
same scene.
Adding and modifying clips.

FINAL VIDEO REVISION

Week 13 - 14

Revisions from last class.

Replace a few clips with more skaters,
make the skull come up and laugh with
motion

Add more clips.

***ROLLO
EYES***

