



**Approach:**

GIRVIN has worked with Paramount Studios and Warner Brothers on films for Tom Cruise and Cruise | Wagner Productions for conceptions of brand development and visualizations ranging from early work, like Top Gun and Days of Thunder, to more recent projects such as The Last Samurai, War of the Worlds and M:I:III, the third Mission: Impossible installment. Paramount Studios asked GIRVIN to explore design development for the latest iteration of Tom Cruise’s new venture.

| Identity

**Result:**

GIRVIN first created opening treatments that explored a more complex title rendering: Mission: Impossible 3 | Merchant of Chaos. These opening sketches revealed another solution path for the use of the simpler title: Mission: Impossible III. Further explorations developed the M:I:III rendering, based on thumbnail conceptions by Mr. Cruise. Final iconic design renderings, palette and surface treatments were created for use in theatrical advertising, marketing, motion design and merchandising. Designs are evolutionary, based on interactions with the studios, the stars themselves and advertising agencies.



*“When we start to develop print advertising strategy for a film, we usually create a film logo to give us an essential sense of creative direction. For probably close to a decade or more, we have used Tim Girvin and his group as consultants to capture this first creative position. Tim is one of the best people we work with to reach into a film and pull out a array of ideas that are thought through, work in the myriad applications we have to consider and truly do capture the essence of a film’s identity. It’s movie branding. That’s what it is all about, and he does it especially well.”*

Lucia Ludovico | Senior VP, Creative Advertising | Paramount Pictures Corporation