

MY BRANDING

THE STORY

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You might have noticed there seems to be a theme around here and you might be wondering why. As someone who loves worldbuilding and creating an immersive experience, I thought it best to allow people to experience myself as a person and how I got here. My love for the craft started with my love for our own world.

Growing up, I would get in the car with my family and off we'd go to explore the camping grounds of North America. I'd eagerly keep an eye out on all of the road signs that passed us by in my desperate curiosity to soak up everything I saw, especially when the adults in the car got tired of the age-old question, "Are we there yet?"

To mimic that road trip feel, I decided to make the navigation signs reflect informational road signs, and the headers reflect the highway signs that let you know that you're about to reach your destination. As for the environment, one of the places I went to that still appears vividly in my mind are the deserts of the Southern United States. You might think my logo is related to that, but funnily enough, it has an entirely different story.

When learning the foundations of life drawing, my love for the arts and biology slammed together when we were made to draw dozens of bones, human and animal, and... **I LOVED IT!** I decided to name my Instagram profile "barebonesanimation" and pictured an antelope skull as the logo. However, I didn't connect with the curved horns on many well-known antelopes until I remembered the Nilgai of India. They had sharp horns, I had seen them in person, and they were of South Asian descent – just like me! Just one problem, everything else was themed around North America, wouldn't an Indian antelope throw that off?

Much to my joy, I found out that Nilgai had been brought over to Texas in the 1930s and had adapted smoothly to their new home. For a first generation Indian Canadian, it was the perfect mascot. As for the blue horns? An easy choice considering Nilgai translates to Blue Cow – a little easter egg for both South Asians and animal lovers.

