

## INTRODUCTION TO THE PROJECT

Client Name: VisiaVerse Theme Park

Project Name: Dreamweaver's Paradox — Ride Branding & Campaign

Project Scope: Brand identity development, signage design, experiential journey mapping, touchpoint creation, advertising campaign, and theme park ride visual system.

### Project Overview:

Dreamweaver's Paradox is a new immersive attraction at VisiaVerse, a futuristic theme park rooted in imagination and nonlinear storytelling. The ride blends lucid dreaming, time loops, and surreal environments to transport guests through an ever-shifting world where reality bends and changes.

This project explores the complete branding and advertising campaign for the attraction — including logo development, typography, color system, signage, rider experience journey, persona research, and print/digital advertisements. The goal of the case study is to present a cohesive brand identity that enhances visitor immersion and strengthens VisiaVerse's reputation for visionary storytelling.

# VisiaVerse: Dreamweaver's Paradox Theme Park Ride Branding & Advertising Campaign

BY

Hope Scott  
November 2025



## My Role

I served as the Brand Designer, Illustrator, and Campaign Art Director for this project. My responsibilities included concept development, visual research, logo and identity creation, touchpoint design, customer journey mapping, and the full print + digital advertising campaign for Dreamweaver's Paradox.

## Tools Used



## Design Problem / Assignment Overview

VisiaVerse tasked me with developing the full brand identity and advertising system for Dreamweaver's Paradox, a new next-generation immersive ride centered around lucid dreaming, looping realities, and surreal environments. The challenge was to create a visual identity that captured the dreamlike, reality-bending atmosphere of the attraction while remaining functional across all theme park touchpoints.

The assignment required balancing imaginative storytelling with practical design needs. The brand identity had to work effectively for:

- Ride entry signage
- Queue and interior wayfinding
- Merchandise potential
- Advertising and promotional campaigns
- Digital and print applications
- Guest navigation and thematic immersion

The goal was to create a system that felt mysterious, surreal, and transformative, while still maintaining clarity, readability, and usability for guests of all ages.

## Project Goals & Challenges

Key objectives for this project included:

- Developing a cohesive brand identity that communicates dream logic and time distortion
- Creating a visual system that feels immersive and atmospheric
- Maintaining consistency across multiple touchpoints
- Designing assets that could apply to both physical signage and digital advertising
- Ensuring the brand fit seamlessly into the existing VisiaVerse universe
- Balancing surreal aesthetics with legibility and operational functionality

This project pushed the boundaries of conceptual thinking while requiring disciplined execution across brand elements and design environments.

# CUSTOMER JOURNEY MAP

## Customer Journey Map Overview

The customer journey for Dreamweaver’s Paradox outlines how guests engage with the attraction from the moment they encounter its marketing to their final exit from the ride. This journey highlights emotional highs, guest expectations, and the critical touchpoints where branding and design influence the overall experience.

The goal of the journey map is to ensure that every stage — from anticipation to immersion — delivers a seamless and memorable encounter that supports both the narrative of the ride and the visual identity of VisiaVerse.

## Journey Stages & Key Touchpoints

### 1. Awareness & Discovery

Guests first learn about Dreamweaver’s Paradox through:

- Park-wide posters and digital screens
- Social media ads
- Website ride previews
- Park map placement

Emotional Goal: Build intrigue, spark curiosity, create anticipation

Brand Impact: Surreal imagery, looping motifs, and ethereal visuals set expectations for a dreamlike attraction.

### 2. Arrival at the Land / Park Area

As guests approach the themed zone:

- Wayfinding signs introduce visual elements of the ride
- Soundscapes and lighting build atmosphere
- The entry arch becomes the first major physical brand encounter

Emotional Goal: Transition from reality to fantasy

Brand Impact: Colors, motion cues, and symbolic iconography reinforce the paradox/dream concept.

### 3. Queue Experience

While waiting in line, guests engage with:

- Wall graphics
- Story snippets and lore pieces
- Lighting effects
- Themed props or environmental elements

Emotional Goal: Build immersion and narrative depth

Brand Impact: Design elements act as storytelling tools, preparing guests for the surreal journey ahead.

### 4. Boarding the Ride

The final pre-ride moment includes:

- Boarding platform signage
- Safety graphics styled to match the brand
- Ride vehicle branding or light cues

Emotional Goal: Heightened anticipation and readiness

Brand Impact: Consistency in visuals ensures the dream logic theme remains intact even in functional areas.

### 5. The Ride Experience

Guests are transported through shifting dream environments:

- Visual illusions
- Time-loop motifs
- Color surges
- Nonlinear storytelling

Emotional Goal: Awe, disorientation (fun), excitement, wonder

Brand Impact: Abstract shapes, gradients, and symbol-driven design help unify the ride’s changing scenes.

### 6. Exit & Post-Ride

Guests leave through:

- Branded exit hallways
- Photo purchase stations
- Merchandise kiosks
- Nearby eateries or themed areas

Emotional Goal: Create a satisfying conclusion and encourage deeper engagement

Brand Impact: Post-ride visuals reinforce key motifs and encourage guests to share and revisit their experience.

## Summary

The customer journey for Dreamweaver’s Paradox is designed to guide guests from curiosity to full immersion in a surreal, dreamlike narrative world. Each touchpoint is carefully branded to maintain continuity, deepen the story, and enhance emotional engagement. By mapping this experience, the branding system ensures that every moment — from first impression to final exit — supports the ride’s identity and strengthens VisiaVerse’s commitment to imaginative storytelling.

# USER PERSONAS



Persona 1 — The Thrill Seeker

Age: 16–25

Motivations: Excitement, sensory overload, unique ride experiences

Behaviors: Prioritizes high-intensity rides, follows park hashtags, shares ride photos on social media

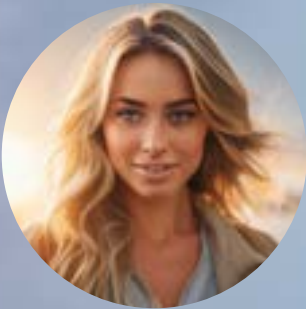
Needs: Fast-moving attraction, bold visuals, smooth navigation to the ride

Design Relevance:

This persona responds strongly to surreal graphics, high-contrast visuals, and dreamlike illusions.

Branding must instantly signal energy, motion, and mystery to catch the Thrill Seeker’s attention.

Summary



Persona 2 — The Fantasy Lover

Age: 20–35

Motivations: Immersive worlds, storytelling, escapism

Behaviors: Spends more time exploring themed areas, reads ride lore, enjoys atmospheric attractions

Needs: Worldbuilding, cohesive thematic details, emotionally immersive branding

Design Relevance:

This guest values symbolism, lore-driven motifs, and atmospheric color palettes. The brand system must communicate narrative depth and visual surrealism to fully engage this persona.



Persona 3 — The Family Explorer

Age: 30–45 (with children 5–12)

Motivations: Safe but exciting experiences, memorable family moments

Behaviors: Carefully reviews ride height requirements, prefers attractions with visual appeal for all ages

Needs: Clear signage, approachable visuals, intuitive navigation around the ride area

Design Relevance:

This persona requires legible typography, family-friendly motifs, and signage that balances surrealism with practical clarity—ensuring the ride feels magical yet accessible.

The key personas for Dreamweaver’s Paradox represent a diverse audience united by curiosity, imagination, and a desire for immersive storytelling. Each persona contributes different expectations:

- The Thrill Seeker craves intensity
- The Fantasy Lover craves narrative and atmosphere
- The Family Explorer craves clarity and approachability

By identifying these user groups, the brand identity is designed to appeal across emotional touchpoints—offering mystery for adventurous riders, thematic richness for story-driven guests, and clear wayfinding for families. These personas guided decisions throughout the branding process, ensuring that the final visual system is both compelling and accessible.

# Visual Research



## Summary

The visual research for Dreamweaver's Paradox draws inspiration from surreal artwork, cosmic environments, and dream-like color palettes that emphasize mystery, distortion, and transformation. These references helped establish the ride's overarching aesthetic: a blend of ethereal beauty and unsettling dream logic.

The chosen colors—deep violets, blacks, and luminous magentas—support a visual identity that feels both immersive and otherworldly. Character silhouettes and abstract forms influenced the design language for the ride's atmosphere and narrative tone. This moodboard, paired with competitor research and theme-park standards, provided the foundation for creating a cohesive, imaginative, and emotionally engaging guest experience.



# Brand Elements

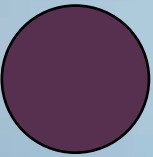
## Logos



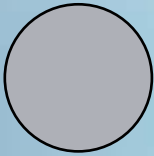
## Brand Elements Summary

This brand identity is built from a focused set of core visual elements, including the finalized logo, a refined primary and secondary color palette, and carefully selected typography. Together, these components establish a cohesive and recognizable visual system that reflects the brand's personality and supports its overall tone. These foundational elements guide the design decisions seen throughout the remaining visual solutions and ensure consistency across all touchpoints.

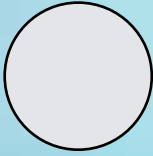
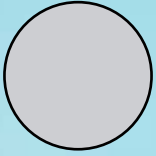
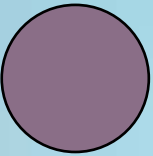
## Primary



## Color Palette



## Secondary



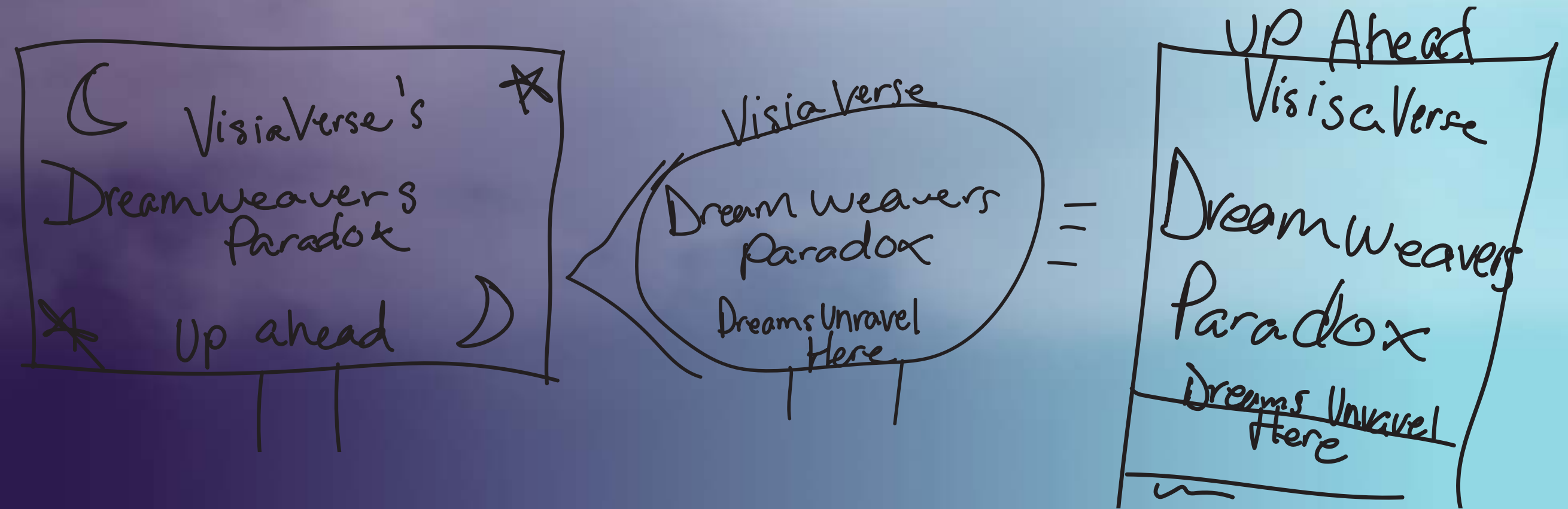
## Typography

**DREAMWEAVER PARADOX -  
CINZEL DECORATIVE**

*Visia Verse - Henny Penny*

Body - Montserrat

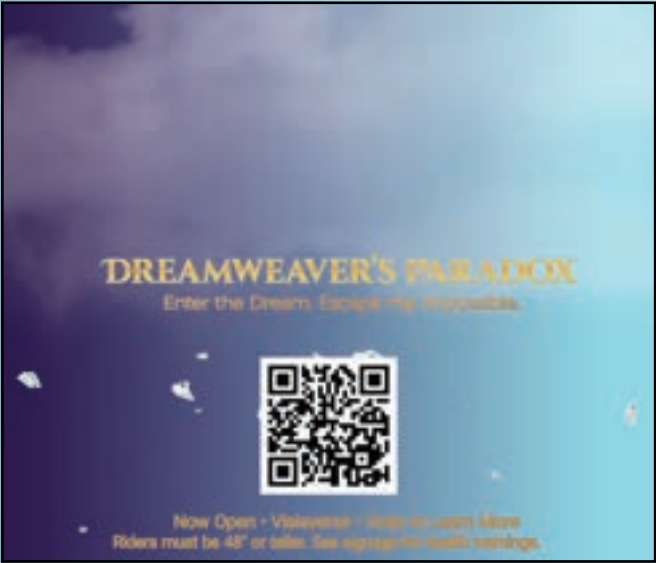
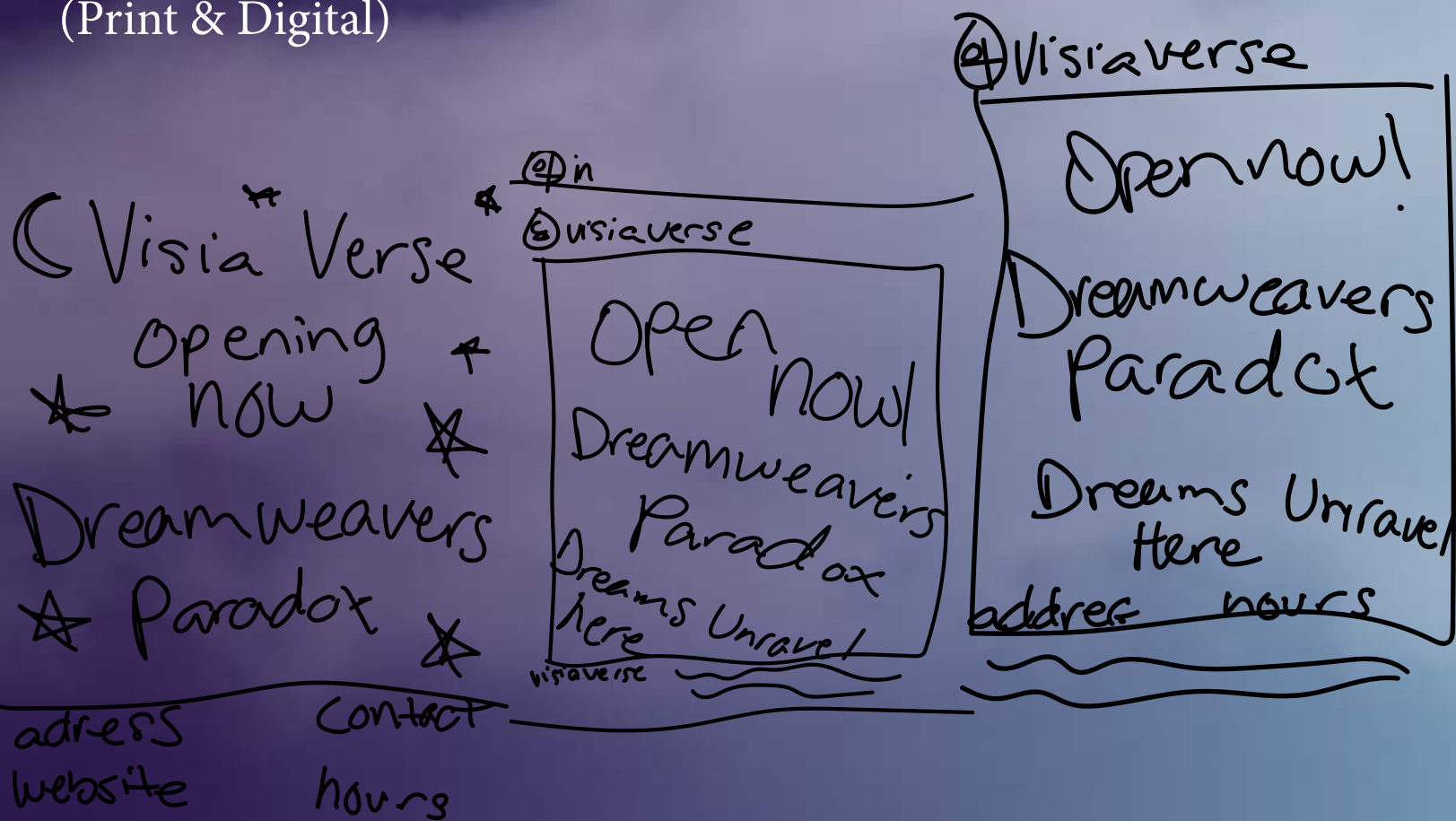
# Visual Solution 1 — Ride Signage



## Ride Signage Concept Development

These sketches explore possible directions for the attraction's primary signage. Each concept experiments with typography placement, visual hierarchy, and the tone of the ride's identity. These initial explorations helped define the overall style and guided the development of the final branding. Even at the sketch stage, the visual language reflects the brand's atmosphere and thematic cues, demonstrating how the identity will be applied to a key touchpoint in the guest experience.

Visual Solution 2 — Advertising  
(Print & Digital)



Advertising Concept Development

These advertising sketches explore how the brand identity is expressed across both print and digital formats. The print ad concept establishes the core messaging and visual hierarchy, while the social media variations adapt the design into more concise, platform-friendly layouts. Even at the sketch stage, these ads demonstrate consistent use of typography, tone, and brand elements, forming the foundation for a cohesive promotional campaign.

## Reflection & Thank You

This project has been a valuable experience in developing a cohesive brand identity from concept to visual solutions. I learned how to balance color, typography, and imagery to create a consistent tone, and how sketches and rough drafts play a critical role in refining ideas before final execution. The biggest challenge was working within limited resources and time, but it reinforced the importance of planning and organization. Moving forward, I would explore more detailed mockups and digital applications to fully realize the brand's potential across multiple touchpoints.

Thank you for reviewing this case study. I appreciate your time and consideration.