Studio Helper × UQU Clubs & Societies

Style direction 03

Ibis & Co.

A flat-vector ibis walks your exec team through it — gets it wrong first, then gets it right.

Club leader training video series
16 videos · one topic per video · 2026

The idea

Your own brand guidelines name the ibis as the clearest example of making a dry subject watchable. This direction makes it the host. A deadpan, slightly over-confident ibis fronts every video, makes the mistake so the student doesn't have to, and then gets corrected.

It plays out in a flat-vector illustrated campus you recognise — the club stall, the lecture theatre, the sponsor's office, the share-house kitchen. It has the most personality of the three directions, and it is the strongest for one metric that matters most in training: whether club execs actually watch to the end.

How each video is made

No filming. Every frame is designed.

1 — we write the script. 2 — you approve it in writing. 3 — we design the characters and scenes in Illustrator and Figma, rig and animate in After Effects, with AI-assisted in-betweens and backgrounds. 4 — we send you the cut. 5 — you send one consolidated set of changes. 6 — we deliver the final in 4K, with a 1080p social cut and captions.

The character rigs and the scene library are built once, up front — a slightly longer set-up before video one lands, with no change to the price.

Palette — Clubs & Societies sub-brand

Green ·base	Rich black	Pink	Orange	Blue
#B9D532	#000000	#FF1A8E	#FAA61A	#19BFD3

Flat 100% colour. No gradients, anywhere. No purple. Green is the base; scenes shift to a sanctioned clash pair for energy — pink with orange for sponsor scenes, blue with green for marketing.

The system

Colour

The full palette deployed as a flat illustrated world. Green base, with scenes shifting to a clash pair for energy — pink and orange for the sponsor-pitch scenes, blue and green for marketing. Black does the linework and the silhouettes. Every fill is flat — shape and colour do all the work, like high-end flat editorial illustration.

Typography

The brand's geometric grotesk in Black for punchlines and section titles — treated as an object in the scene. The ibis stands on the type, knocks it over, hides behind it. Kinetic on the joke beats; definitions kept in clean, restrained Regular blocks so the teaching stays perfectly legible under the play.

Motion language

Proper 2D character animation — squash and stretch, anticipation, overshoot, real weight. Scene transitions built from the same circle geometry as the Smiley. The camera pushes and pans across a wide illustrated world rather than cutting flatly between cards.

Devices & motifs

The ibis as recurring host — deadpan, mildly over-confident, and always the one who makes the mistake. A diverse cast of flat-vector supporting students. Running-gag props. Circle motifs everywhere, echoing the Smiley. The wrong-way-then-right-way structure is the engine that carries attention through the dull material.

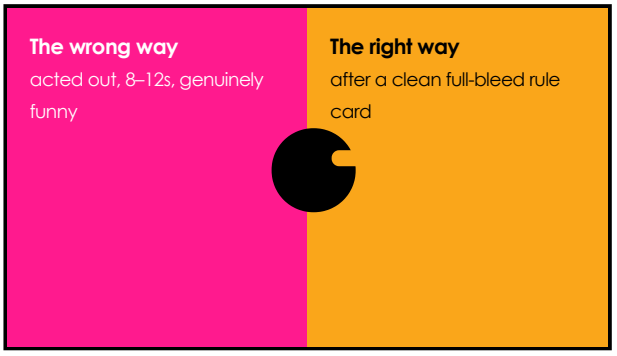
Anatomy of a video — 1 of 2

Title card



Full-bleed colour. The ibis wanders in, drops a giant bold title into frame, straightens it, nods. C&S logo top-left, Smiley roundel bottom-right.

Mid-video teaching beat

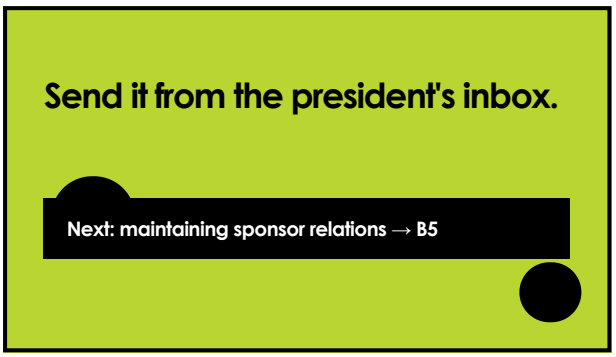


A short scenario played the wrong way first, then a hard cut to a clean full-bleed card stating the rule, then the right way. That wrong / right rhythm repeats every 45–60 seconds.

Every video runs the same five parts: a cold open that states the problem before any title, the title card, a teaching body of three to four signposted sections, a three-line recap, and a next-step card. The wrong / right beat is the pattern-interrupt, and a chapter progress bar is on screen throughout.

Anatomy of a video — 2 of 2

End & CTA card



The ibis lands on a green block, the takeaway sets beside it, the ibis reacts to it. Wipe to a clean green CTA card. Logo bottom-right. Holds clean.

Music & voice

Playful and bouncy — light synth, plucks and marimba, comedic stings landing on the gags. An energetic peer-level Australian voice with dry humour and real comic timing.

Studio Helper arranges the Australian voice-over. Nothing needed from UQU.

Strongest for

Memorability and completion rate with a student audience. This is the direction that makes the driest topics — alcohol marketing rules, signed agreements, financial guidelines — genuinely watchable to the end.