



Making Horror

Hong Kong-based horror film productions.
Setting the scene with ANAGRAMA

Making Horror is a new Hong Kong-based film label focusing on horror and thriller films. The brand developed by Anagrama tells its story from a forensic detective's point of view by presenting terror and mystery through the use of typical crime scene elements. The logo portrays the fine line between order and madness by creating a structured typeface that is inconsistently distorted, creating logo variations used throughout Making Horror's print and video media. Incorporating the characteristic themes of horror and thriller films, the brand adopted a psychotic personality communicated through the stationery by repeating lines and typos.

