

VOL.01

THE AFTER
HOURS

BRAND BOOK





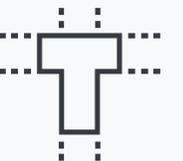
OVERVIEW

01 ABOUT US

02 BRAND STYLE

03 OUR PROCESS

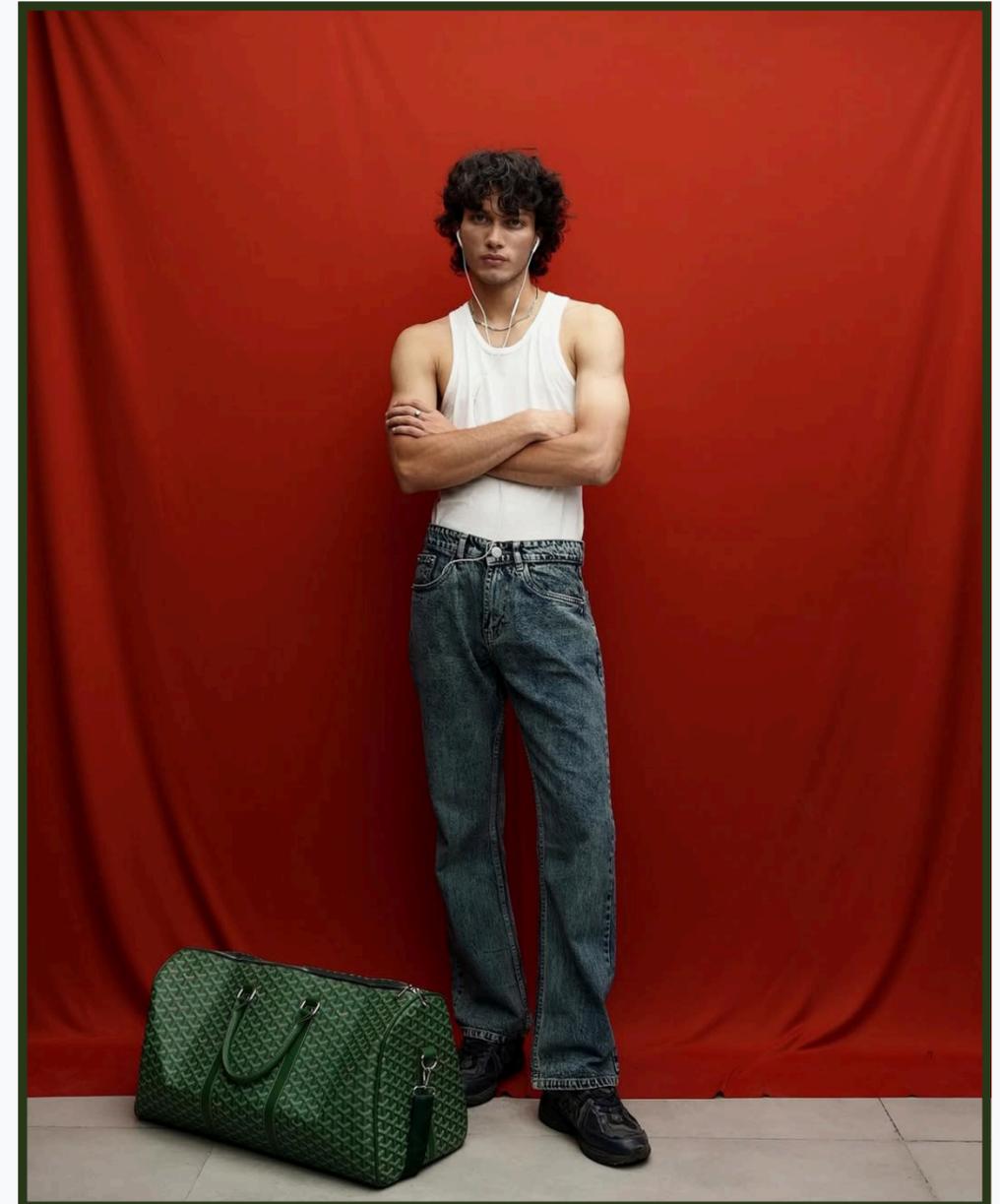
04 CLIENT REFERENCE



THE AFTER HOURS

INTRO ↘

After Hours Studio officially launched in 2024, but its story began much earlier as a college freelance project driven purely by passion. What started as small creative experiments slowly grew into a dedicated production studio built on real-world experience, long nights, and a deep love for visual storytelling. Today, After Hours stands as a full-scale video production house focused on creating work that feels honest, sharp, and relevant.

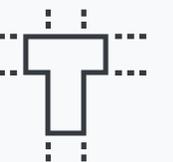


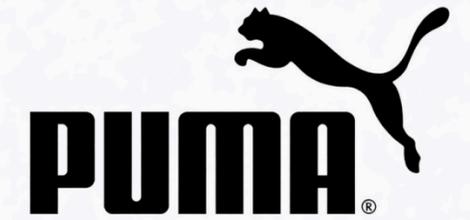
ABOUT US ↘

CREATING VIBRANT VIDEO EXPERIENCES FOR INDIA'S LEADING BRANDS

Our Production House Based in Bangalore and Kerala, After Hours Studio works across ad films, product shoots, and digital-first content. Our approach is simple: understand the brand, respect the audience, and create visuals that actually connect. We combine global visual influences with grounded storytelling, using professional tools like the Sony FX3 and DJI Mini 3 Drone to maintain consistent quality across every project.

Over the past two years, we've collaborated with brands such as TVS Motors, Puma, Fastrack, Superkicks, Fujifilm, Dove and many more. We work closely with brands, creators, and independent artists, treating every project with the same focus and care. For us, it's not just about making things look good — it's about creating work that helps brands stay relevant and grow. This is only the beginning.



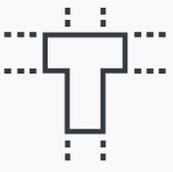


CLIENTS & COLLABORATIONS



With over two years in video production, we're known across Bangalore and Kerala for high-standard work, trusted by brands like Puma, Fastrack, Superkicks, Comet, Fujifilm, TVS Motors, Lotto Sport, Dove and more.





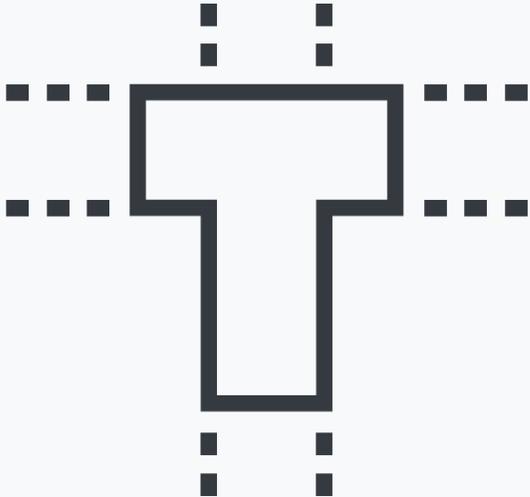
MISSION

- To become a trusted creative partner for brands by telling powerful stories through meaningful visuals.
- To set new standards in video quality, creativity, and storytelling across digital platforms.
- To help brands grow by creating content that connects emotionally and performs commercially.
- To build a studio where creativity, culture, and collaboration thrive.
- To represent regional creativity on a global level through original and impactful visual work.

VISION

- To create high-quality, result-driven videos that help brands stay relevant and visible.
- To collaborate closely with clients and understand their vision, goals, and audience.
- To deliver consistent, professional output while maintaining creative integrity.
- To support brands, creators, and models with affordable yet premium production solutions.
- To continuously evolve with trends, technology, and storytelling styles in video production.

LOGO



WORDMARK ↘

THE AFTER HOURS

PRIMARY TYPOGRAPHY

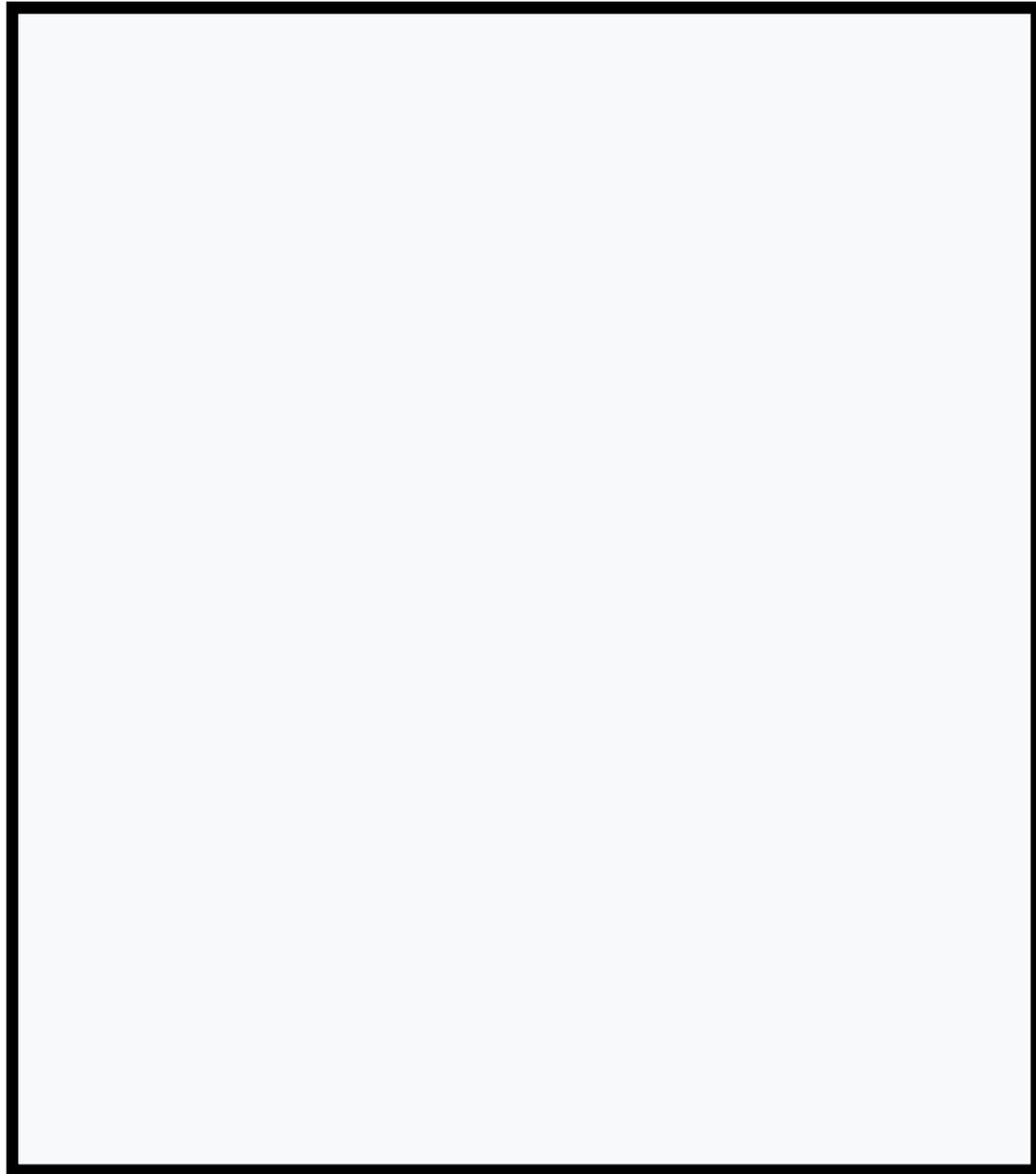


POPPINS

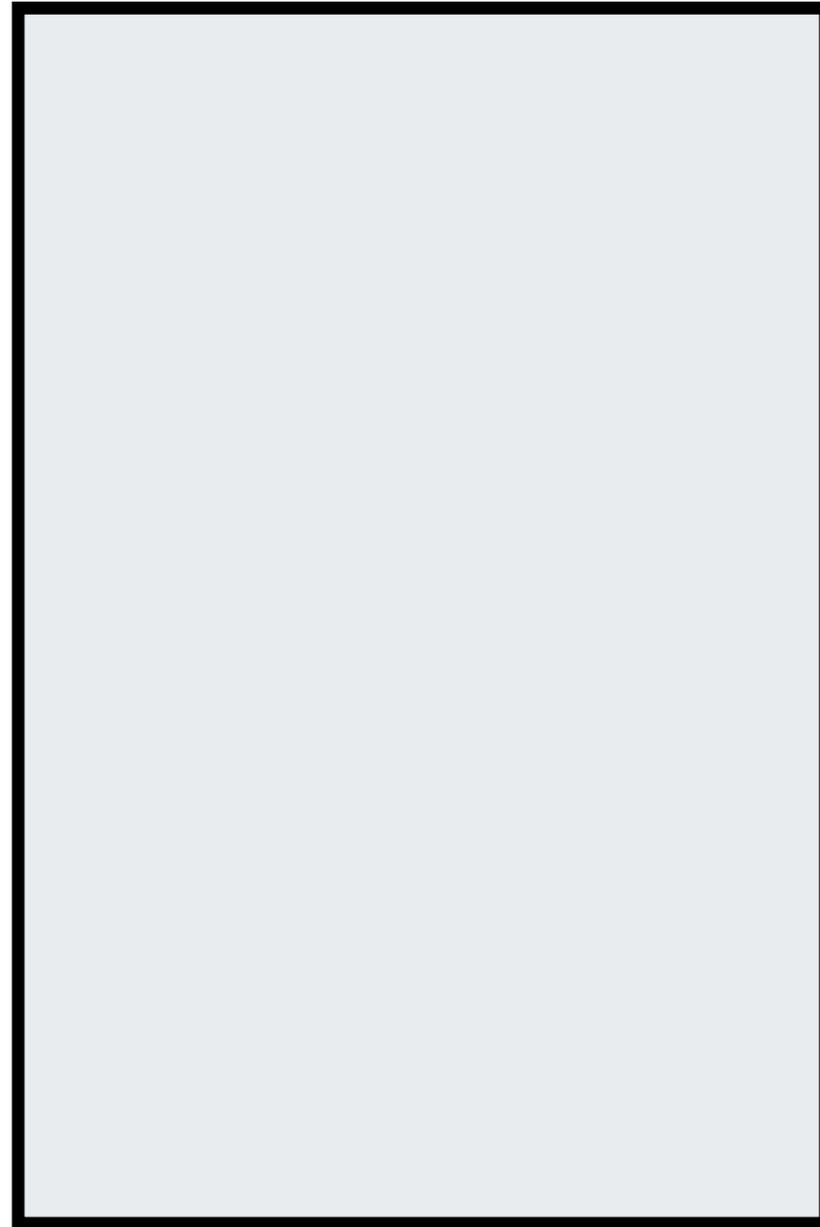


COLOUR PALETTE ↘

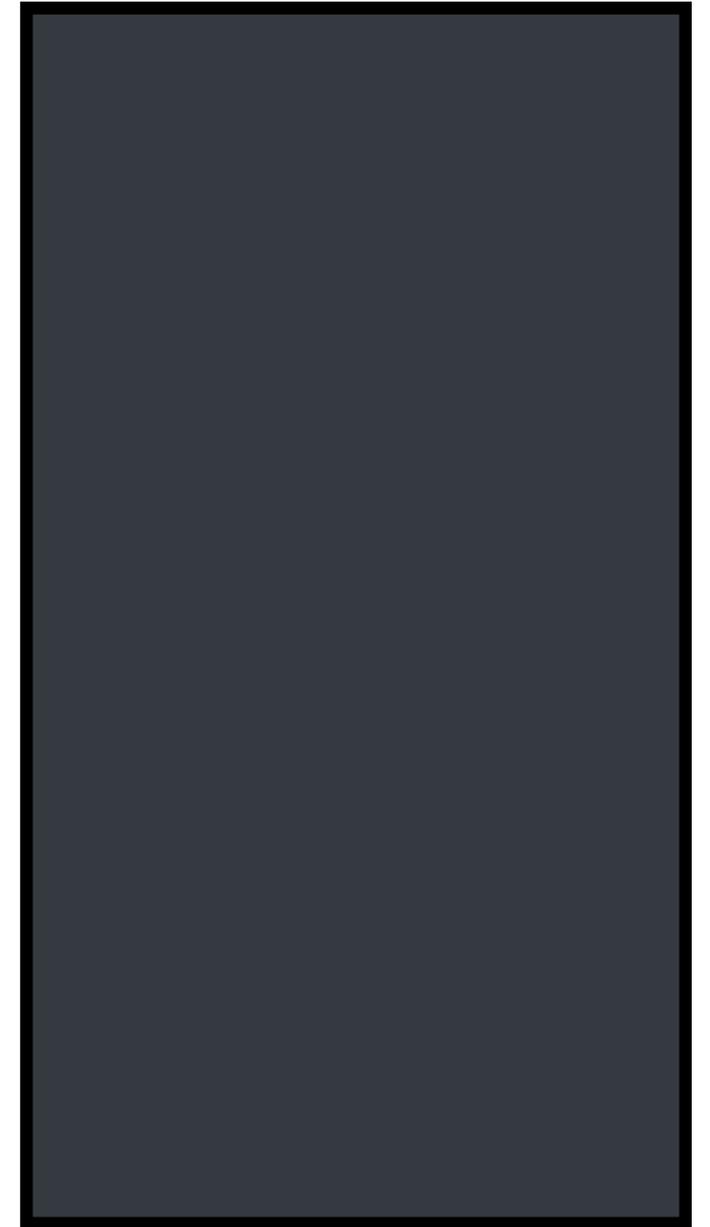
BRAND BOOK VOL.1



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#E9ECEF



#343A40

WHAT WE DO



1. COMMERCIAL & ADVERTISING VIDEOS

HIGH-QUALITY BRAND FILMS
CREATED TO PROMOTE
PRODUCTS, SERVICES, OR
IDEAS—DESIGNED TO
CAPTURE ATTENTION,
COMMUNICATE CLEARLY,
AND DRIVE BUSINESS
GROWTH.

2. EVENT & DOCUMENTARY FILM

WE CAPTURE REAL MOMENTS
AS THEY HAPPEN—THE
EMOTIONS, ENERGY, AND
STORIES THAT MAKE AN
EVENT OR JOURNEY
MEANINGFUL, AND TURN
THEM INTO FILMS PEOPLE
ACTUALLY FEEL CONNECTED
TO.

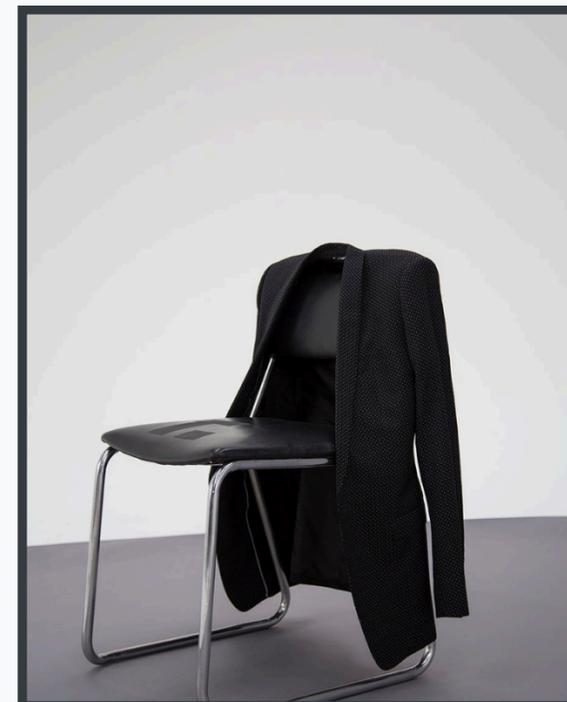
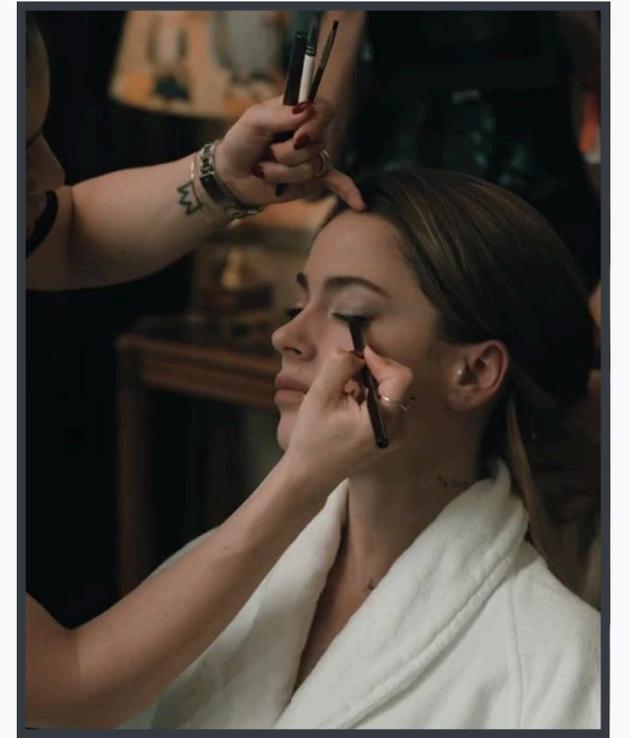
3. MUSIC AND FASHION CONTENT PRODUCTION

CREATIVE, STYLE-DRIVEN
FILMS THAT BLEND MUSIC,
FASHION, AND STORYTELLING
—DESIGNED TO EXPRESS
IDENTITY, SET TRENDS, AND
LEAVE A STRONG VISUAL
IMPAC



WHAT WE PROVIDE

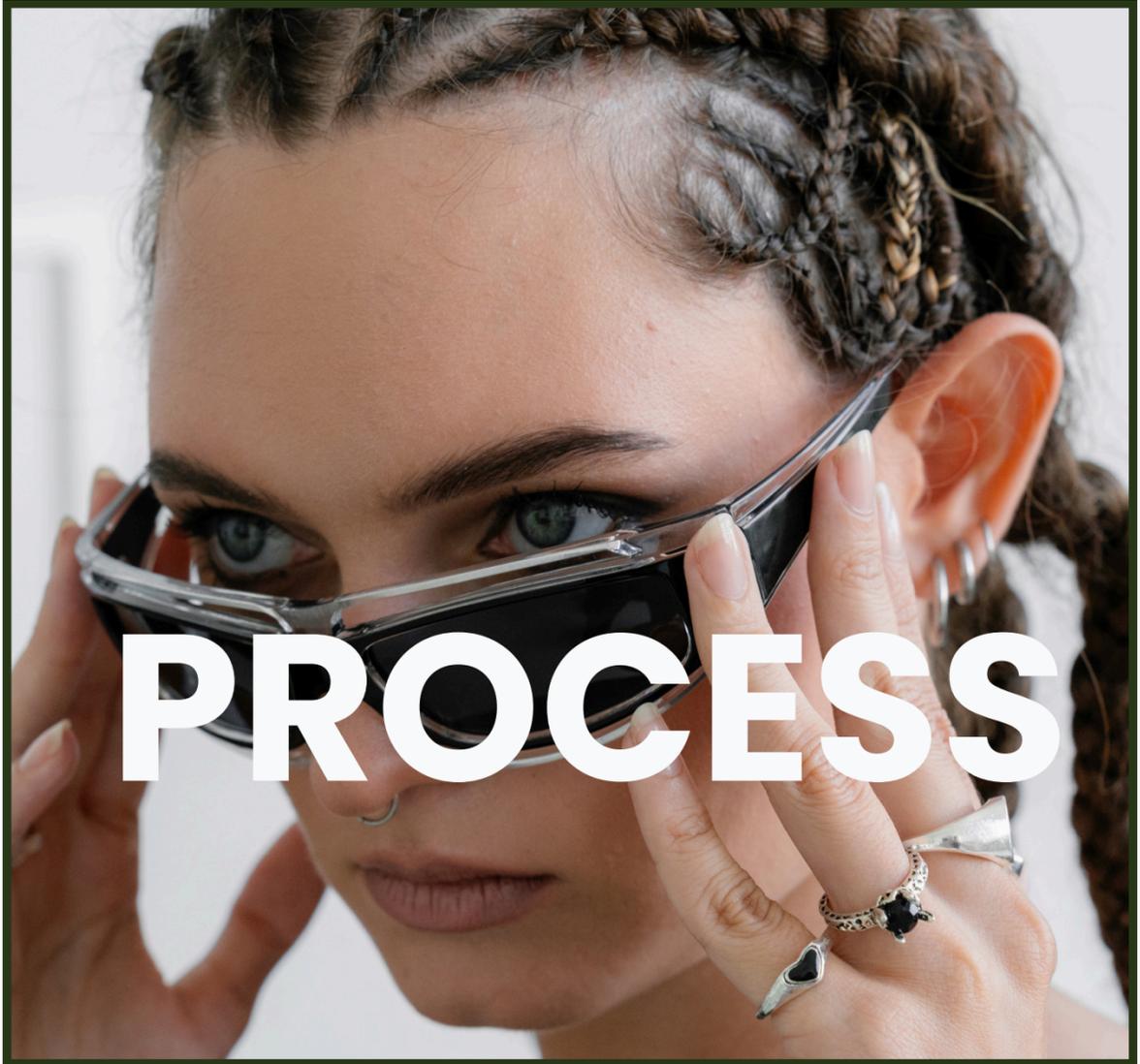
- **FULL TECHNICAL & CREATIVE CREW**
- **MODELS**
- **STUDIO / LOCATION**
- **LIGHTING & GAFFER**
- **STYLIST**
- **VIDEOGRAPHER**
- **EDITOR**
- **MAKE UP ARTIST**
- **END TO END PRODUCTION**



WHY CHOOSE US !

- **GLOBAL TRENDS & LOCAL EXCELLENCE**
- **ROI-FOCUSED VIDEO DEVELOPING**
- **CINEMATIC GEAR & PROFESSIONAL PRECISION**
- **END-TO-END PRODUCTION MADE EASY**
- **TRUSTED BY LEADING BRANDS**
- **INDUSTRY-NICHE TARGETING**
- **CONSISTENT BRAND AESTHETICS**





PROJECT BRIEFING

- Client submission
- . Client Briefing
- . Requirement discussion
- . Budget Finalisation
- . Agreement Signing

PRE-PRODUCTION

- Casting and Arranging Crew
- Location Finding
- Equipment Arrangements
- Scheduling
- Call Sheet Arrangement

PRODUCTION

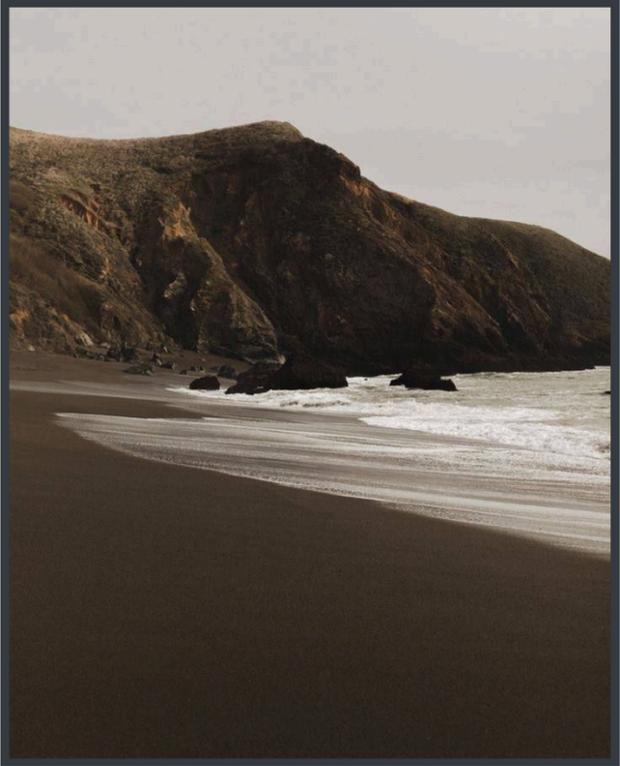
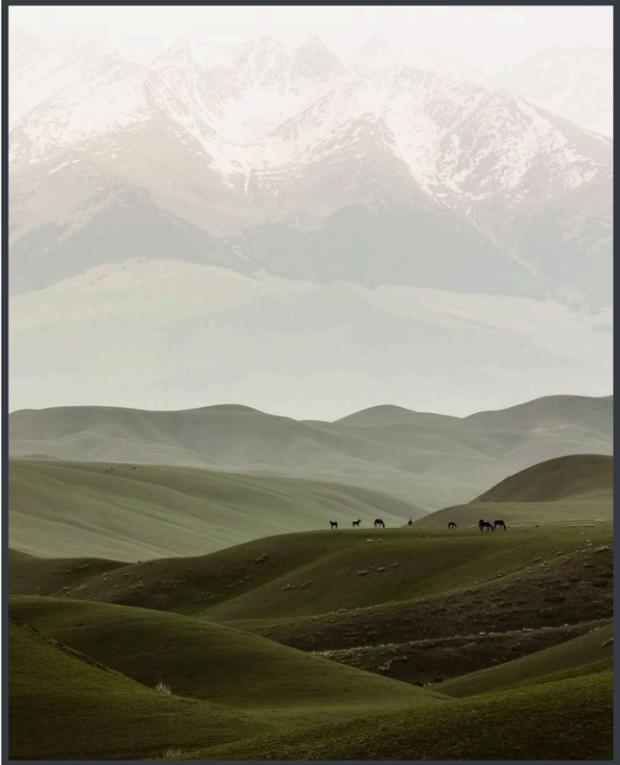
- Shooting

POST-PRODUCTION

- Editing
- Colour Gradeing
- Final Out Submission



LOCATION SUGGESTION





NATURAL & ARTIFICIAL LIGHTING

Natural lighting uses sunlight to create a soft, realistic, and authentic look, while artificial lighting uses controlled lights to shape mood, tone, and cinematic style for polished and professional visuals.

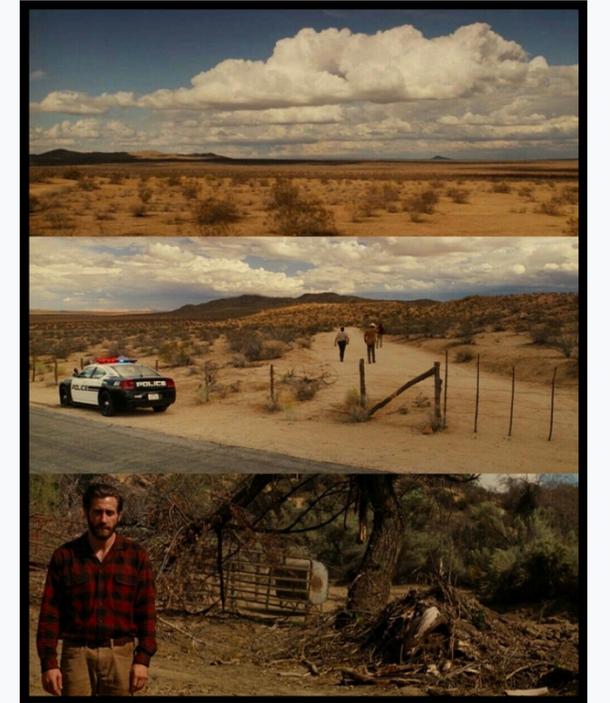
LIGHTING CAN MAKE OR BREAK A SCENE



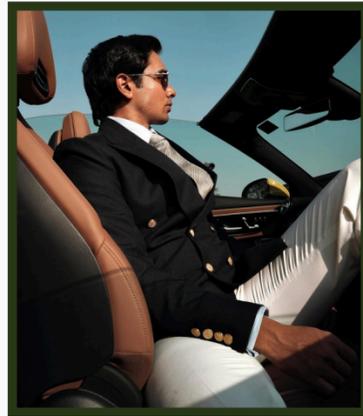
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COLOUR GRADING

YOU CAN'T SEPARATE LIGHT FROM COLOR.



TONE



01

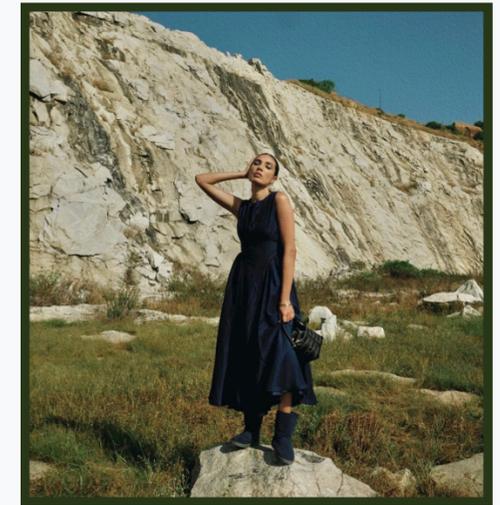
A SOFT MOOD USES GENTLE LIGHT TO CREATE A CALM, NATURAL, AND EMOTIONALLY WARM FEEL.

02

ELEGANT PREMIUM MOOD: SOFT LIGHT AND MUTED TONES FOR A LUXURIOUS FEEL.

03

AN EARTHY MOOD USES WARM, NATURAL TONES AND SOFT LIGHT TO CREATE AN ORGANIC, GROUNDED, AND COMFORTING FEEL.



04

A HARSH MOOD USES STRONG, HIGH-CONTRAST LIGHTING AND SHARP SHADOWS TO CREATE AN INTENSE, BOLD, AND DRAMATIC FEEL.



& MOOD



**“VIDEO
PUTS A
FACE TO
THE
BRAND.”**



**CLICK HERE
FOR OUR
PORTFOLIO**





THE AFTER HOURS

LET'S



WORK

SOON

**GET IN
TOUCH**

**WE'VE CREATED VIDEOS FOR STARTUPS, AGENCIES, AND
INDEPENDENT BRANDS ACROSS INDUSTRIES LIKE FASHION,
TECH, HOSPITALITY, AND EDUCATION. SOME OF OUR
CLIENTS INCLUDE:**

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