



**Visual
Branding
Book**

Company Name: Animal Planet
Spring 2020
Designer: David Ossa

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Creative Brief/Design Statement

Company Name: Animal Planet

Brand Description: Animal Planet is a television program, so the competitors are other animal base programs. Obstacles for this brand would be creating a logo that is fun and energetic, but not overly complex.

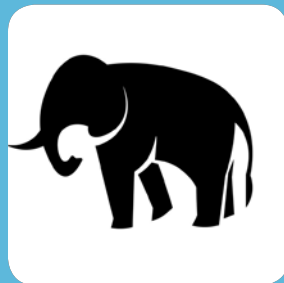
Project Summary: For this project the idea is to create a logo better than the previous one that clearly showcases the fun, educational, animal shows on the program. The logo will be an amusing animal loving design, that expresses the entertainment of the program.

Target Audience: The target audience of this company is children and teenagers who are passionate about animals. Although the company programs are also suitable for an older audience as well.

Desired Message & Tone: The logo will be fun, warm and appealing to kids with an interesting design and a strong bold font type. The colors and bold text will make it easily identifiable to any audience young or old. I also want the logo to be very active, just like an animal would be, so it can hold the viewers attention.

Problem Analysis/Define: The original logo is not bad, but there is room for improvement in some areas. For one, the font size is in all lowercase letters which takes away a lot of the eye catching excitement

Mood Board



Brand Essence Statement-Guiding Principle 01

Wildlife United

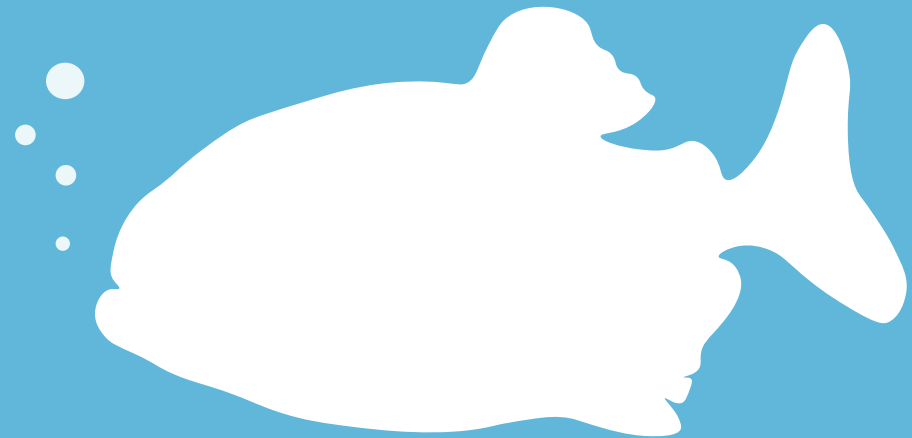
Animal Planet believes in representing all animals and bringing them together. As a company they strive to express different animals large and small, as well as land and sea. The programs unite all the animals and bring them to the attention of people around the world.



Brand Essence Statement-Guiding Principle 02

Entertainment and Education

While Animal Planet contains many entertaining television shows, they are all educational and combined they make the company unique and unlike any other. Shows like Its the Erwins and Extinct or Alive are prime examples of this principle that the company holds dear to itself and its viewers.



Brand Essence Statement-Guiding Principle 03

Joy and Wonder

Animal Planet believes in keeping the childhood joy and wonder of animals alive by bringing people up close in every way. Animal Planet strives to bring happiness to people and the experience of meeting different amazing animals.



Brand Essence Statement-Guiding Principle 04

Wilder is better

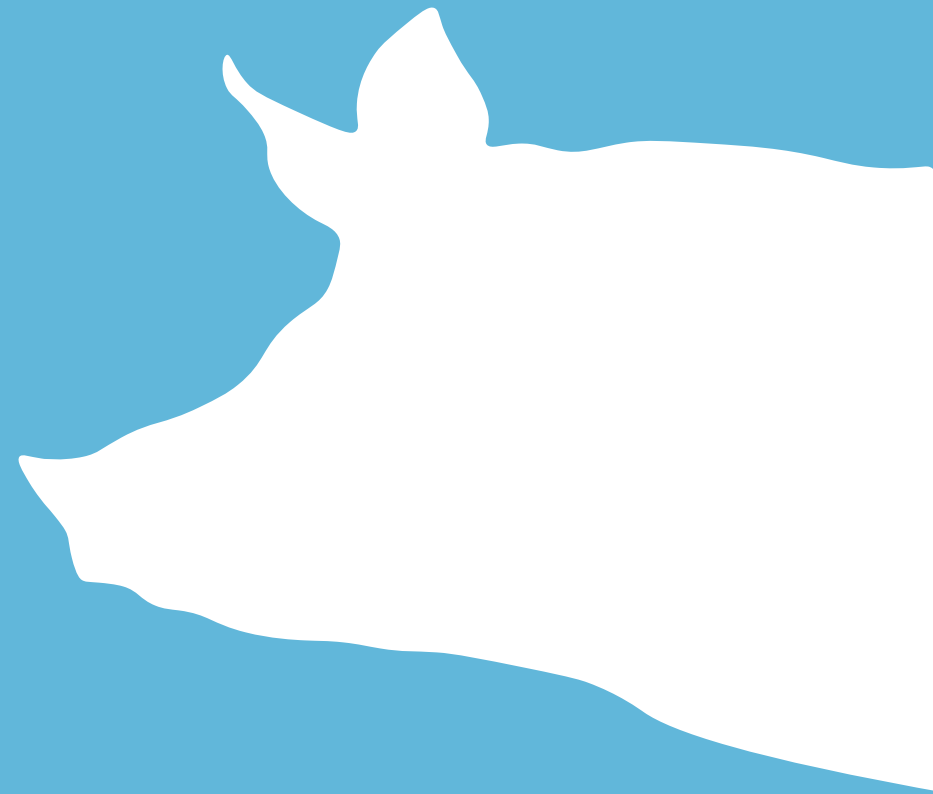
Animal Planet believes and promises to bring the best animal entertainment to its viewers. The company focuses on bringing the wildest and most amazing animals to the screen. Animal Planet is full of fun and energetic programs which are unlike any other.



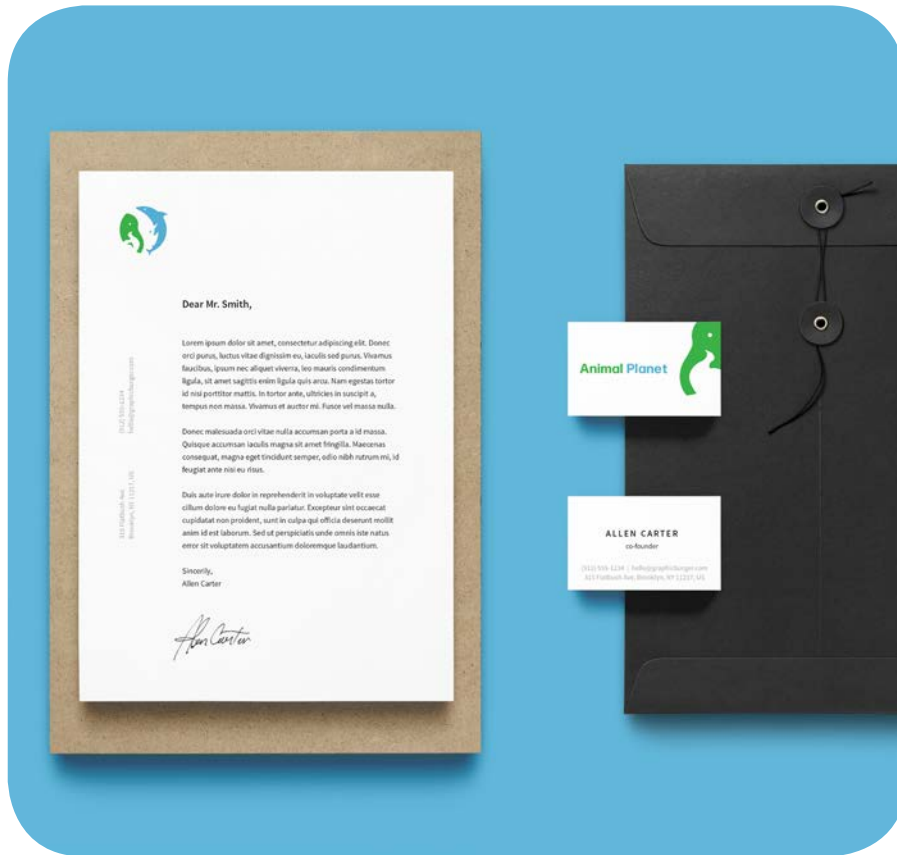
Brand Essence Statement-Guiding Principle 05

Embracing all Creatures

As one of the most heartwarming and beloved programs, Animal Planet believes in embracing all creatures. Animal Planet introduces its audience to unimaginably incredible creatures from all over. The programs create a wonderful attachment between man and creature.



Business Card/Stationary Letter Head



Other Stationaries



Shopping Bag



T-Shirt



Cups

Other Stationaries

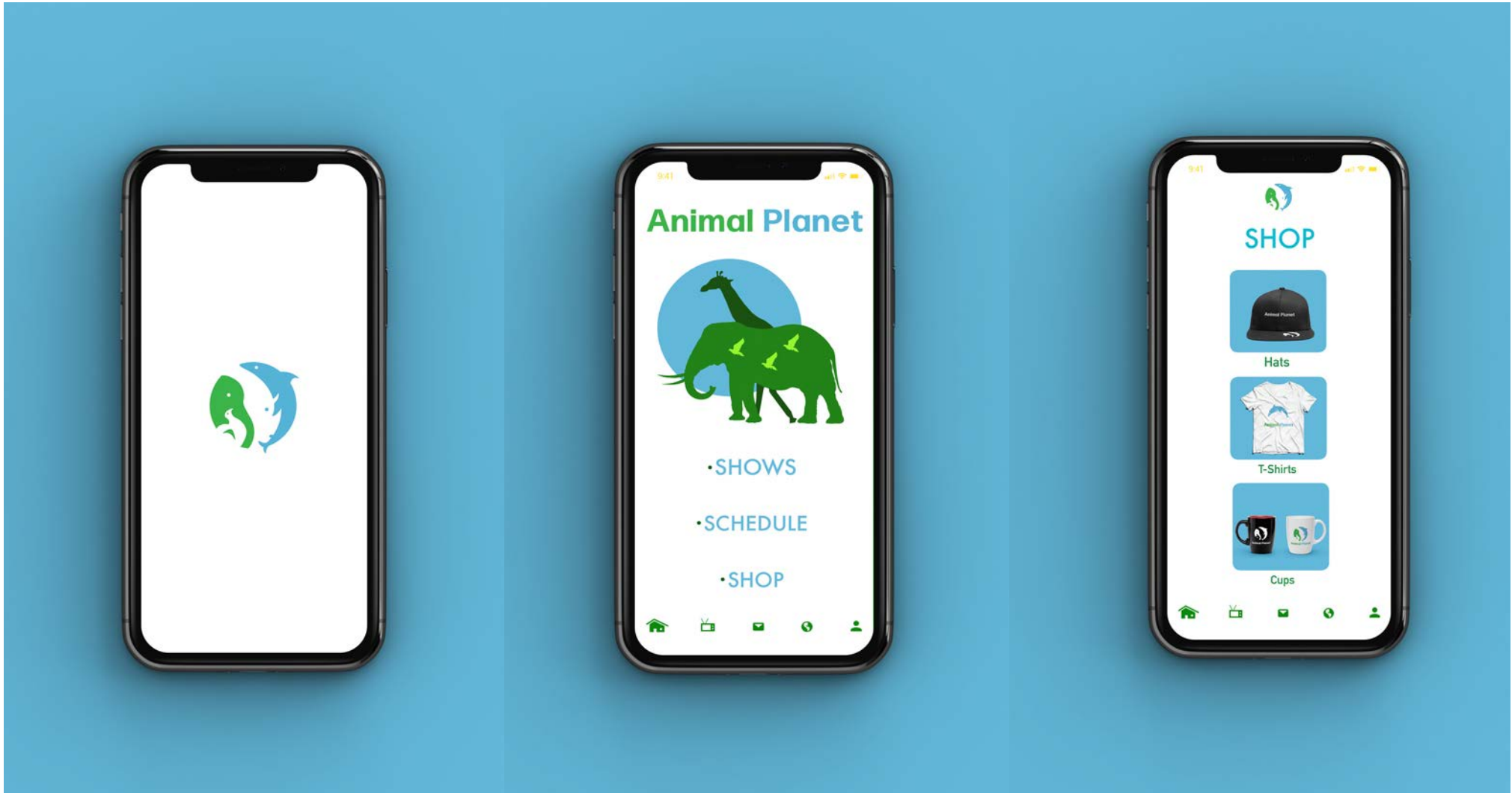


Hat

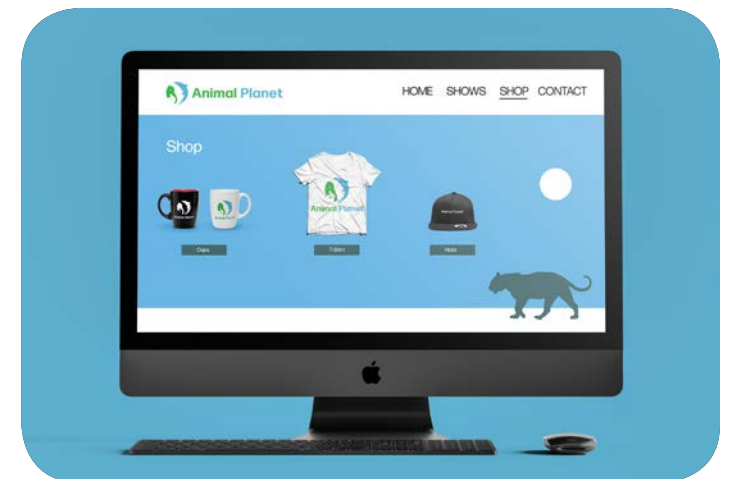
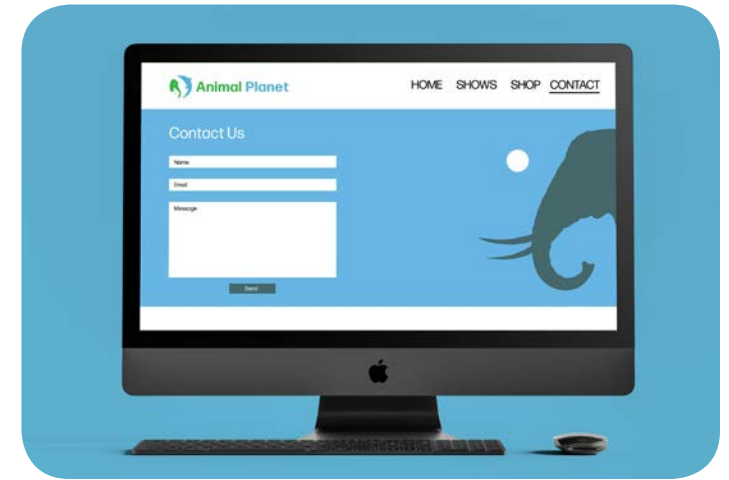
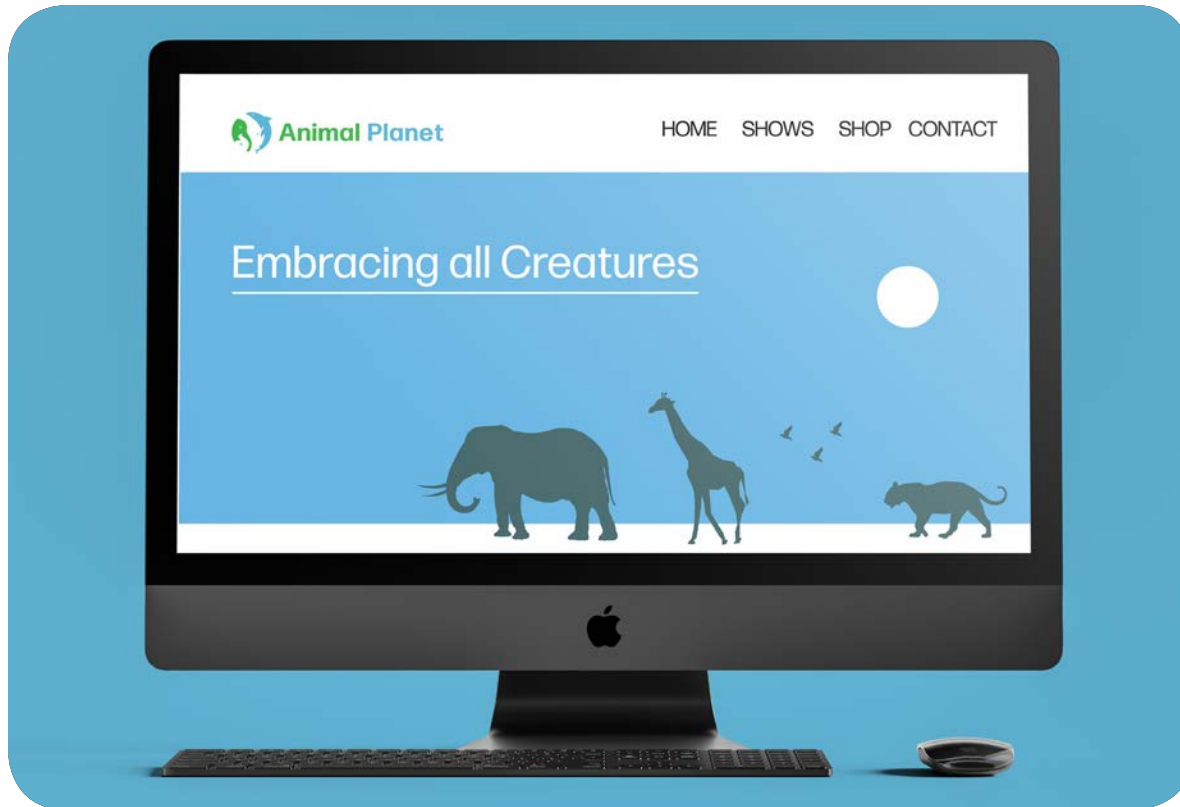


Pen

App/Website Page



App/Website Page



Other Mock ups



Flag Banner



Billboard

Process Statement (Conclusion)

Overall I am happy with how the design for the logo appeared on the mock-ups. I believe that design rightfully represents the company and the mock-ups came out how I had planned and hoped it would. The website and app design was a long process, but I am happy with how they came out. For my mock-ups I picked items that people can enjoy and show off, such as hats, clothes, and bags. The logo design is very fun and energetic and it is expressed through these items. The brand essence statements all represent the warmth and excitement that Animal Planet gives to its viewers. Animal Planet is a fun and exciting television program that many people love and I believe my design work was able to capture that concept well. I believe the colors and the forms designed for my logo embodies what Animal Planet is to the millions of people who watch its programs. There are few programs like Animal Planet in which the content is both fun and educational. The Animal Planet Company has programs for all ages and I believe my design is a great representation of that idea.

