



Visual Branding Book
Company Name: Animal Planet
Spring 2020
Designer: Matt Rodig

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Creative Brief/Design Statement

Company Name:

Animal Planet

Brand Description:

In competition with National Geographic, BBC, Discovery Channel. Though they are not exactly direct competition. As a cable television channel selling airtime for revenue is paramount to the longevity of the brand. We also have to deal with a changing landscape of viewing methods as technology changes and our audience becomes younger.

Project Summary:

Redesign the logo to better capture the essence and personality of the brand. And also to make it more relevant to the brand.

Target Audience:

Audience should be animal lovers of all ages. Also targeting a younger audience specifically with cute and educational content.

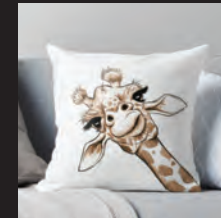
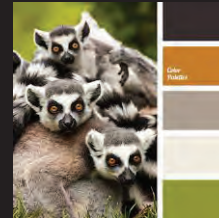
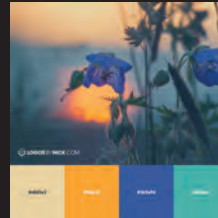
Desired Message & Tone:

Content should be awe inspiring, fun, and cute. Also it should motivate viewers to help the preservation and conservation of species that are threatened.

Problem Analysis/Define:

The current logo has several issues. It is not a very interesting composition. It also feels haphazard and does not feel relevant to the brand or convey any meaning.

Mood Board



Brand Essence Statement



action

Try to capture the motion and excitement of nature.

Brand Essence Statement



suspense

Bring to life the tension
in a moment of struggle.

Brand Essence Statement



family

Remind people that family is not exclusive to humans.

Brand Essence Statement



majesty

Bring the majesty of the amazing creatures of the earth into the lives of people.

Brand Essence Statement



beauty

Capture the beauty of the world for all to see.

Business Card/Stationary Letterhead



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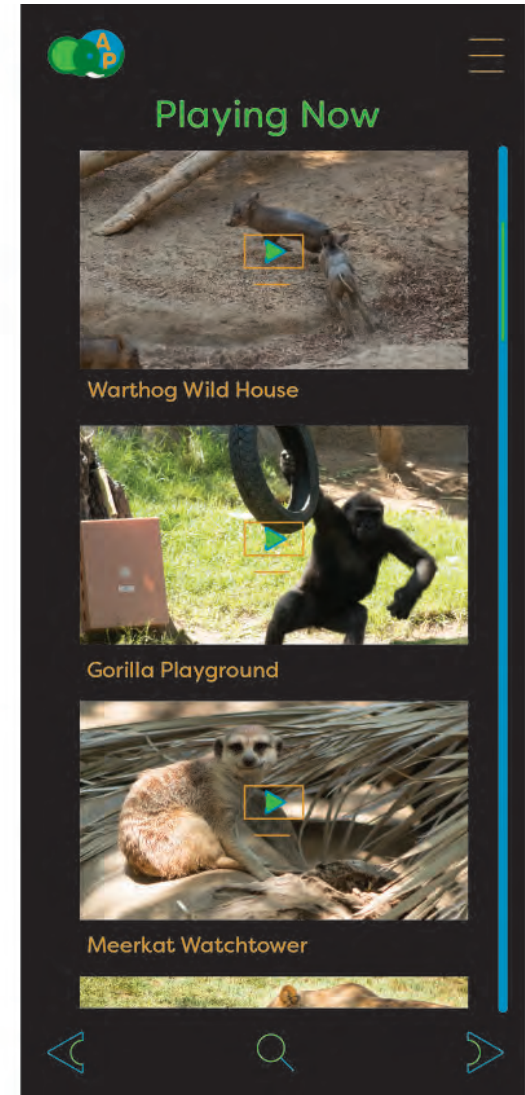
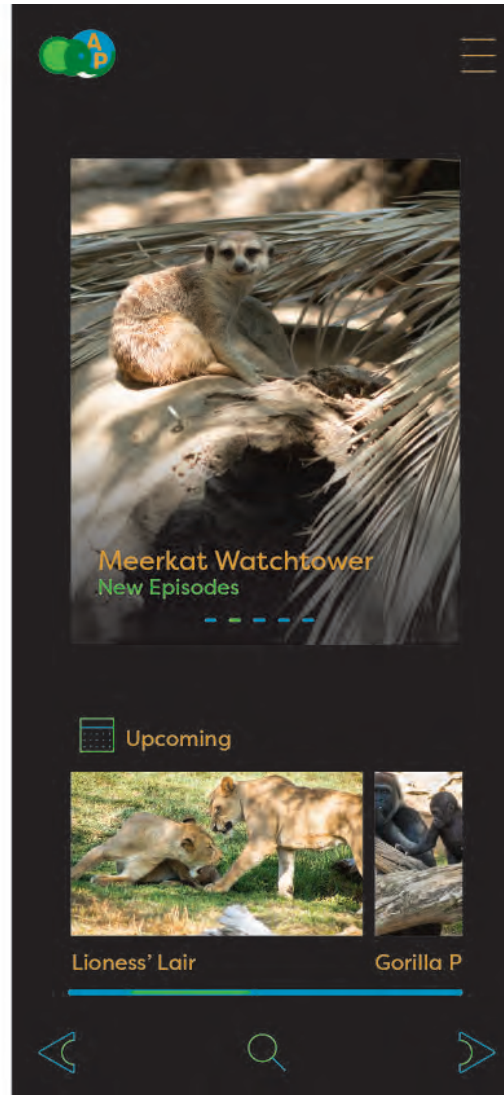
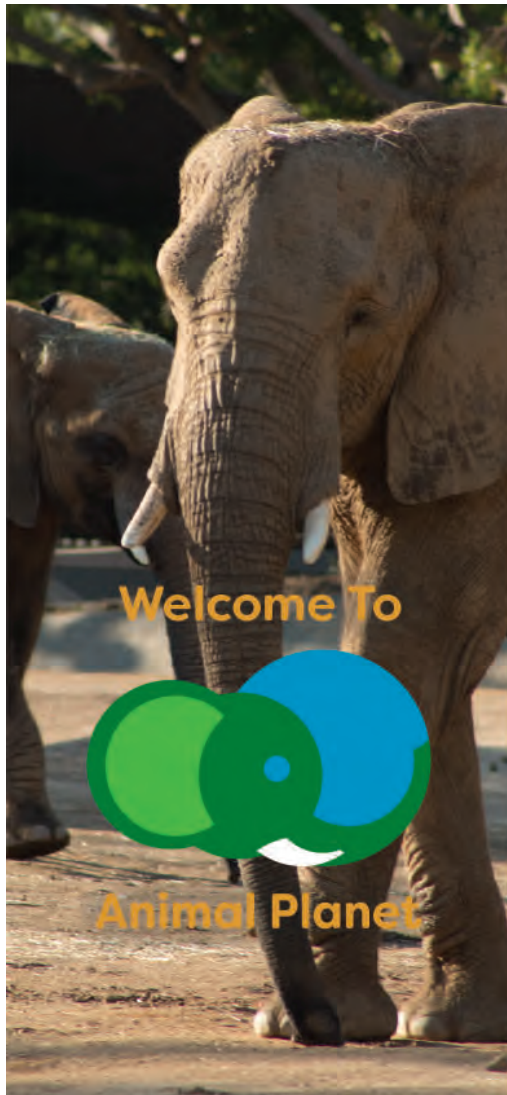
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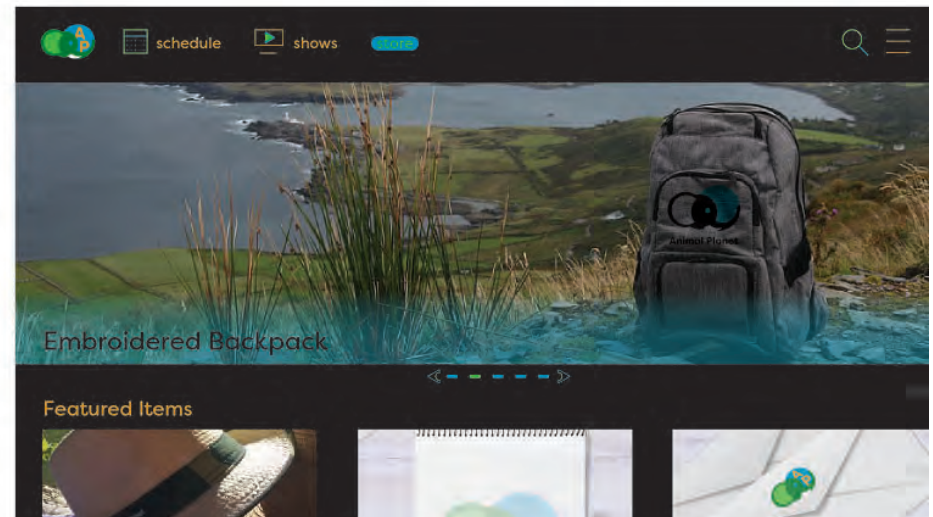
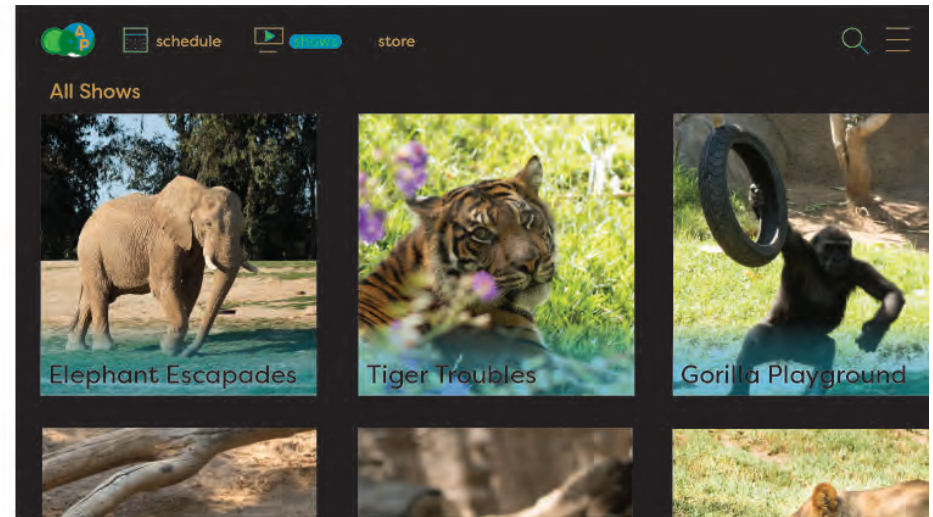
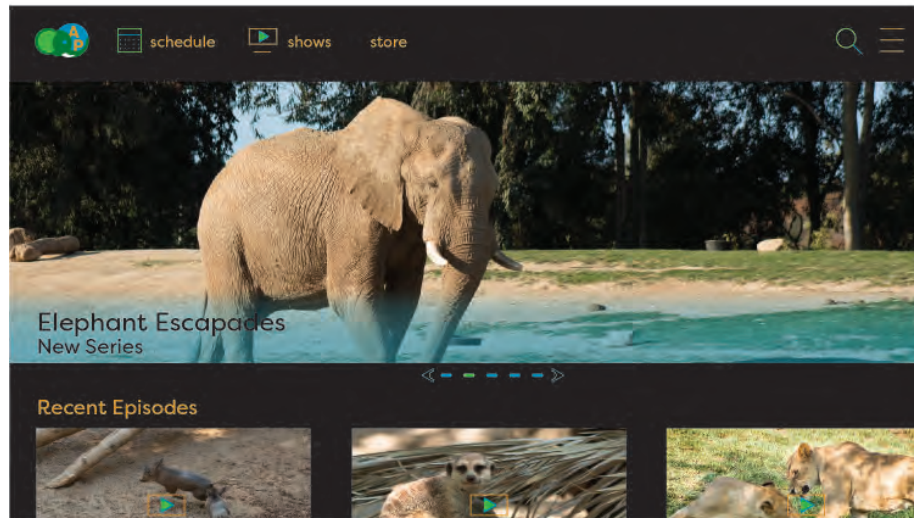
Other Stationaries



App



Website



Other Mock-ups



Process Statement (Conclusion)

Throughout the process I tried to keep consistency by using brand colors and familiar design elements. Especially when considering pages on the website mockups and the app.

I also tried to convey a sense of the brand essence with the use of a friendly easy to read font. As well as a choice in imagery and program names.

Though there are subtle differences between the look and feel, and layout of the website and app I believe they feel cohesive and represent the brand.

The app was designed with simplicity of use and navigation in mind.

When choosing items for mockups I tried to pick items that would be seen by many eyes, not only the eyes of the people who purchased the items. To increase awareness of the brand.

When considering logo placement it is positioned to be visible, but not overpowering. This is true both of product mockups as well as website and app designs.