

# Branding Identity Process 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 based programs. Obstacles for this brand would be creating a logo that is fun and energetic, but not overly complex.  
( Briefly discuss the competition, market realities, obstacles, etc.)

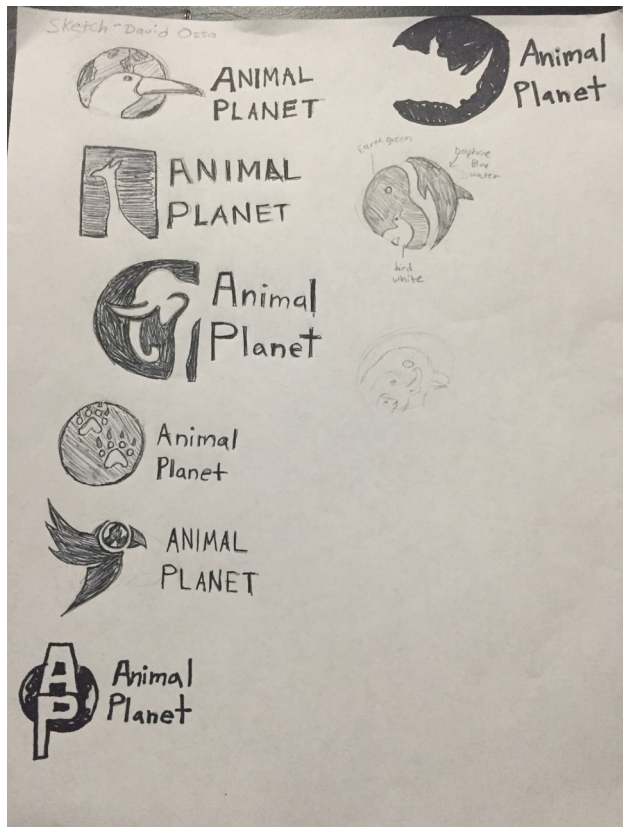
**Project Summary:** For this project the idea is to create a logo better than the previous one that clearly showcases the fun, educational, animal shows on the program. The logo will be an amusing animal loving design, that expresses the entertainment of the program.

**Target Audience:** The target audience for this company is children and teenagers who are passionate about animals. Although the company programs are also suitable for an older audience as well.  
(Whom are you trying to attract? Be specific.)

**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.  
(How do you want the message perceived -- creative, fun, warm, active?)

**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 the font could have. Another thing is that the lower case letters are in all black which takes away a lot of the fun from the design.  
(Problems about logo, imagery, type, color, layout, composition...)

# Logo Creation (20 Ideas Sketch)



## Logo Creation (One Idea with Responsive Interaction)



# Logo Description

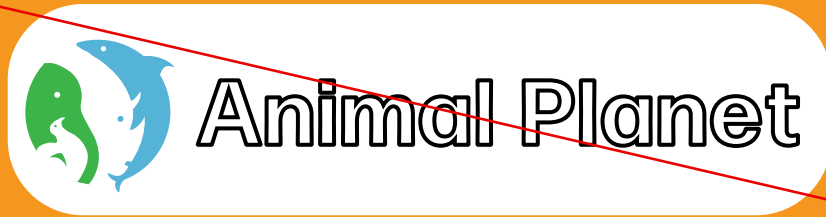
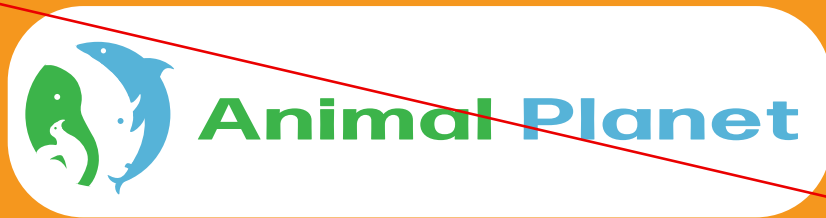


When designing the Animal Planet logo, I wanted to come up with something that could hold the attention of a child or teenager watching the program. So rather than make one animal like the original logo, I created a design that incorporated many animals in a planet. The design has an elephant, bird, rhino, and shark, where the elephant is green to represent land and the shark is blue to represent the sea. For the font I went with an energetic bold style and to go along with my design I used the same color pattern.

## Logo Usage (dimension/safe zone/acceptable/unacceptable)



## Logo Usage (dimension/safe zone/acceptable/unacceptable)





# Icon Creation (10 Universal Icons)



## Color Palette



**PMS= 361**  
**CMYK= 75,0,100,0**  
**RGB= 60,180,74**  
**HEX #= 3CB44A**



**PMS= 2915**  
**CMYK= 62,12,7,0**  
**RGB= 86,179,216**  
**HEX #= 56B3D8**

# Font Family

Forma DJR Banner Bold :

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
1234567890

## Process Statement (Conclusion)

Overall I am happy with how the design for the logo came out. I believe that it rightfully represents the company and the final design came out how I had planned and hoped it would. It was a long process to get the color scheme and the font as I wanted them, but eventually I found formats that I enjoyed. I also spent many hours working on designing the animals in the icon, and I am glad with how those came together as well. After many different sketches I was glad to finally have a plan that in the end came out better than many of my others. Animal Planet is a fun and exciting television program that many people love and I believe my design work was able to capture that well. I believe that the colors and the forms designed for my logo embodies what Animal Planet is and can be to many viewers.



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