



Branding Identity Process 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.

Logo Creation (20 Ideas Sketch)



Logo Creation (One Idea with Responsive Interaction)



Animal Planet



Logo Description



The new logo is fun, friendly and approachable. It is also contemporary and legible on a variety of backgrounds and at various sizes.

These attributes are important for a logo which will be viewed on television screens and often over top of images.

The logo is a simplified silhouette that is intended for immediate recognition, but is created entirely of perfect circles for an added level of visual interest and elegance. The elephant was chosen because of its significance to the history of the brand.

The font is also specifically chosen to have the same friendly and approachable attributes as the graphic portion of the logo. As well as to continue the theme of the elegant round shapes that the logo is derived from.

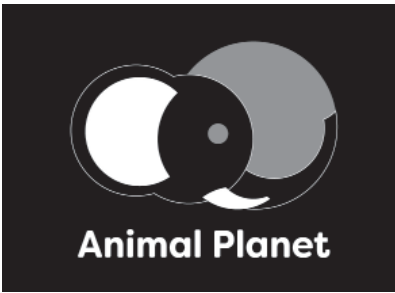
Logo Usage (dimension/safe zone/acceptable/unacceptable)



The logo is intended for television usage and may be used over a variety of backgrounds. Of course feasible efforts must be made to ensure readability.



If a minimal use of color is necessary please use the appropriate version of the single color logo. In this version the color of the planet must remain blue.



If there is a strict limitation to grayscale that must be observed. The planet may be set to a 50% black value.



An exclusion zone equal to the x-height of the word-mark portion of the logo must be observed at all times.

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



Do NOT rotate the logo.



Do NOT place type over the logo.

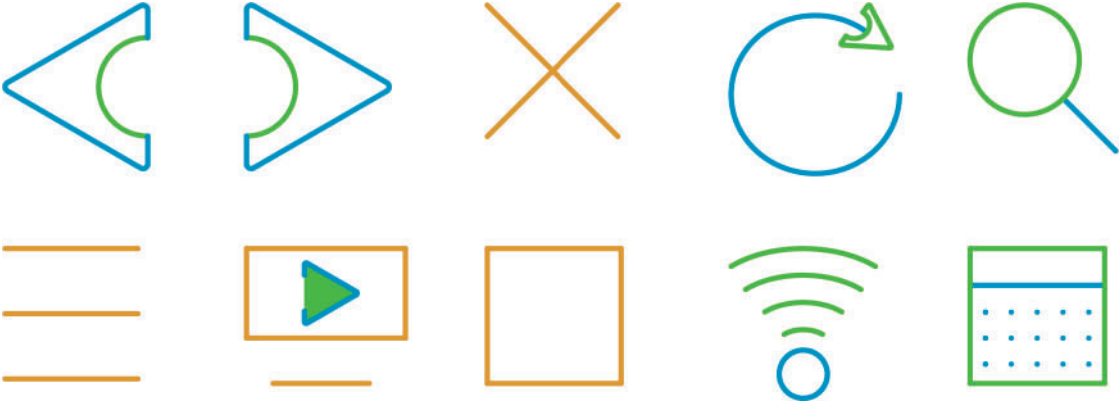


Do NOT add effects to the logo.



Do NOT stretch, squish, or skew the logo or otherwise alter the proportions of the logo.

Icon Creation (10 Universal Icons)



Color Palette



Pantone:
P 116-7 U
Hex:
0093c5
CMYK:
90, 0, 0, 22
RGB:
0, 147, 197



Pantone:
P 151-8 U
Hex:
4cb748
CMYK:
71, 0, 100, 0
RGB:
76, 183, 72



Pantone:
P 146-16 U
Hex:
007c37
CMYK:
88, 0, 100, 35
RGB:
0, 125, 55



Pantone:
P 17-15 U
Hex:
de9934
CMYK:
0, 37, 87, 12
RGB:
223, 154, 52

Font Family

Filson Soft Book

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
 1 2 3 4 5 6 7 8 9 0

Filson Soft was specifically chosen to have the same friendly and approachable attributes as the graphic portion of the logo.

As well as to continue the theme of the elegant round shapes that the logo is derived from.

Filson Soft Bold is the only font and weight that should be used in the word-mark for the Animal Planet logo.

Filson Soft 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
1 2 3 4 5 6 7 8 9 0

Process Statement (Conclusion)

I learned much from this process. Including valuable feedback from my professor and peers about the problems with my redesign of this logo.

If not for this valuable feedback and indepth process I doubt the logo would have been created to the level that it is in its current form.