



Animal Planet

Branding System by David Ossa

Logo Usage



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 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.

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

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.

