

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.

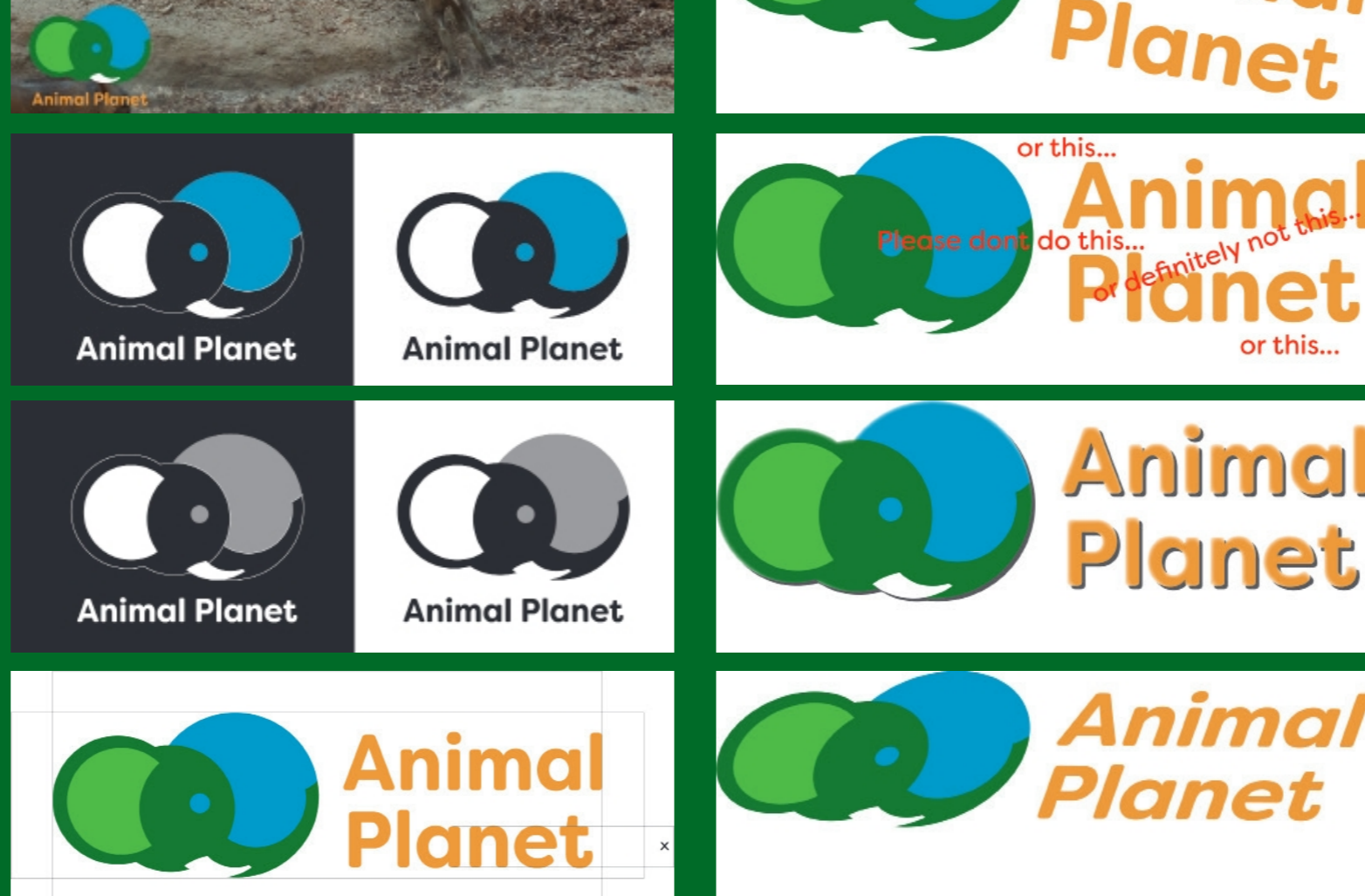
Logo Usage

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.



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:
225, 154, 52



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, 103, 72

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



action
Try to capture the motion and excitement of nature.



beauty
Capture the beauty of the world for all to see.



family
Remind people that family is not exclusive to humans.



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



suspense
Bring to life the tension in a moment of struggle.

