TYLER RISPOLI

Network Rebrand:
National Geographic

Research 04
Design 16
Animation 35

Research

What is National Geographic?

The flagship channel airs non-fiction television programs produced by National Geographic and other production companies. The channel features documentaries with factual content involving nature, science, culture, and history, plus some reality and pseudo-scientific entertainment programming. Its closest network worldwide is Nat Geo Wild, which focuses on animal-related programming, including the popular Dog Whisperer with Cesar Millan.

Ownership:

January 12, 2001 – March 20, 2019

March 20, 2019 – Present

Logo:

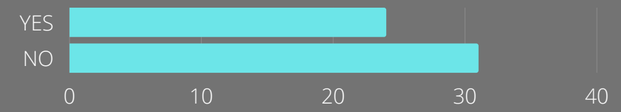
2001 — 2005

2005 — 2016

2005 — 2016

CONSUMER RESEARCH

DO YOU WATCH NATIONAL GEOGRAPHIC CONTENT?



WHEN YOU THINK OF NATIONAL GEOGRAPHIC WHAT DO YOU THINK OF?

- Magazines and Travel exploration
- The yellow square
- Nature and science
- Traveling, patagonia, the travel excursions
- Nature, beauty of earth
- Magizine covers
- Yellow rectangle, magizines, photography

WHAT WOULD YOU CHANGE IN THE BRANDING OF NATIONAL GEOGRAPHIC?

- The rectangle is cool but confusing
- Make the rectangle more connected to the content they are showing
- Currently the way they incorporate digital is gimmicky (AR/VR)
- More modern and bright vibes
- I never see any ads or know of content they put out
- More marketed content

*conducted Jan. 24 via Instagram

“

I don't think Nat Geo should change its branding, it's timeless and you would lose the brand

— Anonymous, Student

Well…
Here we are…

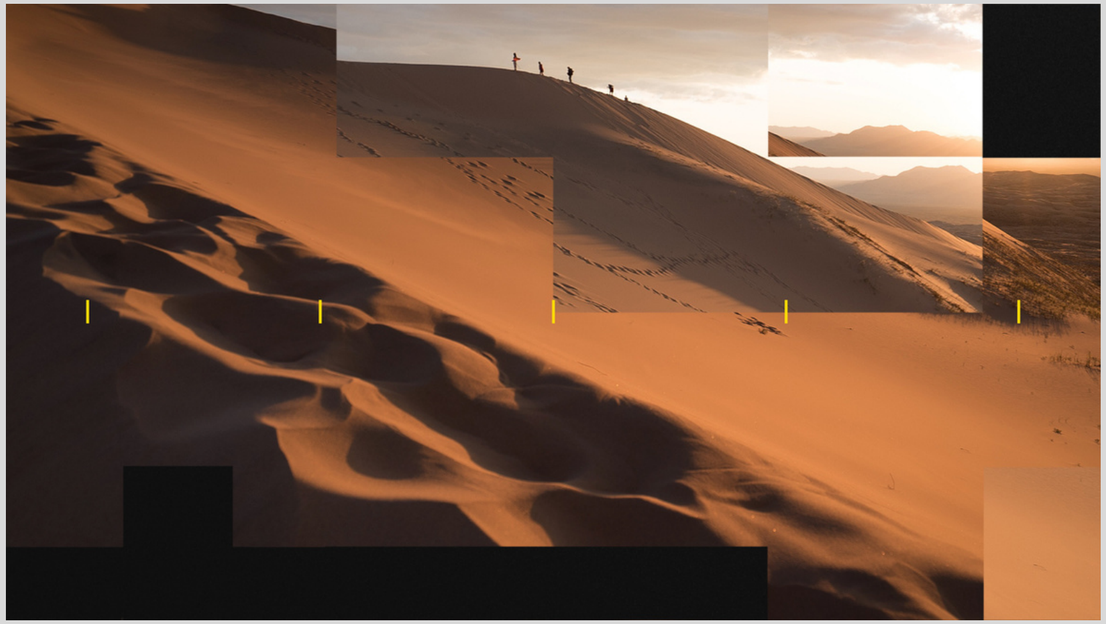
WORDLIST

Yellow
Geometric
Clean
Nature
Outdoors
Movement
Type
Animals
World
Environmental

Blocky
Magazine
Nostalgic
Clean
Oasis
GPS
Travel
Network
Recycle
Clothes

Brand
Rivers
Water
Coordinates
Adventure
Global
Earth
Peace
Young
Old

CURRENT NETWORK ASSETS



Gretel NY: gretelny.com/national-geographic

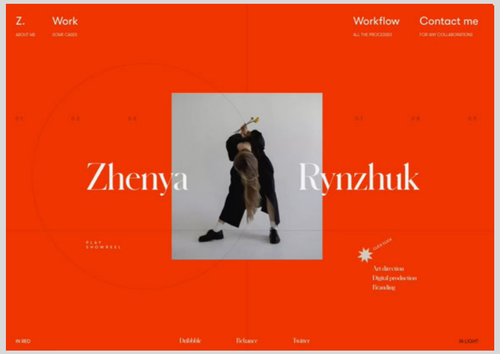
The Iconic Yellow Rectangle

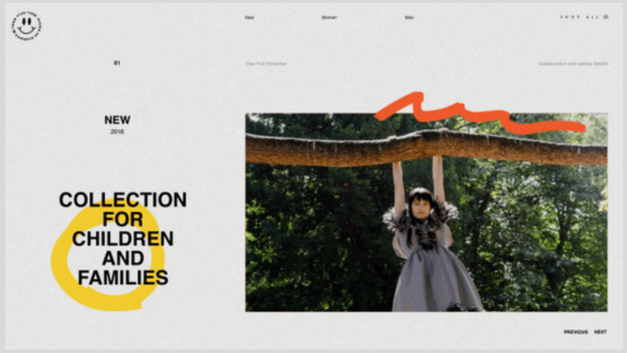
- The rectangle represents a photo frame
- The color yellow represents the sun without which our planet would not be as it is today
- Yellow is the color associated with knowledge and wisdom
- The National Geographic magazine has carried a trademarked yellow border around its edges since 1888

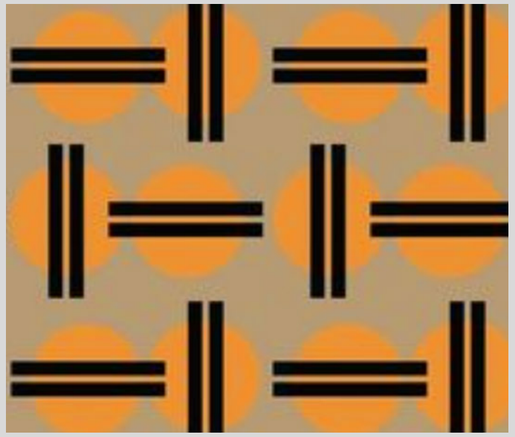
The Four Corners

National Geographic presents a unique branding challenge due to its iconic past and identity. I aspired to give the network a fresh new look while paying homage to its intrinsic branding principles. National Geographic embodies a cinematic oasis of the planet. The concept of “four corners” is a direct nod to National Geographic’s framing device, with each corner representing: North, South, East and West, while the passage of time occurs in the center. The audio, visual and motion language take us back into National Geographic's nostalgic past while still feeling modern.

VISUAL DIRECTION







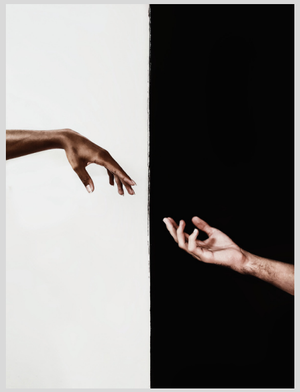
A Modern Nostalgic

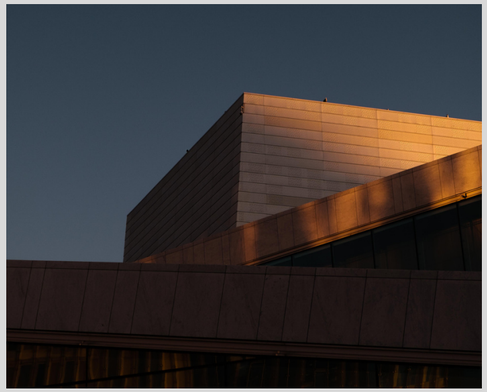
- Incorporate numbers, arrow, hard edges
- Type to set location/name of show (bumper)
- Design/animate "the grid"
- Use repetition
- Contrast colors, shot footage, background/foreground colors
- Use grain, overlays, gritty things

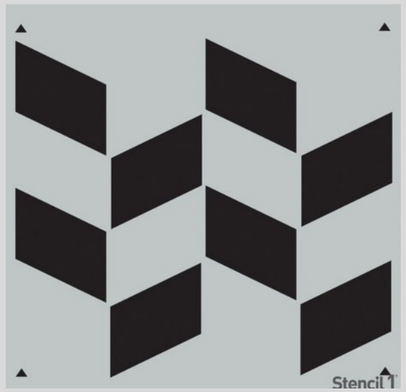
Deliverables

- Network Promo (1)
- Up Next Promo (1)
- Schedule Mortise (1)
- Lowerthird (1)
- Transitions (4)
- OOH Ad (1)
- Instagram Paid Ad (1)
- Animated Styleguide (1)
- Network Rebrand Montage (1)

MOODBOARD



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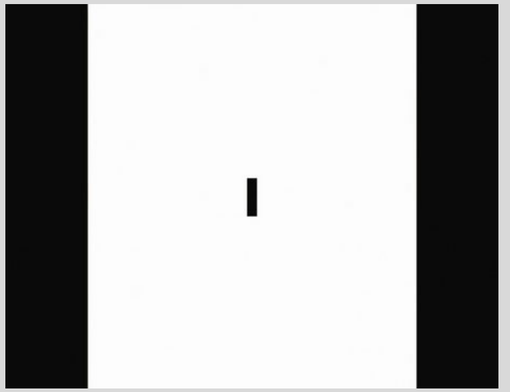

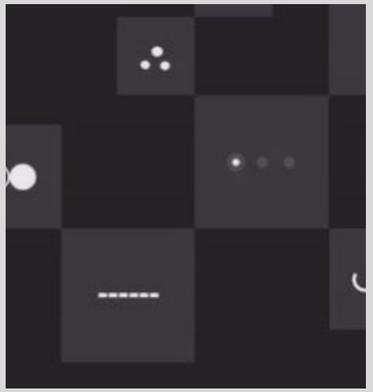

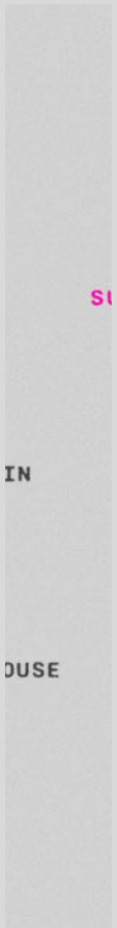
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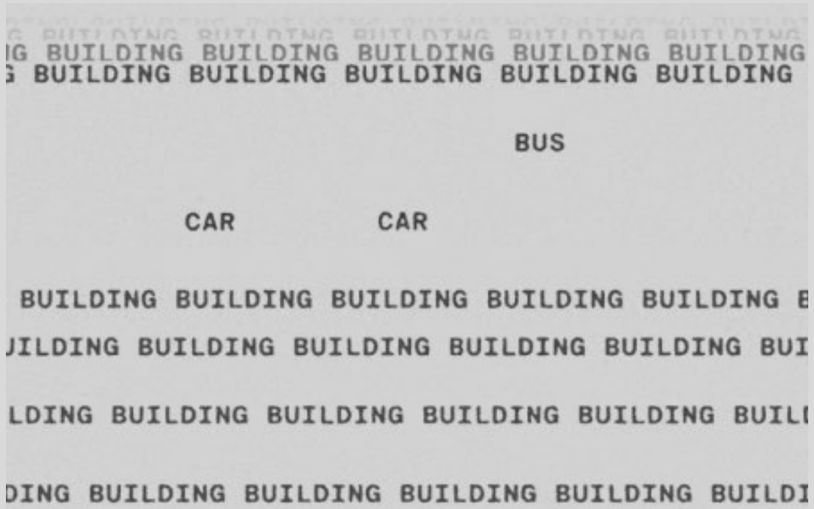
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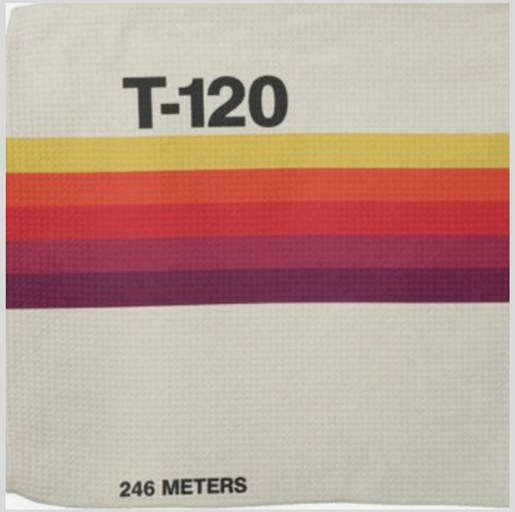
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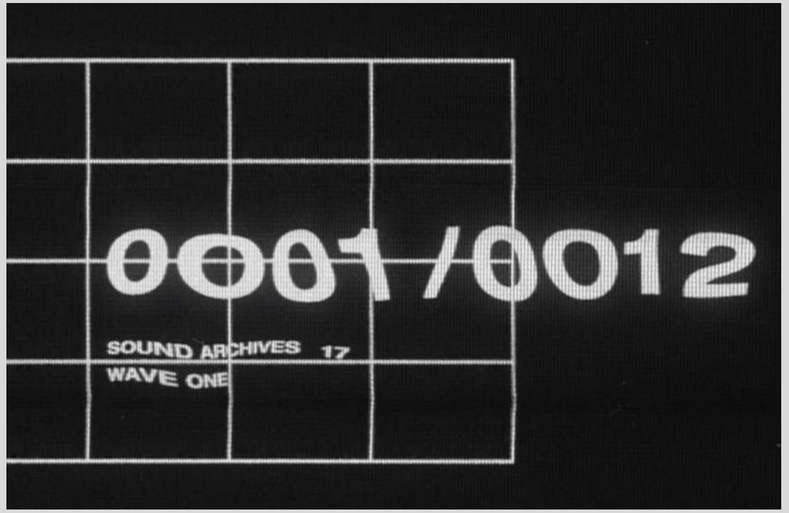
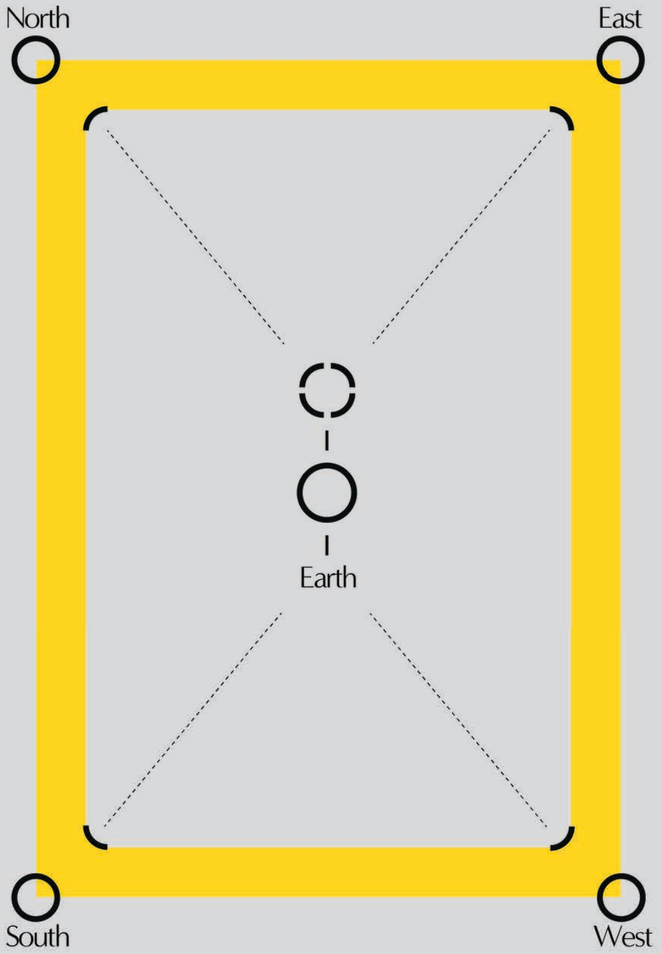
246 METERS


0001/0012
SOUND ARCHIVES 17
WAVE ONE

Design



Minerva Modern

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Acumin Variable Concept Light

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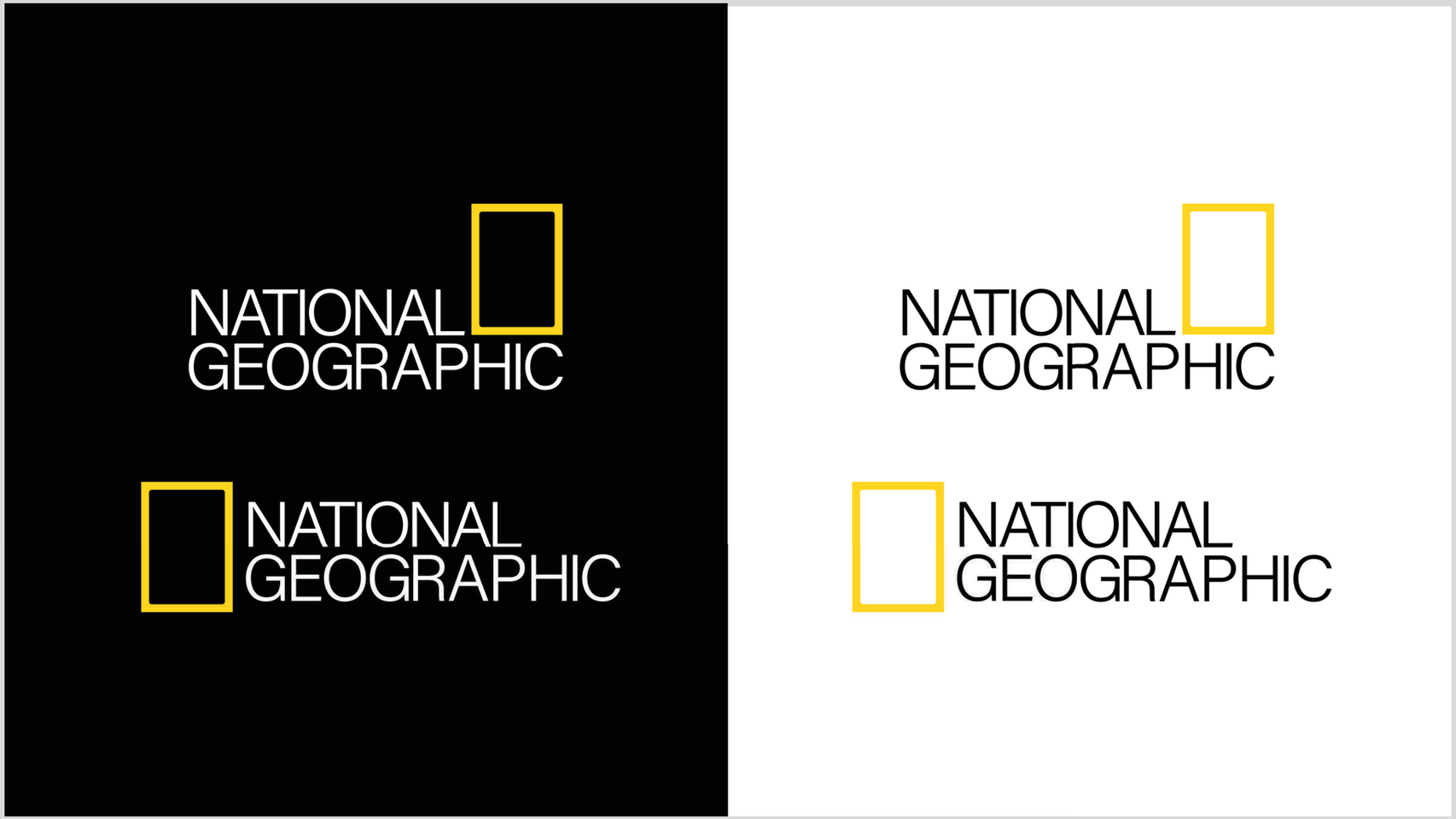
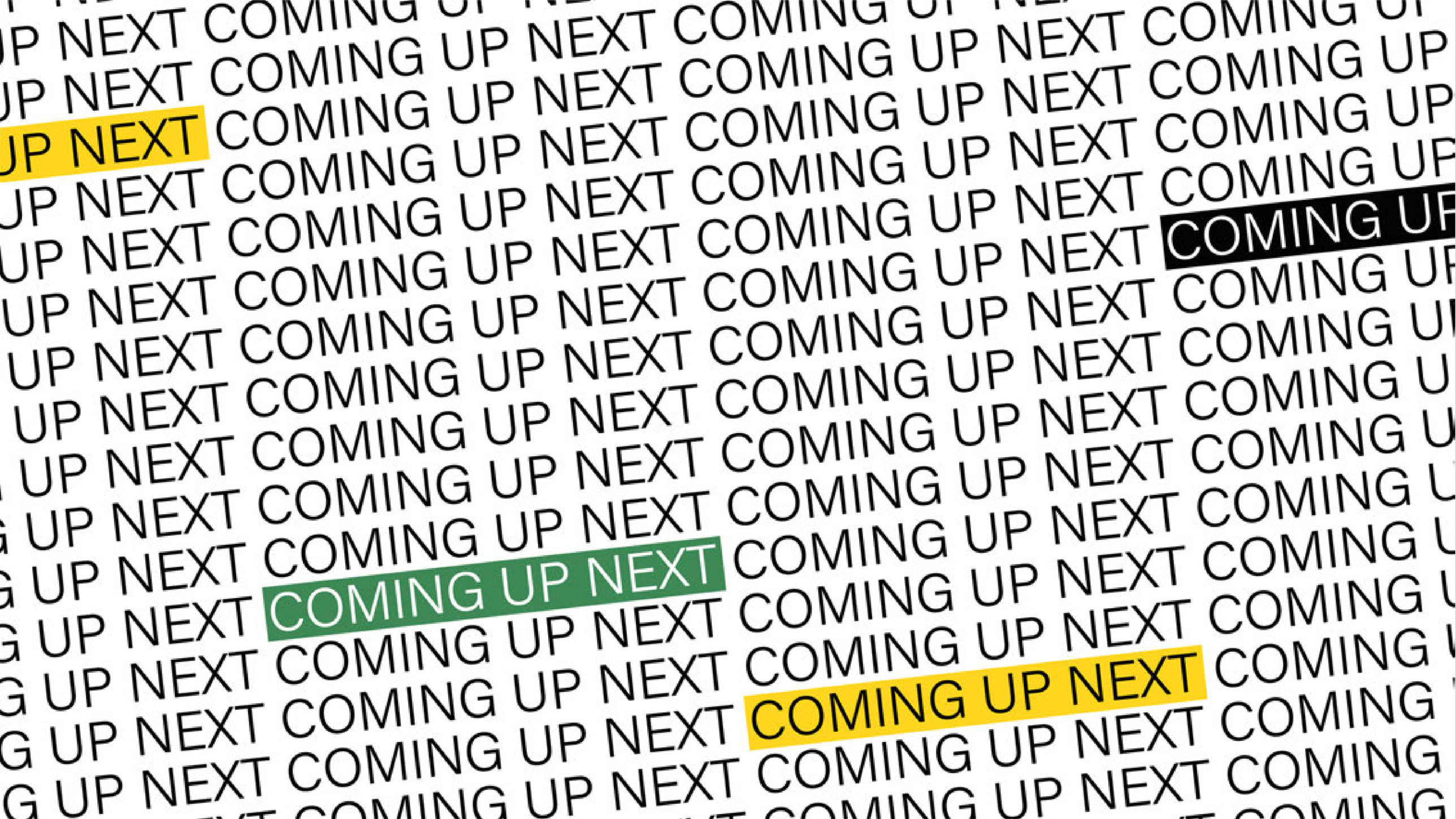
PROPOSED LOGO REDESIGN



Styleframes v1

「Brain Games 9/8c
700 Sharks 10/9c
Surviving Winter 11/10c」

Image here


COMING UP NEXT

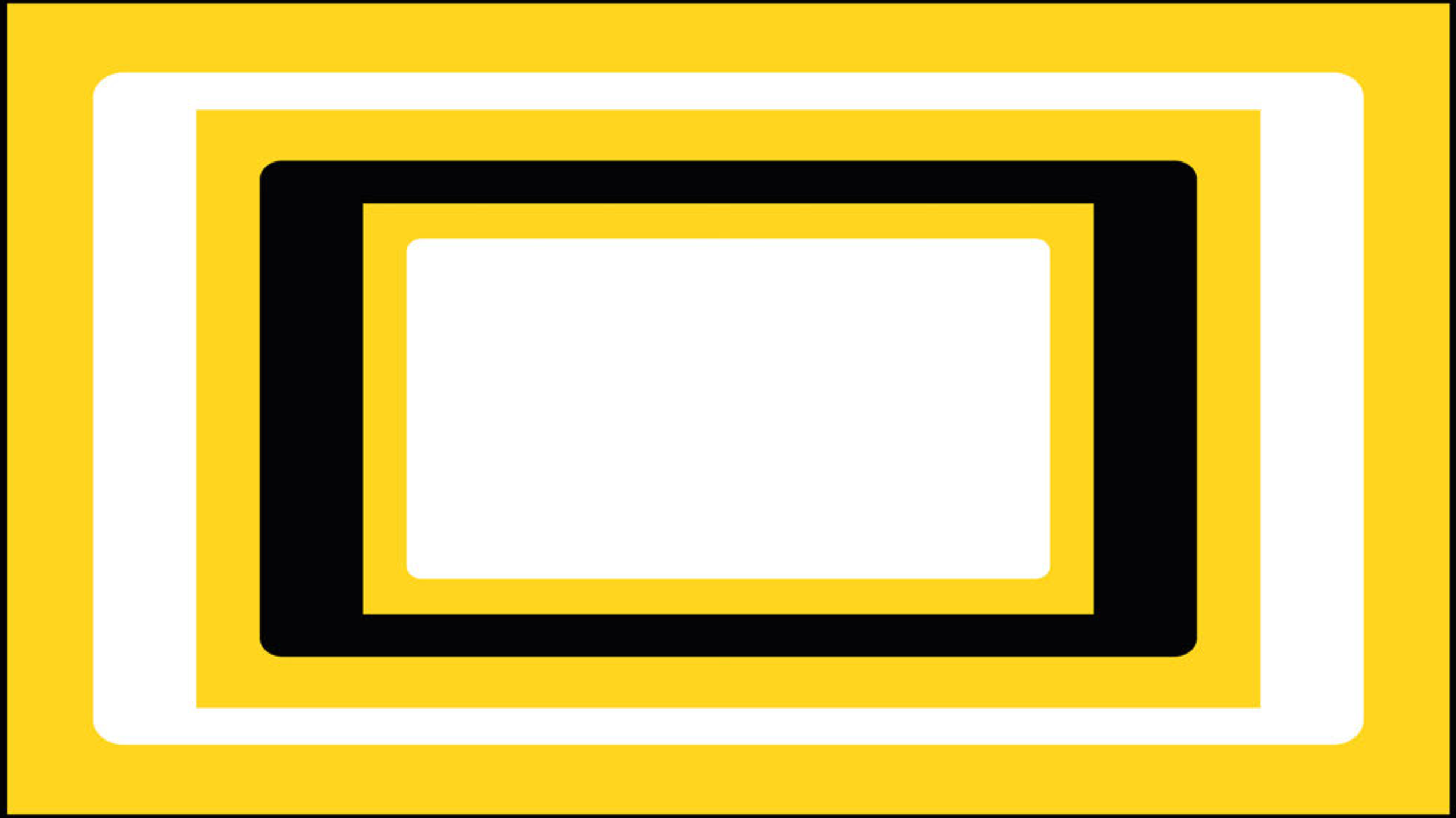
UP NEXT

UP NEXT

UP NEXT

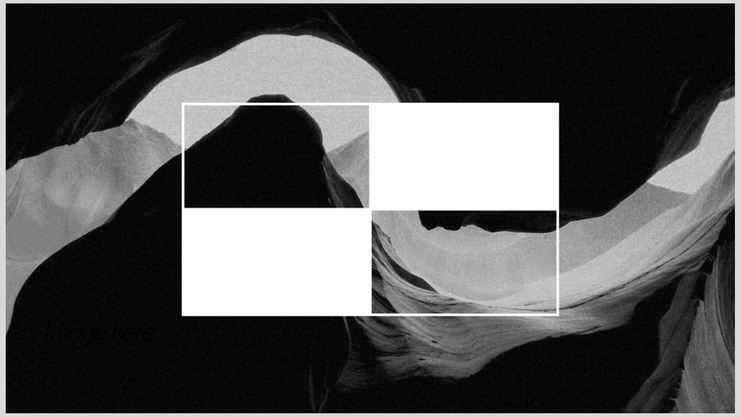
Brain Games

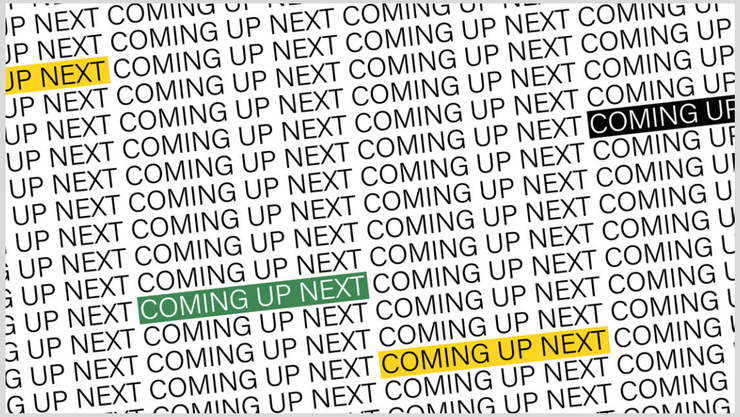
9/8c



DESIGN BOARD V1

Brain Games 9/8c
700 Sharks 10/9c
Surviving Winter 11/10c





UP NEXT
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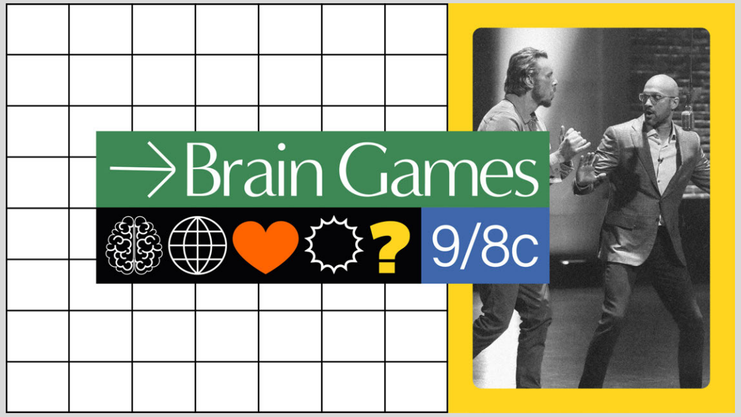

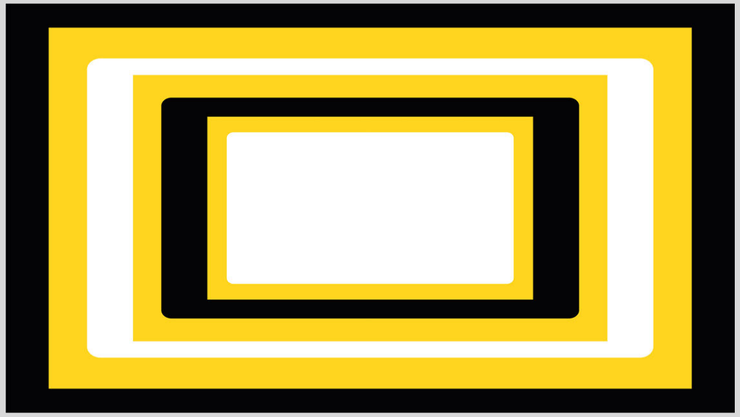

Styleframes v2

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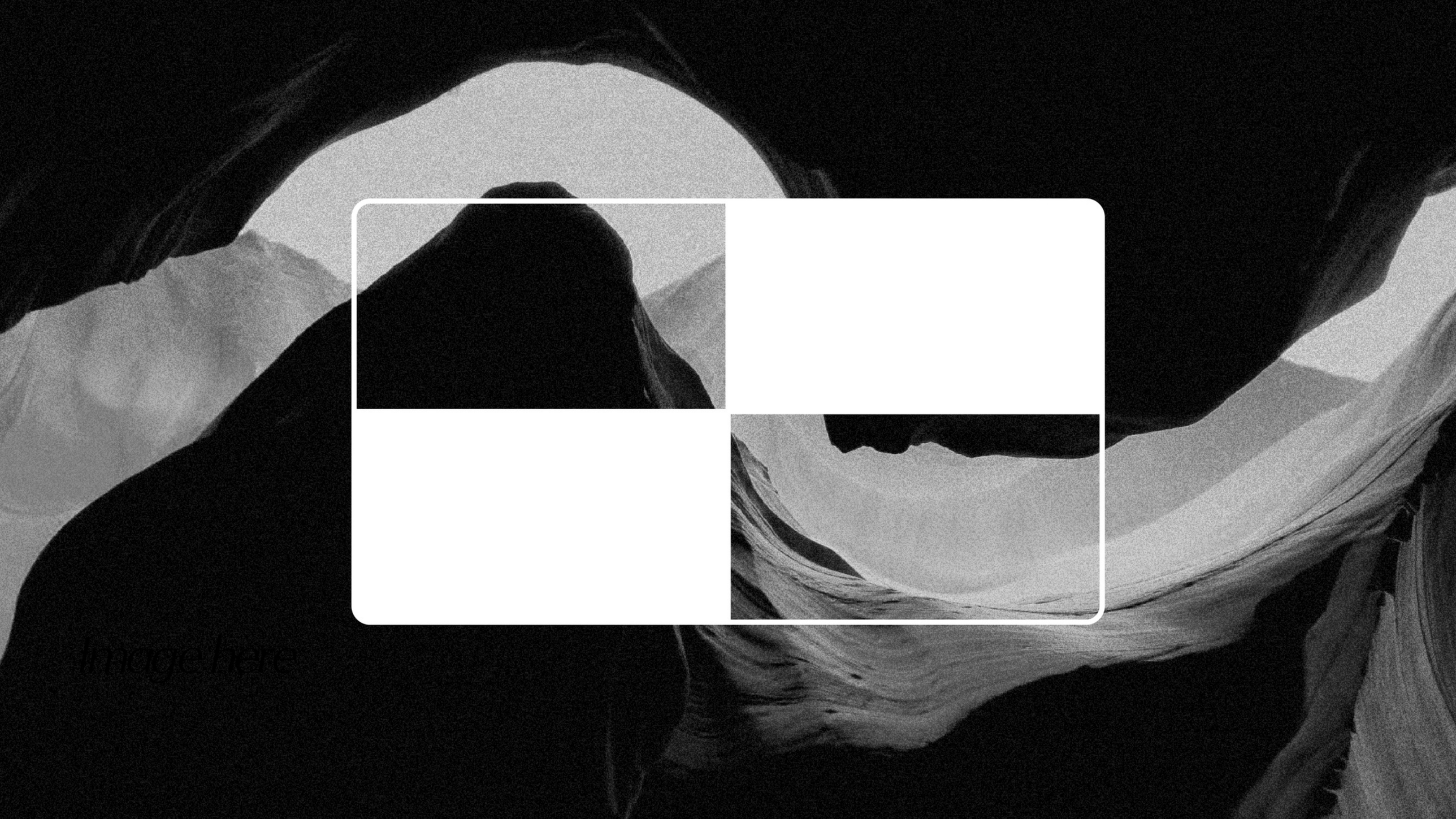
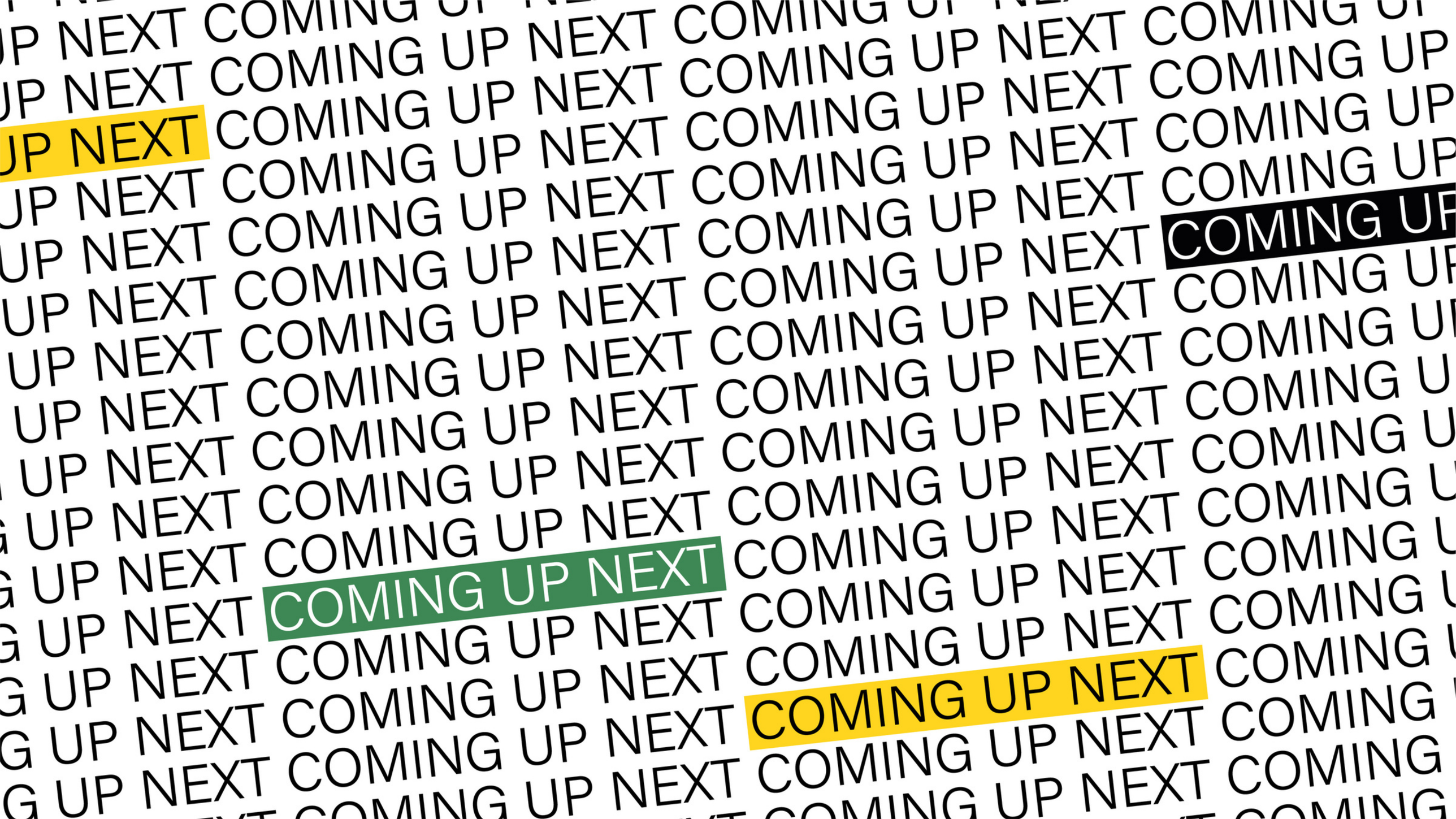
Surviving Winter 11/10c

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UP NEXT

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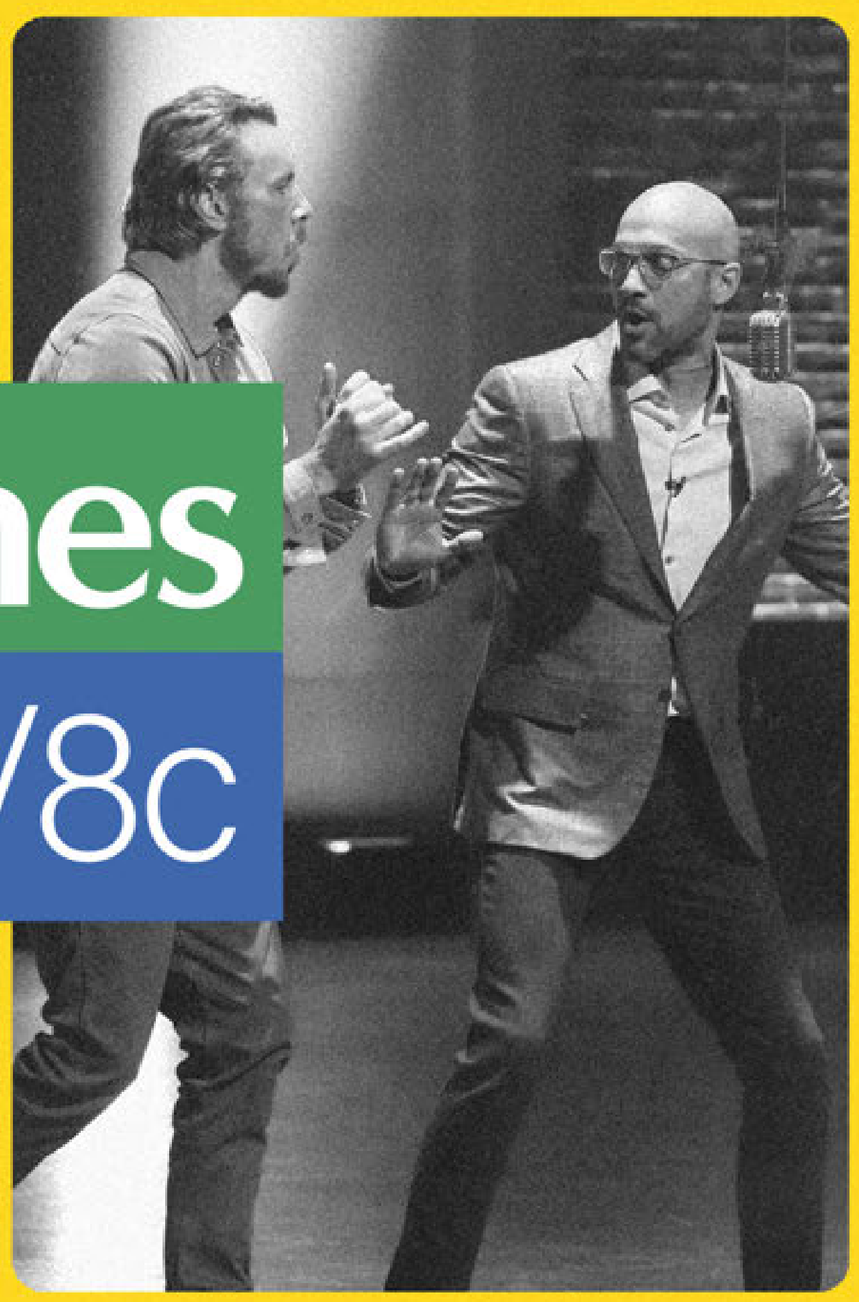
UP NEXT

Brain Games

9/8c



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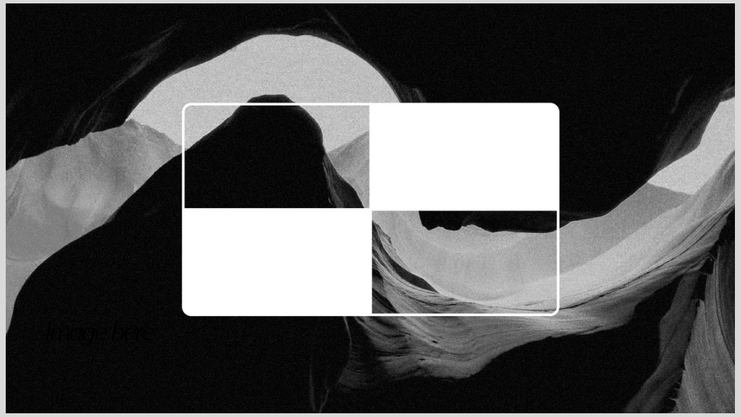
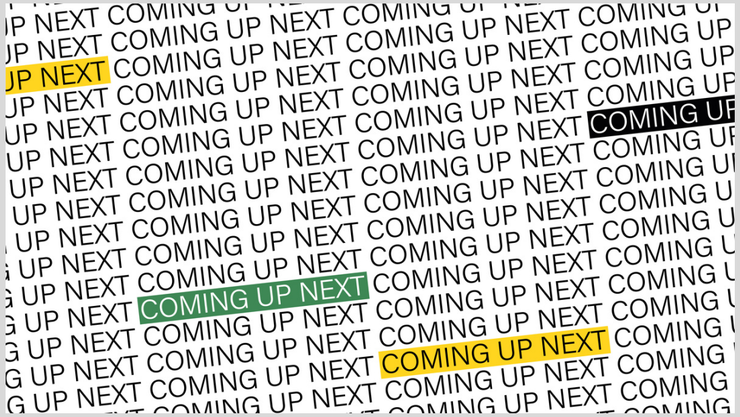
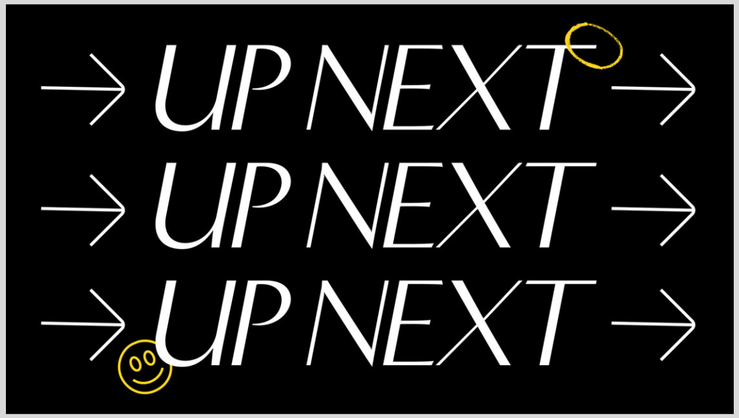
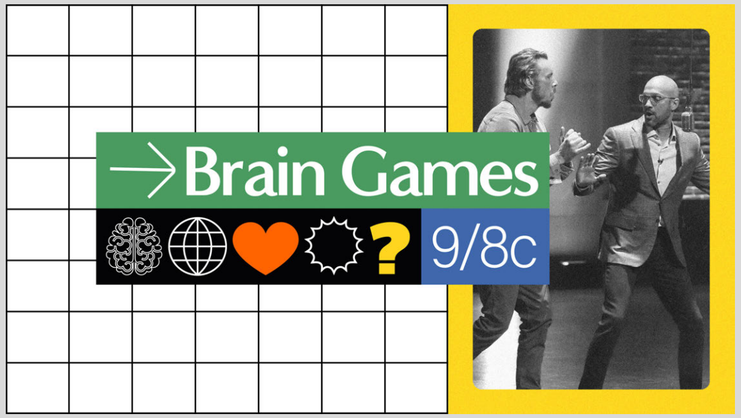
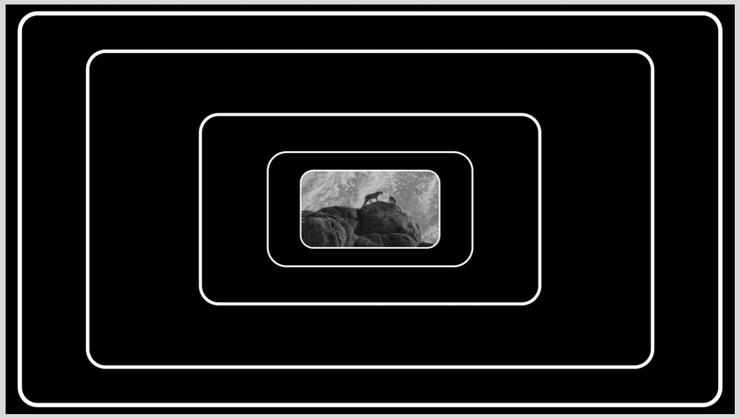
Surviving Winter 11/10c





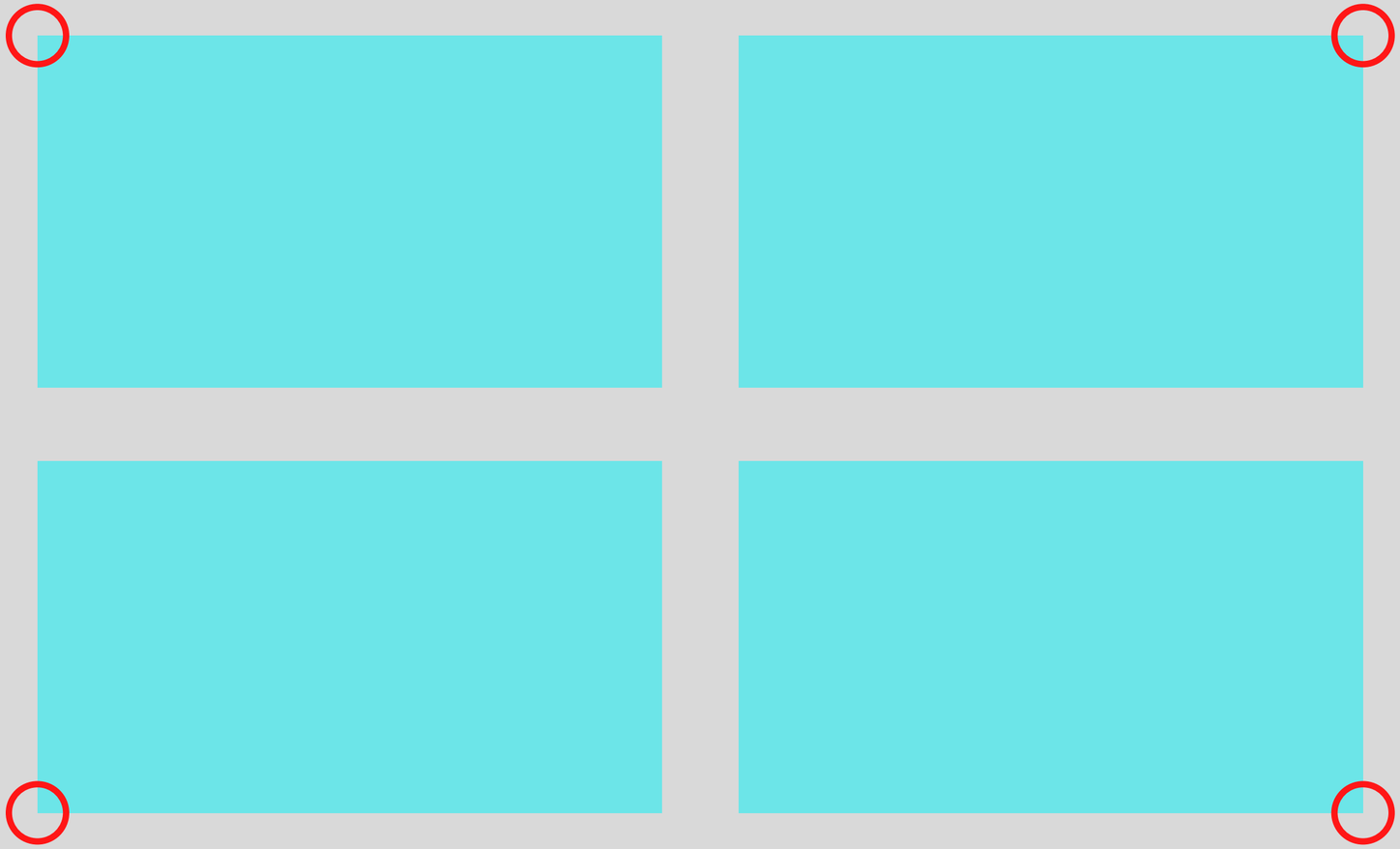






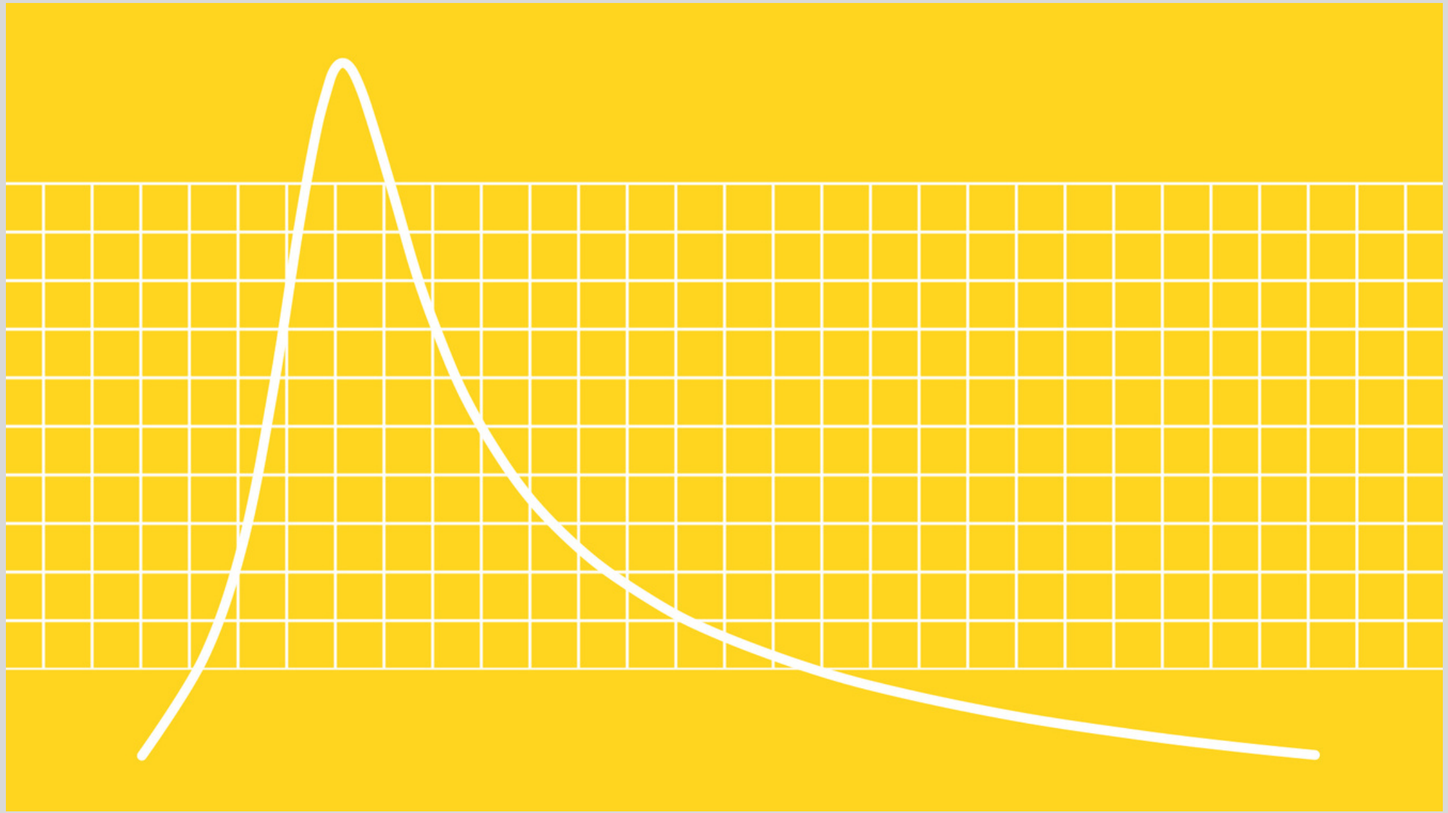
Animation

MOTION LANGUAGE



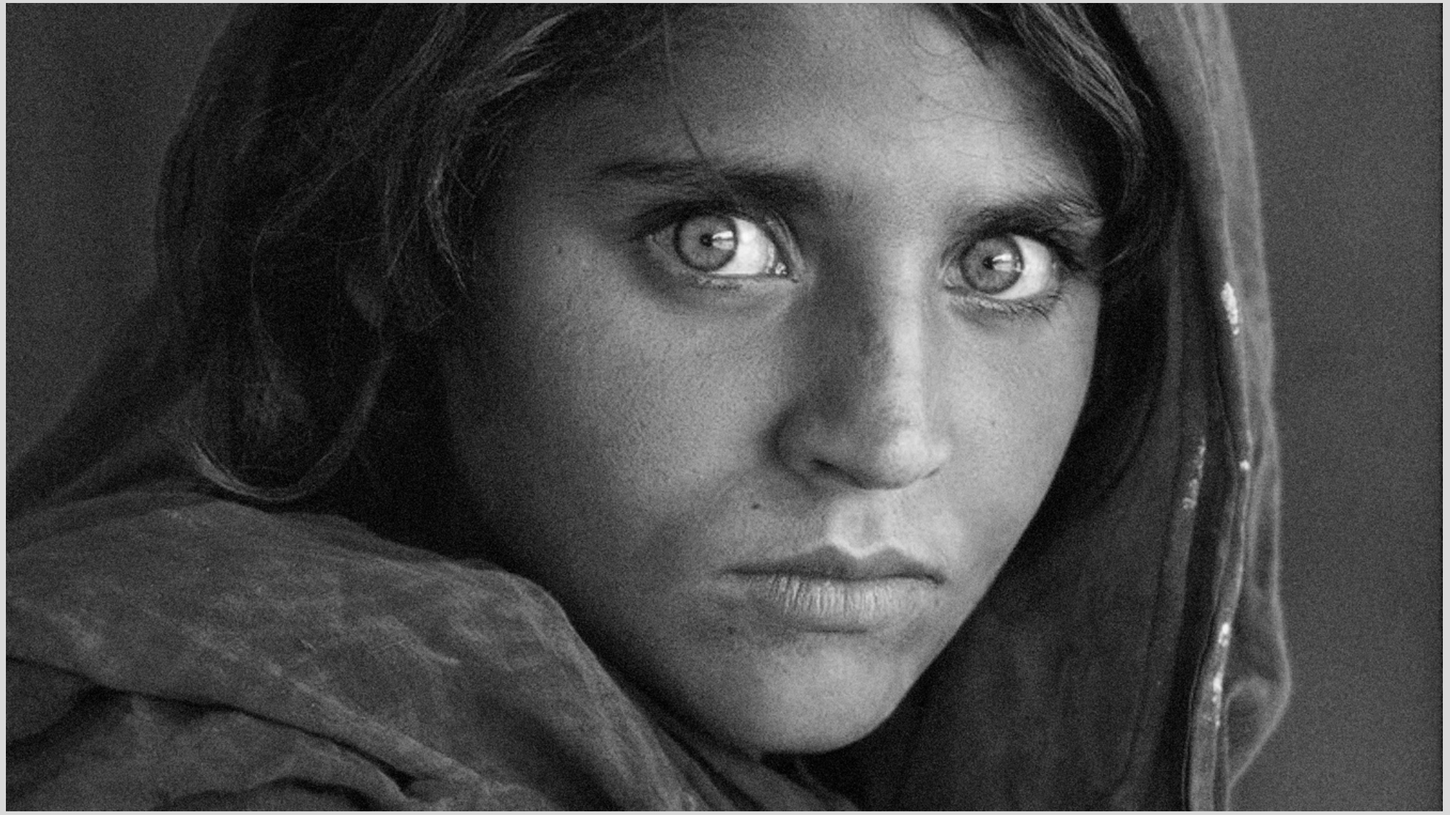
0% to 100% scale from corners

Everything comes from a corner somehow when coming on and exiting the screen



Ease curve

MOTION LANGUAGE



B/W, Grain, Contrast
Enhancement
on footage

Stop Motion language
within photo reveals