



## Brand ID Solutions **Broadcast and Product Design**

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## Definition/Examples Page

### Brand Identity

A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.

### Brand Extension

The process of exploring brand extensions represents a reasoned approach for selecting new categories a company might enter with their brands. Inherent in this process is the identification and decision of answering the question "What business are we in"?

The heart of brand extension research is the effort to identify what business the brand is in from the perspective of the consumer. The objective of every brand extension research study is to uncover and articulate this definition of the business of the brand hidden in the mind of the consumer!

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**CNN Sports Illustrated**

**Brand Identity Standards**

**Brand Extension**

**Product Design**

**Set Design Executions**



**Promax BDA**  
**Silver and Bronze**  
**Team Awards**

**1996 Broadcast Design Excellence,**  
**Show Opens, Promotional show**  
**Opens and Bumps.**

**Gold, Silver and Bronze**  
**Team Awards**

**1997 Broadcast Design Excellence,**  
**Show Opens, Promotional show**  
**Opens and Bumps.**

**CNN/ CNNSI**  
**Brand Standards and Extension**

**Signage concept CNN Design**  
Brand extension with layered acrylic and neon signage design for the CNN design



## CNNSI Brand Standards and Execution

**CNN Sports Illustrated Design**  
Logotype and brand Identity standards were written and put into circulation and distributed by the marketing department. Mainly for the use of all of our many vendors and agencies.

Can you imagine copies were mass produced on floppy discs for Mac & PC



**CNN  
Products Design**

**CNN Sports Illustrated Design**

At all Olympic games exchanging pins is the rage between countries and their athletes. But also the many media representatives from around the world were after our pins.

**NEW OLYMPIC RECORD**  
3'32.07"

**IDENTITY CARD**  
Opening date 15 September 2000  
Closing date 01 October 2000  
Country of the host city [Australia](#)

The exceptionally well-organised Sydney 2000 Olympic Games were a true celebration of Olympic sporting excellence.

**MORE ABOUT**  
**ALL SPORTS EVENTS**  
**ALL FACTS**

**XXVII OLYMPIAD  
SYDNEY • AUSTRALIA**  
**2000  
OLYMPIC  
update**  
CNN Sports Illustrated [cnn.com](#)

# Sydney, Australia

**25 PHOTOS**

**IDENTITY CARD**  
Opening date 07 February 1998  
Closing date 22 February 1998  
Country of the host city [Japan](#)

The Olympic Winter Games return to Japan after 26 years

**MORE ABOUT**  
**ALL SPORTS EVENTS**  
**ALL FACTS**

**CNN**  
**NAGANO 1998**  
**OLYMPIC  
UPDATE**

# Nagano, Japan

**CNN  
Set Design Execution**

**CNN Sports Illustrated Design**

Our on air set design and design scenarios began the war between CNN and the original ESPN marketing push.

**Talent desk A Control next to the design department.**

**Layered Wall elements in the design department**

(abstract athletic field with aluminum rods and brushed metal accents)







The Weather Channel

Brand Identity Standards

Brand Extension

Product Design

Set Design Executions



**Promax SCA**

Gold, Silver and Bronze  
Team Awards

2005 Broadcast Design Excellence,  
Show Opens, Promotional show  
Opens and Bumps.

Gold, Silver and Bronze  
Team Awards

2004 Broadcast Design Excellence,  
Show Opens, Promotional show  
Opens and Bumps.

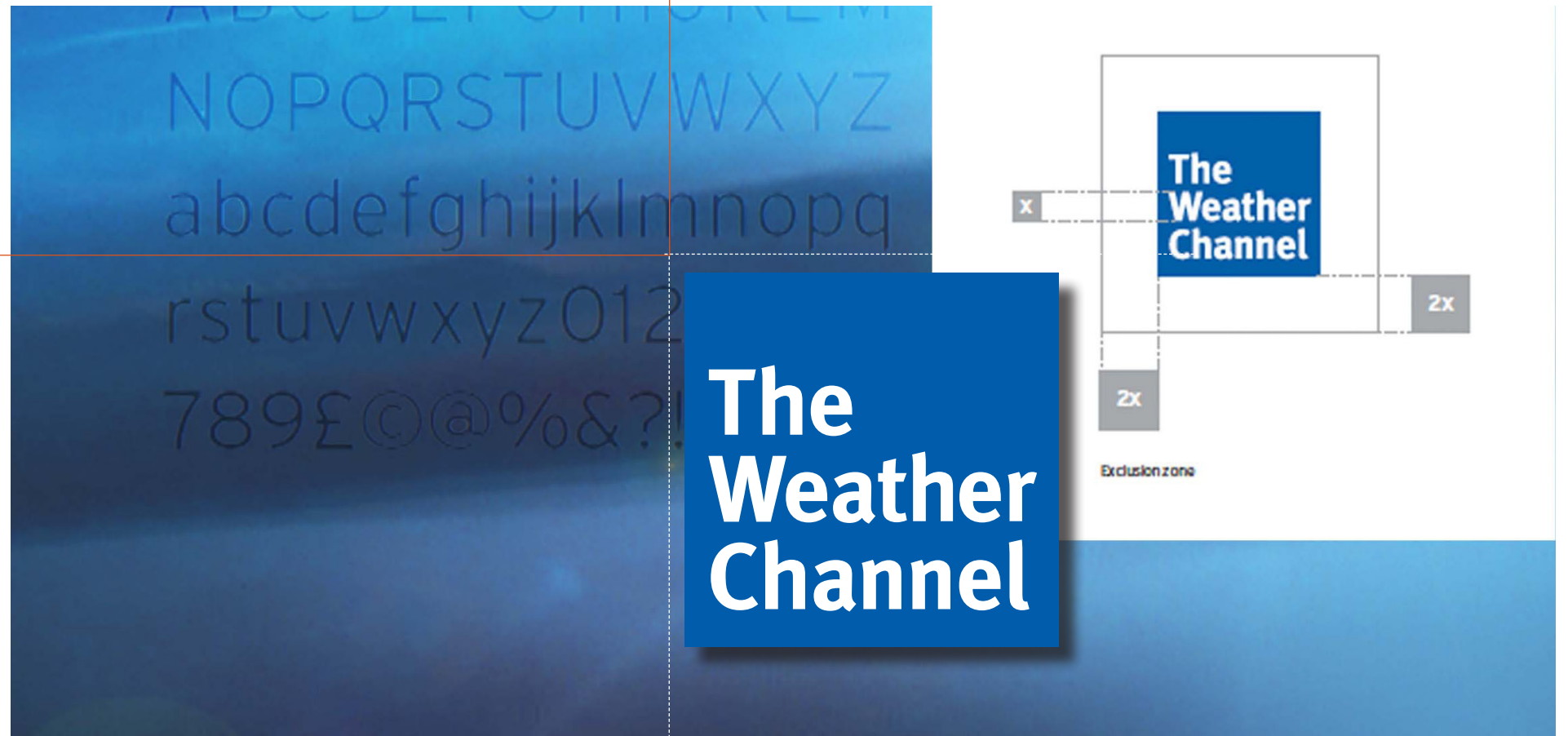
Gold, Silver and Bronze  
Team Awards

2001 - 2002 - 2003 Broadcast  
Design Excellence, Show Opens,  
Promotional show Opens and  
Bumps.

## The Weather Channel

### Brand Identity Standards

In 2004 Lambi Narin designed The new Brand Identity for the Weather Channel. TWC Marketing Creative was tasked with all executions, standards development and implementation standards for on-air, web and print marketing collateral.



**The Weather Channel**

**Brand Extension Image Branding**  
Creative image



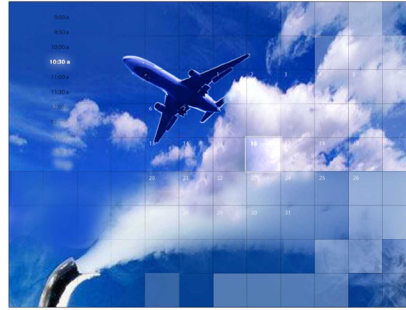


## The Weather Channel

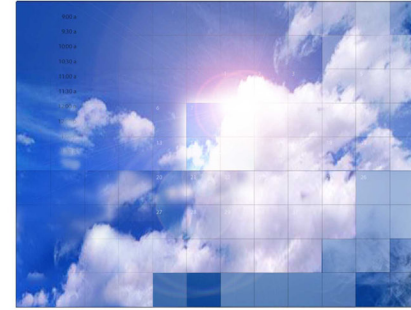
**Brand Extension On-Air Branding and Production Elements**  
 Our on air set design and design scenics began the war between CNNSI and the original ESPN marketing push.



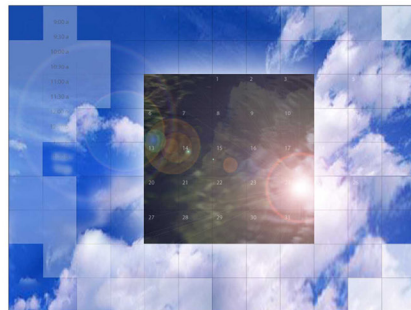
(Micro) Kettle boils in graphic kitchen. Day/time elements, grid animates.



Dolly in as steam morphs into clouds. Commercial jet flies by.



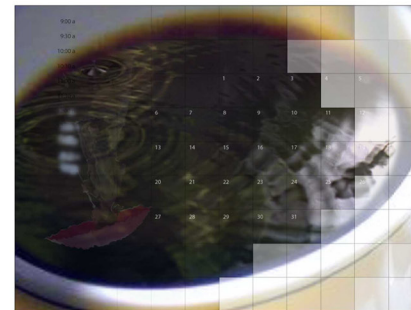
(Device) 3d panel opens from grid, pushes thru with flares.



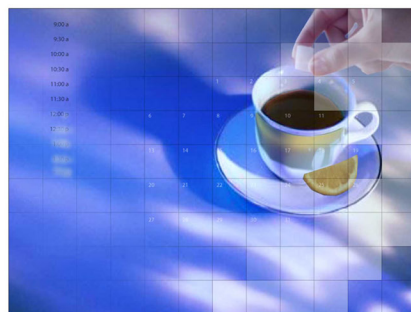
(Device) 3d panel reveals rain puddle scene.



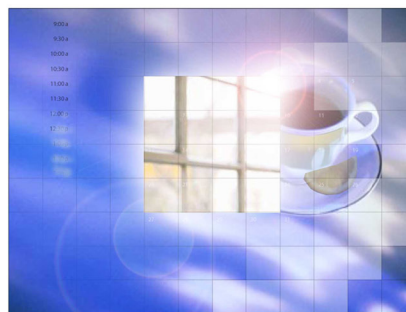
Rain puddle scene, reflects person w/umbrella. Elements animate.



Camera pulls back to reveal rain puddle scene actually in tea cup.



Coffee cup in same kitchen. Hand drops "square" cube in tea.



(Device) 3d panel flares to reveal kitchen window.



Family manager at window with coffee, laptop and pda. Title reveals.



**Day Planner Open**  
 Duration : 08 : :10  
 Core Thought: The Weather and your life.

**Positioning:**  
 Forward-looking (Forecasts), more lifestyle driven, travel planning, informative, relevant. (Inspires) Visions of possibilities. The trusted resource for family managers. A light-hearted comparison between homemaker activities and daily weather conditions. Planning is done indoors, for outdoor impact.

**Usage of window device:**  
 • Centered square wipe/3D from grid  
 • Used to transition from selected scenes

**Imagery: Shot Sheet**

- Silver tea kettle with/without steam.
- Outdoors- blue sky with clouds
- Commercial jet take off in blue sky
- Outdoors- rain puddle with reflection of same woman walking by with umbrella
- Tea cup with tea/bag, lemon and drip ripples
- Kitchen table with tea cup, long shadows
- Business Woman sitting (with same tea cup) at kitchen table.... turning from laptop to look out window.

Alternate logo B.



Alternate logo C.



Frame writes-on, then pulls out to reveal image within box.



Image within box fills frame, then another box writes-on. And so on. Outer box radiates from first box revealing glimpses of what's to come.



Repeat from frame 1 and 2. Weather begins to change.

## PM Edition

### Positioning:

Young, lively, energetic, engaging active, fast, factual, not heavy, quick, tonight's weather and tomorrow's forecast for professionals and business leaders.

### Target Audience:

Business People

### Care Thought:

From work to home-winding down

### Main Expression of Brand Attribute:

Forecasts: Glimpses of Future (positioning)

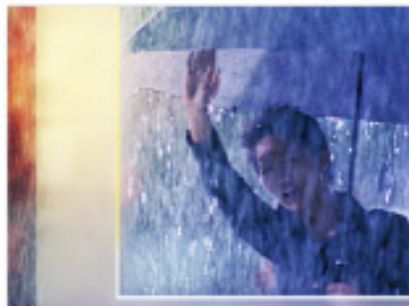
### Concept and Color:

PM Edition airs at a time when we are transitioning from day to night (sunset/dusk). The board demonstrates this by showing warmer sunset colors in the beginning and ending in cooler dusk colors.

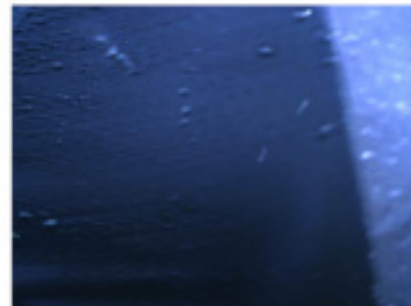
The colors also illustrates a change in weather from warm or hot sun to a cooler rainy day. The board also illustrates a transition in a professional's day. The travel time from work to home.

### Utilization of window device:

The window is your travel guide from place to place. As the box pulls out to reveal its destination, it shows glimpses of what's to come before the frame completely reveals. It's also a transition from one weather event to another.



Woman hails cab. Same location, but weather has changed. Glimpses of the past are still seen in this frame as it transitions into the future.



As woman approaches cab, she passes the camera to reveal micro of umbrellas and rain.



She continues to reveal her stepping into a puddle. Box writes on.



Box pulls out to reveal puddle and drops. Frame becomes logo.

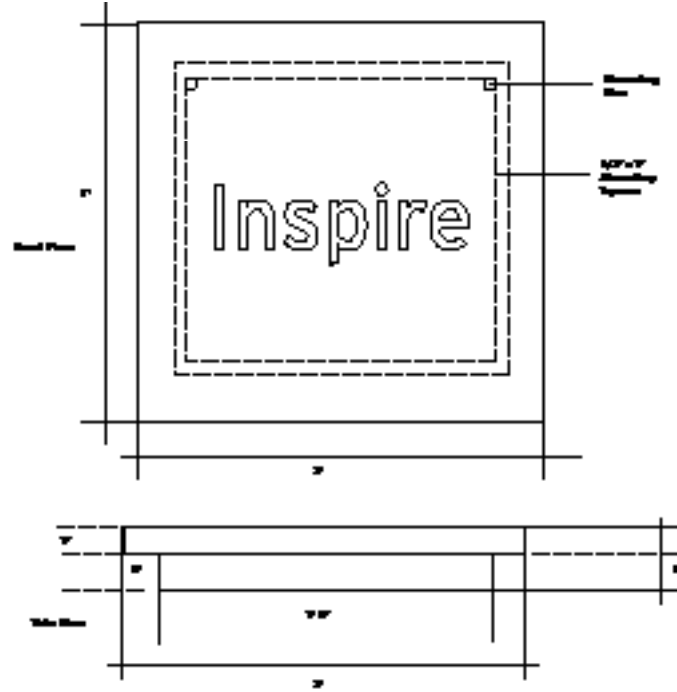
## The Weather Channel

### Brand Extension Signage

TWC Marketing Creative was tasked to implement corporate strategies and interior and exterior signage concepts.



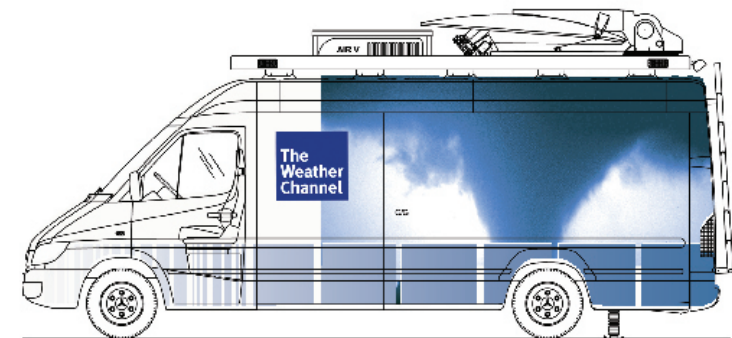




## The Weather Channel

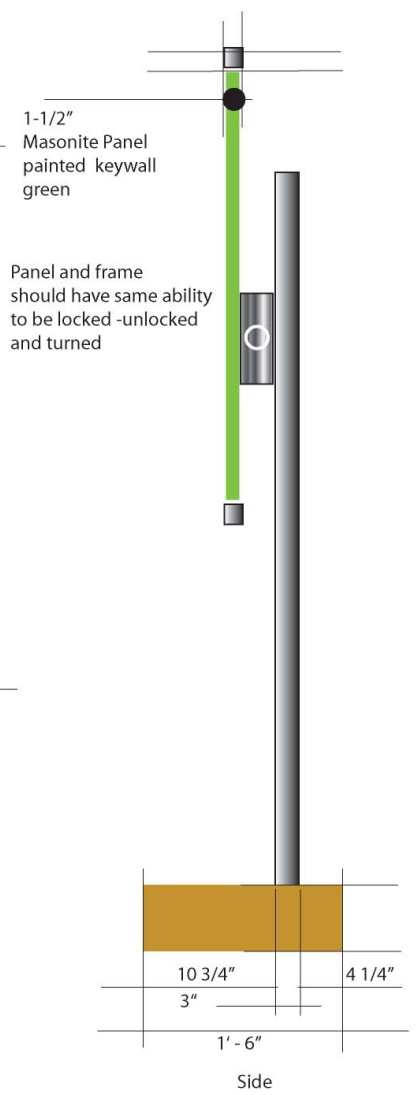
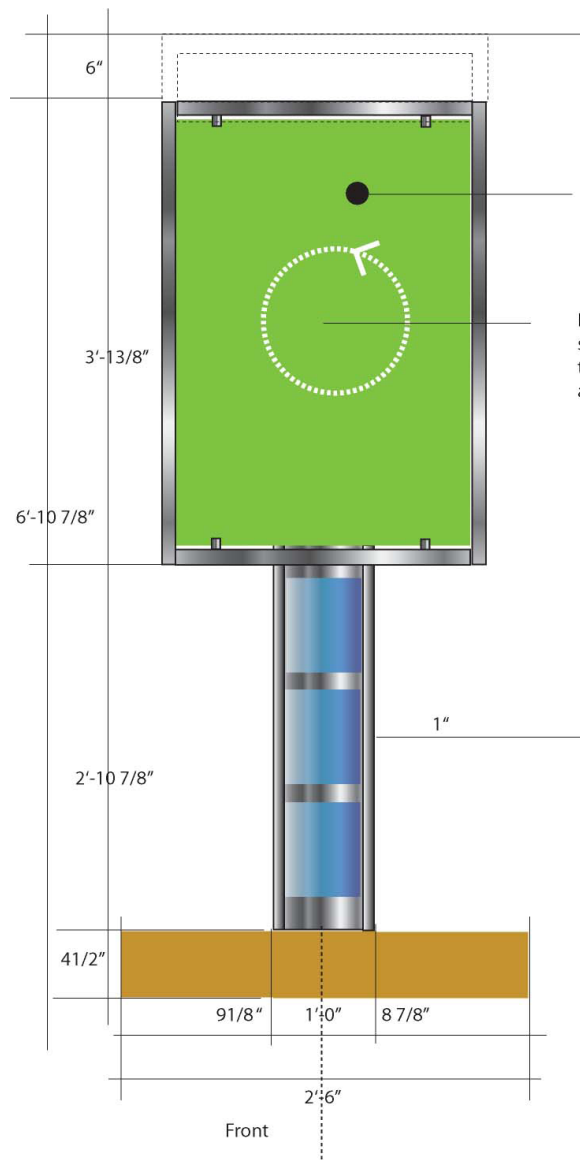
### Brand Extension Vehicle Wrap

TWC Marketing Creative was tasked to implement corporate strategies and designs exterior signage concepts.

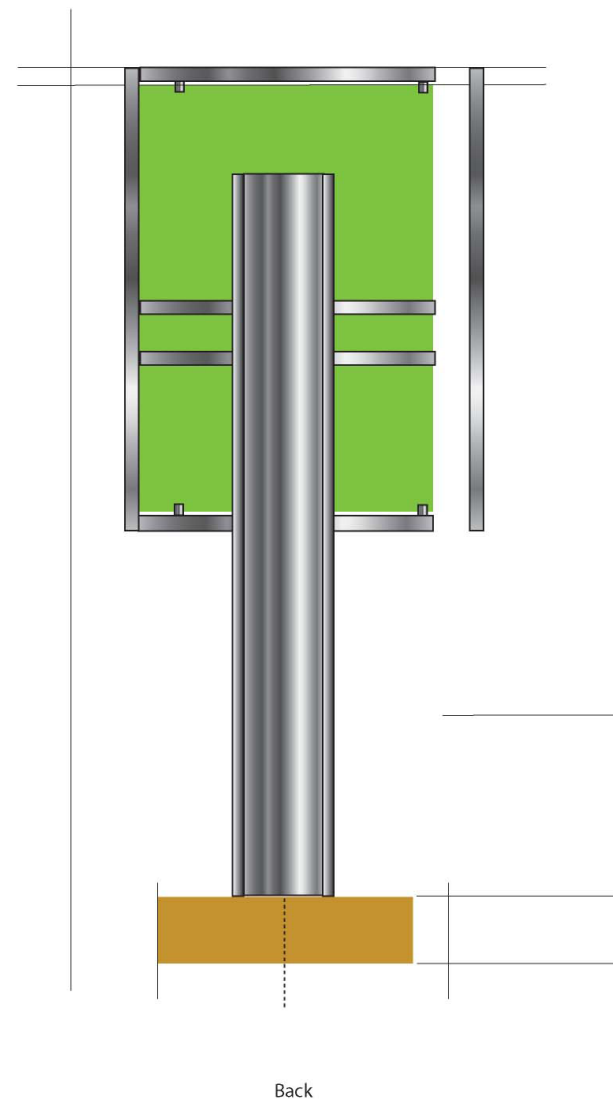


## The Weather Channel

**Brand Extension Product Design**  
TWC Marketing Creative was tasked to implement product design driven by the new Weekend Now set design and concept. Design for fabrication of a multi-angled green key flatscreen frame.



Movable Key Kiosk



The Weather Channel

Broadcast Set Designs

Concepts and Implementations



Amospheres Set



First Outlook Set



**Weekend Outlook Set**



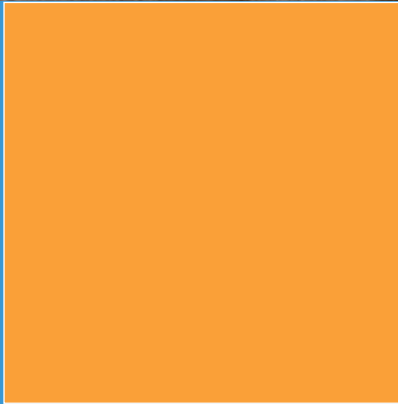
**Weekend Outlook Set  
Dressed**



CBS Evening News

CBS Creative Set Scenics Consultant

On Location Audio Tech





## CBS Evening News

**Brand Extension Product Design**  
CBS ATL Network Biltmore location.

Location and dayparted set scenic  
install. Install and alter shipped ele-  
ments front back shooting location

Dress, and frame shot with Lead  
Camm operator for on air personality.

Mark Strassman





**New Set on opposite wall**

**Product Design simulation**  
Adding a second shooting area the resembles Morning airs location for the Atlanta network bureau.



**ON Location CBS Audio Tech Support**

**On Deck White House Press Pool**

**Sunday Morning Drone Story**

**Crusie Shp Coverage**

**Sunday Morning Sink Hole Story**

**Sanford Re-election Coverage**



