



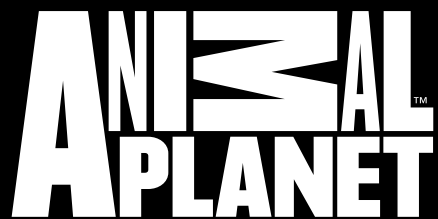
2008 / International Off-Air Brand Guidelines



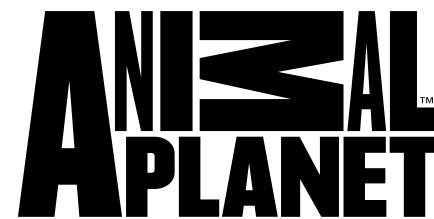
Logo

**ANIMAL
A PLANET**

Logo



/ Logo on black



/ Logo on white

Logo / Hero Colour

ANIMALTM
A PLANET

TM Trademark symbol must always be present

ANIMAL
A PLANET

Minimum height 8mm

COLOUR - PMS 375

C - 47	R - 145
M - 0	G - 212
Y - 100	B - 0
K - 0	

contents



toolkit

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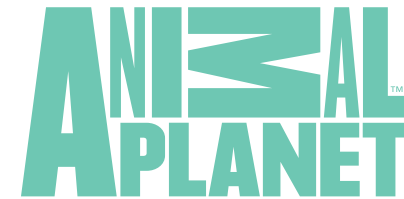
Colour Logos

In addition to black and white the 10 colours below are the ONLY colours to be used without prior consent.
Please contact Lester Mordue to discuss any further colour requirements - Lester_Mordue@discovery-europe.com



Colour Logos

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Colour Values

Hero Colour



PANTONE
375C

PANTONE
374U



PANTONE
254C

PANTONE
254U



PANTONE
187C

PANTONE
186U



PANTONE
137C

PANTONE
137U



PANTONE
225C

PANTONE
226U



PANTONE
275C

PANTONE
276U



PANTONE
644C

PANTONE
644U



PANTONE
339C

PANTONE
338U



PANTONE
660C

PANTONE
660U



PANTONE
362C

PANTONE
368U



**NO type should be within these areas
with the exception of website details [as shown]**

Exclusion Zones



**Preferred Exclusion Zone
e.g. Billboard, Press ad, etc.**



**Exclusion Zone for applications
involving limited space
e.g. Web banners, Skyscrapers, etc.**

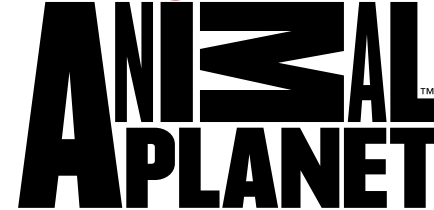
What not to do

no type
here



discoverytv.com

no type here



discoverytv.com



no type here

discoverytv.com



discoverytv.com

Colour

We have chosen our palette from the vast array of rich and wonderful colours within the animal kingdom. This wide palette illustrates the diversity of the natural world.

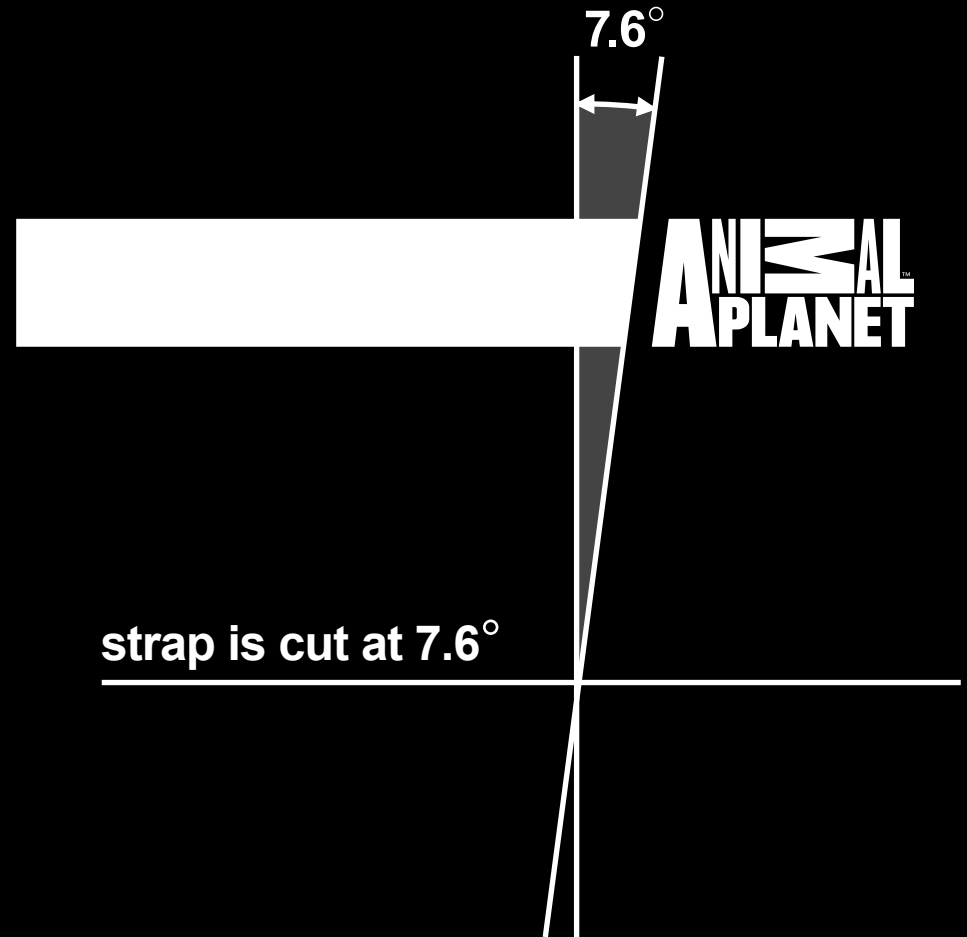
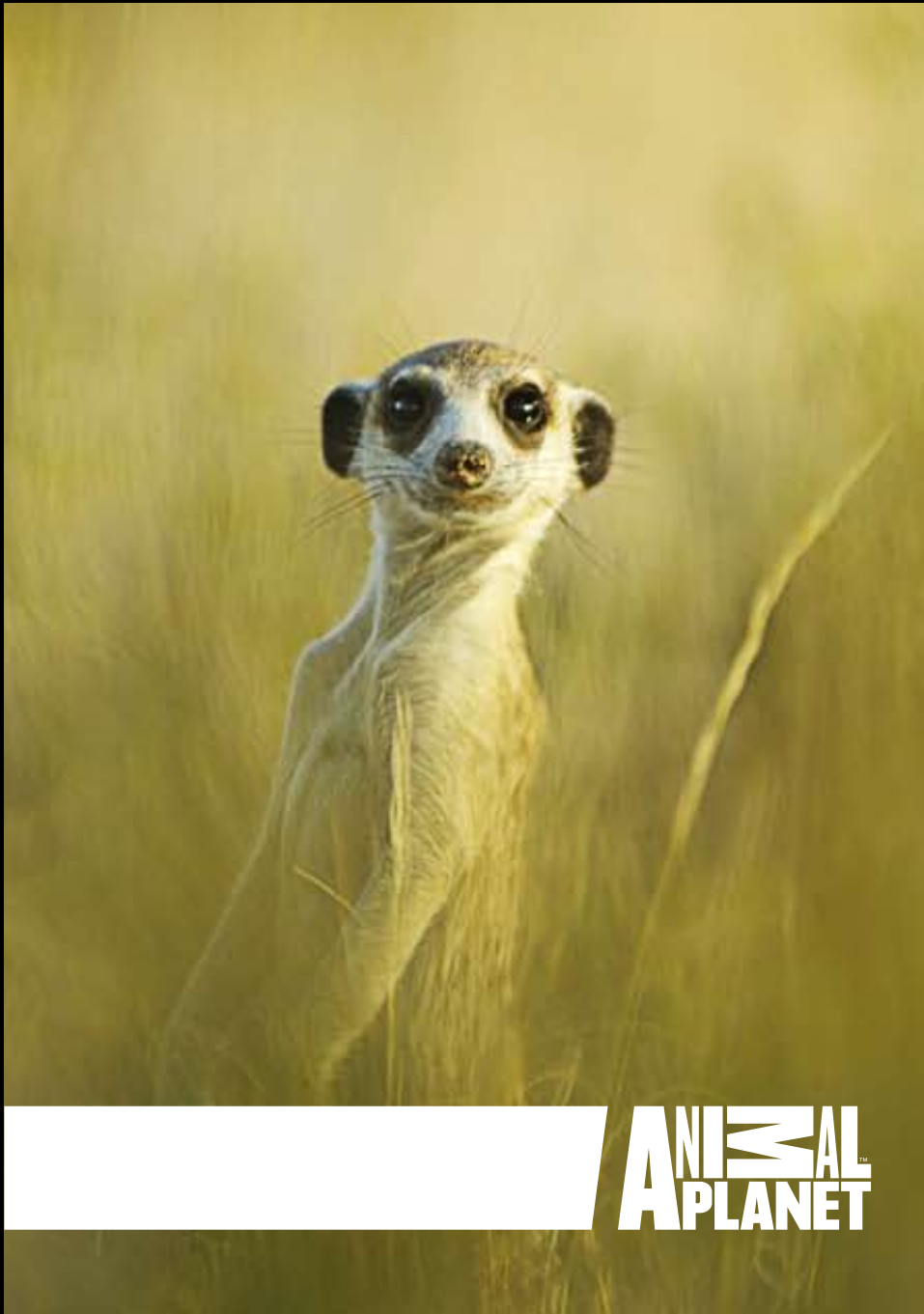


Each colour can be used to enhance the **emotional connection** that ANIMAL PLANET seeks to find with its audience.

sadness / purity / **power** / **health** / **joy** / **healing** / understanding /
integrity / **romance** / **longing** / **safety** / **danger** / **wisdom** / **peace** /



'A' Line Strap Device

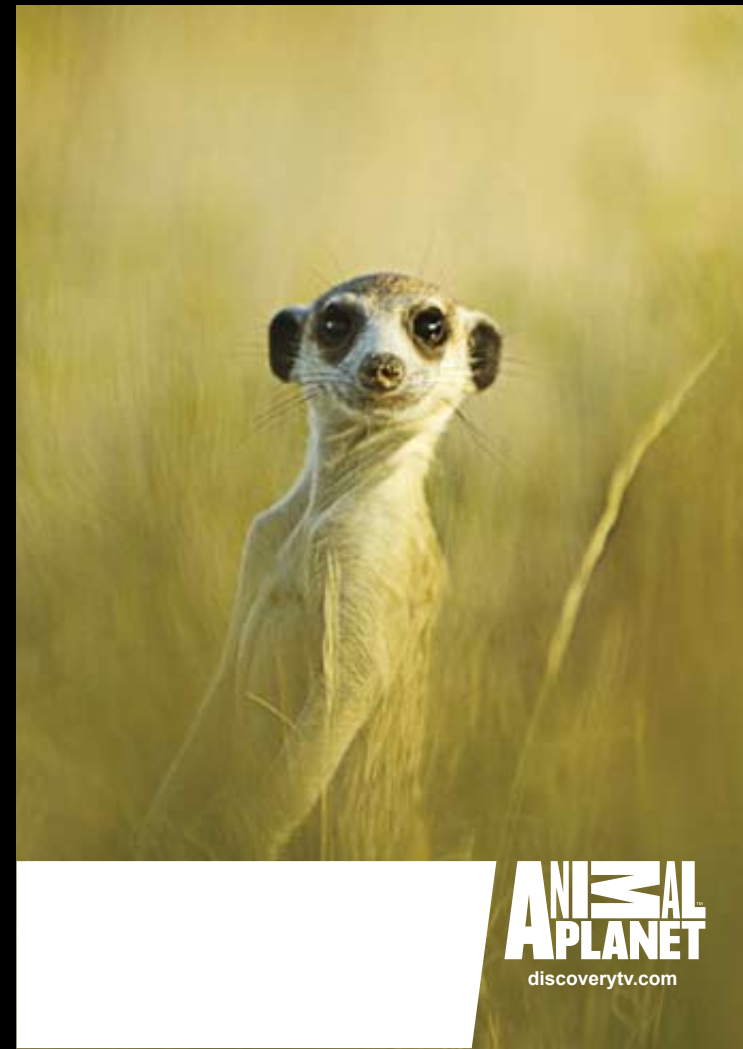
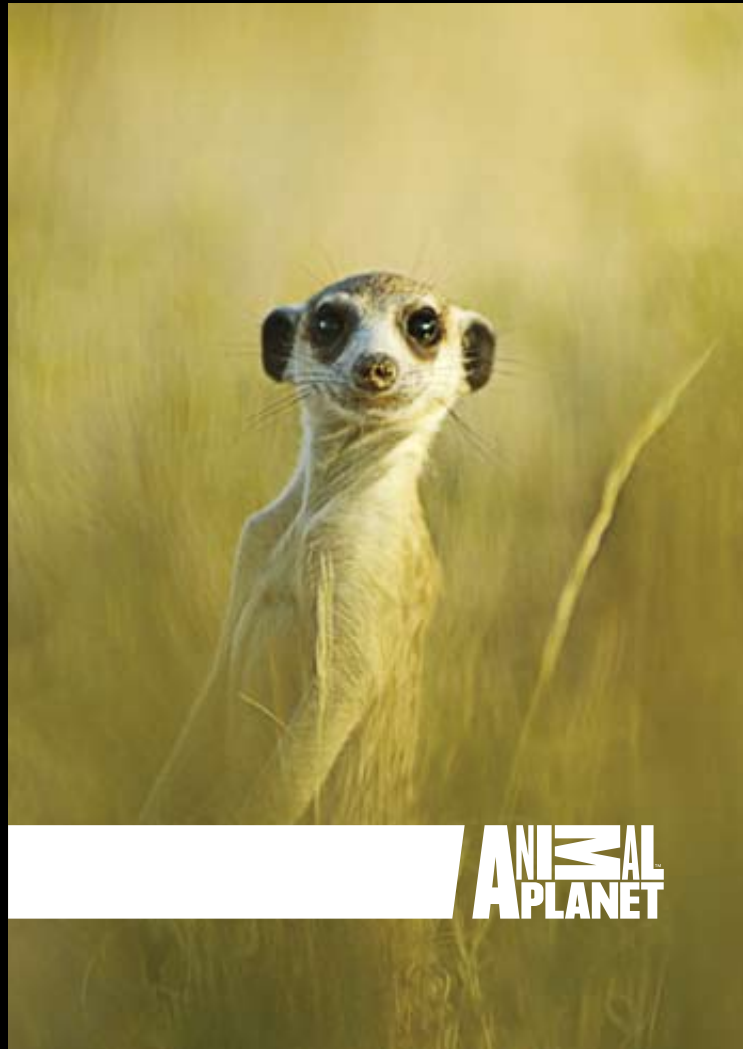


'A' Line Logo Rotation

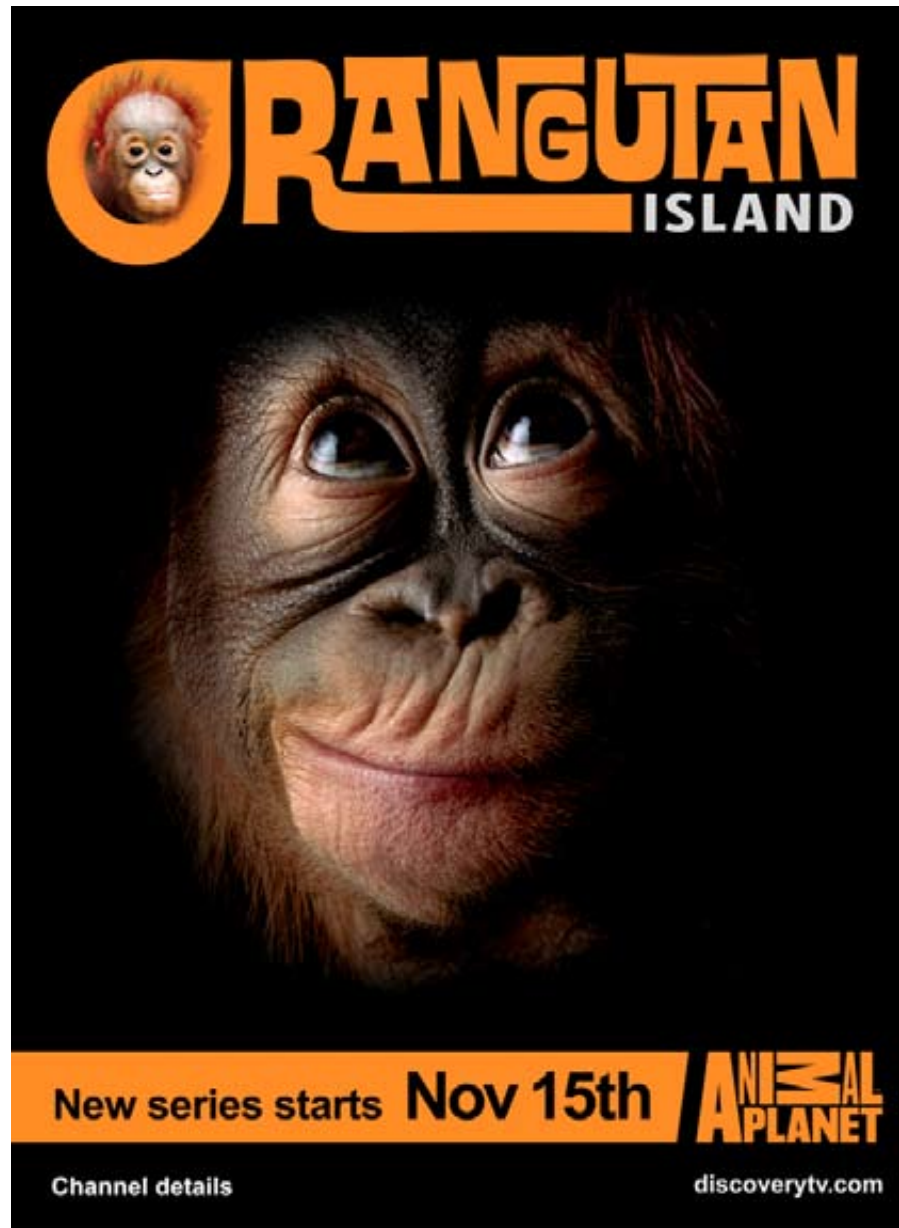


large logo is rotated at 7.6°

'A' Line Strap Usage



Print Examples



ORANGUTAN
ISLAND

New series starts **Nov 15th**

ANIMAL PLANET

Channel details discoverytv.com

The poster features a large, close-up photograph of an orangutan's face, looking upwards with a slight smile. The background is black. At the top, the word 'ORANGUTAN' is written in a large, bold, orange font, with a small image of an orangutan's face inside the letter 'O'. Below it, the word 'ISLAND' is written in a smaller, white font. At the bottom, there is an orange horizontal bar containing the text 'New series starts Nov 15th' in white. To the right of this bar is the 'ANIMAL PLANET' logo in white. Below the orange bar, the text 'Channel details' and the website 'discoverytv.com' are written in white.

Font Arial

Primary Font Arial Bold

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α																							

“The quick brown fox jumps over the lazy dog.”

Font Arial Bold



Print Examples



ORANGUTAN
ISLAND

New series starts **Nov 15th**

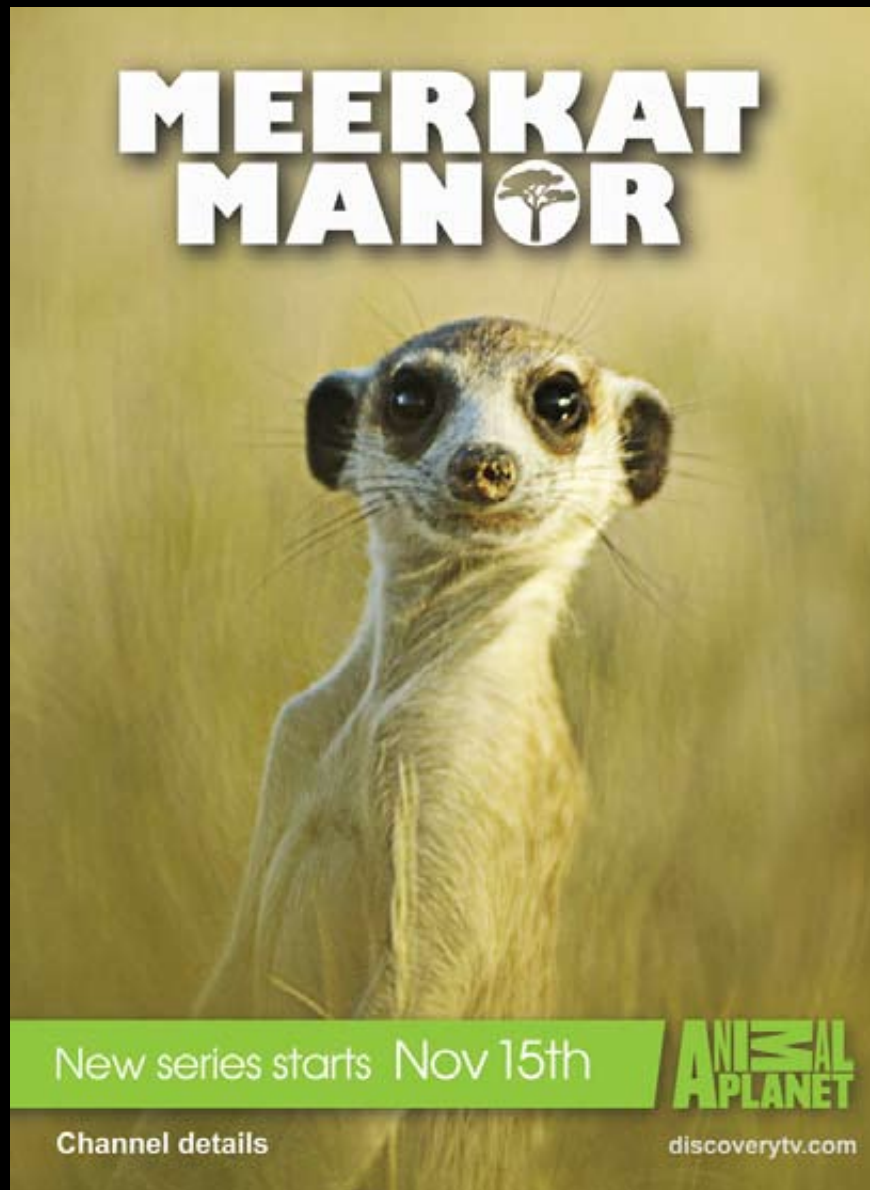
Channel details

ANIMAL
PLANET

discoverytv.com

The promotional banner features a close-up photograph of an orangutan's face on the right side. On the left, the title 'ORANGUTAN ISLAND' is displayed in a bold, orange, sans-serif font. Below the title, a horizontal orange bar contains the text 'New series starts Nov 15th'. At the bottom left, the text 'Channel details' is written in a smaller, white font. At the bottom right, the 'ANIMAL PLANET' logo is shown in orange, with the website address 'discoverytv.com' below it.

Print Examples



**MEERKAT
MANOR**

New series starts Nov 15th

Channel details

**ANIMAL
PLANET**

discoverytv.com

The poster features a meerkat standing upright in a field of tall grass, looking directly at the camera. The title 'MEERKAT MANOR' is at the top in white, with a meerkat silhouette in the 'O'. A green banner at the bottom contains the text 'New series starts Nov 15th', 'Channel details', the Animal Planet logo, and the website 'discoverytv.com'.

Print Examples

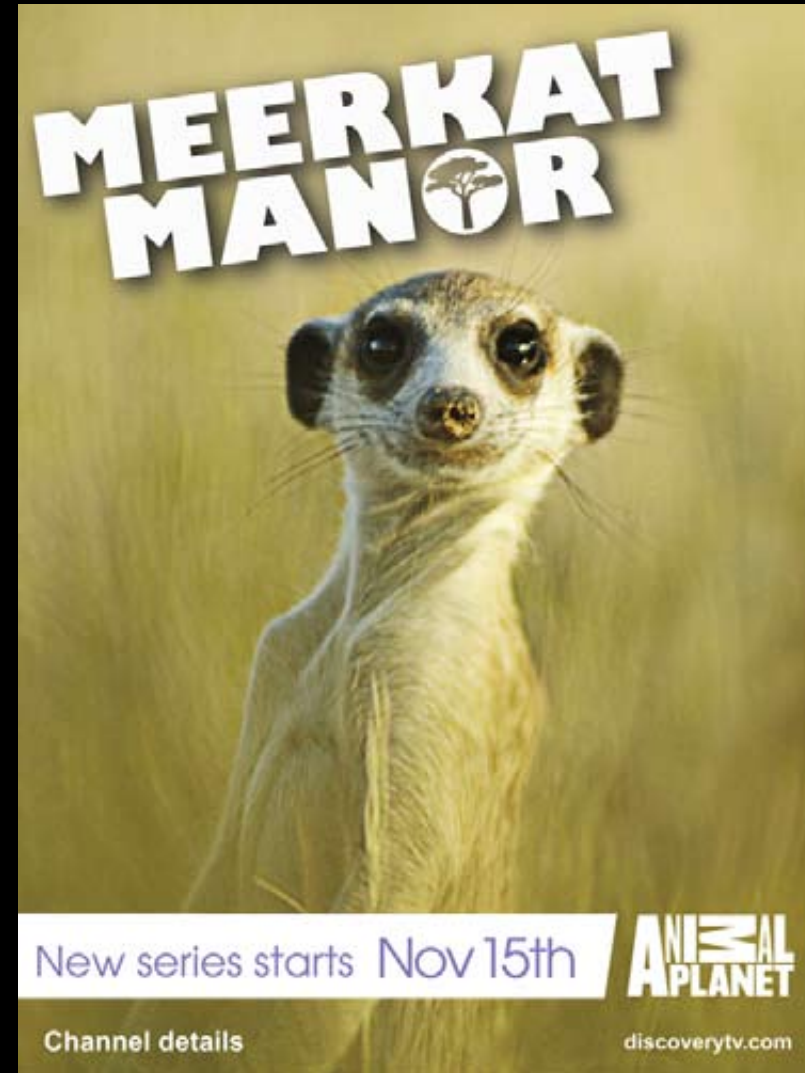


**MEERKAT
MANOR**




New series starts Nov 15th
Channel details

**ANIMAL
PLANET**
discoverytv.com



**MEERKAT
MANOR**



New series starts Nov 15th
Channel details

**ANIMAL
PLANET**
discoverytv.com

Print Examples



A promotional graphic for the Animal Planet series 'Meerkat Manor'. The background is a light yellowish-green gradient. In the center, a meerkat's face is visible, looking directly at the camera. The meerkat is partially obscured by large, stylized, 3D block letters that spell out 'ANIMAL PLANET' in a dark, textured font. The letters are arranged in two rows: 'ANIMAL' on top and 'PLANET' on the bottom. A small 'TM' trademark symbol is visible to the right of the top row of letters. Below the main title, the text 'MEERKAT MANOR' is written in a bold, white, sans-serif font. The letter 'O' in 'MANOR' contains a small meerkat head icon. Below this, the text 'New series starts Nov 15th' is written in a smaller, white, sans-serif font. At the bottom left, the text 'Channel details' is written in an even smaller, white, sans-serif font. In the bottom right corner, the 'ANIMAL PLANET' logo is displayed in white, with the word 'ANIMAL' above 'PLANET'. Below the logo, the website address 'discoverytv.com' is written in a small, white, sans-serif font.

ANIMAL PLANET™

MEERKAT MANOR

New series starts Nov 15th

Channel details

ANIMAL PLANET

discoverytv.com

Print Examples



**ANIMAL
PLANET**™

MEERKAT MANOR
New series starts Nov 15th
[Channel details](#)

**ANIMAL
PLANET**
discoverytv.com

Print Examples



**ANIMAL
PLANET**™

MEERKAT MANOR
New series starts Nov15th
[Channel details](#)

**ANIMAL
PLANET**
discoverytv.com

Print Examples



A promotional graphic for the Animal Planet series 'Meerkat Manor'. The background is black. In the center, a meerkat's face is visible, looking through a large, stylized, yellow-outlined text that reads 'ANIMAL PLANET'. The text is slanted upwards from left to right. A small 'TM' trademark symbol is located to the right of the word 'ANIMAL'. Below the main title, the text 'MEERKAT MANOR' is written in white, bold, sans-serif font, with a small meerkat head icon replacing the letter 'O'. Underneath that, 'New series starts Nov15th' is written in a smaller, green, sans-serif font. In the bottom left corner, 'Channel details' is written in a small, white, sans-serif font. In the bottom right corner, the Animal Planet logo is displayed in white, with 'ANIMAL' above 'PLANET', and the website 'discoverytv.com' is written below it in a small, white, sans-serif font.

ANIMAL PLANET™

MEERKAT MANOR

New series starts Nov15th

Channel details

ANIMAL PLANET

discoverytv.com

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