



TV-3 channel redesign

2.17.22



Lava Studio is happy to present our proposal for **TV-3's** new brand image. Our goal is to reinforce **TV-3's** unique positioning with a new and distinctive unifying design structure that is a logical next step for the channel.

Concept

Your brief expressed the needs of the **TV-3** rebrand very clearly. Lava has studied the creative challenges your network is facing and developed an approach that will address all the issues you put forward. As requested, we are maintaining the current logo, but we have made some slight adjustments to the colors. We think you will find Lava's approach brings a freshness and unity to the channel that will unify the content and express the personality of **TV-3**.

There are two main components that will rebrand the network.



The iconic 3 is the base for the new branding layout and animations. **The 3** will be used across the brand identity in a *flexible style* that elevates it as a standalone logo and leans into the *positive and negative shapes* that form it – creating *instant cohesive unity and continuity* throughout the package. **The 3** is the portal through which we view the world of **TV-3**. *Unexpected cropping and compositions* based on the 3 become the window to the all the strong imagery of the channel.

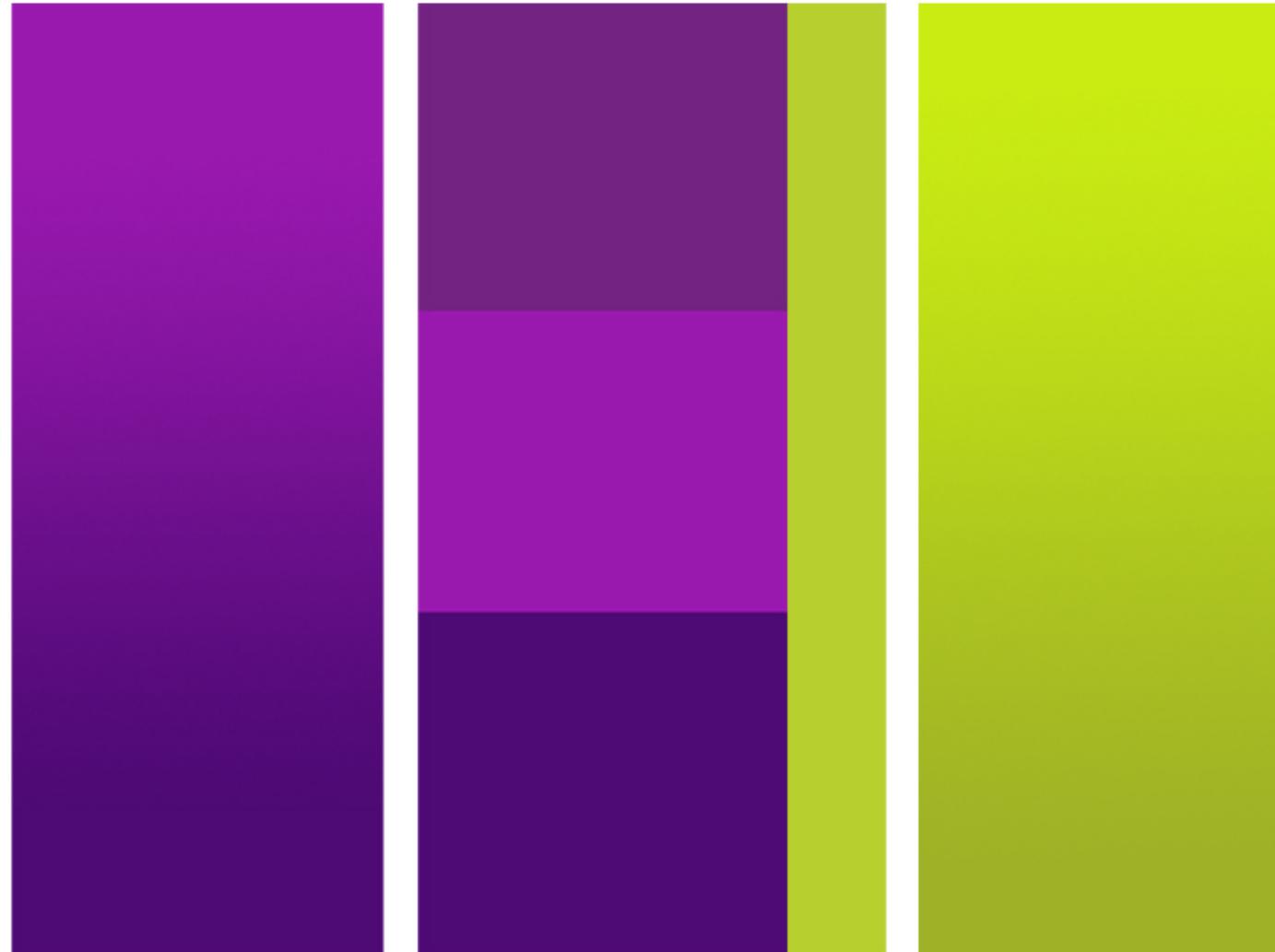




The 3 dots add the personality.

We are reclaiming ownership of these dots for **TV-3**. The dots will be the *navigation tool* that guides the viewer through the channel. We are accustomed to three dots representing continuity, navigation, and more information, and we will animate them to motivate type, transitions, and general highlights.

The dots will move in a *slightly mysterious way that hints at the magic, mystery and fantasy* that is the personality of **TV-3**.

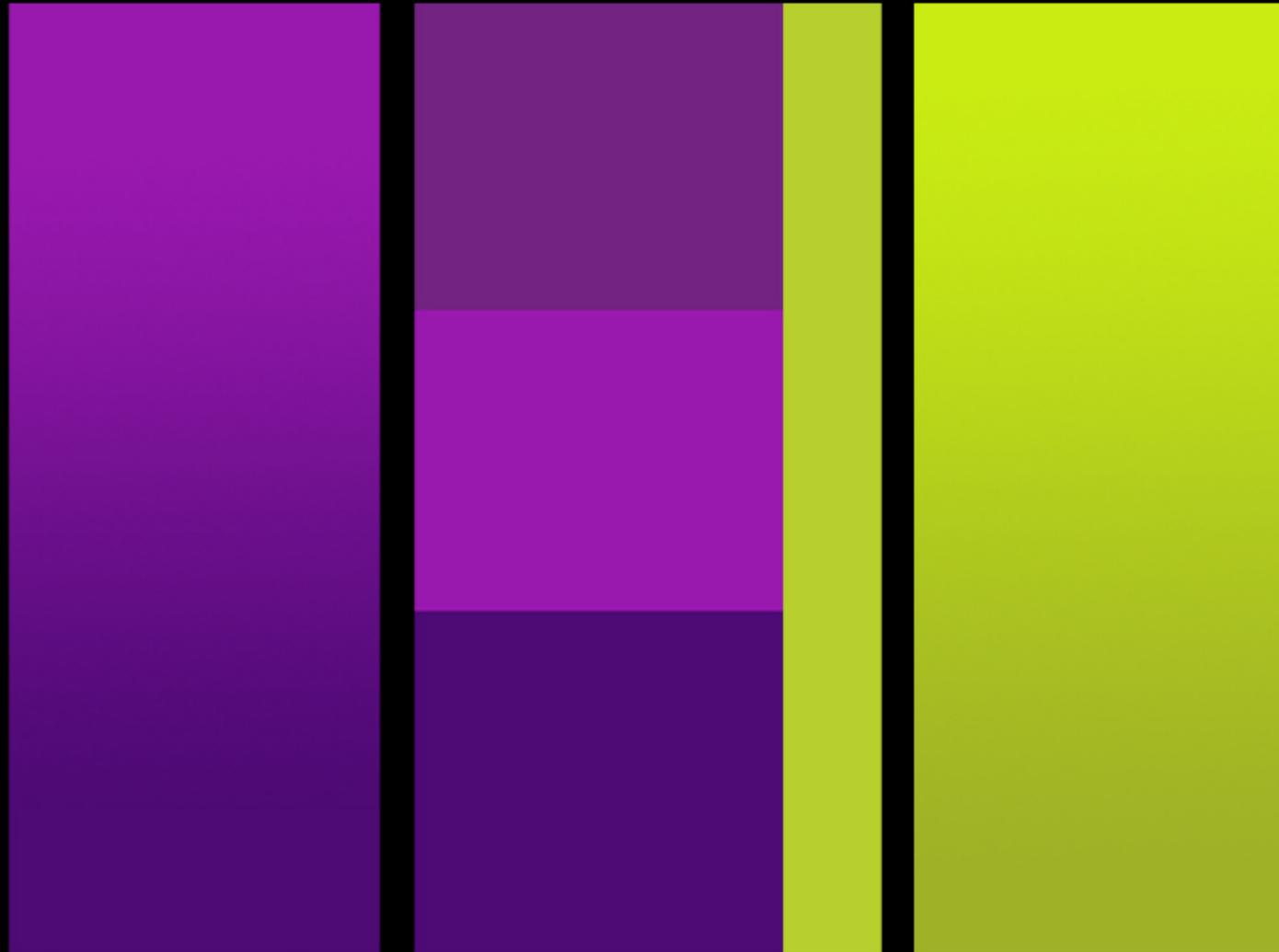


We have tweaked the colors of the network.

We are introducing two supporting hues of the purple and gradients to *add flexibility* to the graphics package.

We adjusted the accent green hue to move closer to the complimentary color to the purple.

These adjustments hold true to the established brand, but give it a refresh.



Brand colors on black

We are proposing the font **Visby** as the new typeface for the channel. This font's forms match with the aesthetics of the shapes in the 3 and provides good flexibility for design.

Visby CF Thin

Всё, кроме обычного 1234567890

Visby CF Thin Oblique

Всё, кроме обычного 1234567890

Visby CF Light

Всё, кроме обычного 1234567890

Visby CF Light Oblique

Всё, кроме обычного 1234567890

Visby CF Regular

Всё, кроме обычного 1234567890

Visby CF Regular Oblique

Всё, кроме обычного 1234567890

Visby CF Medium

Всё, кроме обычного 1234567890

Visby CF Medium Oblique

Всё, кроме обычного 1234567890

Visby CF Demi Bold

Всё, кроме обычного 1234567890

Visby CF Demi Bold Oblique

Всё, кроме обычного 1234567890

Visby CF Bold

Всё, кроме обычного 1234567890

Visby CF Bold Oblique

Всё, кроме обычного 1234567890

Treatment

We will build a flexible structure that provides toolkit elements that bring ***consistent branding*** to all elements in the graphics package. This package will contain 2D elements with supporting 3D elements.

TV-3 will open and close every element with a ***signature animation of the logo*** and the dots forming the familiar **TV-3** mark before transition to the next content. This quick animation is designed to ***create stronger continuity and clarity from the core brand*** and, with the chime mnemonic, touch the viewer with sight and sound.





Ornate patterns designed using the 3 will represent **imagination and mystery**, and will give the package texture.

The execution will be *subtle and elegant*, adding a beautiful aesthetic to the look.

The variety of patterns will be created as a toolkit that can be used in multiple applications.

The positive and negative spaces of the 3 create the *unique structures and portals* that frame the channel's content. The shifting shapes will form "*unexpected*" compositions that support the everything but ordinary sensibility of the brand.









●
Сверхъестественное

●
●
Следующий

ТВ 3





● ЛЮЦИФЕР

21:30 ●





• НОВАЯ СЕРИЯ

• **ВЕДЬМАК**

21:00 •

НОСИТЕ МАСКИ

STROSKI SдF3



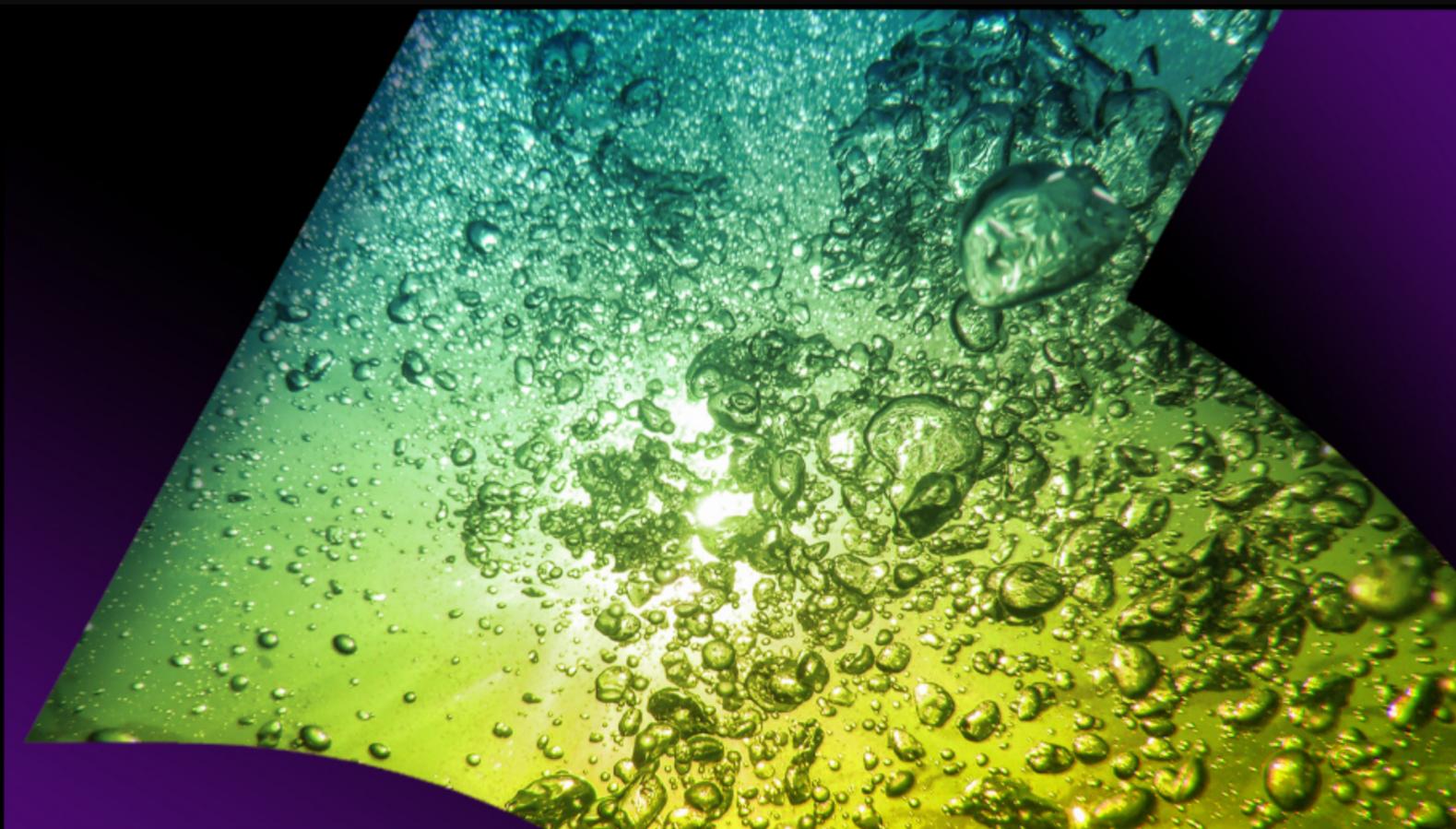
Off-air poster design



ЛЮЦИФЕР
21:30

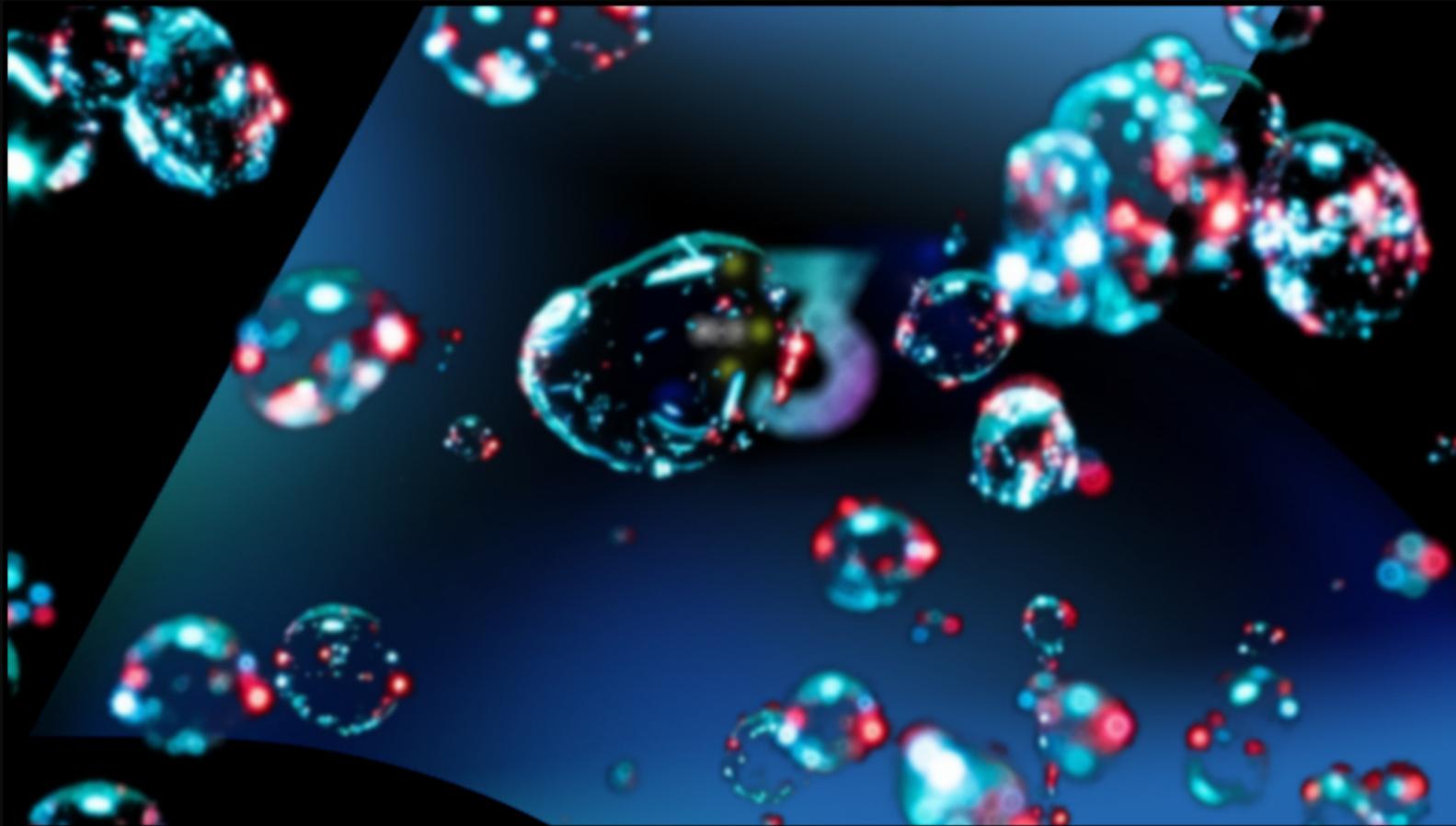


Всё
КРОМЕ
ОБЫЧНОГО



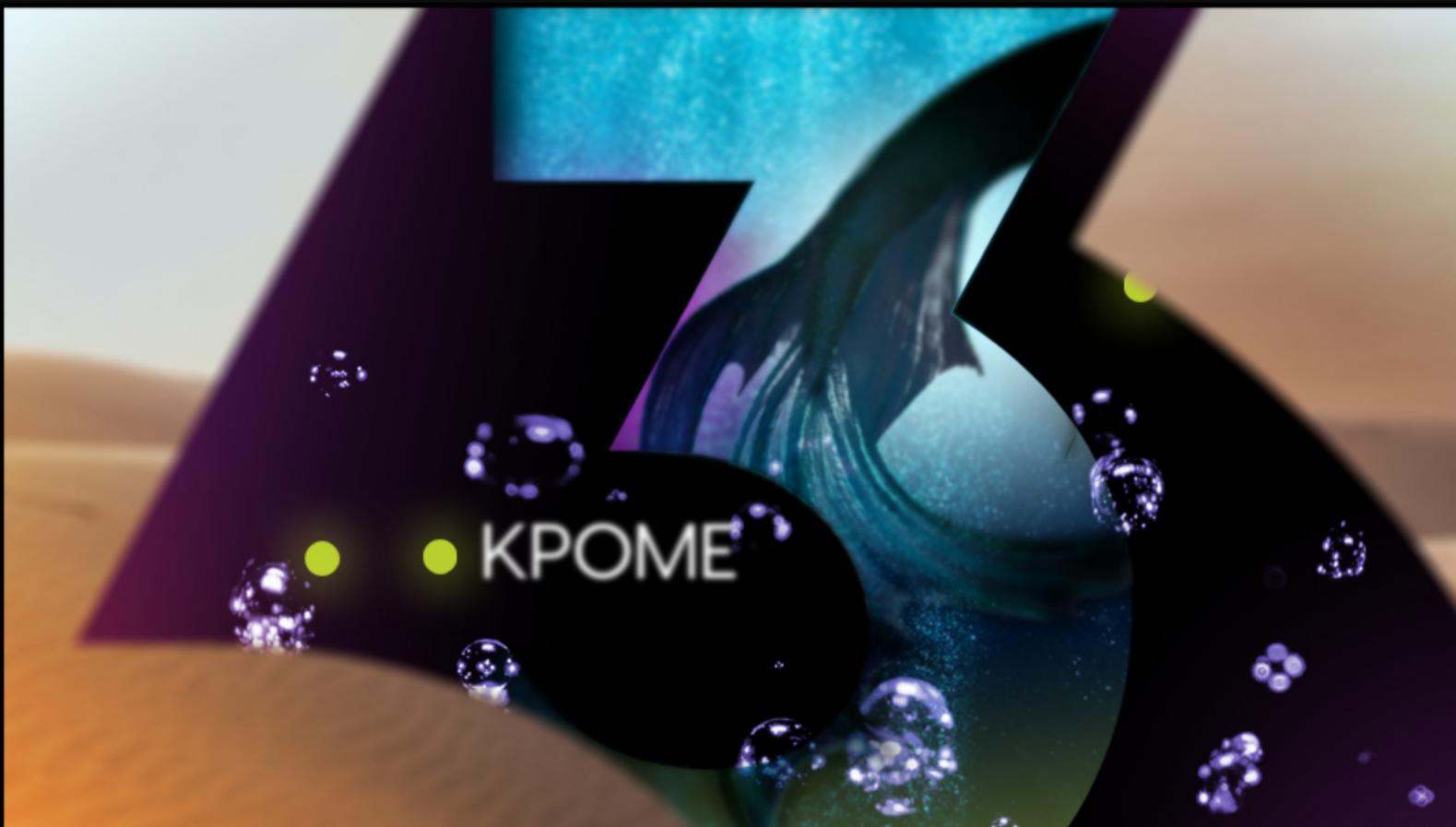
1. Camera quickly pulls back from inside a colorful stream of bubbles as it begins a journey through portals of the 3.

2. Camera slows to reveal the bubbles inside the 3 form and the dots animate and bring on the first super. Glowing jellyfish float up between the layers.



3. The camera accelerates quickly back as bubbles come up from below.

4. The camera ramps to slow, as a mysterious figure swims up to the portal window of the 3. The dots animate on the next line in the tagline super.



5. The camera begins to push back again as the mermaid quickly turns and flips her tail out of frame. Bubbles begin to fill the frame as we pull through the next portal.

6. The 3 portal slows to reveal the water 3 in a surreal desert environment. The sand blows through as the last line of the super is revealed.



7. The camera once again quickly pulls back through the next portal as sand swirls through the opening.



8. The camera finally lands as the last portal closes to reveal the full graphic TV 3 logo.



Lava is a creative studio producing inspired design and animation for entertainment networks, feature films and major brands. Lava's innovative team thrives on projects that require unique solutions. We do our homework, get to know our audience, and make a real impact.

Lava's work has been honored with multiple Emmys, Promax and Broadcast Designers Awards for Art Direction, Design and Animation.

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