

# Hello.

Client

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**NBC Universal / Sci Fi**

Title

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**Case Study: Full Programme  
Brand Creation**



## Sci Fi Channel

### Full Programme / Rebrand

#### Overview

#### In Brief

We won a four-way creative pitch in October last year; being appointed lead agency for a full rebrand. The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.

The channel approached us with the name change already a large part of their strategic thinking. Syfy - unlike the generic entertainment category “sci-fi” - establishes a uniquely ownable trademark that is portable across all nonlinear digital platforms and beyond; from Hulu to iTunes. Syfy also creates an umbrella brand name that can extend into new adjacent businesses under the Syfy Ventures banner, including Syfy Games, Syfy Films and Syfy Kids.

#### Best Identities 2009

Our project won a place in the Top 10 of the Best Identities of 2009 with Brand New.

#### Testimonial

*‘As our key partner in the evolution of new the Syfy, Proud Creative has applied an unrivaled level of taste to their work - and our brand. They have an indispensable ability to divine smart solutions that are boldly creative and strategically sound and innovative.’*

Michael Engleman  
Vice President, Creative, Syfy

## Sci Fi Channel

Full Programme / Rebrand  
Brand New

### **Brief:**

The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.



Sci Fi Channel  
Full Programme / Rebrand  
Core identity

**Brief:**  
The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.



CMYK 82C 100M 6Y 35K RGB 066 020 095 Pantone 2627C	CMYK 52C 29M 30Y 78K RGB 086 090 092 Pantone 425C	CMYK 11C 14M 14Y 27K RGB 183 177 169 Pantone Warm Grey 4C	CMYK 4C 2M 4Y 8K RGB 224 225 221 Pantone Cool Grey 1C	CMYK 0C 0M 0Y 0K RGB 255 255 255 White
CMYK 51C 79M 0Y 0K RGB 147 080 158 Pantone 258C	CMYK 3C 100M 66Y 12K RGB 183 018 052 Pantone 200C	CMYK 0C 100M 18Y 3K RGB 202 000 093 Pantone Rubine Red C	CMYK 0C 73M 87Y 0K RGB 249 070 028 Pantone 172C	CMYK 0C 46M 100Y 0K RGB 255 161 000 Pantone 137C
CMYK 59C 0M 100Y 0K RGB 122 184 000 Pantone 376C	CMYK 94C 0M 100Y 0K RGB 000 156 058 Pantone 355C	CMYK 84C 0M 38Y 0K RGB 000 178 169 Pantone 326C	CMYK 100C 13M 1Y 2K RGB 000 136 206 Pantone Proc. Blue C	CMYK 20C 15M 11Y 40K RGB 154 155 156 Pantone Cool Gray 7C

Syfy®

BDPR

Battlestar Drama  
Paranormal Reality  
Imagine Greater

BBBBDDDD  
PPPPRRRR  
BBBBDDDD  
PPPPRRRR

Character Set & Weights

Syfy Sans is a new font created exclusively for Syfy as part of their 2009 rebrand package. It was designed by Proud Creative in collaboration with Vilg type foundry.

It has been produced in four weights: Regular, Medium, Bold and Black with corresponding italics, giving it great versatility. It has been designed to be legible at very small sizes and striking at larger sizes. All together this adds up to a font which gives Syfy a distinctly unique tone of voice in a busy world.

Black

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Black italic

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Bold

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Bold italic

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Medium

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Medium italic

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Regular

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Regular italic

ABCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&%[[]\$€¥@#!\*+=?^\_j|@`~°±  
^÷÷/|]]):;:~.,."

Numerals

1234567890 1234567890  
1234567890 1234567890  
1234567890 1234567890  
1234567890 1234567890

Time Format

9/8c 30  
6/5c 7/6c 8/7c 9/8c  
10/9c 11/10c 12/11c

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Day/Date/Time Format

Wednesday  
September 26  
10/9c

Running Copy Format

Ghosthunters  
Season Four  
Begins Oct 33

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## Sci Fi Channel

### Full Programme / Rebrand

### Core identity

#### Brief:

The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.

Syfy Start: Brand + Qualification / Use like a sentence in regular weight

**Syfy** is a division of NBC Universal

Syfy tail: Qualification + Brand / Start with leading caps in regular weight

Powered by **Syfy**

#### Examples

**Syfy** is a division of NBC Universal

**Syfy** Books

**Syfy** sponsors Brooklyn Movie Lab

**Syfy** Kids

**Syfy** supports Comic-Con 09

**Syfy** Magazine

**Syfy** in association with Nintendo Wii®

**Syfy** Movies

**Syfy** exhibiting at HOW Conference

**Syfy** Store

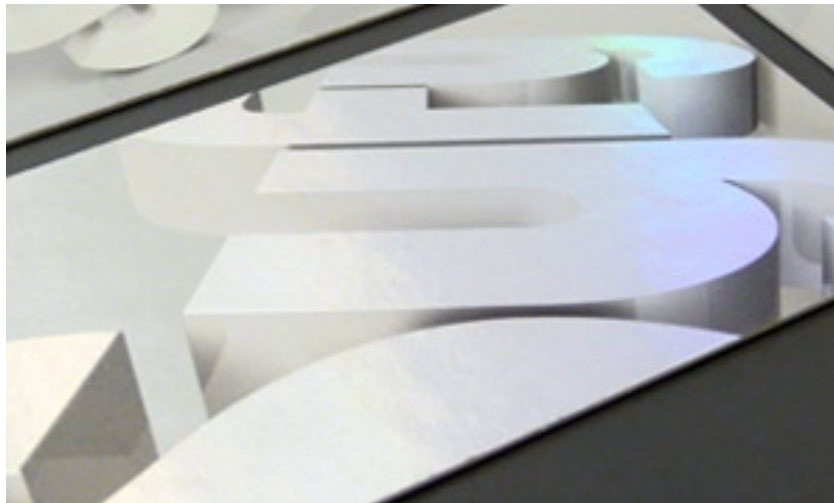
## Sci Fi Channel

### Full Programme / Rebrand

### Stationery

#### Brief:

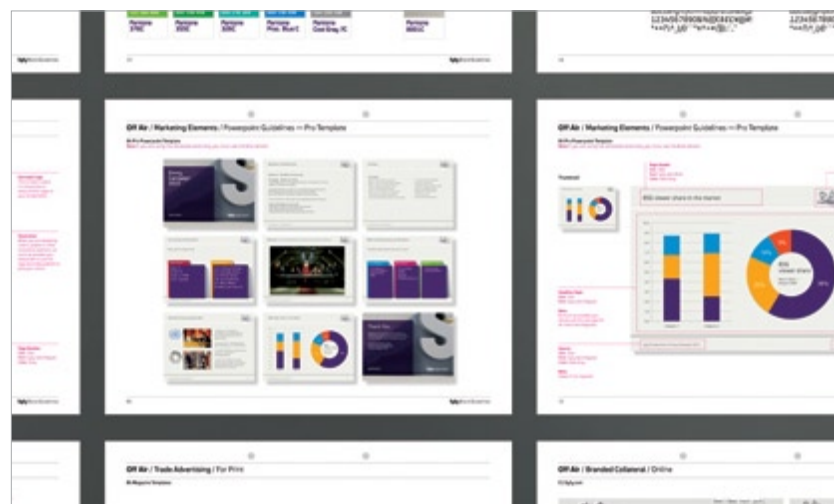
The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.





## Full Programme / Rebrand identity Elements

The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.



# B/ Network Packaging

## Eureka

The Cylons were created by the people of the 12 colonies. Intelligent robots, they were used as slaves and soldiers to fight humanity's wars. But the Cylons became sentient and they rebelled. Man and machine fought to a bloody stalemate.

Wednesday August 30 at 9/8c  
Sneak preview: [syfy.com/bottlesfor](http://syfy.com/bottlesfor)

**Syfy** Imagine Greater

As World War II came to a close with mushroom clouds over Hiroshima, the impact that science and technology would have on the continued security of our world became catastrophically apparent. America nearly lost the race to build the atomic bomb: what a risk.

Wednesday August 30 at 9/8c  
Sneak preview: [syfy.com/eureka](http://syfy.com/eureka)

**Syfy** Imagine Greater

Battlestar Drama  
Paranormal Reality  
Imagine Greater

# BDPR

**BBBBDDDD**  
**PPPPRRRR**

**BBBBDDDD**  
**PPPPRRRR**

## Sci Fi Channel

### Full Programme / Rebrand

### Advertising Templates

#### Brief:

The brief asked for an ownable and distinguishable brand identity; retaining the positive associations from the genre of science fiction, whilst appealing to a broader audience and embracing the benefits of imagination.





## Sci Fi Channel

### Full Programme / Rebrand

### Infographics

#### Onscreen:

A television brand lives between the programmes. We created a system where the viewer is encouraged to stay not only through the use of interesting idents but by guiding them through the break with a constant right to left movement.

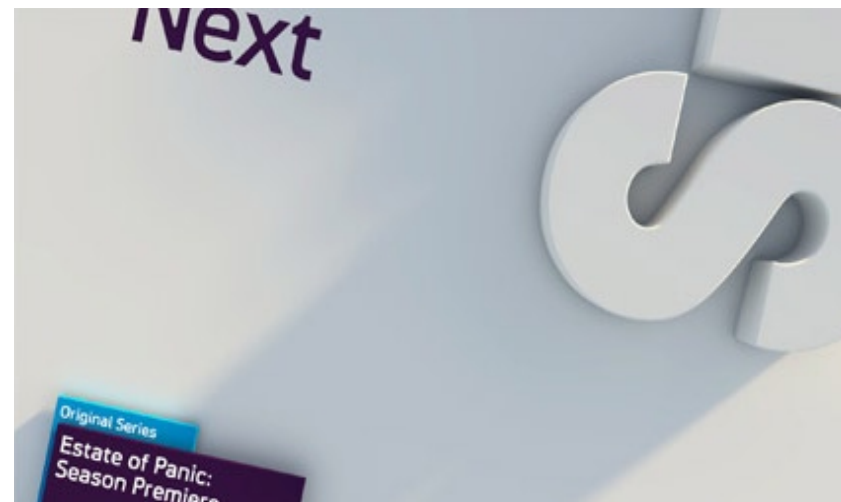
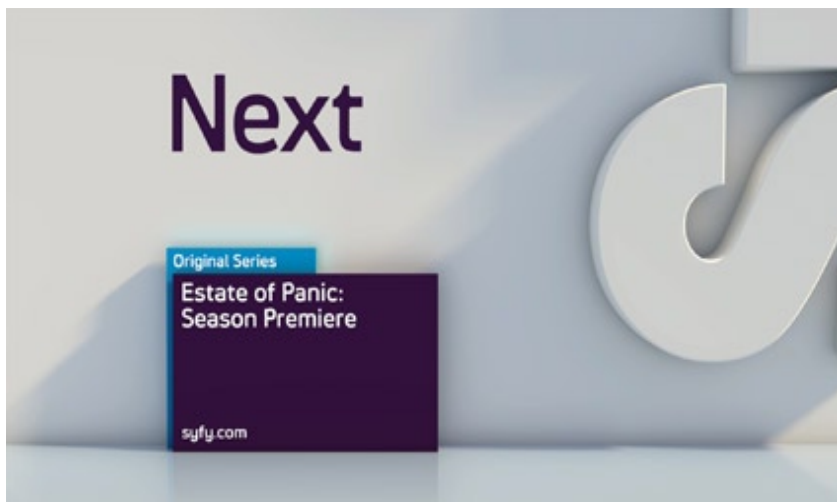


## Sci Fi Channel

### Full Programme / Rebrand Infographics

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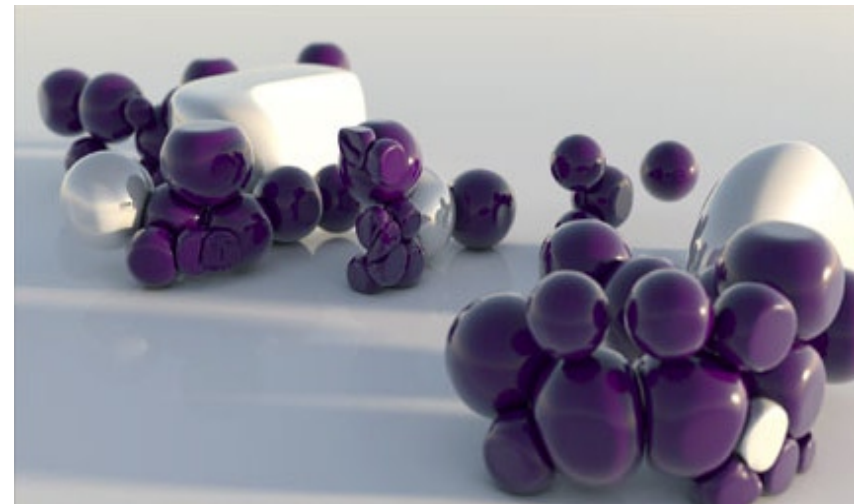
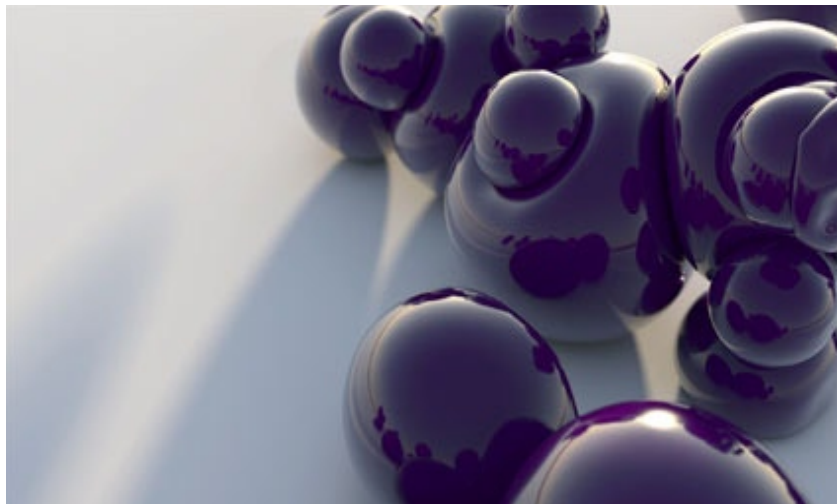


## Sci Fi Channel

### Full Programme / Rebrand Idents (Hardsoft Balls)

#### Idents:

'Syfy Encapsulates Energy'. Each animation focuses on a different type of energy form; giving us a variety of moods, textures and tones within the set of idents. Whilst all the different forms have energy, each animates with different behavior, from graceful and organic to more erratic.

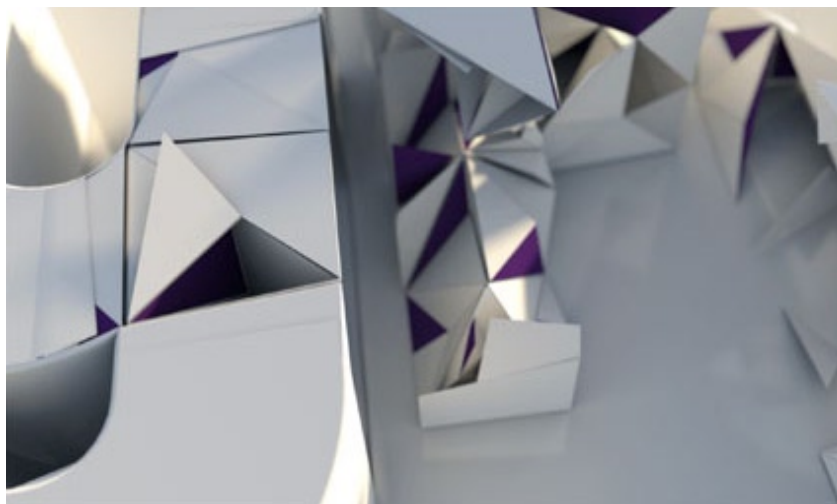
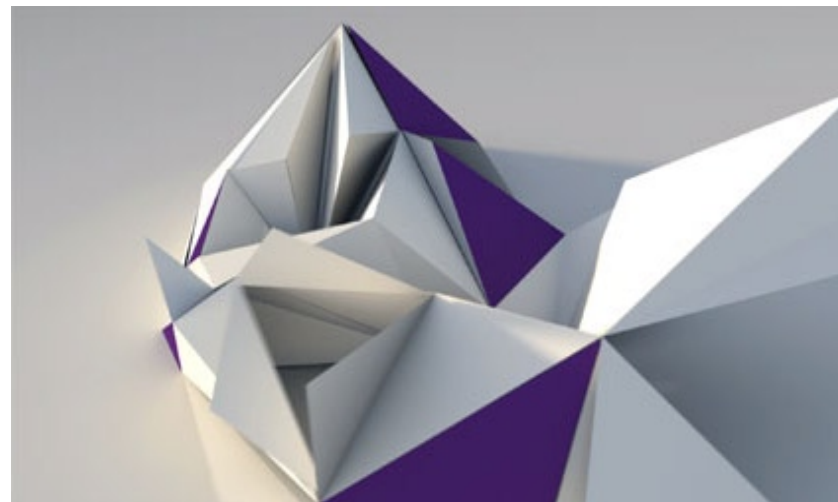
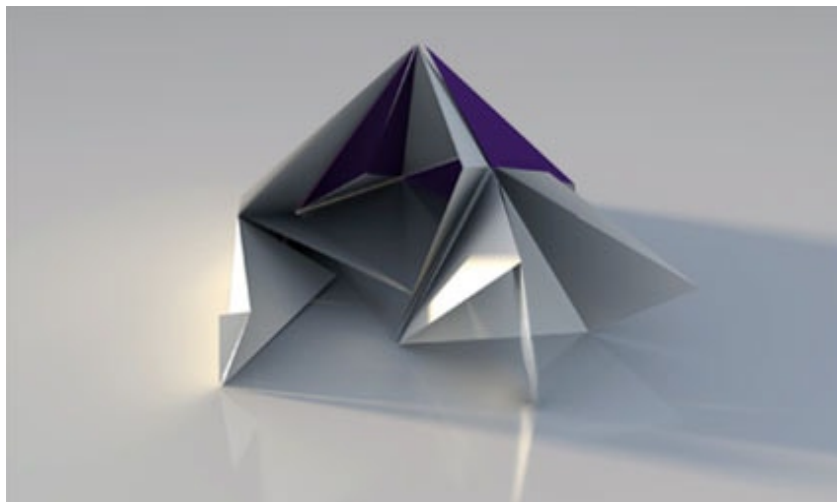


## Sci Fi Channel

### Full Programme / Rebrand Idents (Origami)

#### Idents:

'Syfy Encapsulates Energy'. Each animation focuses on a different type of energy form; giving us a variety of moods, textures and tones within the set of idents. Whilst all the different forms have energy, each animates with different behavior, from graceful and organic to more erratic.



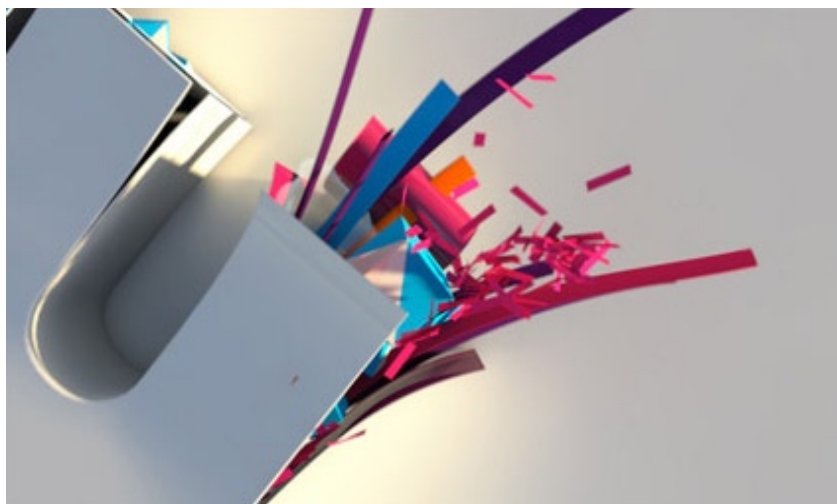


## Sci Fi Channel

### Full Programme / Rebrand Idents (Carnival)

#### Idents:

'Syfy Encapsulates Energy'. Each animation focuses on a different type of energy form; giving us a variety of moods, textures and tones within the set of idents. Whilst all the different forms have energy, each animates with different behavior, from graceful and organic to more erratic.





# Thanks.

**Proud Creative**

Unit 16, Second Floor  
Shoreditch Stables North  
138 Kingsland Road  
London E2 8DY

**Proudcreative.com**

hello@proudcreative.com  
+44(0)20 7729 6170



**Selected Press & Awards**



**grafik.**



**'boards**

**design**



**Broadcast**