



**FIGHT IMPACT**

# PRODUCTION REBRAND BOOK

BY RICHIE VERNILLO

**UFC**  
FIGHT **IMPACT**



# FIGHT IMPACT

REBRAND GOALS

BRAND STAGING

SOCIAL MEDIA

SHOW SNIPES

INFOGRAPHIC CONTENT

# REBRAND GOALS

**UFC**  
FIGHT **IMPACT**

**TO ENHANCE THE PRODUCTION  
VALUE AND EXPAND THE VISUAL  
IDENTITY BY ESTABLISHING AN  
ORIGINAL, STYLISTIC BRAND  
LOOK FOR UFC ORIGINAL  
PROGRAMMING.**

# BRAND STAGING

**UFC**  
FIGHT **IMPACT**

**THE BRAND FEATURES CUSTOM  
CREATED ANIMATED LOCKUPS. WHEN  
COMBINED THEY CREATE. ENERGETIC  
AND RANDOMIZED COLD OPENS, SHOW  
OPENS AND BUMP OUTS. TO EXTEND THE  
BRAND IDENTITY IN SHOW CONTENT  
AND FOR SOCIAL MEDIA CONTENT.**

**THE SHOWS REBRAND IS INSPIRED BY VINTAGE BOXING POSTERS, & CINEMATIC-TYPOGRAPHIC ENABLED FILM SEQUENCES. IT USES FIGHTER IMAGERY, AND PRESENTS A NEW WAY TO ENGAGE FIGHT FOOTAGE.**



**ALL PRODUCTION ASSETS ARE  
“TEMPLATABLE” TO QUICKLY  
MODIFY KEY TEXT &  
PHOTO/VIDEO ELEMENTS & TO  
MAINTAIN AN ESTABLISHED,  
UFC BRAND LOOK.**

# LIGHT VERSION

**UFC**  
FIGHT IMPACT



# FIGHT IMPACT

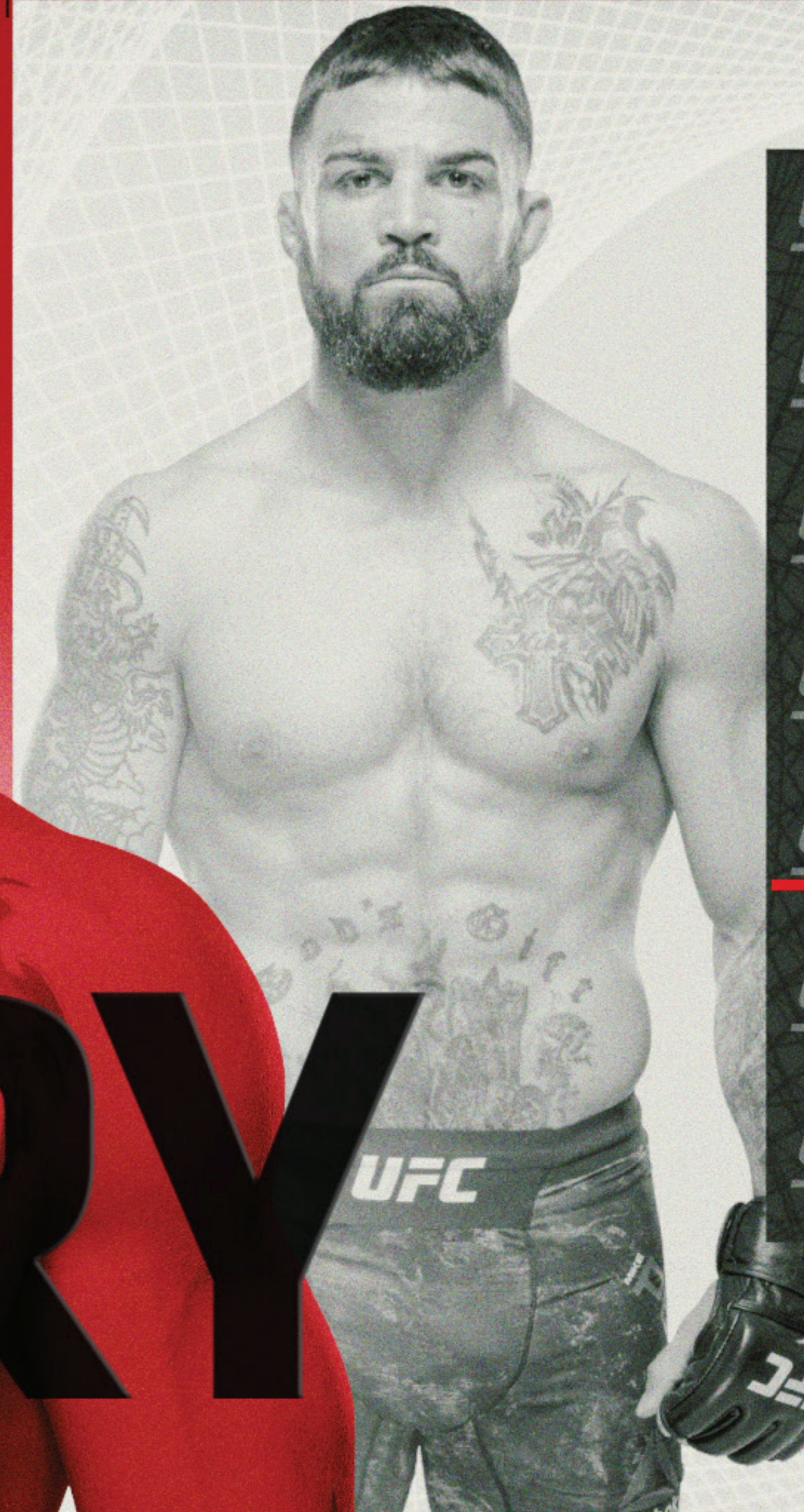
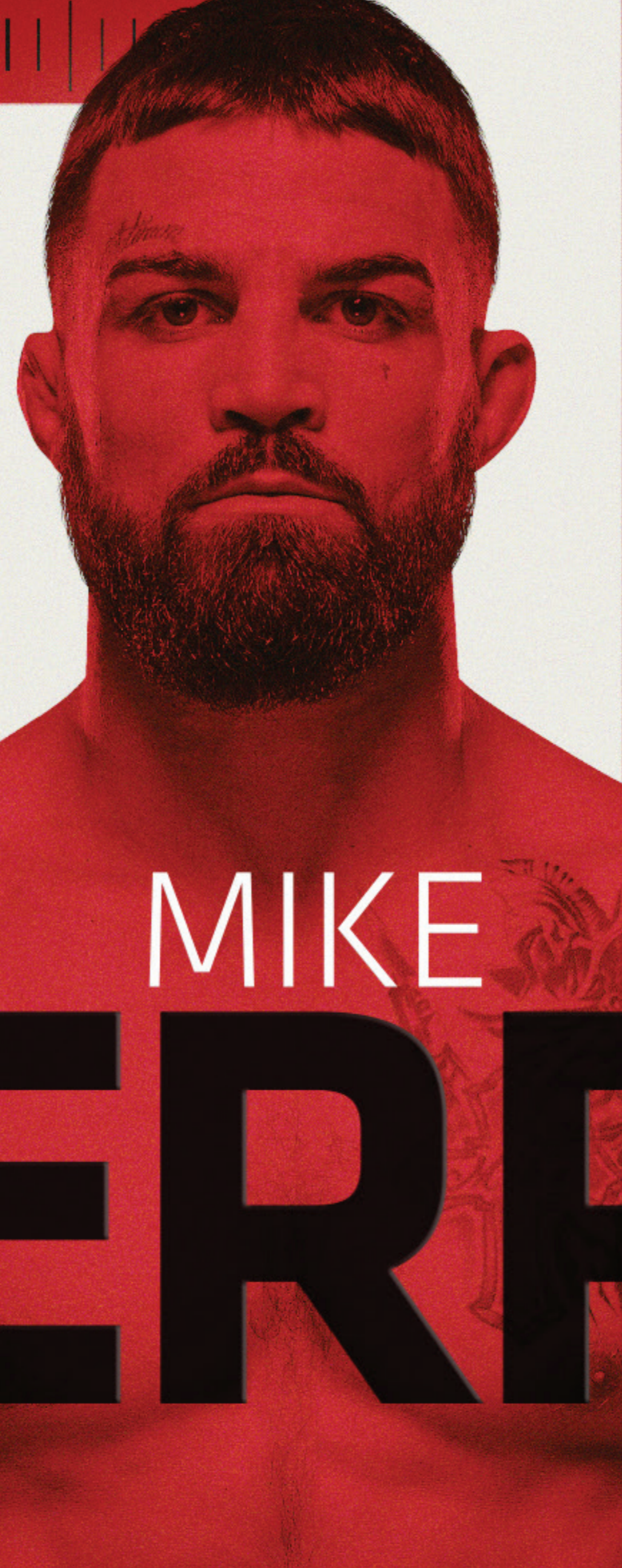
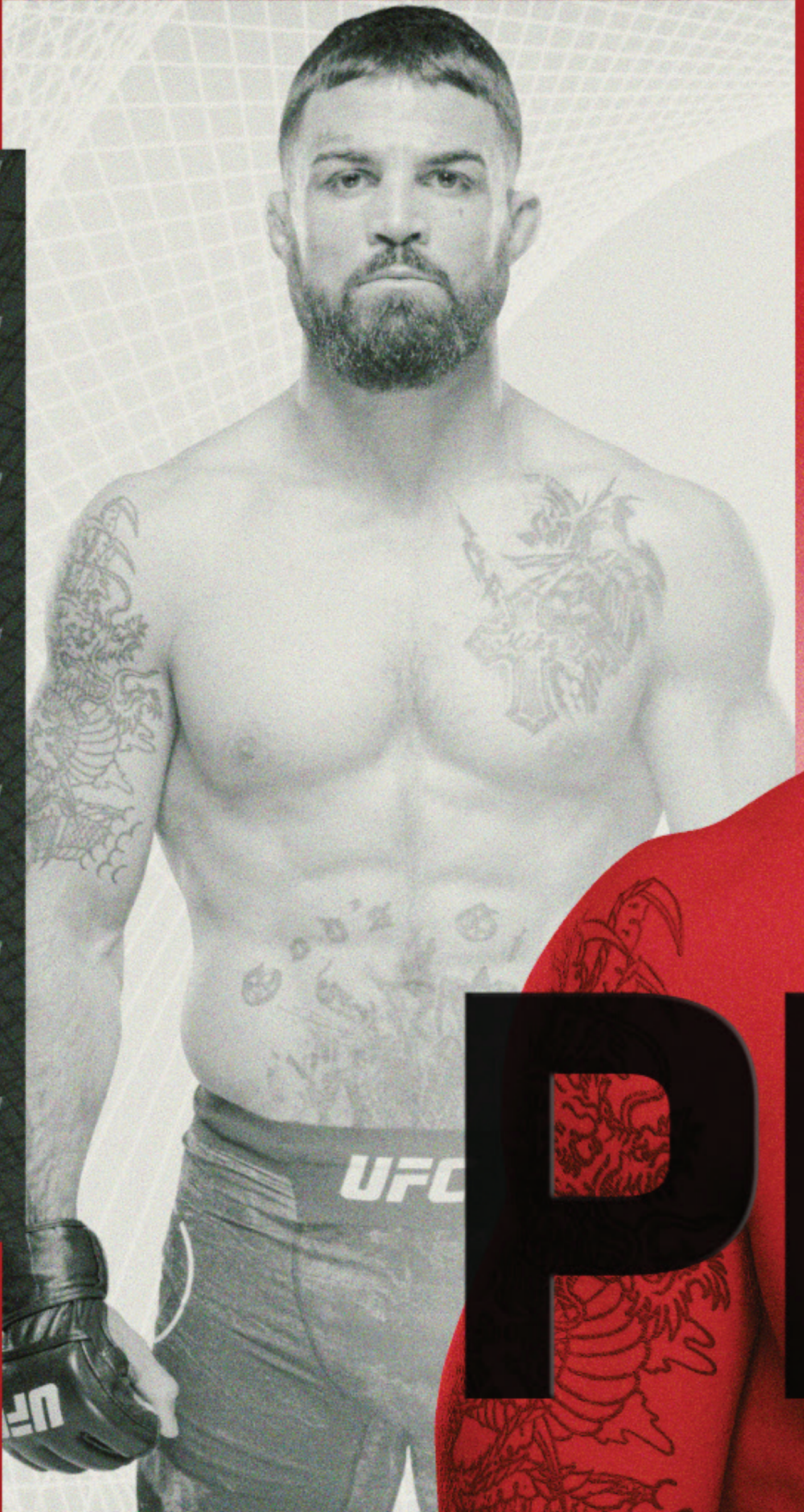
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MIKE  
**PERRY**





MIKE  
PERRY

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UFC

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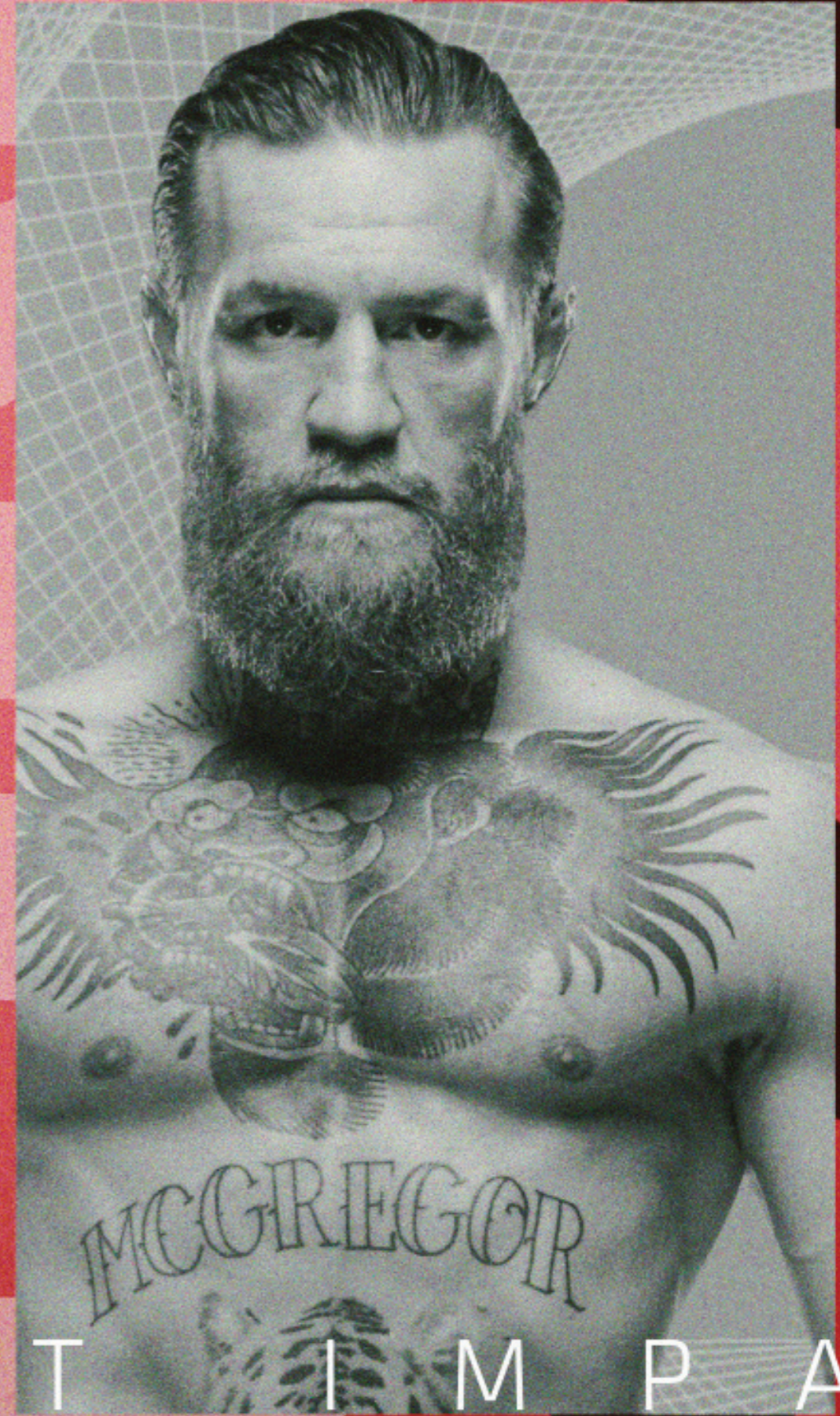
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CONOR

MCCGREGOR



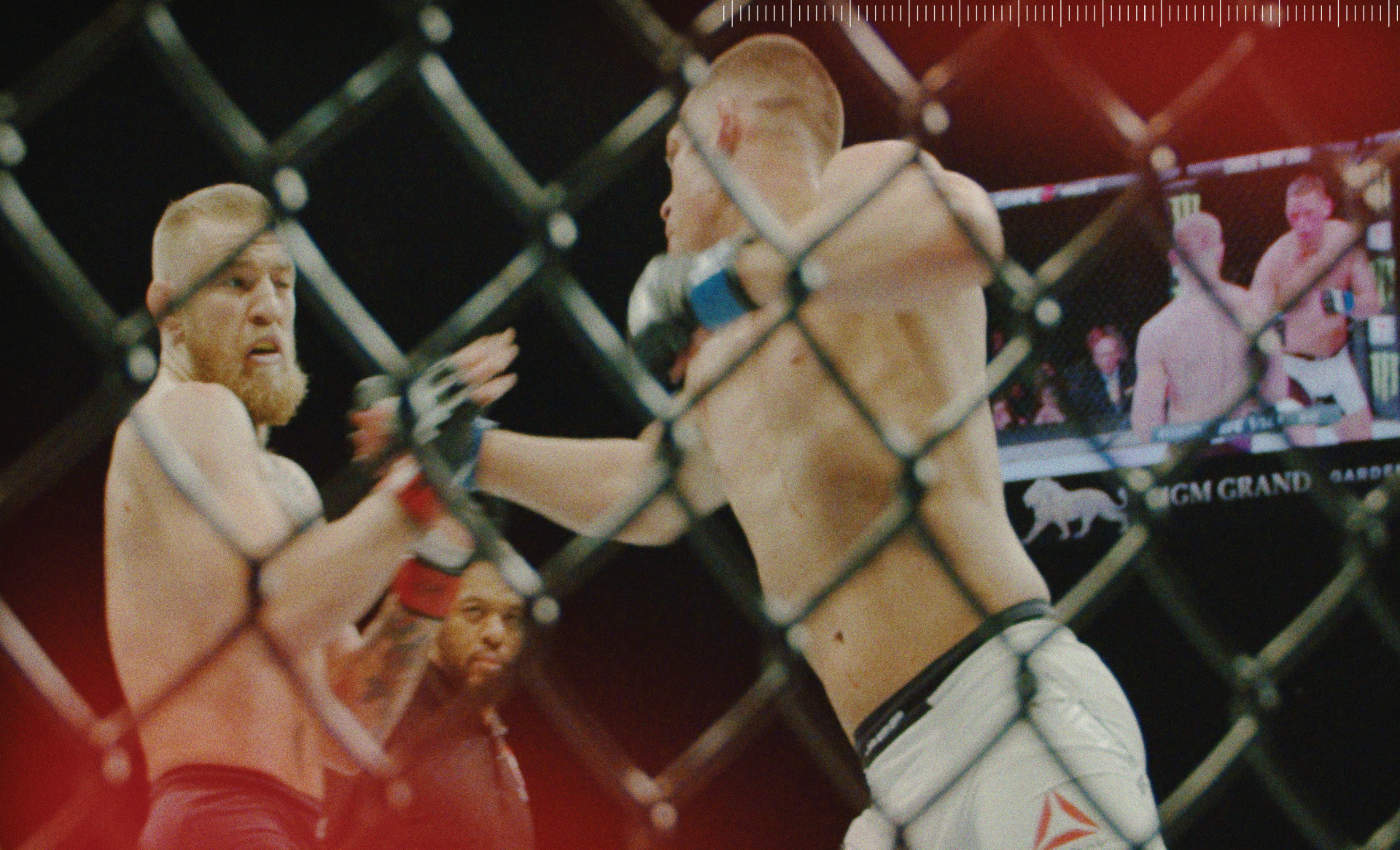
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# WFL

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FIGHT IMPACT

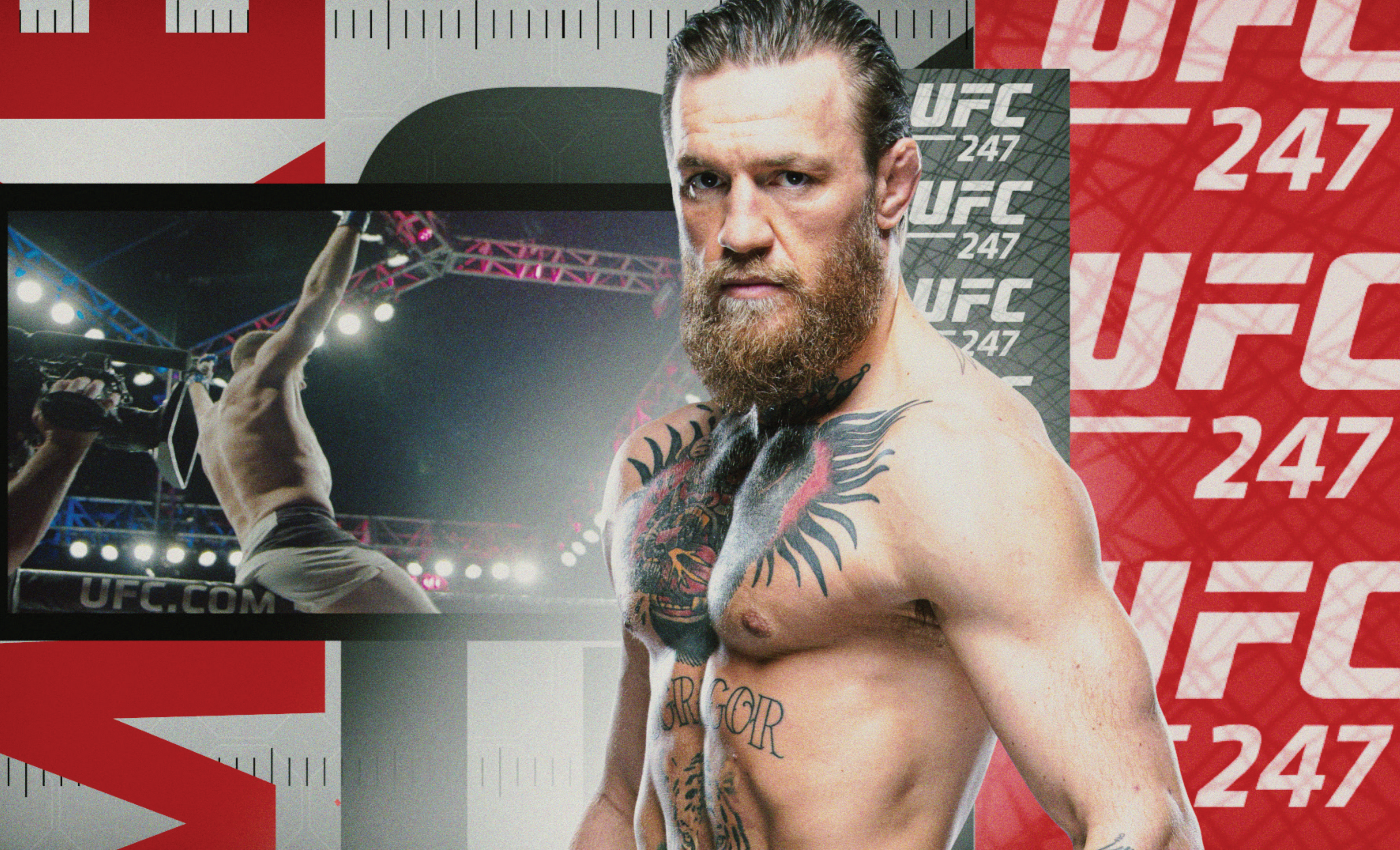
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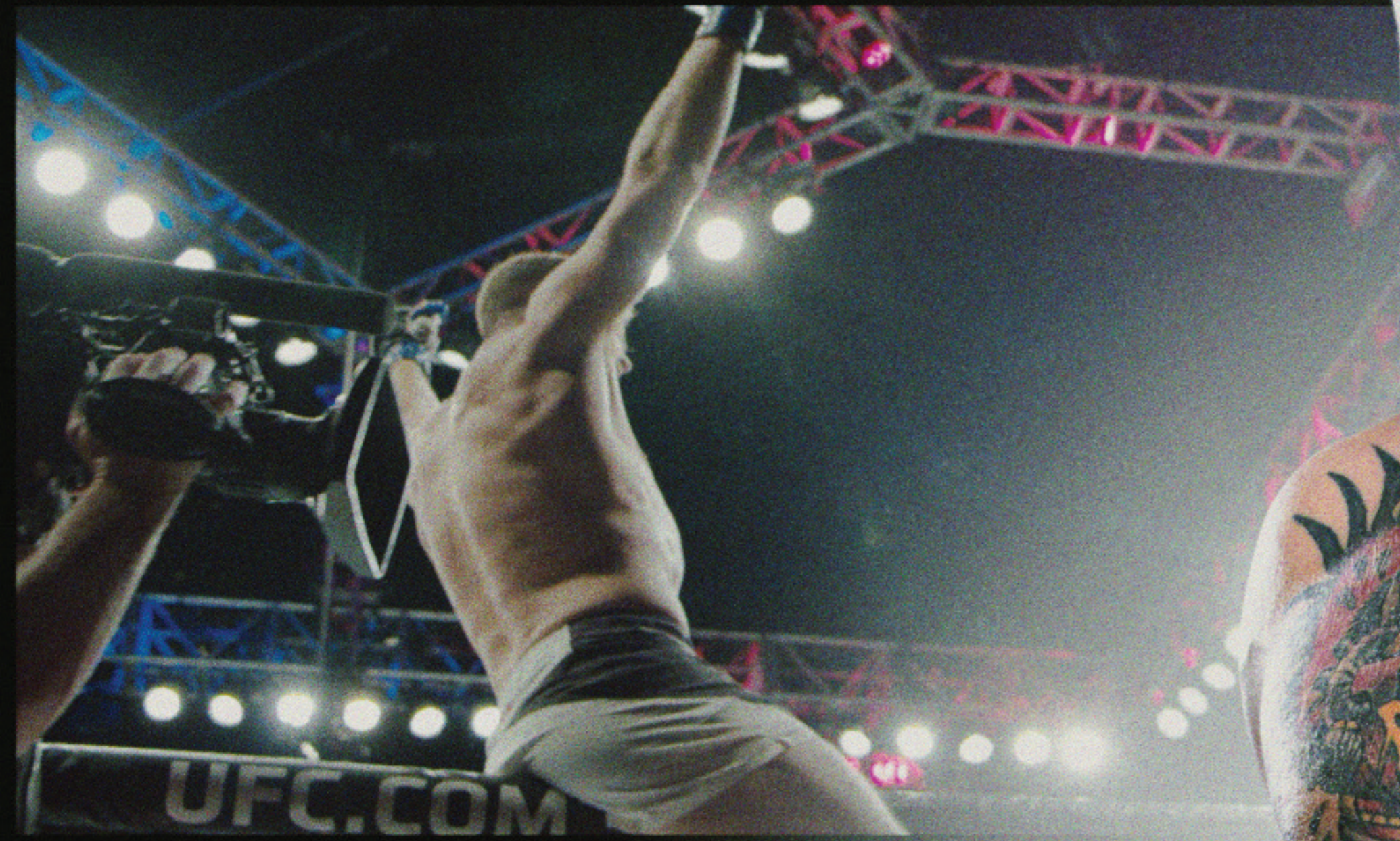


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UFC.COM

BRIGOR

# DARIK VERSION

**UFC**  
FIGHT IMPACT



# FIGHT IMPACT

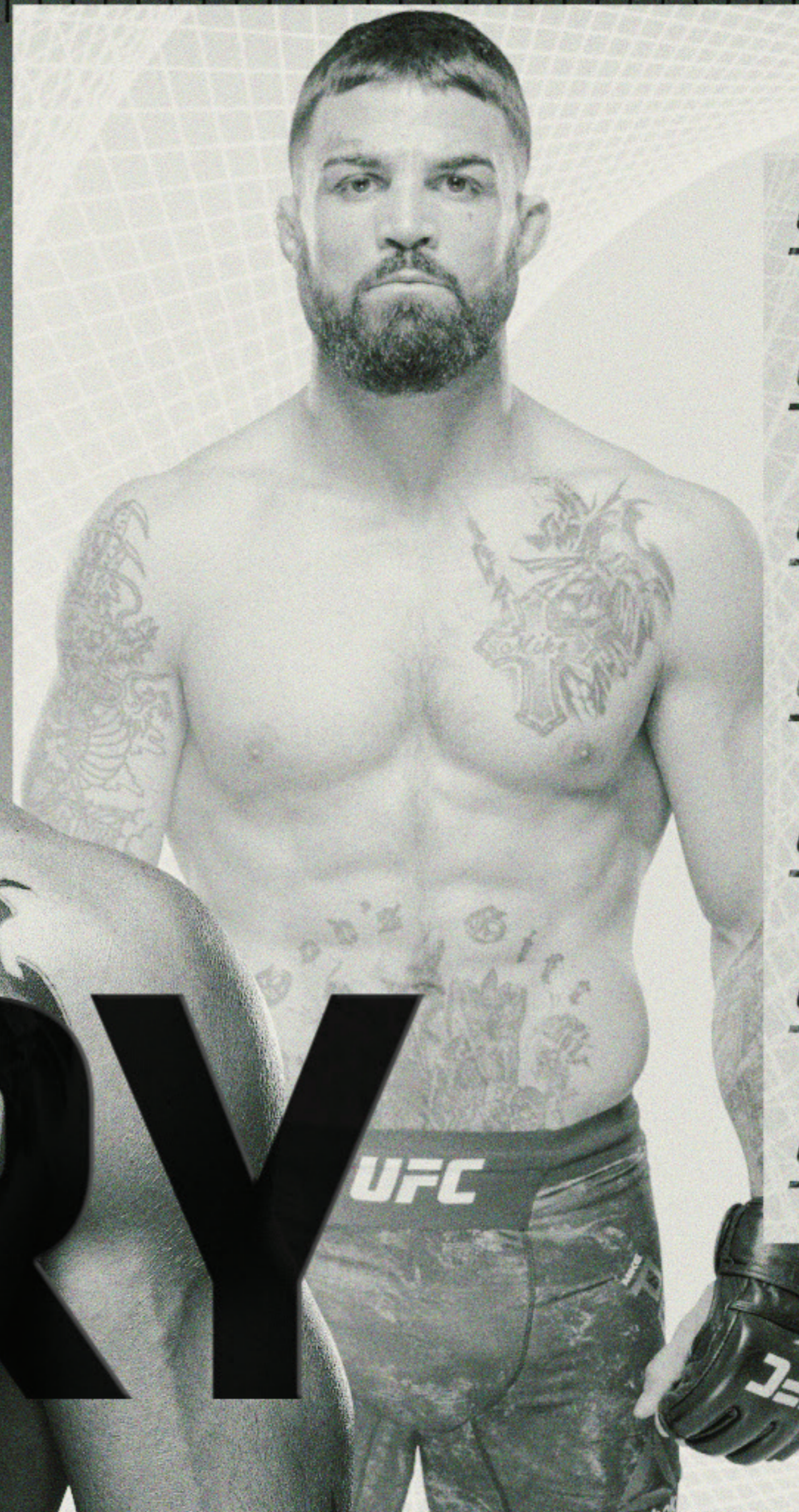
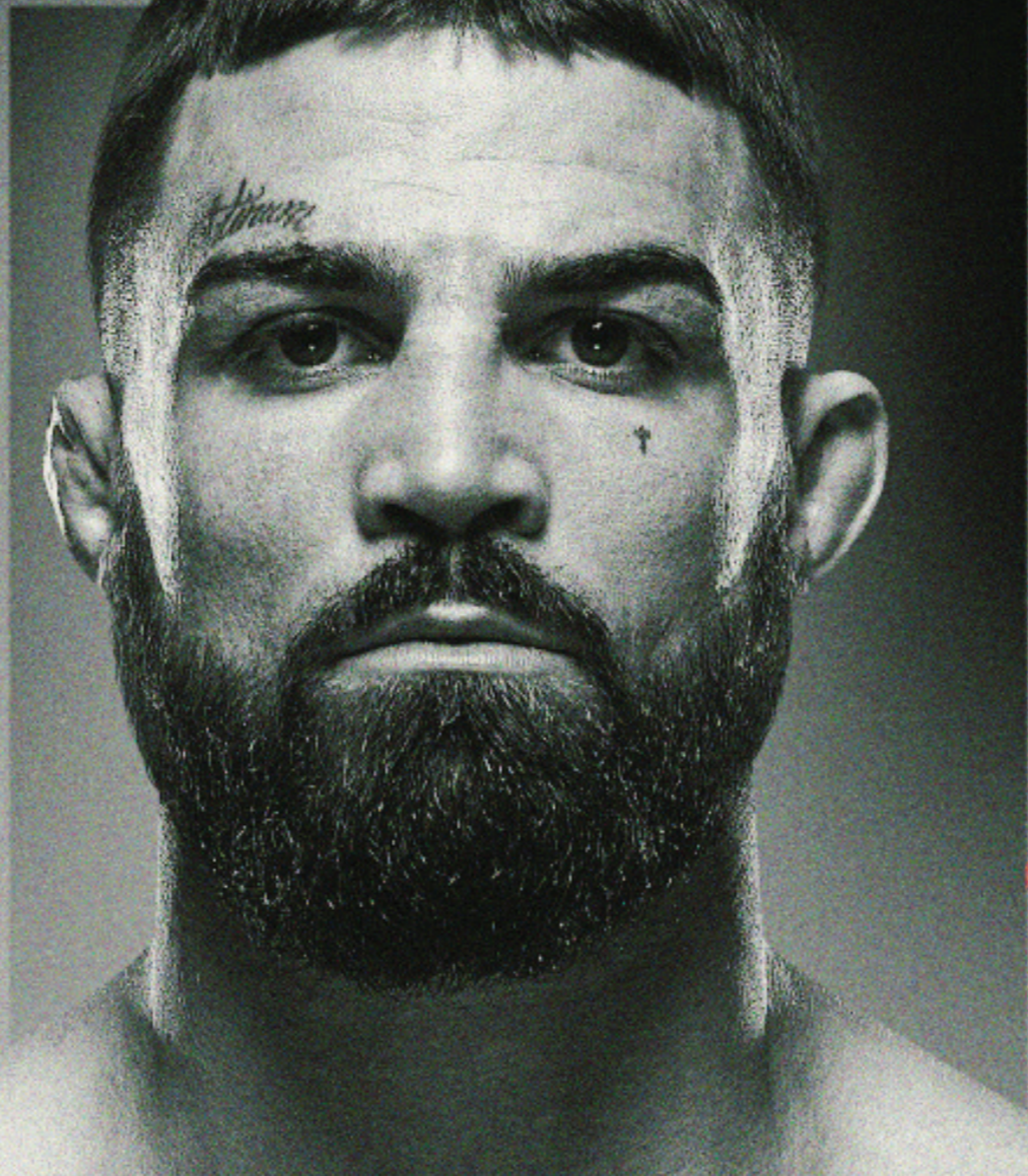
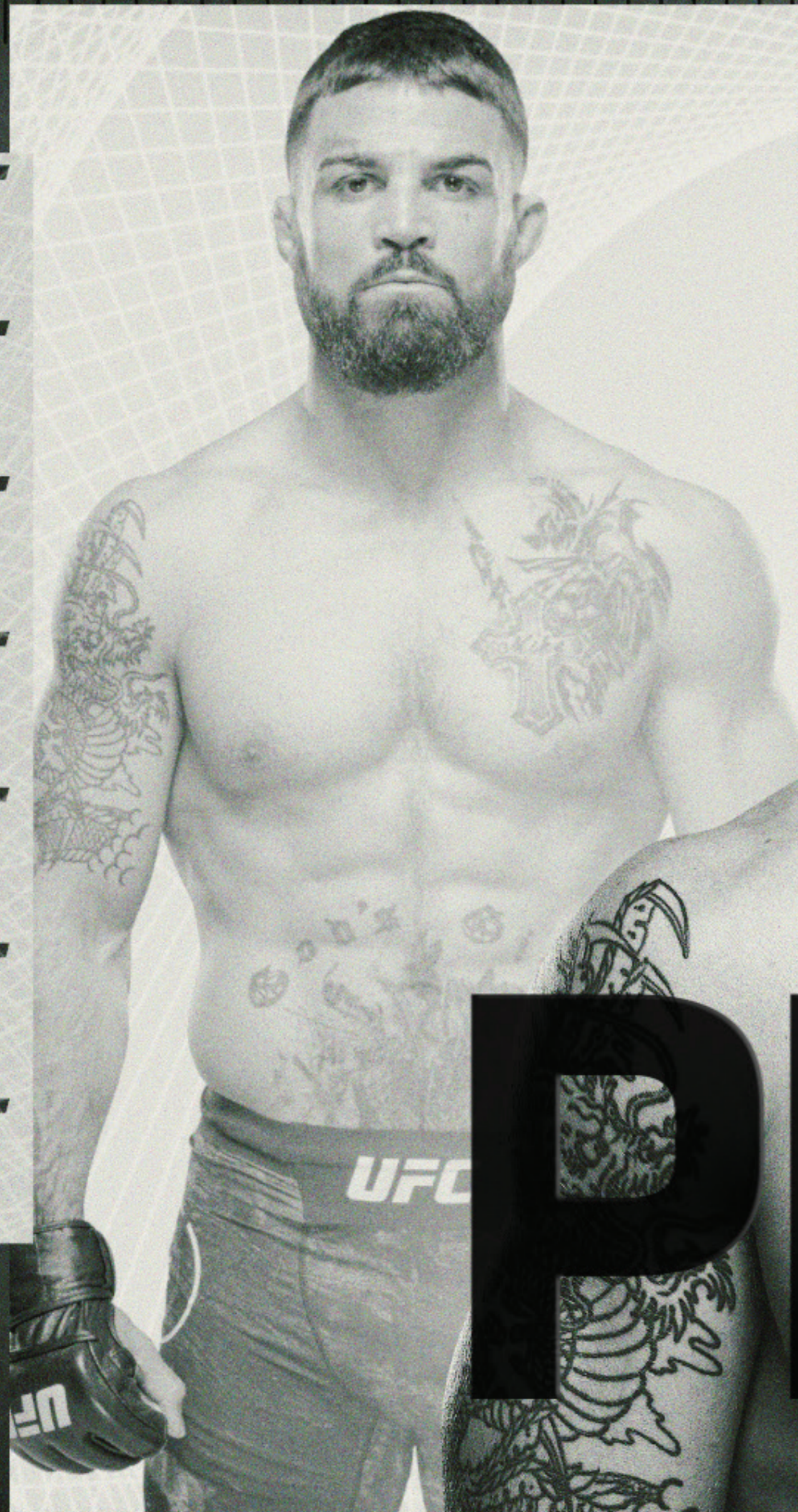
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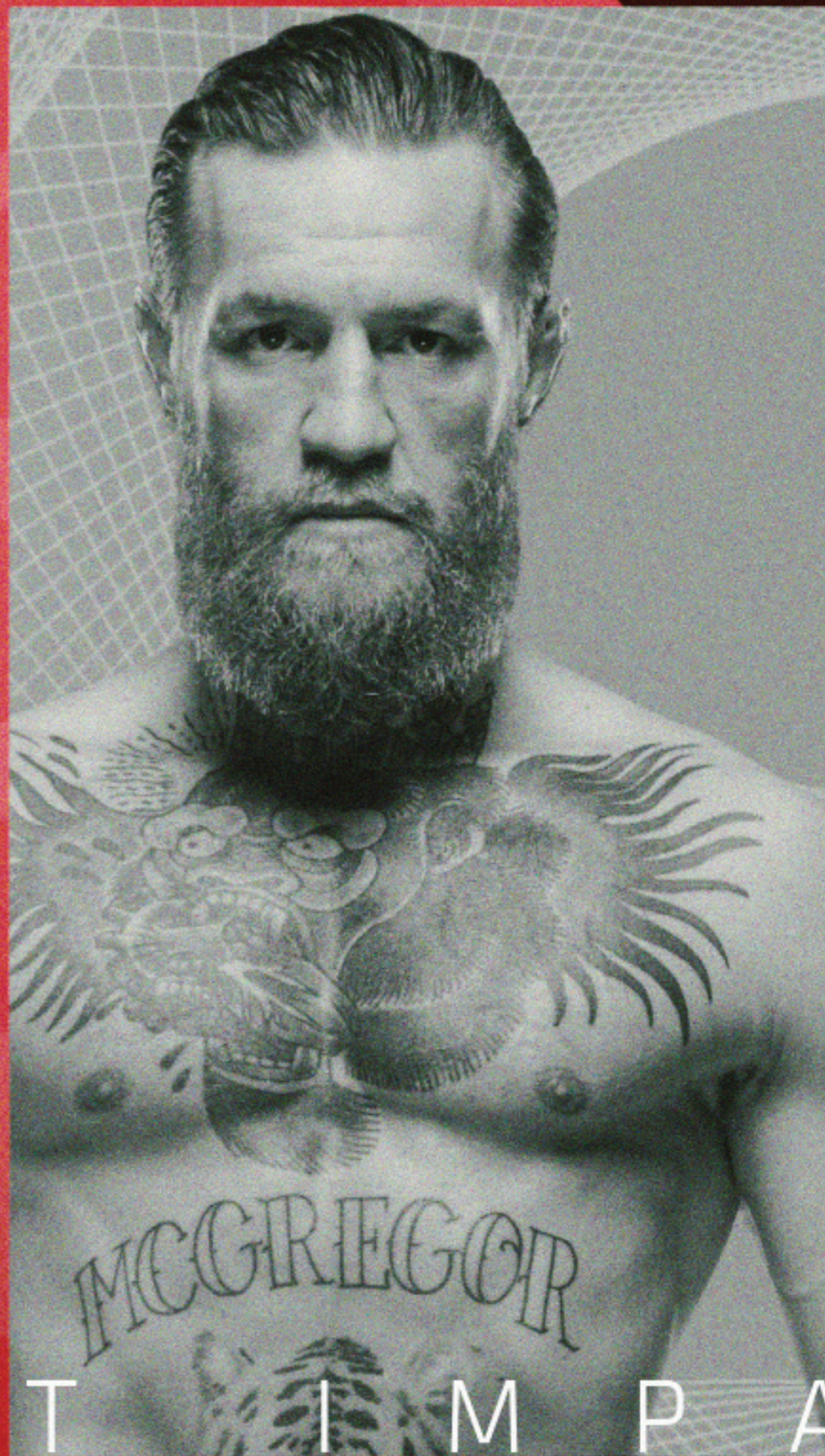
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Reebok

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# FIGHT IMPACT

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# UP



F I G H T I M P A C T

# NEXT





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U P  
I G H T I M P A C T



N E X T  
F I G H T I M P A C T



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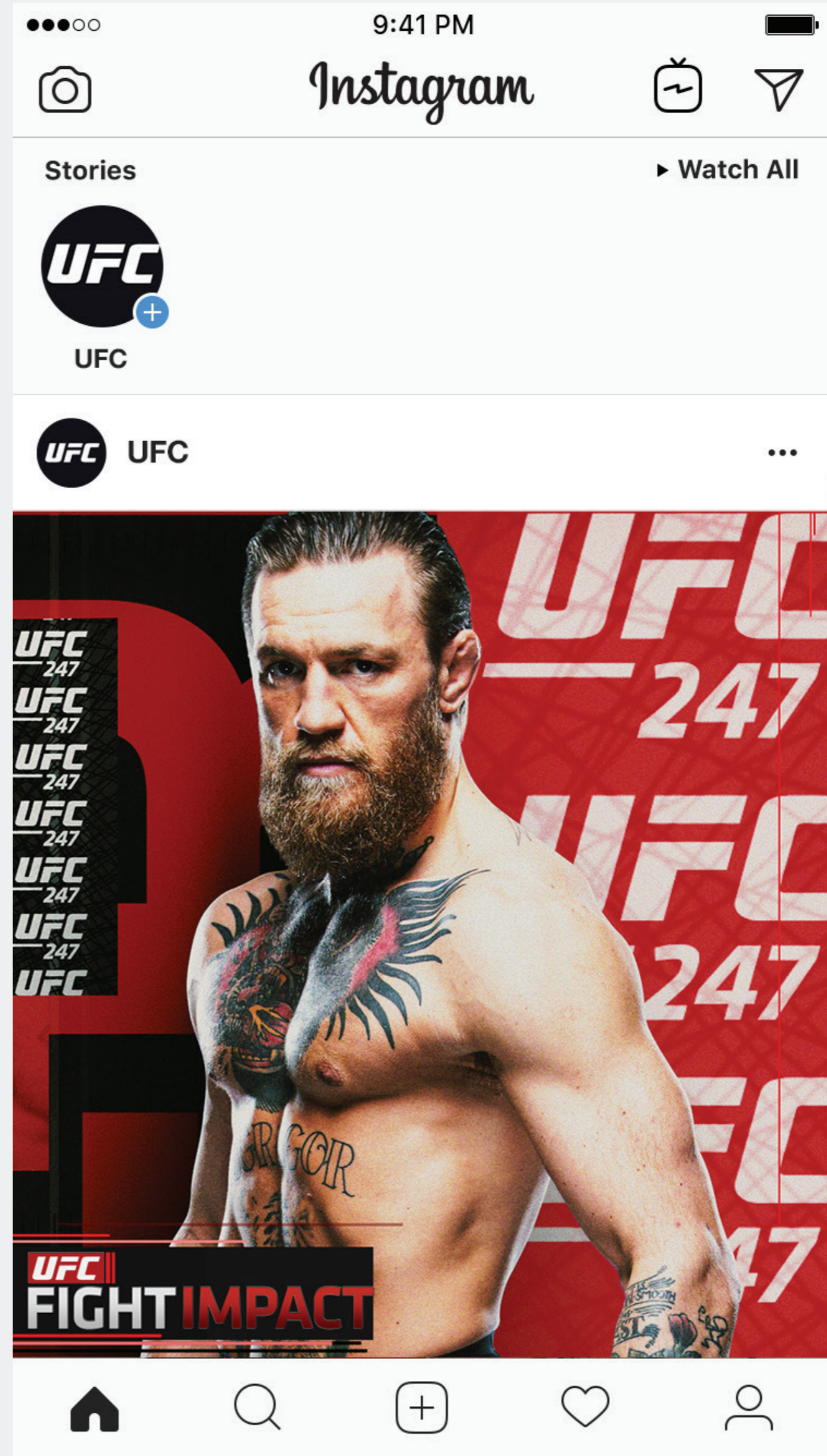
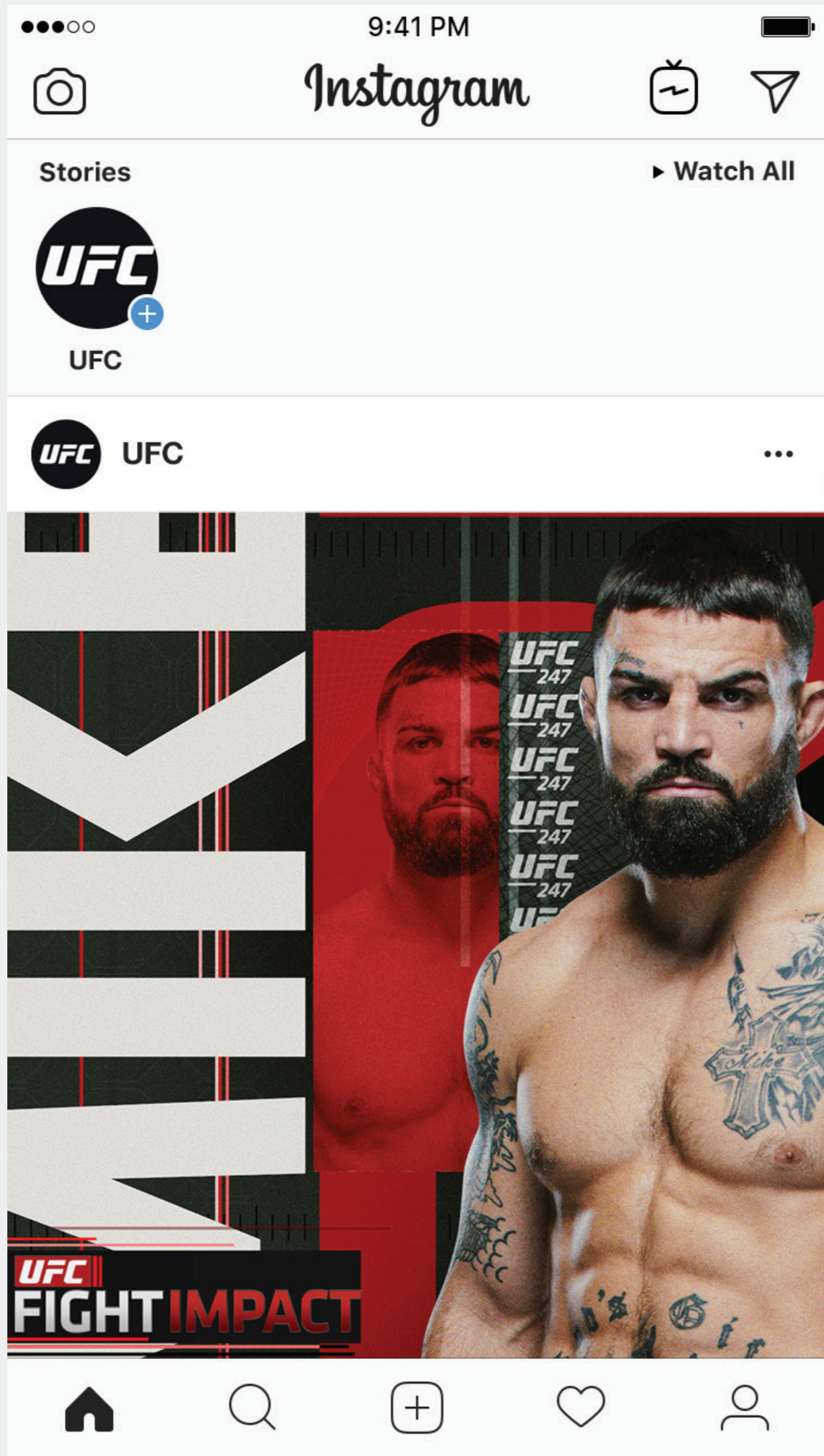
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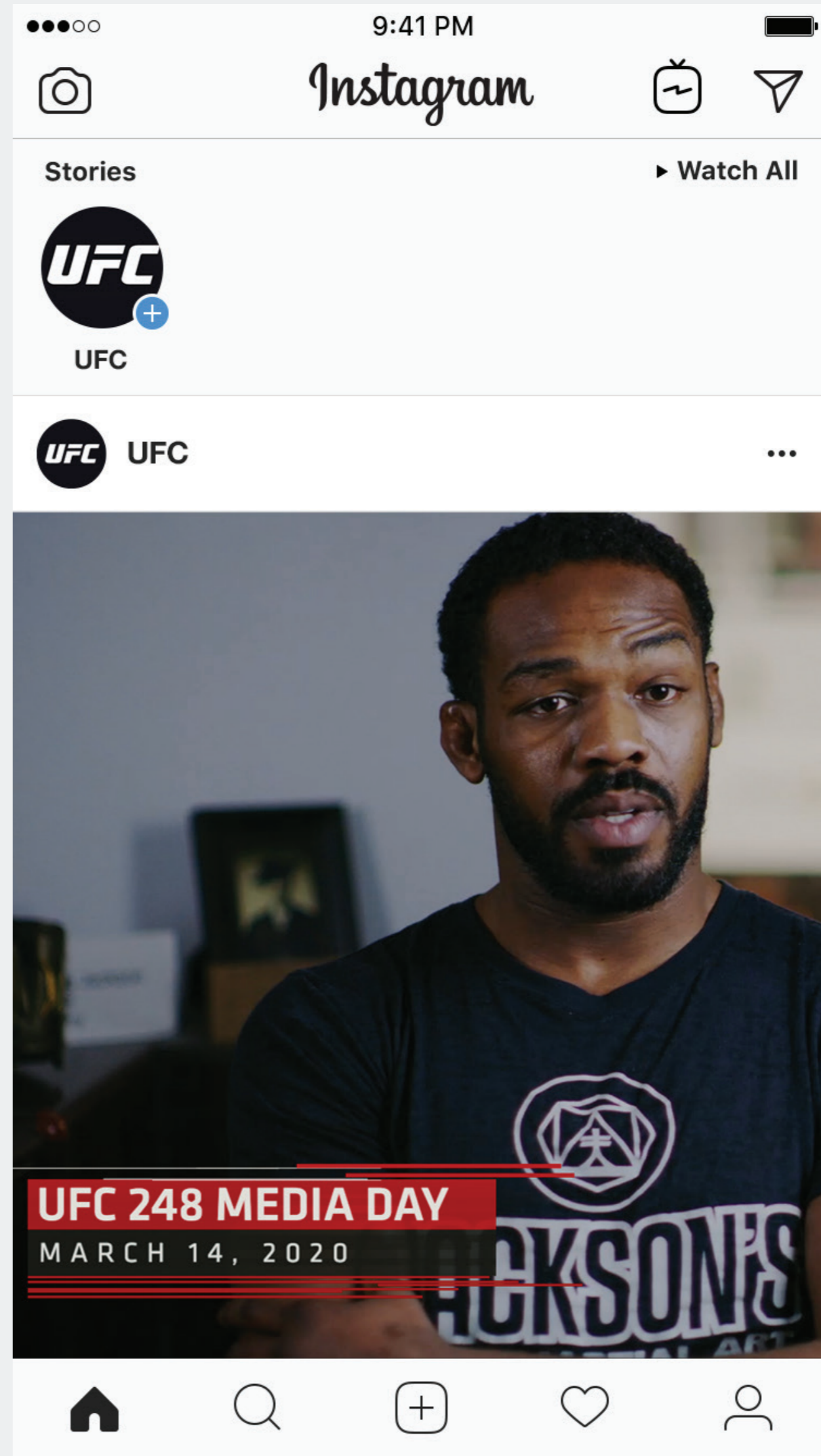
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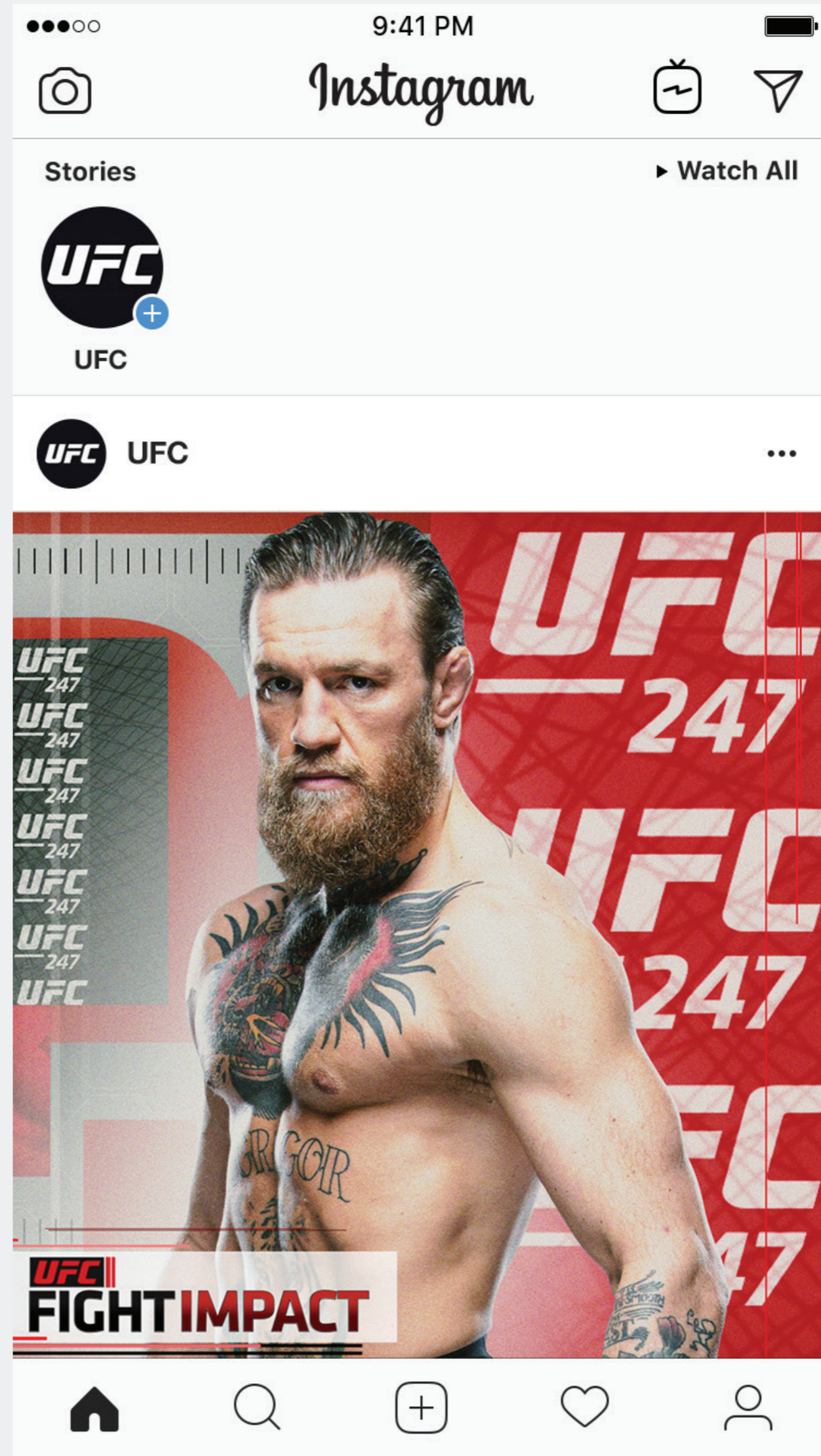
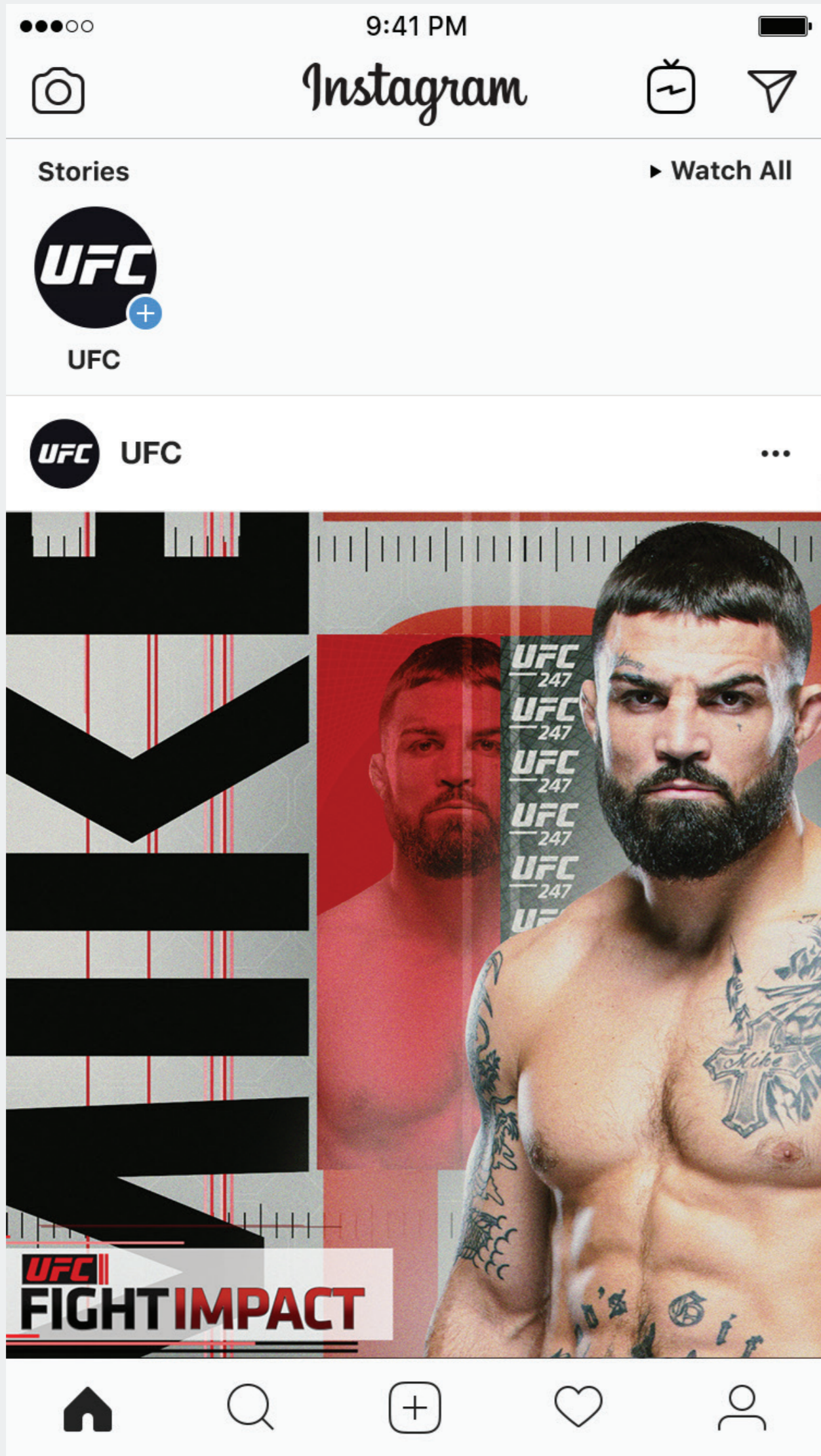
# SOCIAL MEDIA

**UFC**  
FIGHT **IMPACT**

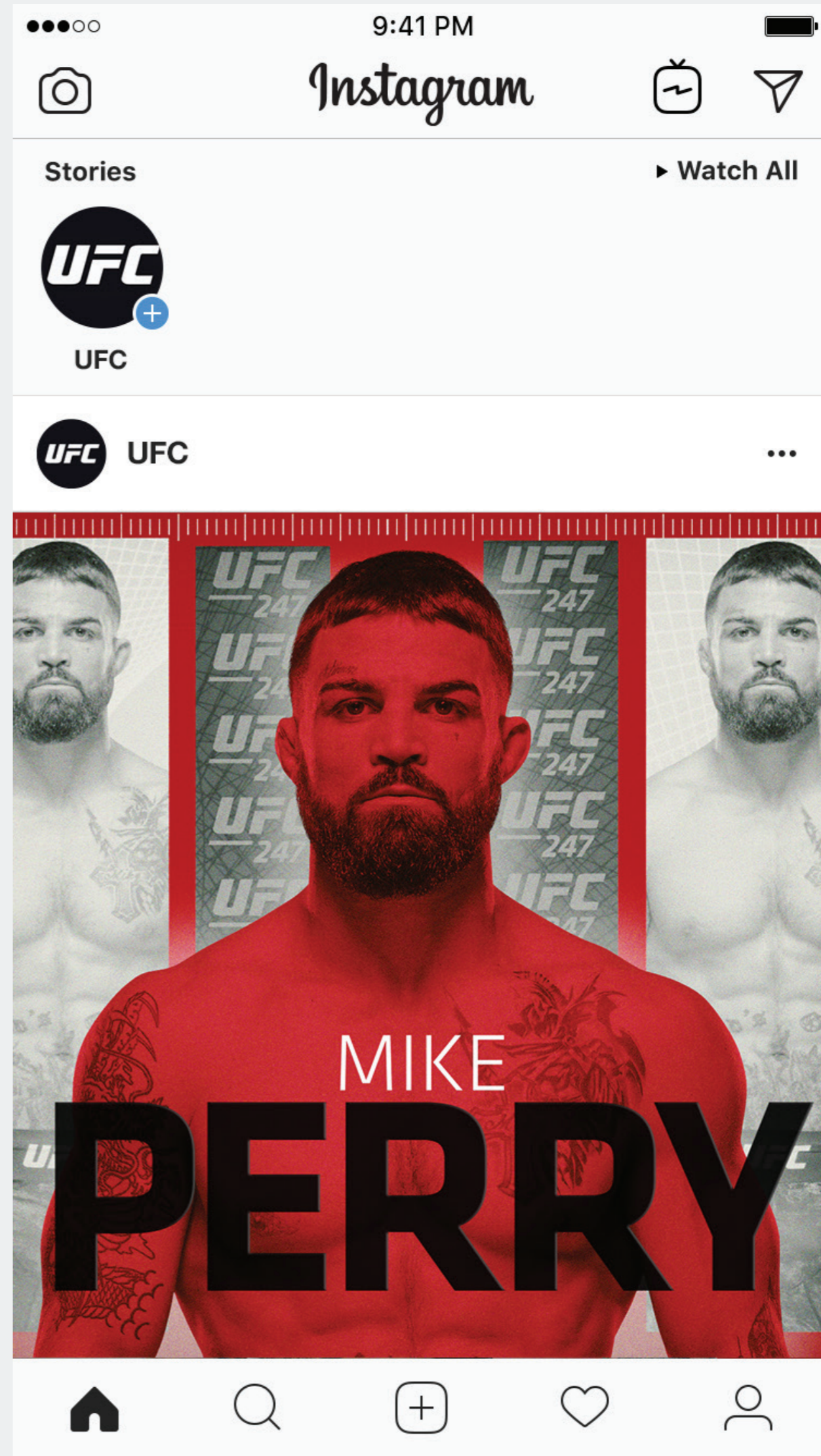
**CUSTOM BRANDED PROMOTIONAL SOCIAL  
CONTENT TO MAINTAIN. A DECISIVE,  
UNIQUE, IMPACTFUL APPROACH TO THE  
BRANDS NEW IDENTITY AND TO REACH  
THE SOCIAL MEDIA AUDIENCE  
ACROSS ALL PLATFORMS.**











# SHOW SNIPES

**UFC**  
FIGHT **IMPACT**

**NEW LOWER 3RD'S HAVE  
BEEN CREATED TO UNIQUELY  
MATCH THE REBRAND'S  
ENERGY AND THE DESIGN'S  
LINEAR DESIGN VECTORS.**

# LIGHT VERSION

**UFC**  
FIGHT IMPACT



**UFC**  
**FIGHTIMPACT**

COMING UP

**CONOR MCGREGOR**





**UFC**  
**FIGHT IMPACT**

**UFC 248 MEDIA DAY**

MARCH 14, 2020



**UFC 220** **McGREGOR v DIAZ**



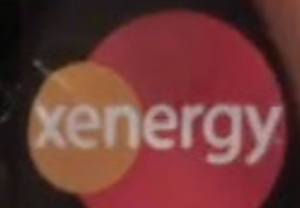
UFC 214

**CONOR**  
**McGREGOR**





**UFC** ||  
**FIGHT IMPACT**





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# DARIK VERSION

**UFC**  
FIGHT IMPACT



UFC 219

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FIGHT IMPACT

**UFC 220** MCGREGOR v DIAZ



**UFC 220** **McGREGOR v DIAZ**



**UFC**  
**FIGHT IMPACT**

**UFC 248 MEDIA DAY**

MARCH 14, 2020



**UFC**  
**FIGHT IMPACT**

COMING UP

**CONOR MCGREGOR**





UFC 214

**CONOR**  
**McGREGOR**

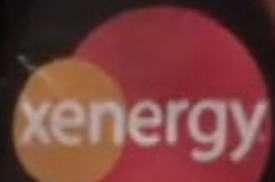
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**UFC**  
**FIGHT IMPACT**



# INFOGRAPHIC CONTENT

**UFC**  
FIGHT IMPACT

**UNIQUE, ENTICING &  
'CINEMATIC' LIKE INFO  
CONTENT TO VISUALLY  
PRESENT UFC STATS &  
DATA WITH A REFRESHED  
DIRECTION.**

**UFC**  
**FIGHT IMPACT**

CONOR MCGREGOR

## FIGHT RECORD

STR. ACC.: 42%

SUB. AVG.: 66%

TD AVG.: 0.24%

SAPM: 333%



**UFC**  
**FIGHT IMPACT**

CONOR MCGREGOR

## FIGHT RECORD

STR. ACC.: 42%

SUB. AVG.: 66%

TD AVG.: 0.24%



**UFC**  
**FIGHT IMPACT**

CONOR MCGREGOR

## FIGHT RECORD

STR. ACC.: 42%

SUB. AVG.: 66%

TD AVG.: 0.24%





*CONOR MCGREGOR*

**72%**

**TAKEDOWN  
DEFENSE**

CONOR MCGREGOR

70% SUBMISSION  
ACCURACY



*CONOR MCGREGOR*

**AVERAGE  
TAKEDOWNS  
LANDED.**

**6.56**



CONOR MCGREGOR

AVERAGE  
TAKEDOWNS  
LANDED.

6.56

*CONOR MCGREGOR*

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**70%**

**SUBMISSION  
ACCURACY**

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**UFC**  
**FIGHT IMPACT**

**UFC 220** **McGREGOR v DIAZ**



**UFC 220** **McGREGOR v DIAZ**



70%

CONOR MCGREGOR

STRIKE DEFENSE

TRAINING CAMP 2019



70%

**STRIKE DEFENSE**

CONOR MCGREGOR



22.20%

OVERALL STRIKE DEFENSE

CONOR MCGREGOR - UFC 252



# SIGNIFICANT STRIKES LANDED PER MINUTE

**330** *TOTAL STRIKES*

CONOR MCGREGOR - UFC 252

# SIGNIFICANT STRIKES LANDED PER MINUTE

**330** *TOTAL STRIKES*

CONOR MCGREGOR - UFC 252



***SIGNIFICANT STRIKES  
LANDED PER MINUTE***

**666** *TOTAL STRIKES*

CONOR MCGREGOR - UFC 252



**SIGNIFICANT STRIKES  
LANDED PER MINUTE**

**666** TOTAL STRIKES

CONOR MCGREGOR - UFC 252



**330** TOTAL STRIKES

CONOR MCGREGOR - UFC 252



**336%** *TOTAL KO/TKO's*

CONOR MCGREGOR - UFC 252



**336%** TOTAL ATTEMPTED  
SUBMISSIONS

CONOR MCGREGOR - UFC 252



# 336%

TOTAL ATTEMPTED SUBMISSIONS

CONOR MCGREGOR - UFC 252



A background image of a mixed martial arts (MMA) fight. A fighter with a beard is in a submission attempt on another fighter. The scene is lit with dramatic, low-key lighting, typical of a professional MMA event. The octagon's ropes are visible in the background.

3360%

*TOTAL ATTEMPTED SUBMISSIONS*

*CONOR MCGREGOR - UFC 252*

# 3360%

TOTAL ATTEMPTED SUBMISSIONS  
CONOR MCGREGOR - UFC 252

330%

TOTAL ATTEMPTED  
SUBMISSIONS

CONOR MCGREGOR - UFC 252

3300%

TOTAL ATTEMPTED  
SUBMISSIONS

CONOR MCGREGOR - UFC 252

**THANK  
YOU.**

**UFC**  
**FIGHT IMPACT**