UFC

ULTIMATE KNOCKOUTS

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ULTIMATE KNOCKOUTS

PRODUCTION REBRAND BOOK

BY RICHIE VERNILLO

UFC

ULTIMATE KNOCKOUTS

PRODUCTION REBRAND BOOK

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UFC

ULTIMATE KNOCKOUTS

PROJECT GOALS

PROJECT GOALS

TO ENHANCE OVERALL VISUAL-DESIGN QUALITY
BY REFRESHING THE SHOW'S VISUAL BRAND IDENTITY
TO THE CORE UFC AUDIENCE.

INSPIRED BY COMIC BOOKS & STREET FIGHTER.

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ULTIMATE KNOCKOUTS

SHOW OPEN

SHOW OPEN

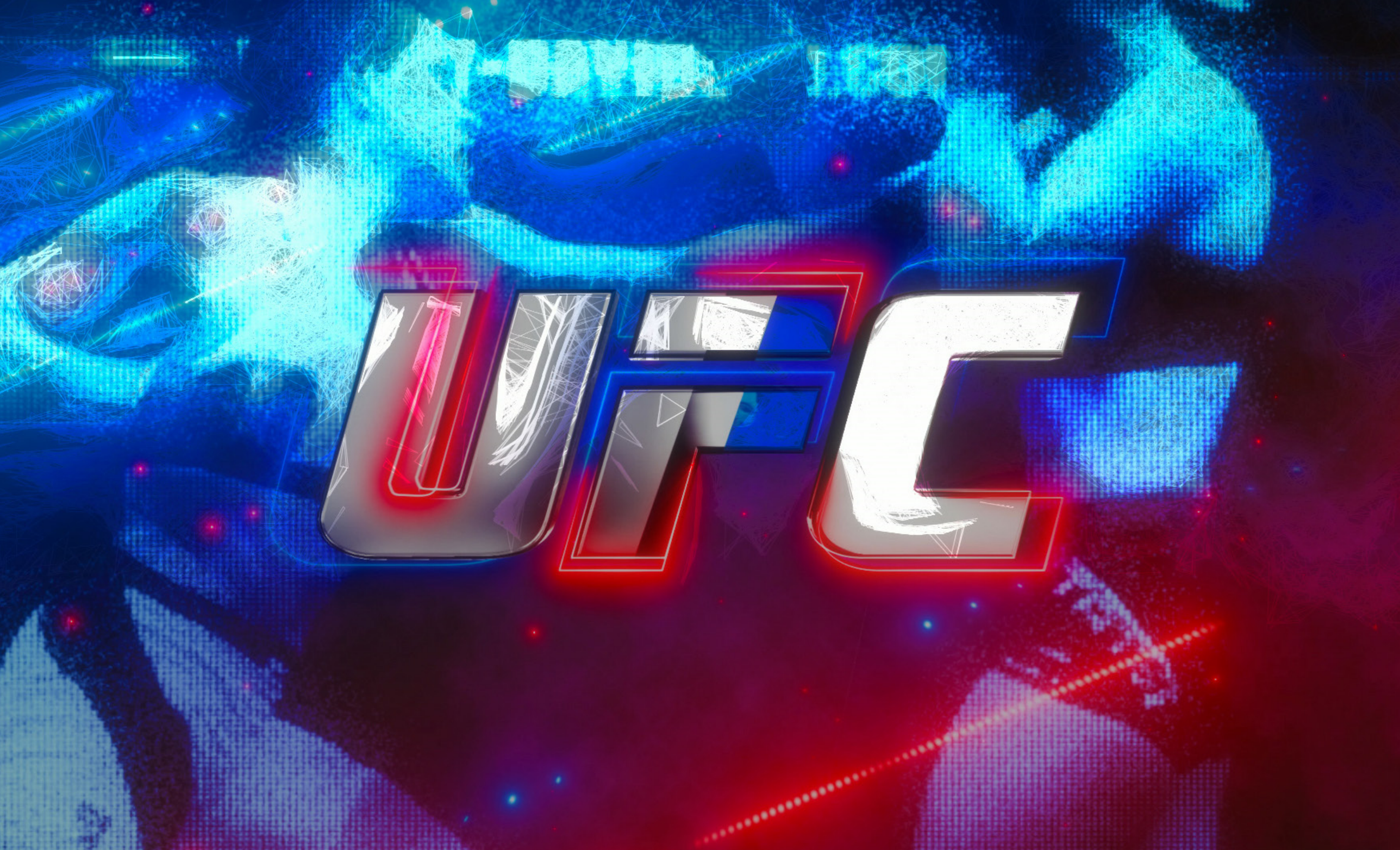
REBRAND FEATURES:

A KINETIC, DIVERSELY COLORFUL “PAINT AND FLASH” LOOK

TO MODERNIZE THE **OVERALL DESIGN ASTHETIC**, USING UFC OCTAGON **AS PRIMARY COLORS** (BLUE AND RED).

UFC ULTIMATE KNOCKOUTS

UFC
UFC
UFC
UNITED
ESPN+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HOSPITAL FOR SPECIAL SURGERY
PARI MATCH
BUFFALO WILD WINGS

UFC ULTIMATE KNOCKOUTS

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ULTIMATE KNOCKOUTS

SHOW TRANSITIONS

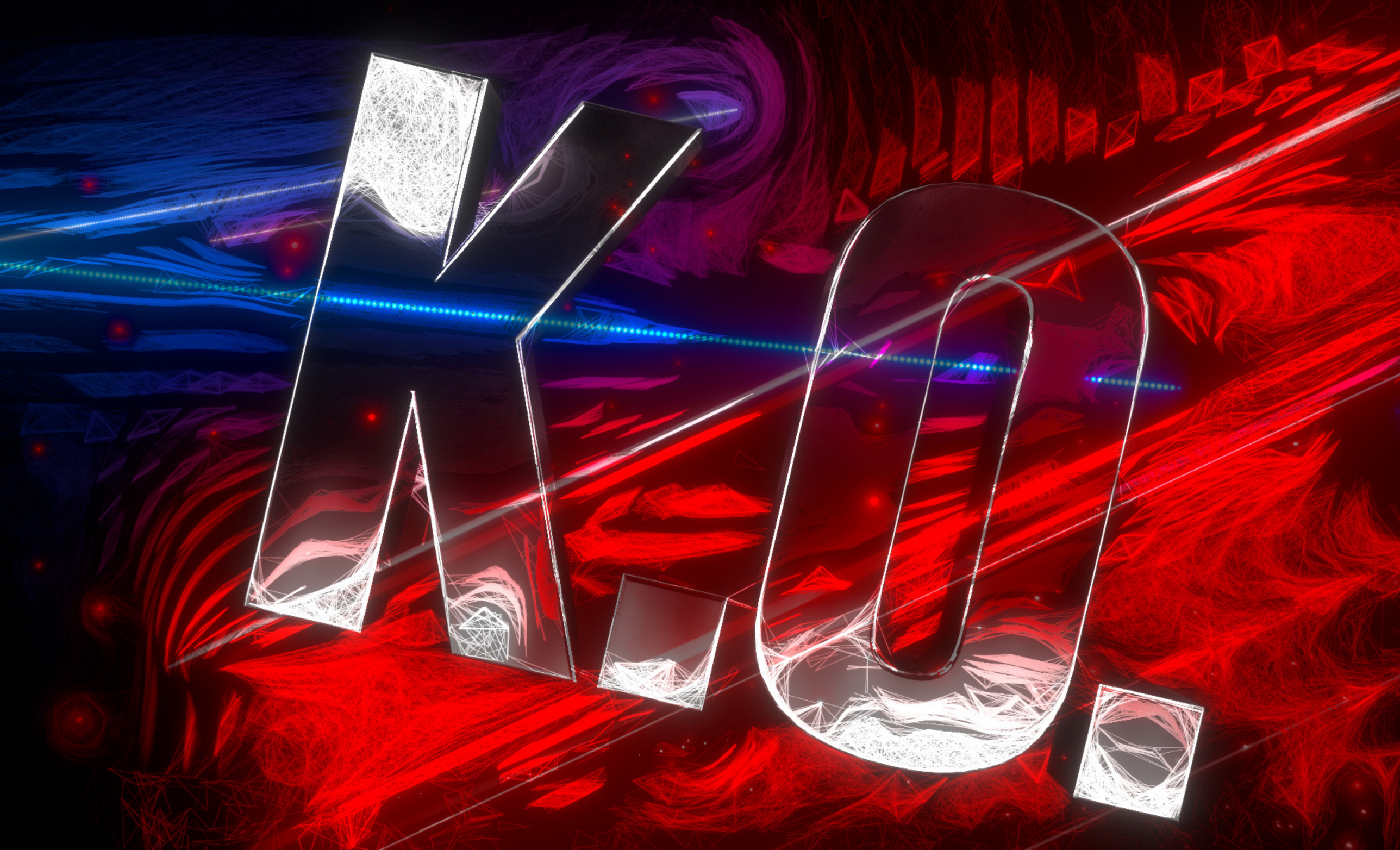
SHOW TRANSITIONS

CUSTOM BRANDED SHOW TRANSITIONS HAVE BEEN DESIGNED TO ADD TO THE TOOLKIT OF ULTIMATE KNOCKOUTS.

ASSETS **PROVIDE A FULLY ESTABLISHED BRAND LOOK AND FEEL** ACROSS THE ENTIRE SHOW.

UFC ULTIMATE KNOCKOUTS

UFC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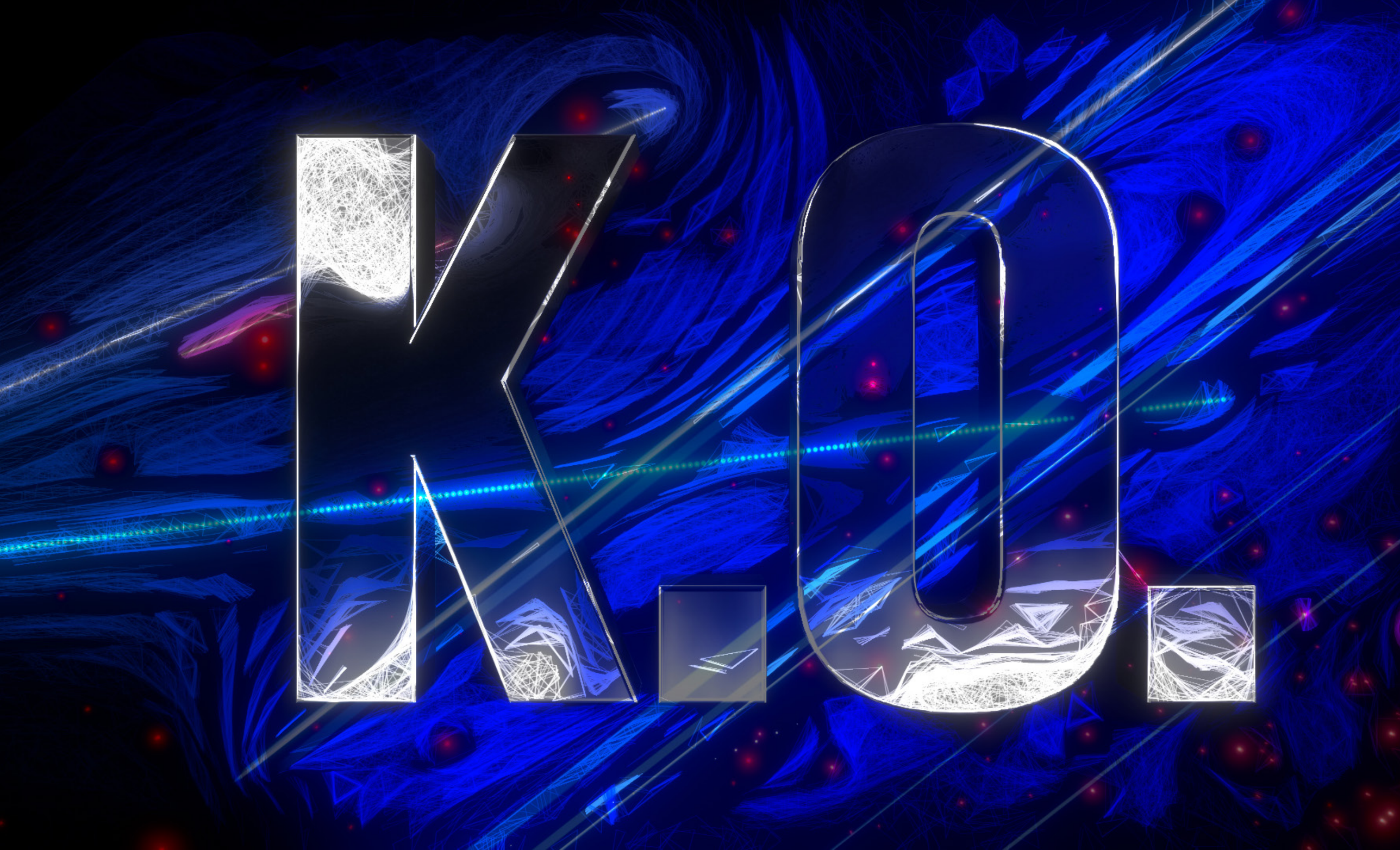
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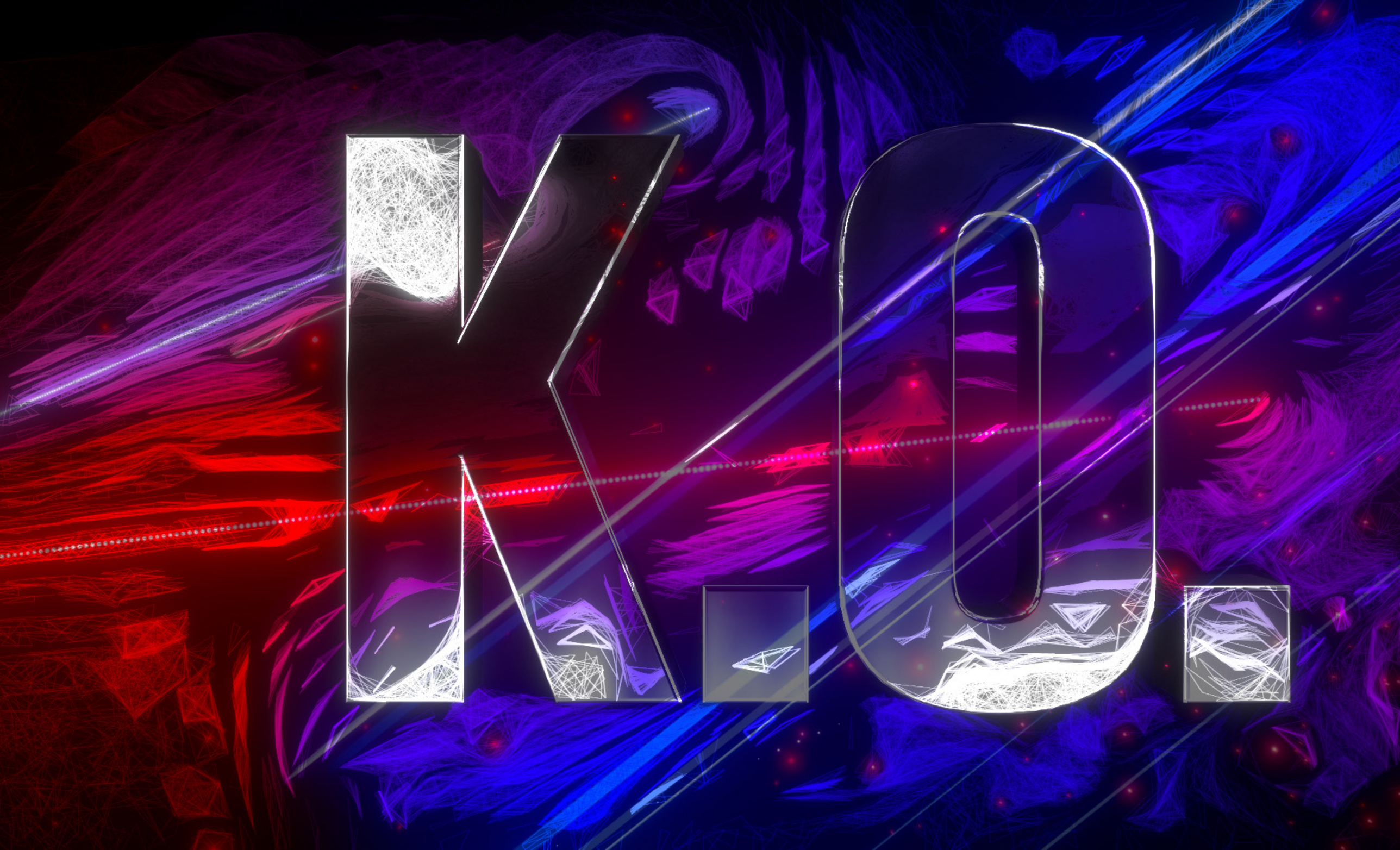

KO
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ULTIMATE KNOCKOUTS

SHOW BUGS & LOWER 3RDS

SHOW BUGS & LOWER 3RDS

NEW LOWER 3RD'S HAVE BEEN DESIGNED TO MATCH
THE ULTIMATE KNOCKOUTS REBRAND.

AN ABSTRACT DESIGN LAYOUT IS USED TO MATCH THE
ENERGY, AND IDENTITY OF THE SHOWS CORE DESIGN **ATTRIBUTES.**

UFC ULTIMATE KNOCKOUTS

238
CENTER
UFC
ULTIMATE
KNOCKOUTS
UP NEXT
JONES VS. REYES

PASS
PASS
UFC
UNITED CENT
ESPN+
UFC
ULTIMATE
KNOCKOUTS

238
CENTER
UFC
ULTIMATE
KNOCKOUTS
WINNER BY TKO
JON JONES

PASS
EMIROFF
VODKA
UFC
ULTIMATE
KNOCKOUTS

UFC

ULTIMATE KNOCKOUTS

SHOW TITLE DESIGN

SHOW TITLE DESIGN

SHOW TITLES HAVE **BEEN REDESIGNED AND REIMAGINED,** FOR EXTENDED **SHOW ENHANCEMENT** AND **UNIQUE USE THROUGHOUT THE SHOW.**

ALL FULLSCREENS ARE NOW FULL FRAME, AND USE THE 16:9 SPACE, COMPARED TO THE ORIGNAL DESIGN**.**

SHOW TITLE DESIGN

THE PRODUCTION ASSETS ARE “TEMPLATABLE”

TO QUICKLY MODIFY KEY TEXT AND

PHOTO ELEMENTS **WHILE MAINTAINING**

A HIGH QUALITY PRODUCTION BRAND LOOK.

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ULTIMATE KNOCKOUTS

MARCH 7. 2020

JON JONES

VS.

DHIEGO LIMA

WINNER

JON JONES

BY KO (PUNCHES)

WINNER
JON JONES
BY KO (PUNCHES)

UFC ULTIMATE KNOCKOUTS

WINNER
JON JONES
BY KO (PUNCHES)

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ULTIMATE KNOCKOUTS

JON JONES vs. DHIEGO LIMA

MARCH 7. 2020

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THANK YOU.