

PRODUCTION REBRAND BOOK BY RICHIE VERNILLO



REBRAND GOAL

BRAND STAGING

SHOW LOCATORS

SHOW SNIPES



ENHANCETHE PRODUCTION VALUE OF UFC COUNTDOWN. WITH A CINEMATIC, & IMPACTFUL BRAND REVIVAL.

BRAID STAGING



A UNIQUE STAGING CONCEPT THAT INSPIRES AN AMBITIOUS DESIGN AGENDA BY ENHANCING THE CURRENT PRESENTATION OF THE SHOWS VISUAL CONTENT.

FIGHT NIGHT VERSION

























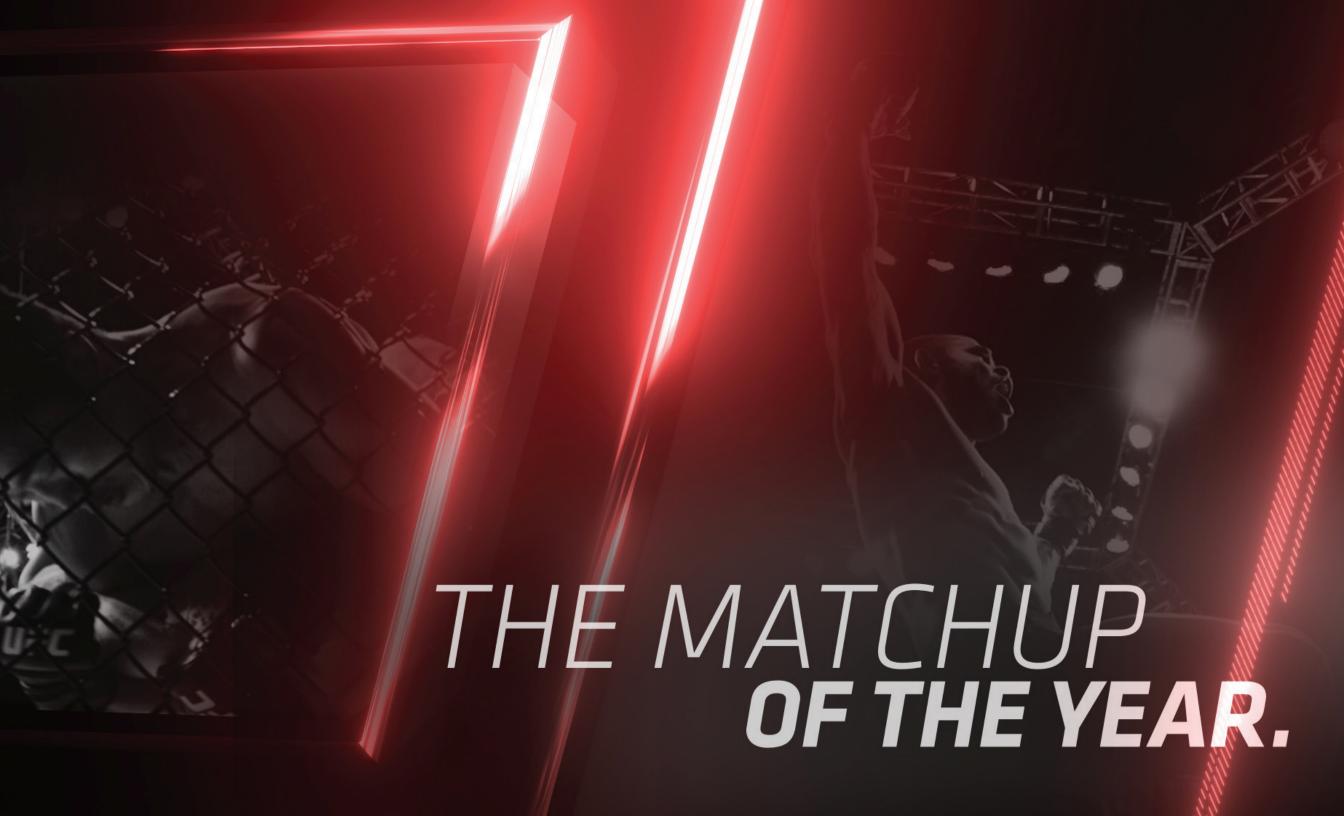




UFCCOUNTDOW

PUSHES THE ODDS

C 2 4 9





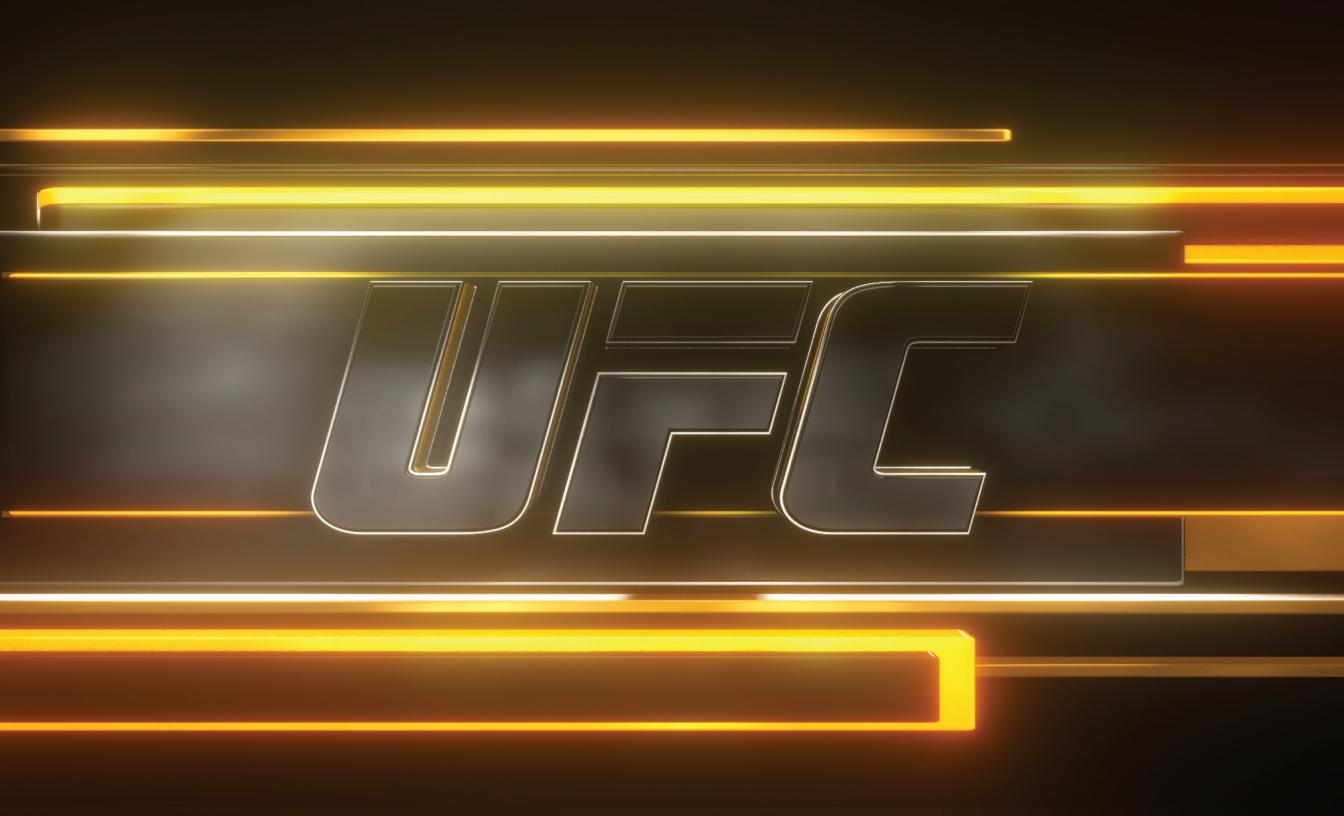
PAY PER VIEW VIEW VIEW SIGN



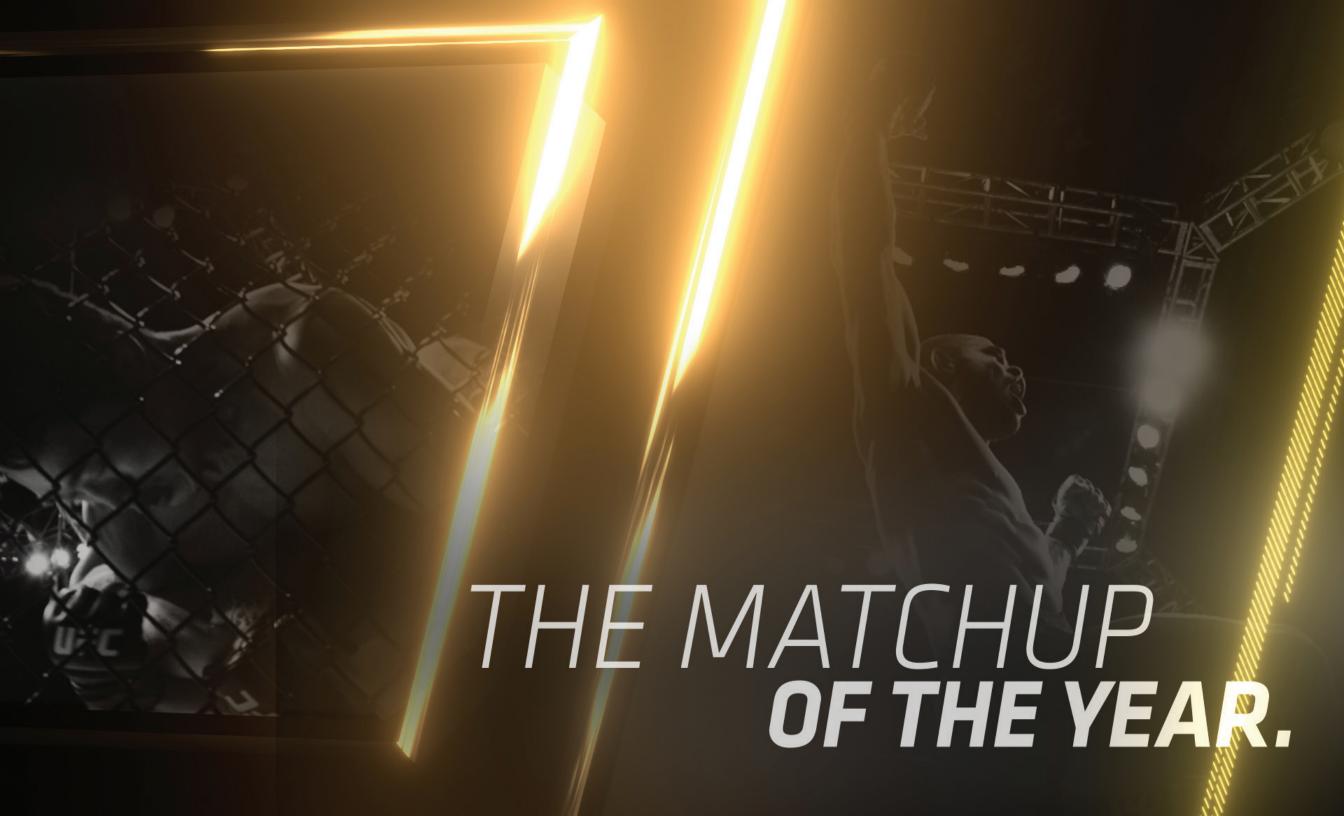












U F C / C O U N T D O W N

PUSHES THE ODDS

U F C 2 4 9

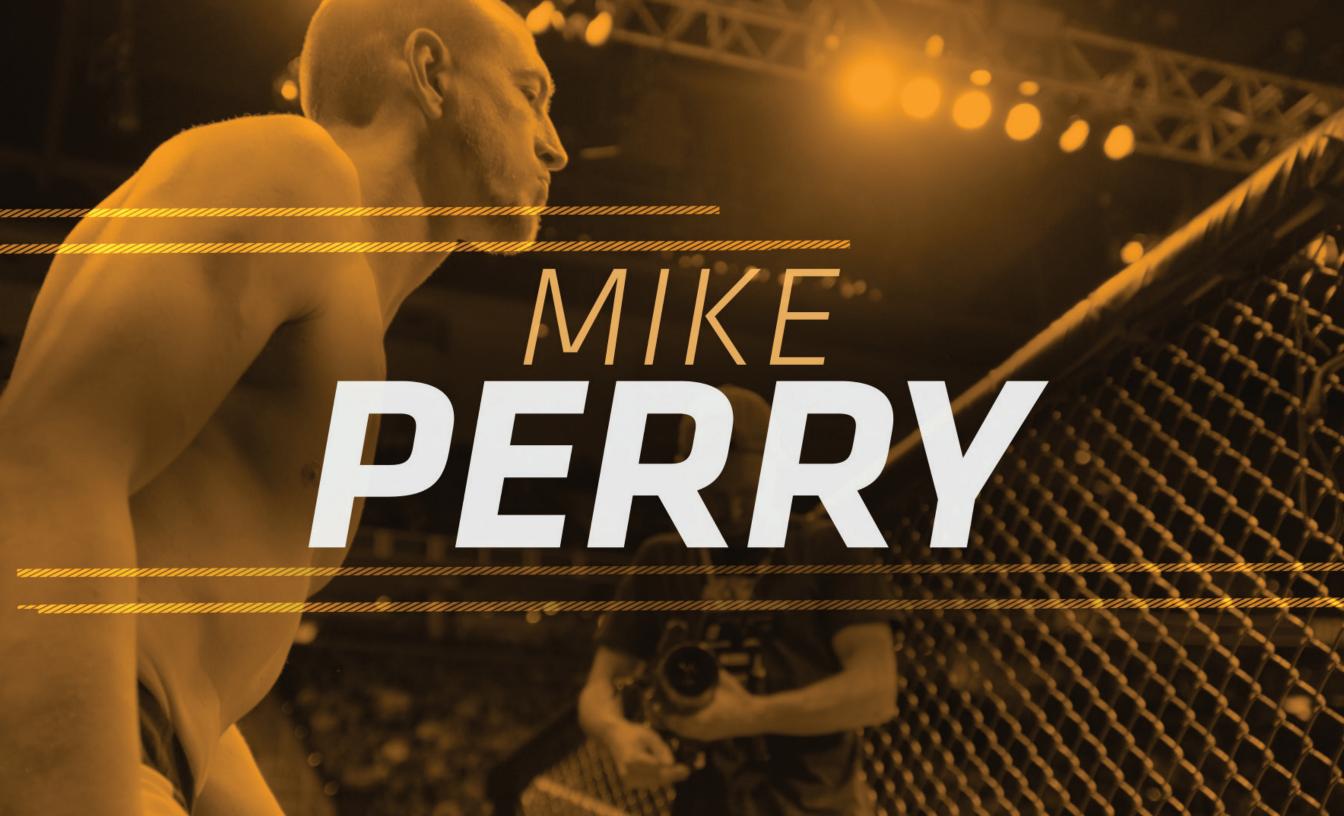
















SHOW LOCATORS



SHOW LOCATORS, THAT ENTICE AND WELCOME AN IMPACTFUL STYLIZED, CINEMATIC TYPEFACE TO OUR AUDIENCE.



FIGHT NIGHT VERSION









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SHOW SNIPES



SNIPES THAT ENHANCE THESTAGINGOF VISUALASSETS USED THROUGHOUT UFC COUNTDOWN.

FIGHT NIGHT VERSION

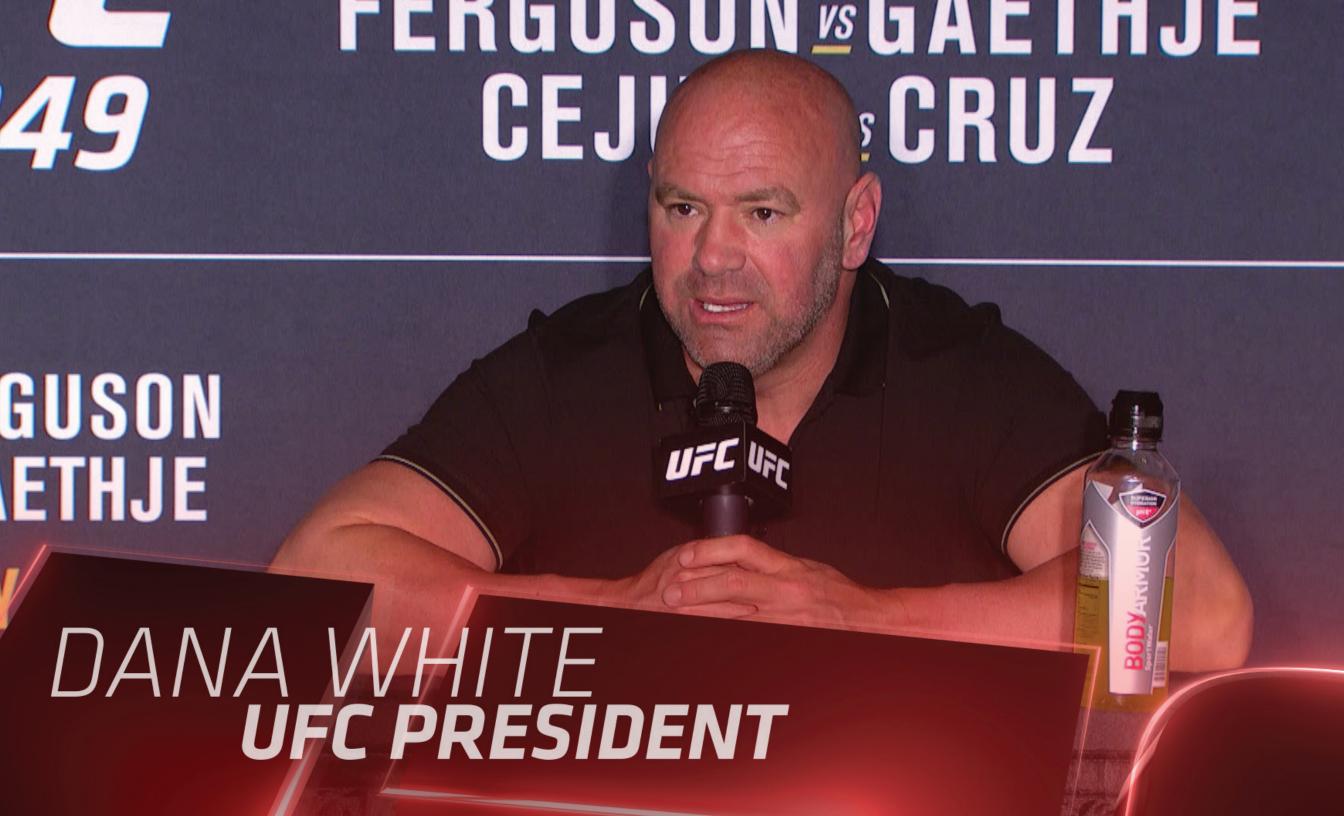












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