

‘DJ’ ELOISA REMIXES OXYGEN NETWORK TO CHAMPION A NEW GENERATION OF MULTICULTURAL WOMEN

Studio’s Radical Refresh Slices & Dices On-Air Package into Deep Cuts that Burst Off the Screen



BUENOS AIRES – A line, a circle, and the letter “O.” In the hands of television design studio Eloisa, these simple signature attributes of the Oxygen network have ignited into an unforgettable on-air refresh of a brand that champions women to be themselves through shows such as *Bad Girls Club*, *Preachers of LA* and *Sisterhood of Hip Hop*.

Oxygen’s successful 2014 rebrand ditched the clutter for a leaner, cleaner showcase of “very real” programming geared toward 25-34-year-old multicultural women. Fixing to expand and enliven Oxygen’s look and feel for the on-the-go mobile age, Eloisa has sliced and diced the brand’s core attributes into irresistibly playful bursts of color, texture and movement that light up screens big and small.

“A mix-and-match concept was the key to find a balance of old and new, complex and simple, legibility and quirkiness,” said Martin Lanciano, creative director for Eloisa. “It allowed us to tie everything together but not too tight, allowing for a lot of flexibility and variation.”

Inspired by the mesmerizing color grids of the great Swiss designer Josef Müller-Brockmann, Eloisa used the Oxygen logo’s graphic pillars as a launching pad for an update that makes the brand burst off the screen. The familiar underline beneath the Oxygen “O” now shimmers with irrepressible joy as it skips, swoops and bounces through content and promos. Meanwhile, like a doughnut and its hole, the “O” itself has teamed with the circle inside it, the two shapes moving and dancing and forming yummy patterns that help unite the brand across all platforms. Sometimes, the “O” even spins like a turntable, as though an invisible beat-maker were scratching out deep cuts from behind the scenes. That mix-master would be DJ Eloisa, working to stretch the boundaries of a beloved TV brand, and its female-targeted audience, into bold new terrain.

“By remixing those elements that we had, we made them look fresh, new and unexpected, but at the same time familiar and pertaining to the brand,” said Lanciano. “Just like in a remixed song you can recognize the original tune, but at the same time it’s something different.”

ABOUT ELOISA

Eloisa has been delivering meaningful branding since 2004, designing channels, IDs, main titles, promos and more for some of the world’s biggest television clients, including NBC Universal, AMC Networks, Nickelodeon, Vice, Turner and Corus Entertainment.

For more info about Eloisa, visit their website: www.eloisa.tv

For more info about the Oxygen refresh, check out this case study: www.eloisa.tv/oxygen

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