VISUAL STANDARDS GUIDE

DISCOVERY

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DISCOVERY

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01 TO THE BEGINNING

BRAND OVERVIEW

As a brand that has inspired countless individuals to explore the world and beyond, we are evolving to meet the demands of a rapidly changing landscape. Our commitment remains steadfast: to empower tomorrow's explorers by providing the tools, resources, and experiences they need to uncover the unknown, ignite their curiosity, and foster a spirit of adventure.


The important thing is not to stop questioning. Curiosity has its own reason for existing.
—ALBERT EINSTEIN



BRAND CONCEPT

WHAT WE DO

For decades, Discovery has been at the forefront of delivering captivating and educational content that brings the world's wonders to audiences everywhere. Our programming spans many subjects, including nature, science, history, and technology. From breathtaking wildlife documentaries to insightful explorations of ancient civilizations and groundbreaking scientific discoveries, we have dedicated ourselves to providing viewers with a window into our world.

WHY WE DO IT:

At the core of Discovery is a fervor for sparking curiosity and nurturing a love for learning. We firmly believe in the transformative power of knowledge to inspire, empower, and reshape lives. Our mission has always been to satiate the innate human thirst for understanding our planet, our universe, and ourselves. By crafting content that is both engaging and enlightening, we strive to foster a culture of lifelong learning and cultivate a sense of awe and appreciation for the intricacies and wonders of the world.

WHO WE DO IT FOR

Discovery's audience is as diverse as the content we produce. We create programming for curious minds of all ages, from young children taking their first steps into learning to seasoned enthusiasts passionate about exploration. Our viewers span the globe, united by a shared love of Discovery and a thirst for knowledge. Whether it's a family gathering around the TV to watch a nature documentary, students seeking to supplement their education, or lifelong learners pursuing their interests, we serve a community that values the joy of learning and the thrill of uncovering the unknown.





BRAND MISSION

We empower tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery.

TIMELINE

1985

Discovery Channel is launched by John Hendricks, focusing on documentary programming.

1991

Discovery acquires The Learning Channel (TLC), expanding its network portfolio.

2018

Discovery completes the acquisition of Scripps Networks Interactive, adding HGTV, Food Network, and Travel Channel to its portfolio.

2021

Discovery launches Discovery+, a streaming service aggregating content from its networks along with exclusive originals.

1996

Animal Planet is launched, focusing on wildlife and natural history content.

2008

Discovery launches Investigation Discovery, a network dedicated to true crime documentaries.

2002

Science Channel is introduced, providing content related to science and technology.

2022

Discovery mergers with WarnerMedia, creating Warner Bros. Discovery, significantly expanding its content library and media brands.

TODAY

Rebranding Discovery, empowering lifelong learners to keep exploring and building community.

02

BREAKDOWN

LOGO STANDARDS

Our logo is the cornerstone of the Discovery brand identity. It symbolizes our mission to inspire exploration and ignite curiosity across the globe. This chapter outlines the guidelines for using the Discovery logo to ensure consistency and recognition across all platforms and mediums. From size and placement to color variations and clear space, adhering to these standards will help maintain the integrity of our brand and convey the spirit of Discovery in every visual communication.

NEW DISCOVERY

THE NEW LOGO

This is the new logo representing exploration and insight, capturing the essence of curiosity and the thrill of discovery. The dynamic swirls symbolize the rotation of the Earth and the workings of the celestial bodies, and the curved lines reflect the energy and endless pursuit of knowledge. The harmony of green and blue demonstrates the fusion of new life with specialized knowledgem and bravery.

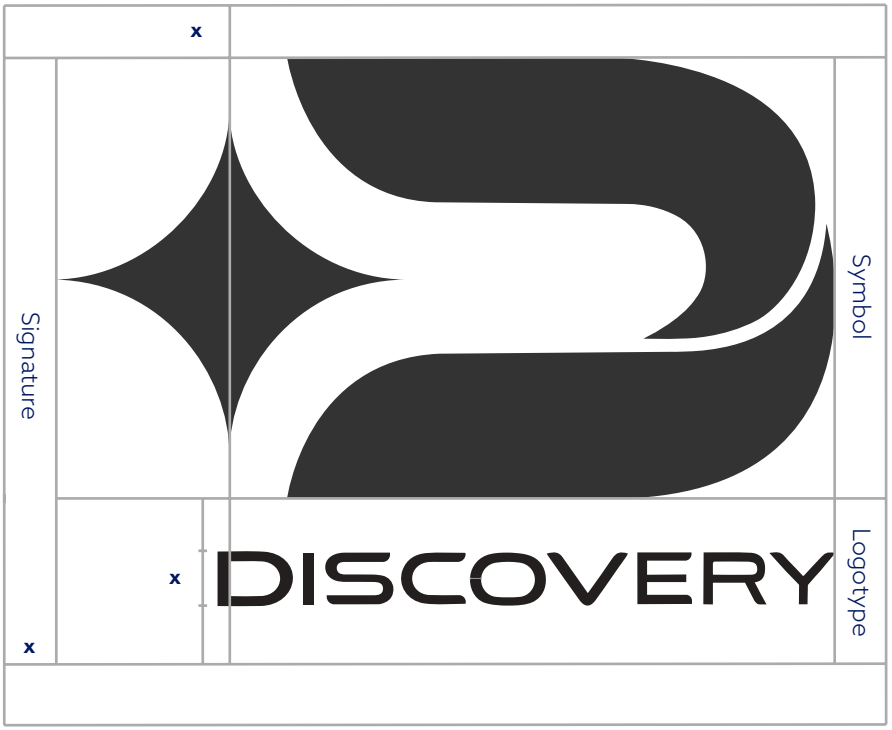


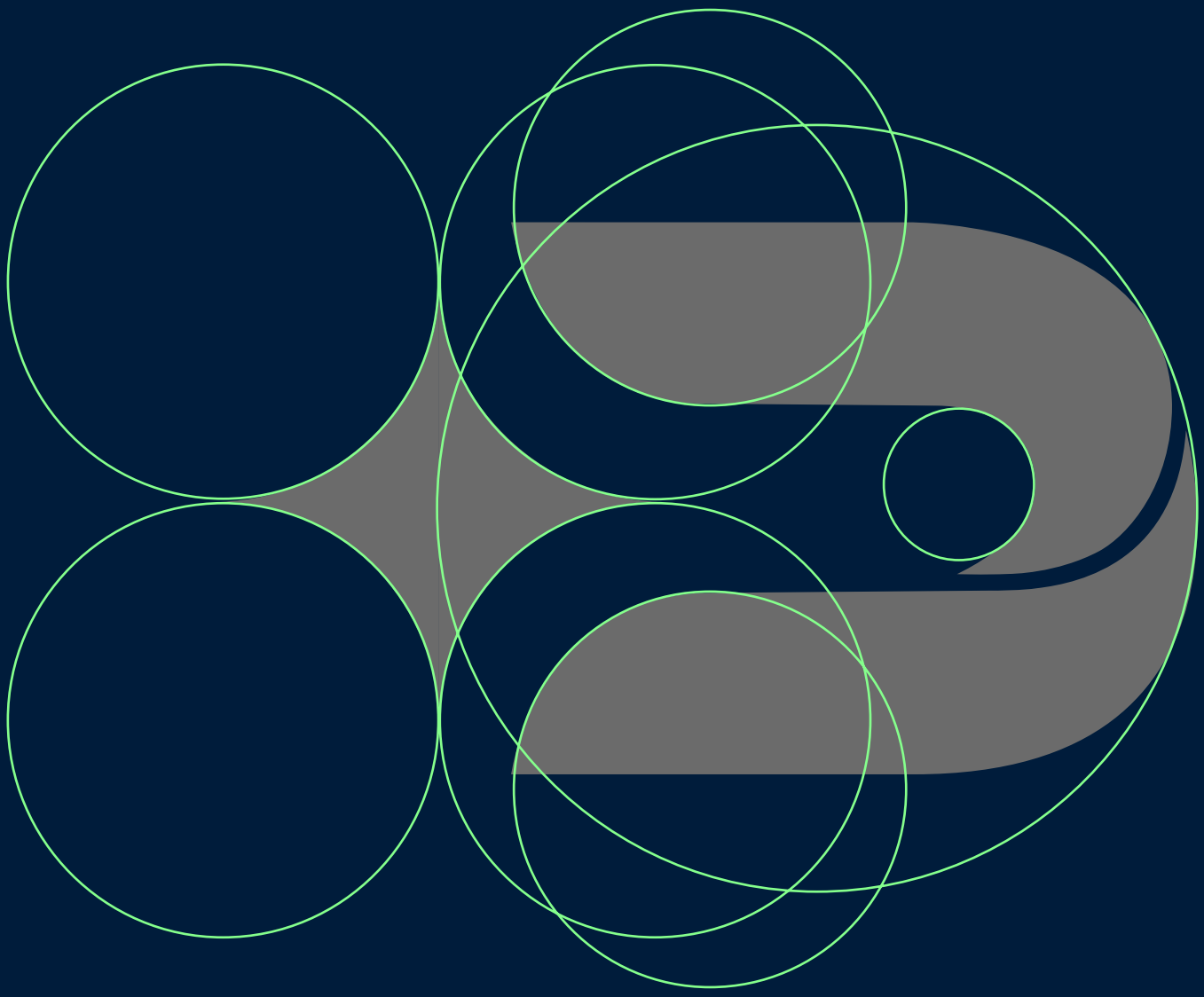



DISCOVERY

LOGO ANATOMY & CLEAR SPACE

Discovery embarks on a transformative journey to redefine the boundaries of exploration and knowledge dissemination. Our core focus is creating immersive, interactive experiences that ignite curiosity and inspire a thirst for Discovery. Our mission extends beyond traditional education to encompass dynamic, participatory adventures that engage and empower our viewers.





ALTERNATE VERSIONS OF LOGO

This page presents approved variations of our logo, including monochrome, inverted, and simplified versions, ensuring versatility and consistency across diverse backgrounds and media.

















White Logo **Black Logo**

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	100% white





LOGO SIZE CHART

This standards sheet ensures our logo is consistently scaled, maintaining its legibility and impact across various applications.

	VERTICAL LOCKUP
Above 100mm in width	
100mm in width	
Above 50mm in widthand	
Above 20mm in width	
Blow 10mm in width	

HORIZONTAL LOCKUP	SYMBOL	LOGOTYPE
		
		
		
		

LOGO DONT'S

WWe highlights incorrect logo uses, ensuring brand integrity. Avoid stretching, altering colors, adding effects, or rotating the logo to maintain a consistent and professional brand image.





Do not skew the logo



Do not use other typefeces



Do not change the orientation



Do not flip the logo



Do not change the scale



Do not add drop shadows



Do not add bounding box



Do notuse off-brand colors



Do not use outlines

R: 17
G: 24
B: 55

C: 98
M: 98
Y: 59
K: 44

COLOR PALETTE & TYPOGRAPHY

Defining our brand's visual identity, detailing the official colors and typefaces. This ensures a cohesive and recognizable look across all communications.

DISCOVERY BLUE
111837

20%

R: 43
G: 43
B:43

C: 81
M: 76
Y: 74
K: 52

2A2B2B

R: 160
G: 160
B:160

C: 0
M: 0
Y: 0
K: 50

9FA0A0

R: 240
G: 240
B: 240

C: 0
M: 0
Y: 0
K: 10

EFEFEF

R: 124
G: 193
B: 111

C: 55
M: 0
Y: 69
K: 0

DISCOVERY GREEN
7CC16F

50%

R: 213
G: 65
B: 24

C: 13
M: 87
Y: 99
K: 0

DISCOVERY GREEN
D54118

50%

Azo Sans | 70pt | Bold

SHOWCASE

Azo Sans | 14pt | Regular

CHAPTER INTRO | HEADLINE

Azo Sans | 9pt | Black

SUBTITLE

Azo Sans | 9pt | Light

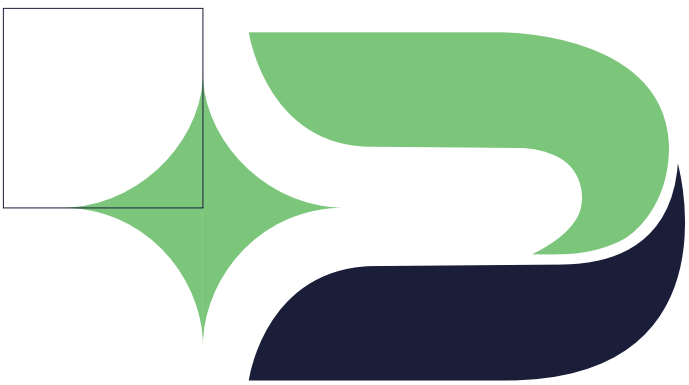
Main body text

Azo Sans | 8pt | Light

Annotation

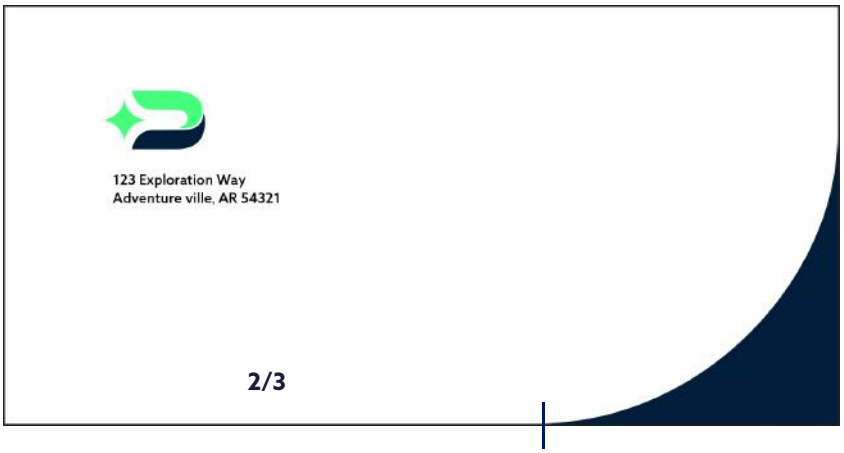
GRAPHIC ELEMENT

Outlining the design components that complement our logo and brand, providing guidelines on usage to ensure a cohesive and visually appealing identity across all media and communication.



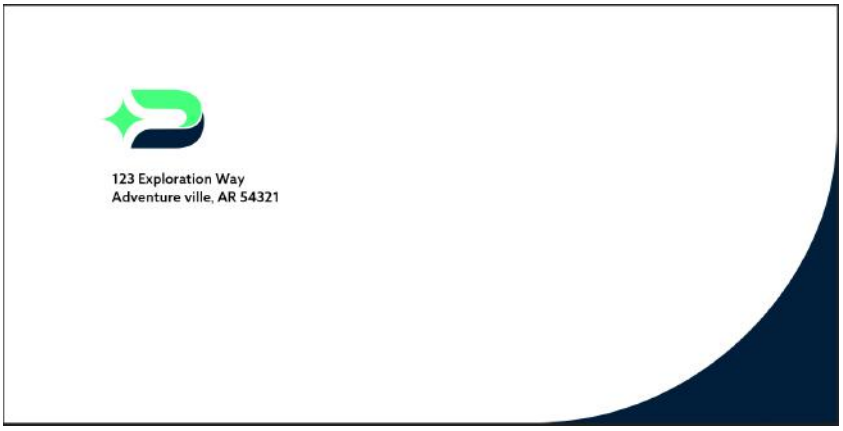
Adjustment to different sizes of material.

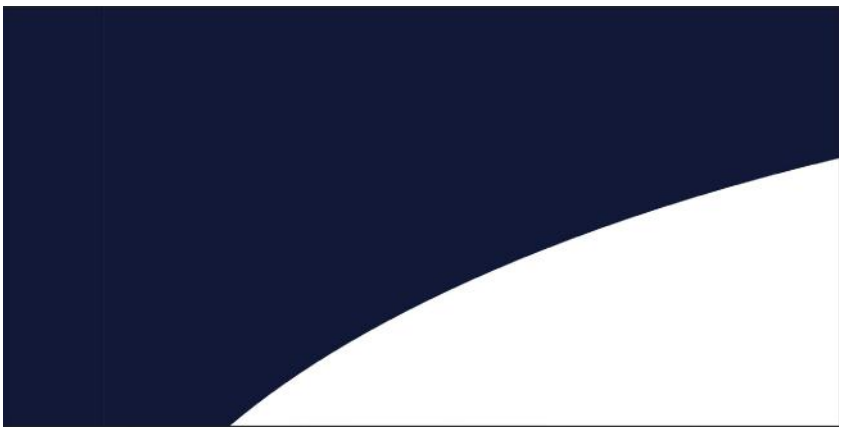


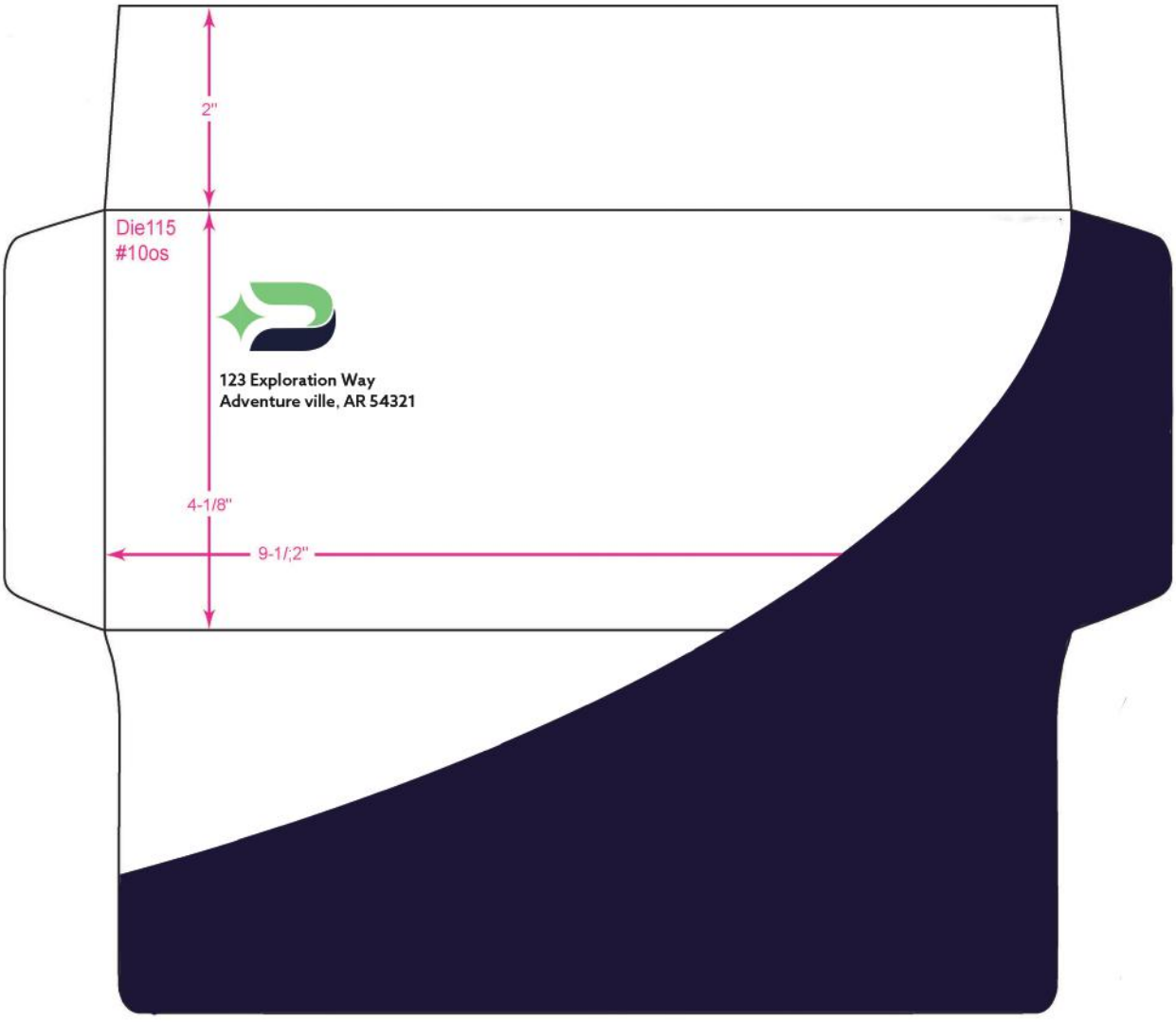


BUSINESS SYSTEM

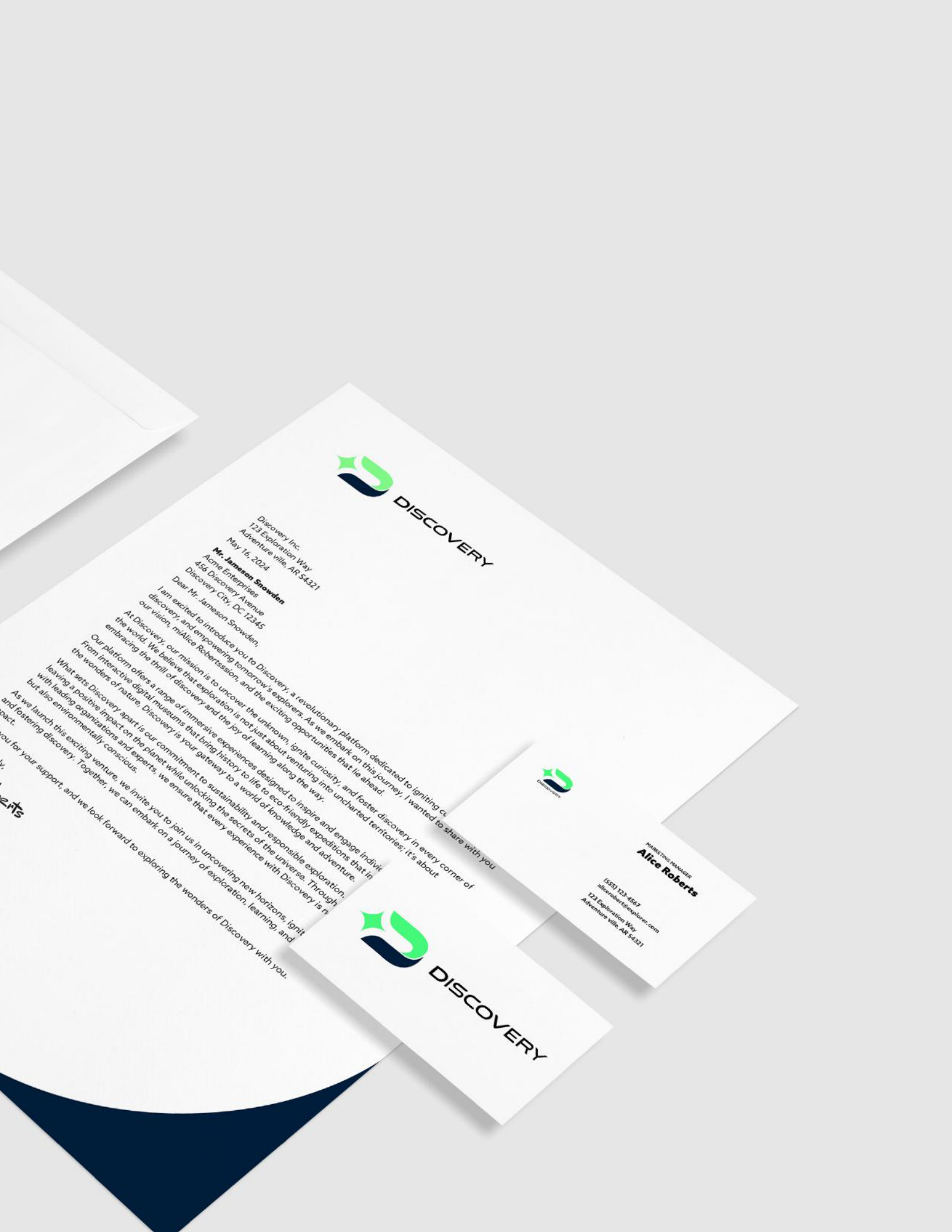
Showing details of the standardized branding for corporate materials, including business cards, letterheads, and envelopes, ensuring a professional and unified presentation in all business communications.






2"
Die115
#10os
123 Exploration Way
Adventure ville, AR 54321
4-1/8"
9-1/;2"


Most sincerely,
Alice Roberts
Alice Roberts
Discovery Marketing Manager
123 Exploration Way
Adventure ville, AR 54321


DISCOVERY
Discovery Inc.
123 Exploration Way
Adventure ville, AR 54321
May 16, 2024
Mr. Jameson Snowden
Acme Enterprises
456 Discovery Avenue
Discovery City, DC 12345
Dear Mr. Jameson Snowden,
I am excited to introduce you to Discovery, a revolutionary platform dedicated to igniting
discovery, and empowering tomorrow's explorers. As we embark on this journey, I wanted to share with you
our vision, mrAlice Robertssion, and the exciting opportunities that lie ahead.
At Discovery, our mission is to uncover the unknown, ignite curiosity, and foster discovery in every corner of
the world. We believe that exploration is not just about venturing into uncharted territories; it's about
embracing the thrill of discovery and the joy of learning along the way.
Our platform offers a range of immersive experiences designed to inspire and engage indivi
From interactive digital museums that bring history to life to eco-friendly expeditions that in
the wonders of nature, Discovery is your gateway to a world of knowledge and adventure.
What sets Discovery apart is our commitment to sustainability and responsible exploration.
leaving a positive impact on the planet while unlocking the secrets of the universe. Through
with leading organizations and experts, we ensure that every experience with Discovery is n
but also environmentally conscious.
As we launch this exciting venture, we invite you to join us in uncovering new horizons, ignit
and fostering discovery. Together, we can embark on a journey of exploration, learning, and
pact.
ou for your support, and we look forward to exploring the wonders of Discovery with you.
y,
erts
MARKETING MANAGER
Alice Roberts
(555) 123-4567
aliceroberts@explorez.com
123 Exploration Way
Adventure ville, AR 54321
DISCOVERY





03

WHAT'S MORE

FUTURE PROSPECT

In this chapter, we introduce 18 exciting future prospects that embody the spirit of the new Discovery. These initiatives span various fields, from advanced explorations to innovative educational platforms and groundbreaking scientific research. Each prospect represents our dedication to fostering curiosity, embracing cutting-edge technology, and inspiring global discovery.

INITIAL LIST | CHART



PR1 | **Product**: Discovery Educational Subscription Boxes

PR2 | **Product**: Discovery Extreme Expedition Puzzle Quest

PR3 | **Product**: Discovery Wild Duel



SE1 | **Serveices**: Discovery Mentoring Program

SE2 | **Serveices**: Discovery Conservation Initiative



EN1 | **Environment**: Discovery Hybrid Club



EX1 | **Experience**: Discovery Wilderness Survival Training

EX2 | **Experience**: Discovery Finders Camp



ED1 | **Education**: Discovery STEM Summer Camp

ED2 | **Education**: Discovery Academy



EV1 | **Events**: Discoverer Competition

EV2 | **Events**: Discovery Ultimate Challenge

EV3 | **Events**: Discovery Global Discovery Day



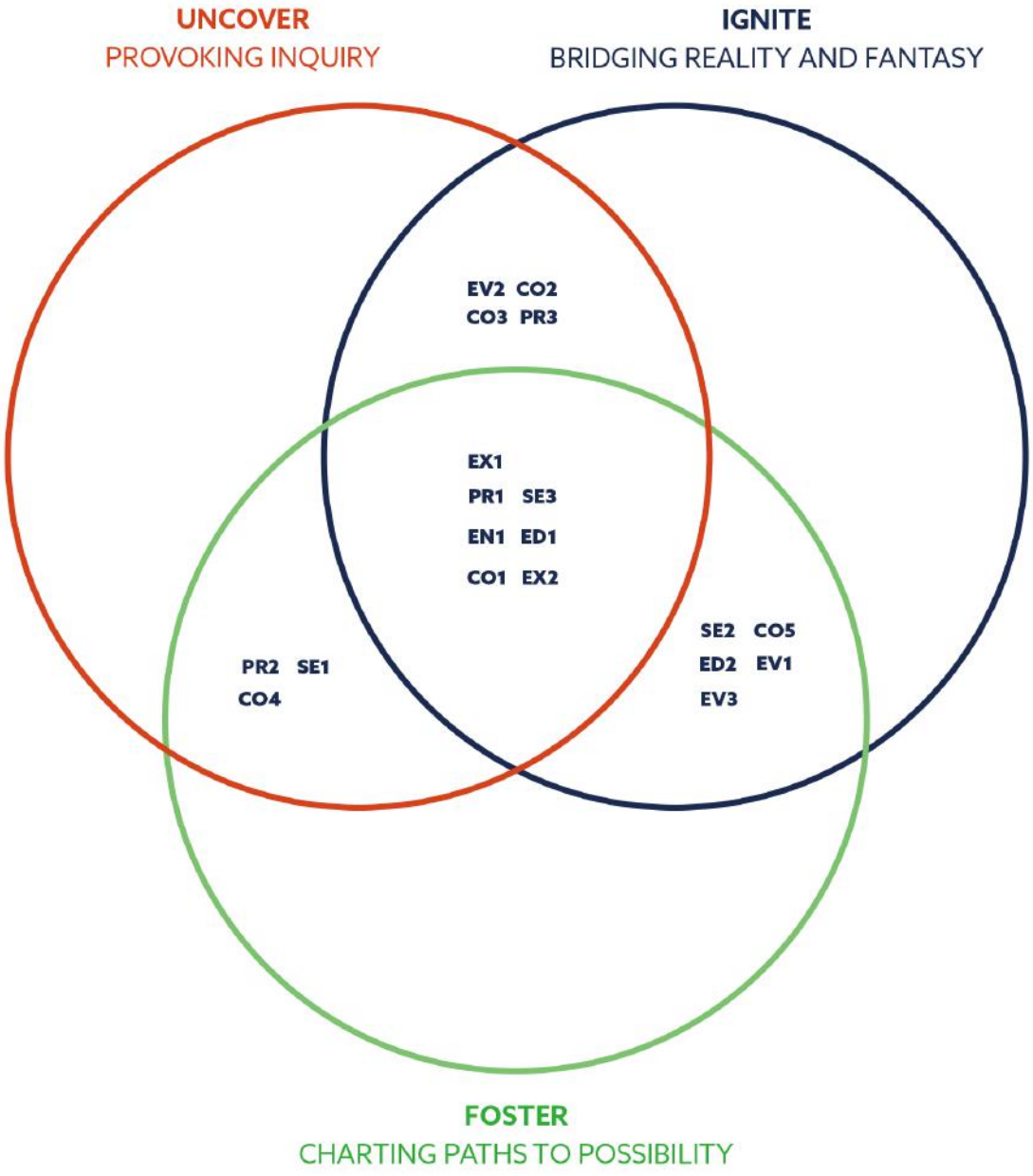
CO1 | **Co-branding**: Discovery x GoPro

CO2 | **Co-branding**: Discovery x JEEP

CO3 | **Co-branding**: Discovery x Red Bull

CO4 | **Co-branding**: Discover x Minecraft

CO5 | **Co-branding**: Discovery x NASA


UNCOVER
PROVOKING INQUIRY
IGNITE
BRIDGING REALITY AND FANTASY
EV2 CO2
CO3 PR3
EX1
PR1 SE3
EN1 ED1
CO1 EX2
PR2 SE1
CO4
SE2 CO5
ED2 EV1
EV3
FOSTER
CHARTING PATHS TO POSSIBILITY

PRODUCT

PR1

DISCOVERY
EDUCATION SUBSCRIPTION BOX

A monthly subscription box filled with interactive props, educational books and other support materials.

Description:
Our Discovery Education Subscription Box delivers a selection of hands-on experiments, learning materials, and engaging activities to your doorstep every month. Delve into topics like art, nature, and science to increase interaction and curiosity and foster a love of learning for kids and parents.

Mission Focus:
Discovery educational subscription boxes reinforce our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by providing easy-to-access, engaging educational resources, empowering people of all ages to explore, uncover and connect with the world around them.

Similar Brands:
KiwiCo, Little Passports

Differentiating Factors:
Unlike typical subscription boxes, Discovery's products blend entertainment and education to provide rich experiences encouraging exploration and discovery. Each box is carefully curated to ignite curiosity and promote hands-on learning.

Brand Connections:
Order through Discovery Academy.

PRODUCT

PR2

DISCOVERY

EXTREME EXPEDITION PUZZLE QUEST

An immersive experience that transports you to Earth's most remote and inaccessible places.

Description:
Embark on an extraordinary journey with Discovery Extreme Expedition Puzzle Quest, an immersive experience that transports you to Earth's most remote and inaccessible places. Explore ancient ruins, navigate treacherous terrains, and uncover the secrets of untamed wilderness in this groundbreaking VR/AR adventure.

Mission Focus:
Our Discovery Extreme Expedition Puzzle Quest reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery through the fusion of cutting-edge technology and daring expeditions, empowering explorers to embark on a journey that ignite courage, curiosity and discovery.

Similar Brands:
Extreme Expedition Pack

Differentiating Factors:
What sets the Discovery Extreme Expedition Puzzle Quest apart is its fusion of virtual and augmented reality with real-world expeditions to locations rarely explored by humans. Players experience the thrill of discovery in stunning detail, interacting with AR artifacts, and solving puzzles that mirror the challenges faced by natural explorers in remote and inhospitable landscapes.

PRODUCT

PR3

DISCOVERY

WILD DUEL

Humans and animals face off in epic competitions that push the boundaries of strength, agility, endurance, and intelligence.

Description:
Step into the world of Wild Duel, where humans and animals face off in epic competitions that push the boundaries of strength, agility, endurance, and intelligence. Each episode is a thrilling adventure filled with heart-pounding action, jaw-dropping moments, and surprising insights into the natural world.

Mission Focus:
Our Discovery Wild Duel reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery through friendly competitions and engaging storytelling, aiming to inspire curiosity, appreciation for nature, and a deeper understanding of the unique traits that make each species remarkable.

Similar Brands:
Popular Science

Differentiating Factors:
What distinguishes Wild Duel is its pioneering approach to showcasing the marvels of the natural world. By showcasing the strengths and skills of both humans and animals in thrilling challenges, we deliver entertainment that is both exhilarating and enlightening. Wild Quest is more than just a show—it's a voyage that beckons viewers to marvel at the richness of life on Earth and fosters a sense of wonder and reverence for the creatures we coexist with on our planet.

SERVICES

SE1

DISCOVERY MENTORING PROGRAM

Connecting aspiring explorers with seasoned adventurers for personalized guidance and hands-on learning.

Description:
Our program pairs eager learners with experienced mentors who provide valuable guidance, share insights and offer hands-on learning experiences tailored to individual interests and goals. Whether you're exploring a new field or seeking to enhance your skills, our mentors support your journey at every step.

Mission Focus:
The Discovery Mentoring Program reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by fostering meaningful mentorship relationships; we aim to discover from various perspectives, build confidence, and cultivate a community of lifelong learners and explorers.

Similar Brands:
Mentor

Differentiating Factors:
Our focus on experiential learning and personalized guidance sets the Discovery Mentoring Program apart. Our mentors offer real-world insights, practical advice, and opportunities for hands-on exploration, ensuring that each mentee receives the support they need to thrive in their chosen endeavors.

Brand Connections:
This is a branch of the Discovery Academy

SERVICES

SE1

DISCOVERY CONSERVATION INITIATIVE

Where passionate individuals join hands to explore, preserve, and unlock the secrets of Earth's ecosystems.

Description:
Join the Discovery Conservation Initiative, where passionate individuals join hands to explore, preserve, and unlock the secrets of Earth's ecosystems. Dive into groundbreaking conservation projects worldwide, from uncharted rainforests to mysterious ocean depths, working alongside experts to protect biodiversity and unravel nature's mysteries.

Mission Focus:
The Discovery Conservation Initiative reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery through collaborative research, hands-on projects, and educational outreach, striving to reveal our planet's hidden treasures and ensure a sustainable future, foster people's awareness of protecting the environment.

Similar Brands:
Bonobo Conservation Initiative

Differentiating Factors:
What sets the Discovery Conservation Initiative apart is its emphasis on cutting-edge exploration, scientific discovery, and global collaboration. As a volunteer, you become a pioneer in conservation science, discovering new species, exploring unknown habitats, and pioneering innovative solutions to environmental challenges. Join us on a journey of discovery and conservation excellence.

ENVIRONMENT

EN1

DISCOVERY HYBRID CLUB

A dynamic community that blends eco-friendly outdoor exploration with cutting-edge environmental education.

Description:
Immerse yourself in the Discovery Hybrid Club, a dynamic community that blends eco-friendly outdoor exploration with cutting-edge environmental education. Dive into outdoor excursions, indoor workshops, and sustainable living experiences that inspire a deeper connection with nature.

Mission Focus:
Discovery Hybrid Club reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by hands-on outdoor adventures, indoor learning sessions, and eco-conscious initiatives, empowering members to become ecological advocates and foster participants in conservation efforts.

Similar Brands:
Playa Viva, Keemala Eco Resort

Differentiating Factors:
From hiking and camping expeditions to green technology workshops and sustainable living demonstrations, members engage with nature while gaining valuable insights into eco-friendly practices and conservation strategies.

Brand Connections:
Accommodation for participants in the Discovery Mentoring Program.

EXPERIENCE

EX1

DISCOVERY
WILDERNESS SURVIVAL TRAINING

An intensive program that immerses participants in the challenges and skills required to survive in Earth's most extreme and remote environments.

Description:
Enroll in Discovery Wilderness Survival Training, an intensive program that immerses participants in the challenges and skills required to survive in Earth's most extreme and remote environments. In this life-changing experience, you will learn essential survival techniques, navigation strategies, and wilderness first aid.

Mission Focus:
Discovery Wilderness Survival Training reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery through hands-on training, expert guidance, and simulated survival scenarios, igniting individuals to conquer the unknown and emerge as capable explorers.

Similar Brands:
California Survival School, Tomas Coyne Survival School

Differentiating Factors:
What truly distinguishes Discovery Wilderness Survival Training is its unwavering commitment to practical, hands-on learning in natural wilderness settings. Participants are immersed in authentic challenges, from constructing shelters to sourcing food, all under the watchful eye of experienced survival experts, ensuring they are fully prepared for any adventure in the wild.

EXPERIENCE

EX1

DISCOVERY

FINDERS CAMP

Where adventure meets learning in the great outdoors for families and groups of people.

Description:
Our camps offer a blend of outdoor adventures, group challenges, and hands-on workshops led by experienced guides. From hiking and survival skills to wildlife observation and team-building activities, campers discover the wonders of the natural world while building confidence, resilience, and lifelong friendships.

Mission Focus:
Discovery Finders Camp reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by immersive outdoor experiences and engaging activities, inspiring campers to explore, learn, and appreciate the beauty and diversity of our planet.

Similar Brands:
The Wilderness Education Association, The Outdoor Adventure Club (OAC)

Differentiating Factors:
Our focus on experiential learning, hands-on exploration, and skilled guidance from experienced outdoors experts sets Discovery Finders Camp apart. We promote action and provide more communication and learning opportunities for families and groups, increasing their attention to environmental protection.

Brand Connections:
Cooperate with Discovery Nature Resorts

EDUCATIONAL OPPORTUNITIES

ED1

DISCOVERY

STEM SUMMER CAMP

STEM (science, technology, engineering and mathematics) with a hands-on curriculum for youth.

Description:
Teenagers explore the wonders of science, biology, engineering, art, and math by connecting with other students and working together with mentors. The intention is to spark curiosity, creativity, and critical thinking while providing educational resources and outlets for teens with a thirst for knowledge and learning in specialized fields.

Mission Focus:
Discovery STEM Summer Camp Reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by providing educational resources and accessing to a youth population that fosters a passion for innovation, problem-solving, and lifelong learning.

Similar Brands:
iD Tech Camp, STEM Camp

Differentiating Factors:
Unlike traditional summer camps, STEM Camp integrates knowledge and exploration into every aspect of the program, from hands-on projects to outdoor challenges. Our expert instructors and industry partners provide unique insights and practical applications, creating a dynamic learning experience that prepares students for future success.

Brand Connections:
This program is done as an extension of Discovery Academy.

EDUCATIONAL OPPORTUNITIES

ED1

DISCOVERY ACADEMY

A Gateway to Curiosity, Innovation, and Lifelong Learning.

Description:
Welcome to the Discovery Academy, where learning is not just a journey but a thrilling adventure. Our platform combines the best aspects of an interactive learning club and an academic institution, providing a dynamic space for individuals to explore, collaborate, and innovate. Through interactive workshops, gamified challenges, and virtual collaborations, members can dive deep into their interests, exchange ideas, and embark on learning quests that spark curiosity and foster lifelong learning.

Mission Focus:
Discovery Academy reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by offering a vibrant and engaging environment that promotes discovery, critical thinking, and global awareness, aiming to ignite individuals to actively participate in their learning journey, fostering diverse perspectives, and contribute meaningfully to the world around them.

Similar Brands:
Coursera, Khan Academy

Differentiating Factors:
What sets the Discovery Academy apart is its blend of interactive learning experiences and academic rigor. We combine hands-on workshops, interactive discussions, and immersive simulations to create a dynamic learning environment where curiosity is celebrated, ideas are cultivated, and knowledge is transformed into action.

EVENTS

EV1

DISCOVERER COMPETITION

A competition celebrating exploration, adventure, and discovery through documentaries and multimedia projects.

Description:
The Discoverer Competition invites filmmakers, storytellers, and adventurers to submit their most compelling documentaries and multimedia projects. From thrilling expeditions to groundbreaking discoveries, participants showcase their journeys of exploration and discovery, inspiring audiences with their stories of curiosity and innovation.

Mission Focus:
The Discoverer Competition reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by providing a platform for talented individuals to share their experiences and discoveries, aiming to celebrate the human spirit of exploration and inspire others to embark on their quests for knowledge and adventure.

Similar Brands:
Film festivals, adventure competitions, storytelling contests

Differentiating Factors:
The Discoverer Competition focuses exclusively on exploration-themed content and emphasizes real-world experiences. Participants are encouraged to showcase their unique perspectives and discoveries.

EVENTS

EV2

DISCOVERY ULTIMATE CHALLENGE

A daring expedition that pushes the limits of human endurance in the world's most extreme environments.

Description:
Embark on the Discovery Ultimate Challenge, a daring expedition that pushes the limits of human endurance in the world's most extreme environments. Conquer the highest peaks, explore the deepest seas, and tackle monumental challenges that test the boundaries of human potential.

Mission Focus:
the Discovery Ultimate Challenge reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by venturing into the most challenging landscapes on Earth, igniting individuals to embrace fearlessness, pushing beyond perceived limits, and fostering the extraordinary capabilities.

Similar Brands:
The Ultimate Challenge

Differentiating Factors:
What sets the Ultimate Challenge apart is its unparalleled scale and ambition. From summiting Everest to diving into the Mariana Trench, participants engage in unparalleled experiences that redefine what is possible. The Ultimate Challenge is not just a physical test but a journey of self-discovery, camaraderie, and the relentless pursuit of greatness.

EVENTS

EV3

GLOBAL DISCOVERY DAY

A day that encourages people to go out and discover.

Description:
Today is Global Discovery Day! This is a dynamic and appealing journey of discovery. Regardless of region or age, you must leave your house and explore to your heart's content. Whether attending a hands-on workshop or going for a walk, you're helping deepen your understanding of the world around us. Global Discovery Day is a celebration of exploration and discovery around the world.

Mission Focus:
Global Discovery Day reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by creating a dynamic environment where curiosity flourishes, connections are made, and participants leave with a new sense of global awareness and appreciation.

Similar Brands:
International Day of Education

Differentiating Factors:
Global Discovery Day sets itself apart from the Discovery Global Citizen program by fostering a sense of universal participation and interactive discovery. This event transcends traditional lectures or demonstrations, instead empowering individuals to follow their own path. It's a chance to explore new ideas, connect with people from diverse backgrounds, and embark on a global journey of discovery and understanding. Join us for a day brimming with excitement, exploration, and endless possibilities, where you become a part of a global community united by curiosity and discovery!

CO-BRANDING OPPORTUNITIES

CO1

DISCOVERY X GOPRO

An exhilarating Adventure Series that captures the essence of exploration and adventure like never before.

Description:
Join forces with Discovery and GoPro for an exhilarating Adventure Series that captures the essence of exploration and adventure like never before. This collaborative initiative combines Discovery's storytelling prowess with GoPro's cutting-edge technology, creating immersive experiences that transport audiences into the heart of epic adventures.

Mission Focus:
The Discovery x GoPro Adventure Series reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by capturing awe-inspiring moments from across the globe with the lens of GoPro cameras, we aim to ignite a deep-seated passion for exploration, outdoor activities, and the natural world.

Similar Brands:
Red Bull x GoPro

Differentiating Factors:
The Discovery x GoPro Adventure Series stands apart because of its unparalleled access to breathtaking moments and incredible landscapes. By seamlessly integrating GoPro's immersive footage with Discovery's storytelling expertise, we create compelling narratives that resonate with audiences of all ages. Whether scaling mountain peaks, diving into ocean depths, or experiencing cultural wonders, this collaboration brings the spirit of adventure to life like never before.

Brand Connections:
Equipments support for other Discovery activities.

CO-BRANDING OPPORTUNITIES

CO2

DISCOVERY X JEEP

Experience the awe-inspiring beauty of nature like never before.

Description:
Experience the awe-inspiring beauty of nature like never before with Discovery x Jeep. Traverse rugged terrains, witness breathtaking landscapes, and encounter wildlife in their natural habitats during these immersive safari adventures. Led by seasoned guides and equipped with Jeep's legendary off-road vehicles, these expeditions offer a perfect blend of exploration, excitement, and conservation.

Mission Focus:
The Discovery x Jeep reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by offering educational opportunities to learn about ecosystems, wildlife habitats, and conservation efforts, inspiring a deeper understanding of nature's importance.

Similar Brands:
Red Bull x GoPro

Differentiating Factors:
The seamless integration of Discovery's expertise in exploration and storytelling with Jeep's unparalleled off-road capabilities makes Discovery x Jeep genuinely exceptional. Participants get to explore remote wilderness areas and observe wildlife up close, engage in hands-on conservation activities, and learn from expert naturalists and conservationists. This partnership emphasizes eco-friendly practices, environmental education, and immersive adventures that leave a lasting impact on both participants and the environment they explore.

CO-BRANDING OPPORTUNITIES

CO3

DISCOVERY X RED BULL

A thrilling collaboration that ventures into uncharted territories and tests the limits of human courage and ingenuity.

Description:
Embark on the ultimate Extreme Expedition with Discovery x Red Bull, a thrilling collaboration that ventures into uncharted territories and tests the limits of human courage and ingenuity. Experience heart-stopping moments, daring escapades, and awe-inspiring adventures that redefine the notion of exploration.

Mission Focus:
Our collaboration with LEGO reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by daring challenges, jaw-dropping stunts, and captivating narratives, aiming to ignite a sense of fearless exploration and uncover the boundaries of what's possible.

Similar Brands:
Redbull x GoPro

Differentiating Factors:
What sets the Discovery x Red Bull Extreme Expedition apart is its focus on pushing human limits, exploring extreme environments, and showcasing the indomitable spirit of adventure. From towering cliffs to deep wilderness, participants engage in exhilarating experiences that fuel their passion for the unknown. Join us for an adrenaline-fueled odyssey that celebrates the daring spirit of exploration and the thrill of conquering the impossible.

Brand Connections:
Drinks support for other Discovery activities especially Discovery Ultimate Challenge.

CO-BRANDING OPPORTUNITIES

CO4

DISCOVER X MINECRAFT

A Virtual Tour of Creativity and Education

Description:
Explore the groundbreaking collaboration between Discovery and Minecraft to deliver a VR gaming experience that blends creativity with education. In this virtual world, users can design their own dream spaces, explore fascinating environments, and learn scientific concepts in a fun and interactive way.

Mission Focus:
Our partnership with Minecraft reinforces our mission empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by utilizing the immersive power of VR technology, creating an engaging platform for users to explore, experiment, and discover the wonders of science and creativity.

Similar Brands:
Roblox Education Center, PBS Kids Games

Differentiating Factors:
Unlike traditional gaming experiences, Discovery x Minecraft offers a unique blend of open-world creativity and educational content. Users can build, explore, and learn in a virtual environment that encourages experimentation and discovery.

CO-BRANDING OPPORTUNITIES

CO5

DISCOVERY X NASA

Inspiring the next generation of space enthusiasts by documenting and producing documentaries.

Description:
Discoveries partners with NASA to explore space technology, missions, and astronaut training programs comprehensively. Dive into the fascinating world of space exploration through exclusive access to NASA programs, behind-the-scenes insights, and compelling stories that ignite curiosity and passion for space science

Mission Focus:
Our partnership with NASA reinforces our mission empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by sharing NASA's incredible accomplishments and ongoing missions, with the aim to not just inspire curiosity, but also to instill a sense of awe and wonder at the vastness of the universe.

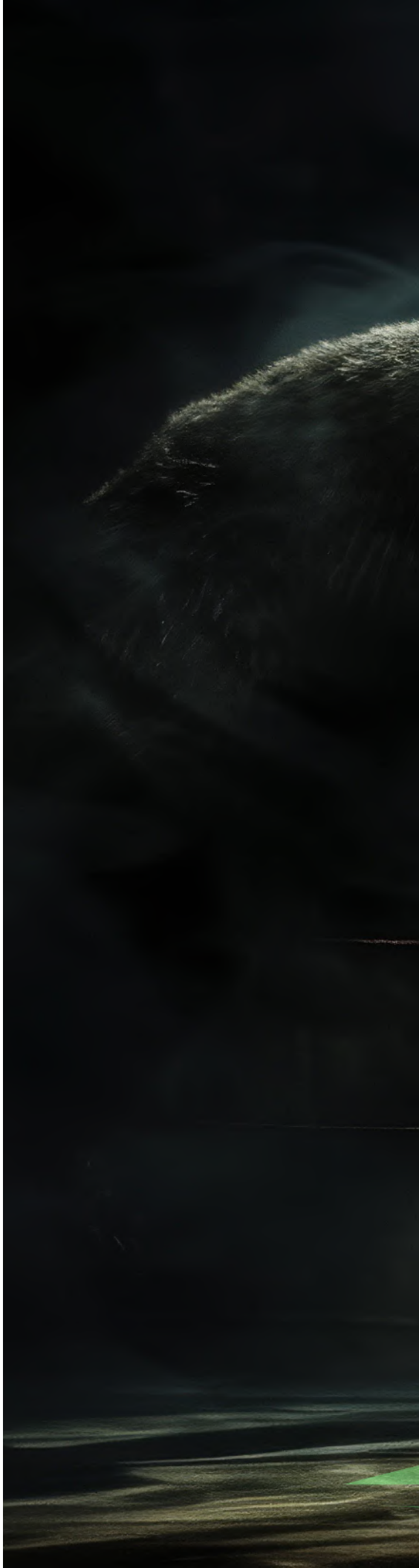
Similar Brands:
SpaceX Collaboration, European Space Agency (ESA)

Differentiating Factors:
Unlike typical space documentaries, we will start with NASA and explore and report in-depth through stories from various perspectives, getting up close and personal with space technology, astronaut training, and space missions. Through compelling storytelling and immersive experiences, we will bring the global audience closer to the wonders of space.

DISCOVERY WILD DUEL

Humans and animals face off in epic competitions that push the boundaries of strength, agility, endurance, and intelligence.

Description:
Step into the world of Wild Duel, where humans and animals face off in epic competitions that push the boundaries of strength, agility, endurance, and intelligence. Each episode is a thrilling adventure filled with heart-pounding action, jaw-dropping moments, and surprising insights into the natural world. Wild Quest is a rollercoaster of excitement and discovery, from sprint races to obstacle courses, breath-holding contests, and memory challenges.






4





Mission Focus:
Our Discovery Wild Duel reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery through friendly competitions and engaging storytelling, aiming to inspire curiosity, appreciation for nature, and a deeper understanding of the unique traits that make each species remarkable.

Similar Brands:
Popular Science

Differentiating Factors:
What distinguishes Wild Duel is its pioneering approach to showcasing the marvels of the natural world. By showcasing the strengths and skills of both humans and animals in thrilling challenges, we deliver entertainment that is both exhilarating and enlightening. Wild Quest is more than just a show—it's a voyage that beckons viewers to marvel at the richness of life on Earth and fosters a sense of wonder and reverence for the creatures we coexist with on our planet.

DISCOVERY WILDERNESS SURVIVAL TRAINING

An intensive program that immerses participants in the challenges and skills required to survive in Earth's most extreme and remote environments.

Description:
Enroll in Discovery Wilderness Survival Training, an intensive program that immerses participants in the challenges and skills required to survive in Earth's most extreme and remote environments. In this life-changing experience, you will learn essential survival techniques, navigation strategies, and wilderness first aid.











Mission Focus:
Discovery Wilderness Survival Training reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery through hands-on training, expert guidance, and simulated survival scenarios, igniting individuals to conquer the unknown and emerge as capable explorers.

Similar Brands:
California Survival School, Tomas Coyne Survival School

Differentiating Factors:
What truly distinguishes Discovery Wilderness Survival Training is its unwavering commitment to practical, hands-on learning in natural wilderness settings. Participants are immersed in authentic challenges, from constructing shelters to sourcing food, all under the watchful eye of experienced survival experts, ensuring they are fully prepared for any adventure in the wild.

DISCOVERY FINDERS CAMP

Where adventure meets learning in the great outdoors for families and groups of people.

Description:
Our camps offer a blend of outdoor adventures, group challenges, and hands-on workshops led by experienced guides. From hiking and survival skills to wildlife observation and team-building activities, campers discover the wonders of the natural world while building confidence, resilience, and lifelong friendships.











Mission Focus:
Discovery Finders Camp reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by immersive outdoor experiences and engaging activities, inspiring campers to explore, learn, and appreciate the beauty and diversity of our planet.

Similar Brands:
The Wilderness Education Association, The Outdoor Adventure Club (OAC)

Differentiating Factors:
Our focus on experiential learning, hands-on exploration, and skilled guidance from experienced outdoors experts sets Discovery Finders Camp apart. We promote action and provide more communication and learning opportunities for families and groups, increasing their attention to environmental protection.

Brand Connections:
Cooperate with Discovery Nature Resorts

DISCOVERY STEM SUMMER CAMP

STEM (science, technology, engineering and mathematics) with a hands-on curriculum for youth.

Description:
Teenagers explore the wonders of science, biology, engineering, art, and math by connecting with other students and working together with mentors. The intention is to spark curiosity, creativity, and critical thinking while providing educational resources and outlets for teens with a thirst for knowledge and learning in specialized fields.













Mission Focus:
Discovery STEM Summer Camp Reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by providing educational resources and accessing to a youth population that fosters a passion for innovation, problem-solving, and lifelong learning.

Similar Brands:
iD Tech Camp, STEM Camp

Differentiating Factors:
Unlike traditional summer camps, STEM Camp integrates knowledge and exploration into every aspect of the program, from hands-on projects to outdoor challenges. Our expert instructors and industry partners provide unique insights and practical applications, creating a dynamic learning experience that prepares students for future success.

Brand Connections:
This program is done as an extension of Discovery Academy.

DISCOVERY ULTIMATE CHALLENGE

A daring expedition that pushes the limits of human endurance in the world's most extreme environments.

Description:
Embark on the Discovery Ultimate Challenge, a daring expedition that pushes the limits of human endurance in the world's most extreme environments. Conquer the highest peaks, explore the deepest seas, and tackle monumental challenges that test the boundaries of human potential.







Mission Focus:
the Discovery Ultimate Challenge reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by venturing into the most challenging landscapes on Earth, igniting individuals to embrace fearlessness, pushing beyond perceived limits, and fostering the extraordinary capabilities.

Similar Brands:
The Ultimate Challenge

Differentiating Factors:
What sets the Ultimate Challenge apart is its unparalleled scale and ambition. From summiting Everest to diving into the Mariana Trench, participants engage in unparalleled experiences that redefine what is possible. The Ultimate Challenge is not just a physical test but a journey of self-discovery, camaraderie, and the relentless pursuit of greatness.

DISCOVERY MENTORING PROGRAM

Connecting aspiring explorers with seasoned adventurers for personalized guidance and hands-on learning.

Description:
Our program pairs eager learners with experienced mentors who provide valuable guidance, share insights and offer hands-on learning experiences tailored to individual interests and goals. Whether you're exploring a new field or seeking to enhance your skills, our mentors support your journey at every step.













Mission Focus:
The Discovery Mentoring Program reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by fostering meaningful mentorship relationships; we aim to discover from various perspectives, build confidence, and cultivate a community of lifelong learners and explorers.

Similar Brands:
Mentor

Differentiating Factors:
Our focus on experiential learning and personalized guidance sets the Discovery Mentoring Program apart. Our mentors offer real-world insights, practical advice, and opportunities for hands-on exploration, ensuring that each mentee receives the support they need to thrive in their chosen endeavors.

Brand Connections:
This is a branch of the Discovery Academy

DISCOVERY HYBRID CLUB

A dynamic community that blends eco-friendly outdoor exploration with cutting-edge environmental education.

Description:
Immerse yourself in the Discovery Hybrid Club, a dynamic community that blends eco-friendly outdoor exploration with cutting-edge environmental education. Dive into outdoor excursions, indoor workshops, and sustainable living experiences that inspire a deeper connection with nature.











Mission Focus:
Discovery Hybrid Club reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by hands-on outdoor adventures, indoor learning sessions, and eco-conscious initiatives, empowering members to become ecological advocates and foster participants in conservation efforts.

Similar Brands:
Playa Viva, Keemala Eco Resort

Differentiating Factors:
From hiking and camping expeditions to green technology workshops and sustainable living demonstrations, members engage with nature while gaining valuable insights into eco-friendly practices and conservation strategies.

Brand Connections:
Accommodation for participants in the Discovery Mentoring Program.

DISCOVERY X GOPRO

An exhilarating Adventure Series that captures the essence of exploration and adventure like never before.

Description:
Join forces with Discovery and GoPro for an exhilarating Adventure Series that captures the essence of exploration and adventure like never before. This collaborative initiative combines Discovery's storytelling prowess with GoPro's cutting-edge technology, creating immersive experiences that transport audiences into the heart of epic adventures.

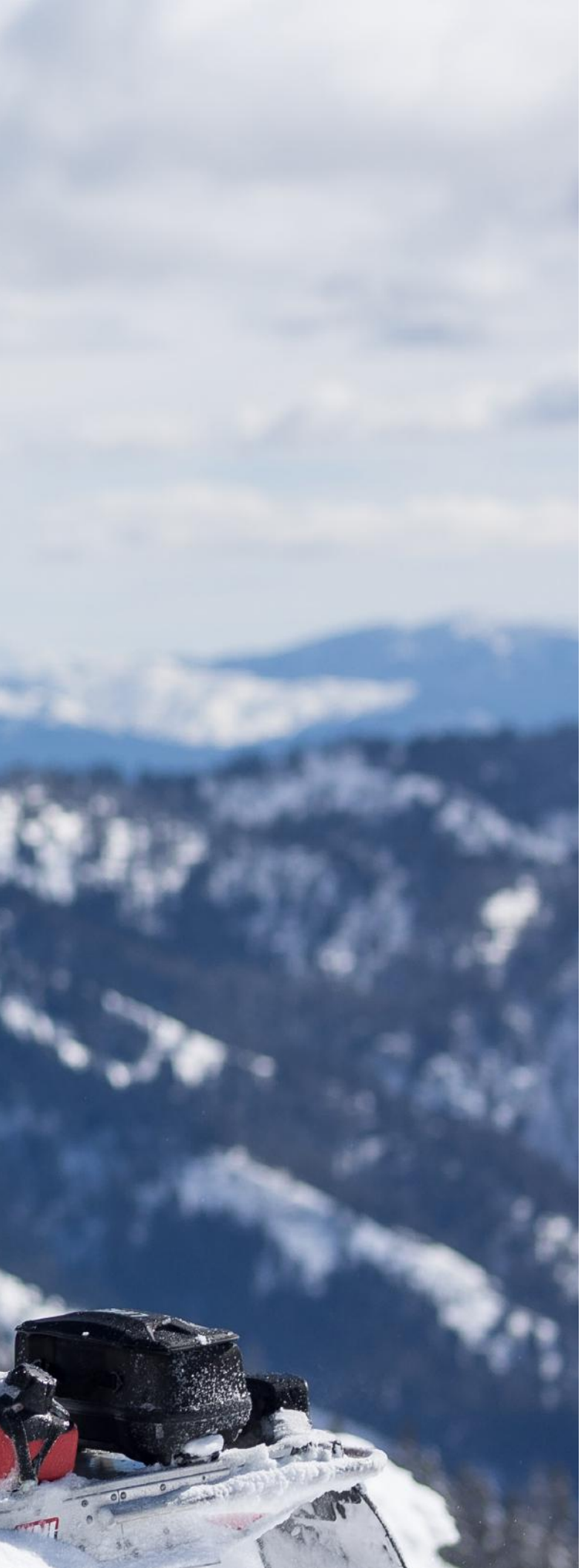







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Mission Focus:
The Discovery x GoPro Adventure Series reinforces our mission of empowering tomorrow's explorers by providing tools, resources, and experiences to uncover the unknown, ignite their curiosity, and foster a spirit of adventure that inspires global discovery by capturing awe-inspiring moments from across the globe with the lens of GoPro cameras, we aim to ignite a deep-seated passion for exploration, outdoor activities, and the natural world.

Similar Brands:
Red Bull x GoPro

Differentiating Factors:
The Discovery x GoPro Adventure Series stands apart because of its unparalleled access to breathtaking moments and incredible landscapes. By seamlessly integrating GoPro's immersive footage with Discovery's storytelling expertise, we create compelling narratives that resonate with audiences of all ages. Whether scaling mountain peaks, diving into ocean depths, or experiencing cultural wonders, this collaboration brings the spirit of adventure to life like never before.

Brand Connections:
Equipments support for other Discovery activities.

DISCOVERY X JEEP



Experience the awe-inspiring beauty of nature.

Description:
Experience the awe-inspiring beauty of nature like never before with Discovery x Jeep. Traverse rugged terrains, witness breathtaking landscapes, and encounter wildlife in their natural habitats during these immersive safari adventures. Led by seasoned guides and equipped with Jeep's legendary off-road vehicles, these expeditions offer a perfect blend of exploration, excitement, and conservation.









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COLOPHONE

TYPEFACE

Azo Sans

DESIGNER

Xiaoyun Yang

CLASS

GR604_Nature of Identity (Spring 2024)
Academy of Art Universty