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**CLIENT NAME**  
DraftKings Network

**CATEGORY ENTERED**  
Best Development of a New Brand  
within an Existing Brand Portfolio



## **SUMMARY**

DraftKings came to us for an audio and visual brand identity system for their new media company, DraftKings Network, a culture brand that will become the top-of-mind place to consume information for the “skin-in-the-game” audience and the interests they represent — sports, betting, gaming, collecting, investing, and more.

The identity system needed to have a connection to the DraftKings parent brand to build on their brand recognition and reputation while elevating brand perception. Simultaneously, it needed to be distinct within the DraftKings brand portfolio to create a differentiated offering for their current audience and forge a relationship with an evolving one.

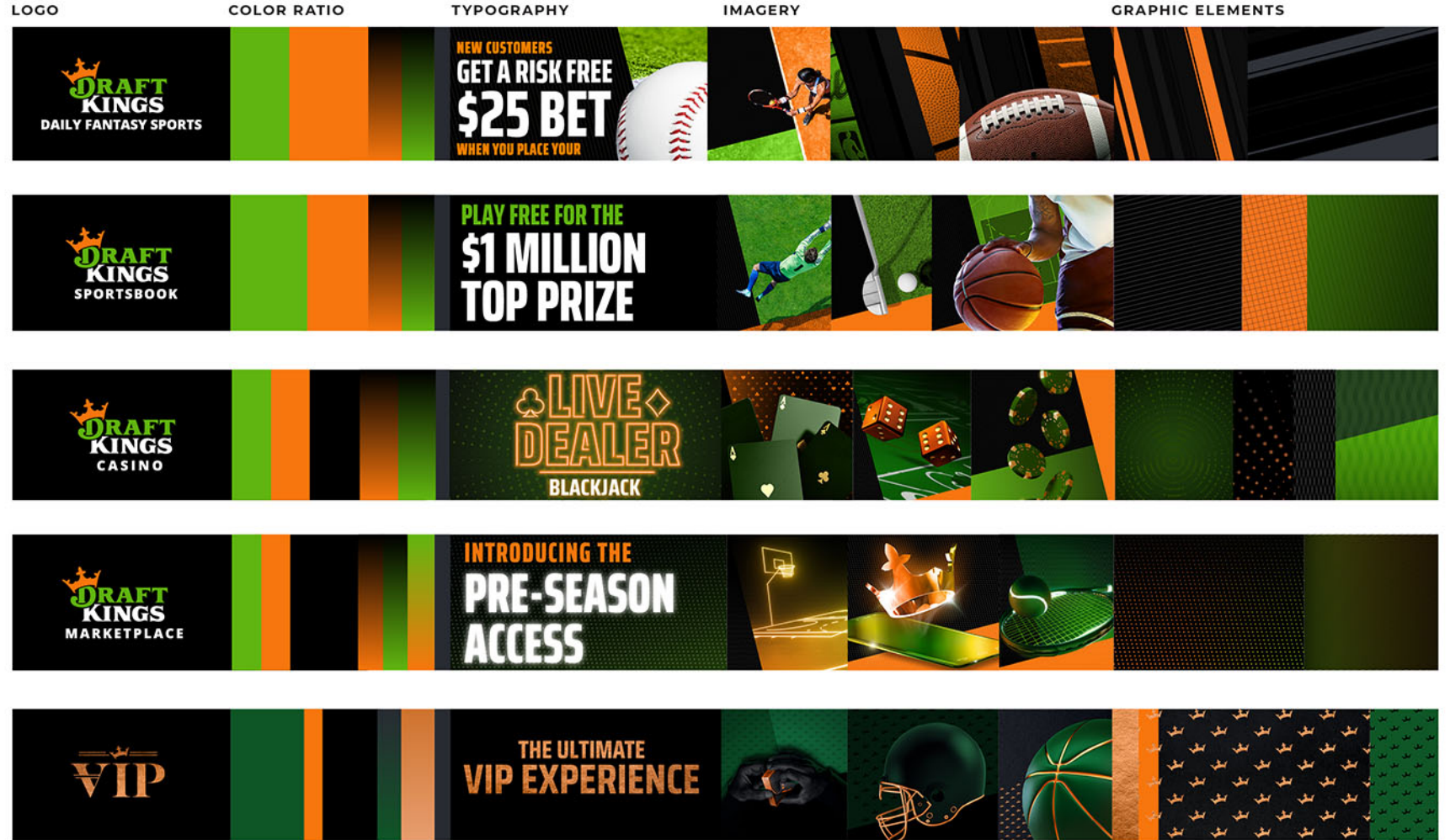
We developed a polymorphic brand identity system that is heavily rooted in the DraftKings brand, but tailored for this modern media landscape. And delivered a fluid and modular toolkit that meets limitless content demands.



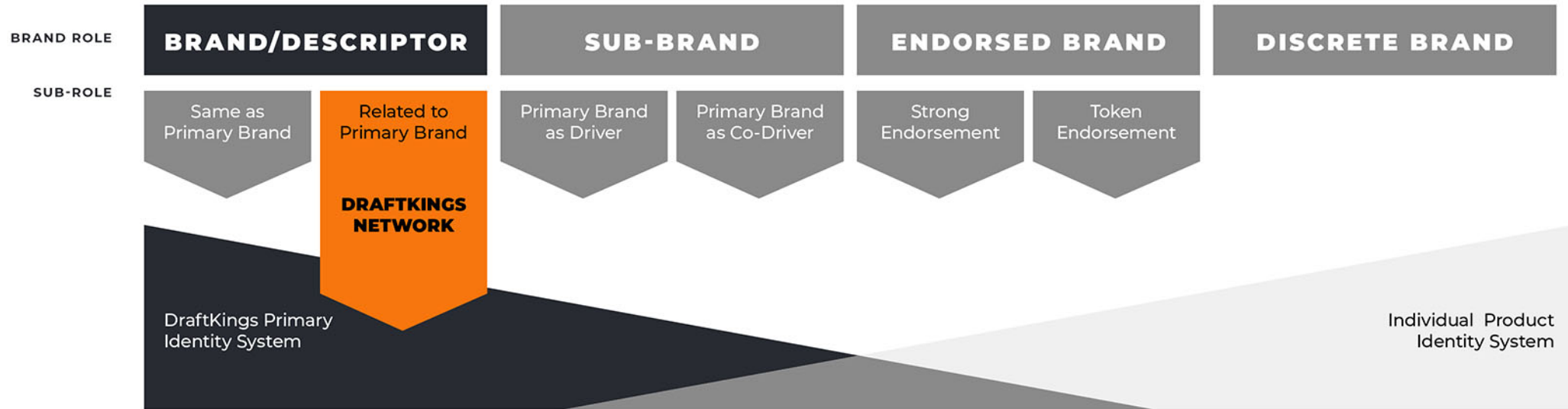
## BRAND SQUINTS

The DraftKings parent brand consists of several distinct, but related verticals already — Daily Fantasy Sports, Sportsbook, Casino, Marketplace, and VIP. The entire brand family remains cohesive because every expression is supported by their distinctive brand assets, while every vertical is distinguished with custom design elements.

If you were to squint at each of the verticals of the DraftKings brand, your perception of the key branding components would be something like the “squints” at the right.



Identifying where on the brand portfolio spectrum DraftKings Network falls, determined the influence of the primary brand identity system on the brand.



**OBJECTIVE**

**01**

Maintain a connection with the DraftKings brand.



To build upon brand recognition and reputation and further elevate brand perception.

**OBJECTIVE**

**02**

Be differentiated within the DraftKings brand portfolio.



To create a differentiated offering for our current audience and forge a relationship with a new one.

**OBJECTIVE**

**01**

Maintain a connection with the DraftKings brand.



**FIXED**

By utilizing the distinctive brand assets that have established brand equity — the DraftKings name, the high-octane colors, and the crown.



**OBJECTIVE**

**02**

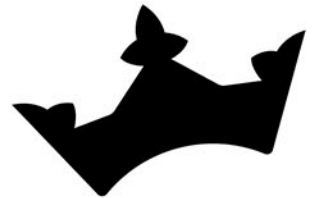
Be differentiated within the DraftKings brand portfolio.



**FLEXED**

By catering the treatment of those distinctive assets to the characteristics of this channel — the treatment of the name, the hue and balance of the colors, and the shape of the crown.

**DRAFTKINGS**

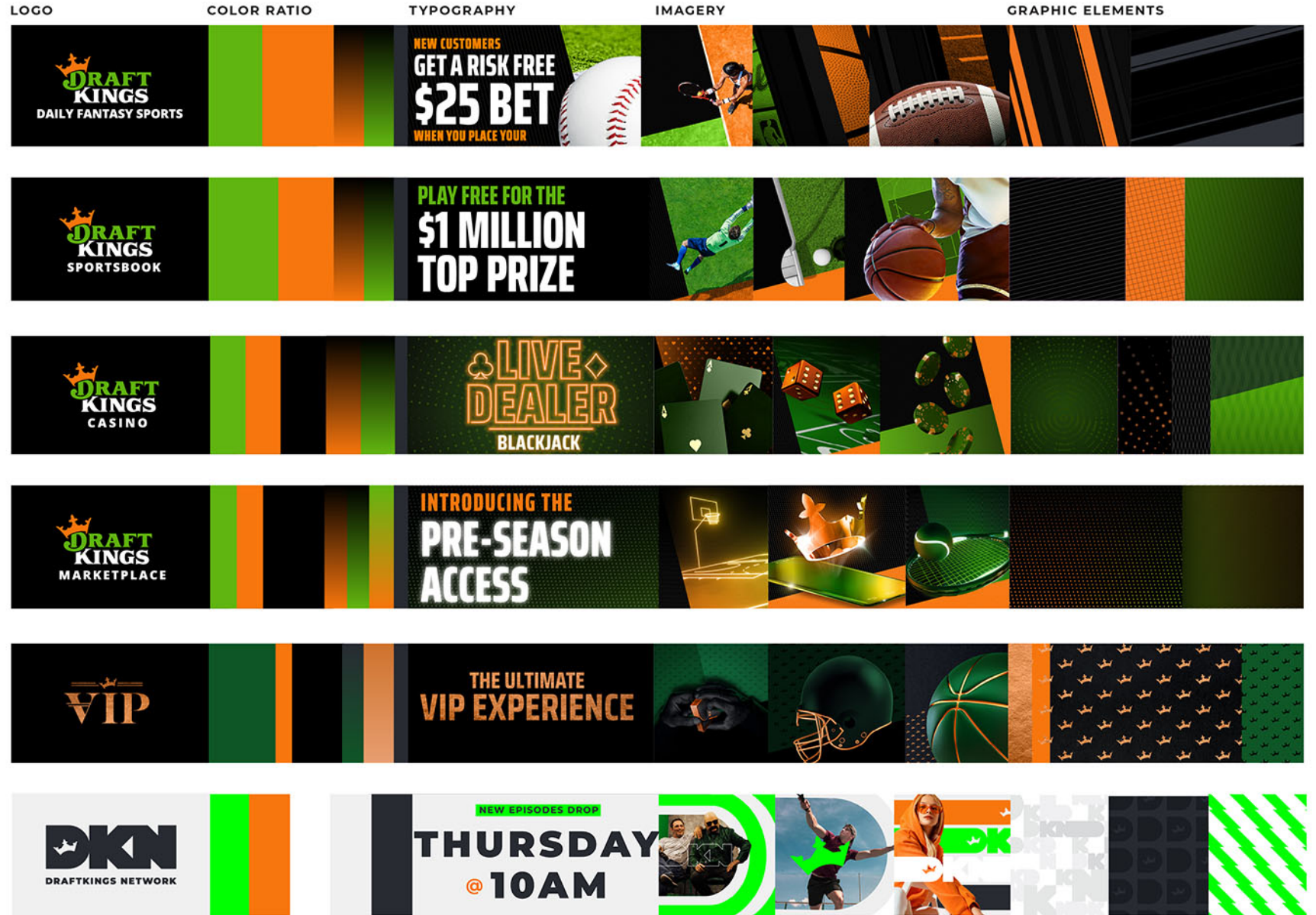




## BRAND SQUINTS

By fixing and flexing those brand components, DraftKings Network is a marked shift from the parent brand, while it remains clearly related.

The shifts in identity not only meet the needs of the modern media landscape but they were made to communicate the key characteristics and feelings that were defined in the discovery phase.





**Fresh.**

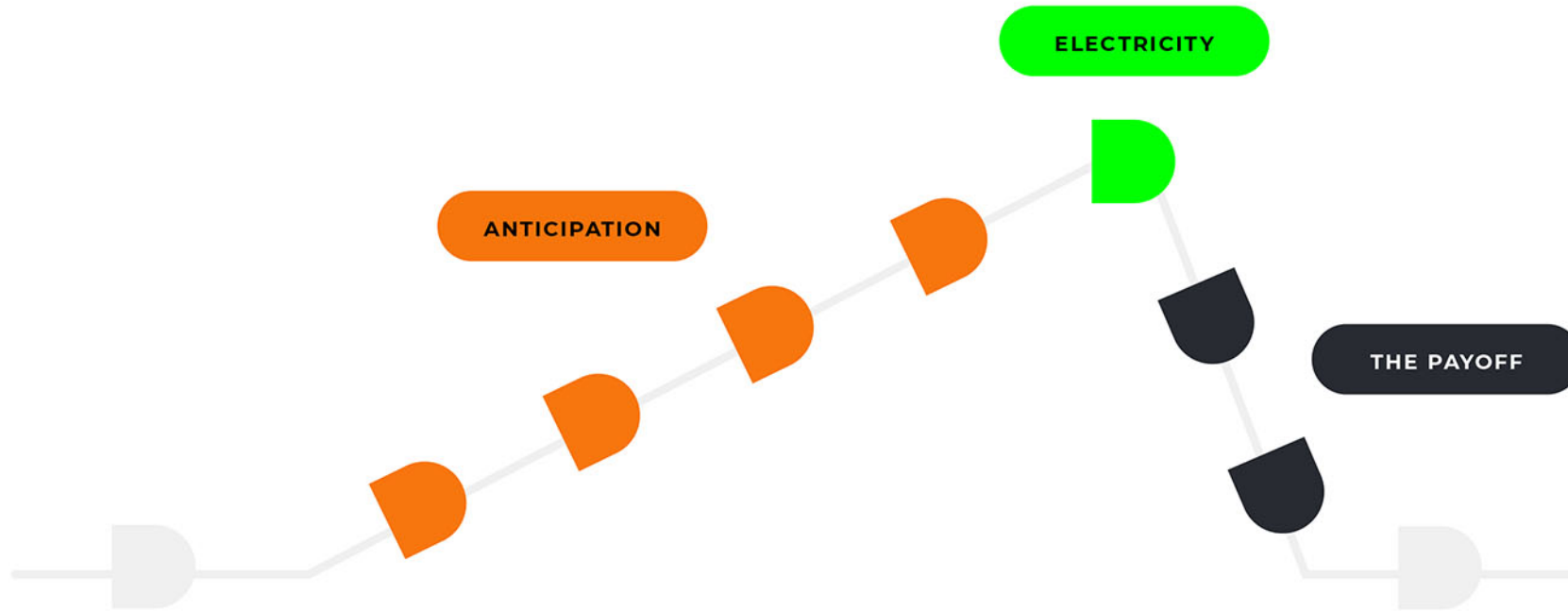
**Curious.**

**Electric.**

**Knowing.**

**& Inviting.**

Through our strategic development process, inclusive of hybrid physical and virtual co-creation sessions with our clients, we collectively determined five key characteristics of the new brand — fresh, curious, electric, knowing and inviting.



Our strategic foundation led to a construct that would inspire sound, design, and motion. We uncovered that a good story — or a good EDM track — have something in common with the skin-in-the-game lifestyle. They all follow the same arc — a rise in anticipation, then a moment of electricity at the climax, followed by the satisfying drop or payoff.

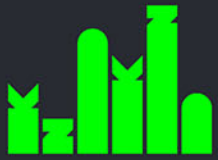
This structure and these three key feelings laid the foundation for the visual, sonic, and motion identity for DraftKings Network.



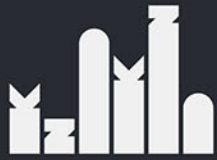
**CLICK HERE**



Resulting in a modular sonic and design brand toolkit ...



SPORTS



COLLECTING



GAMING



NEWS

:01

:02

:03

:05

:07

:10

:15

:30

:45

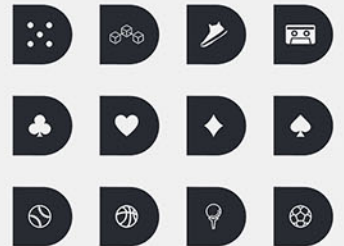
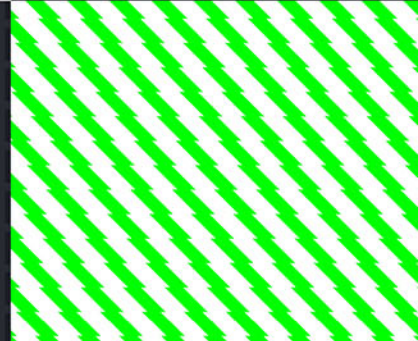
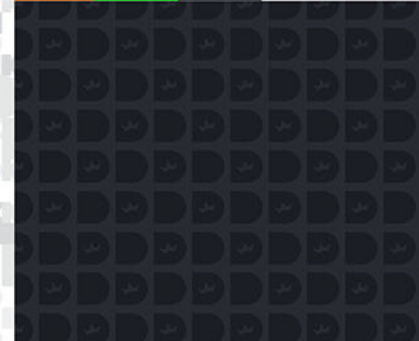
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1:30

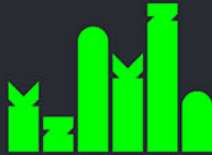
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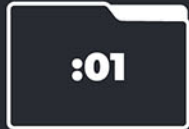
Montserrat  
Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz



... with unparalleled depth and breadth to meet limitless content demands.



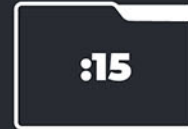
SPORTS



COLLECTING



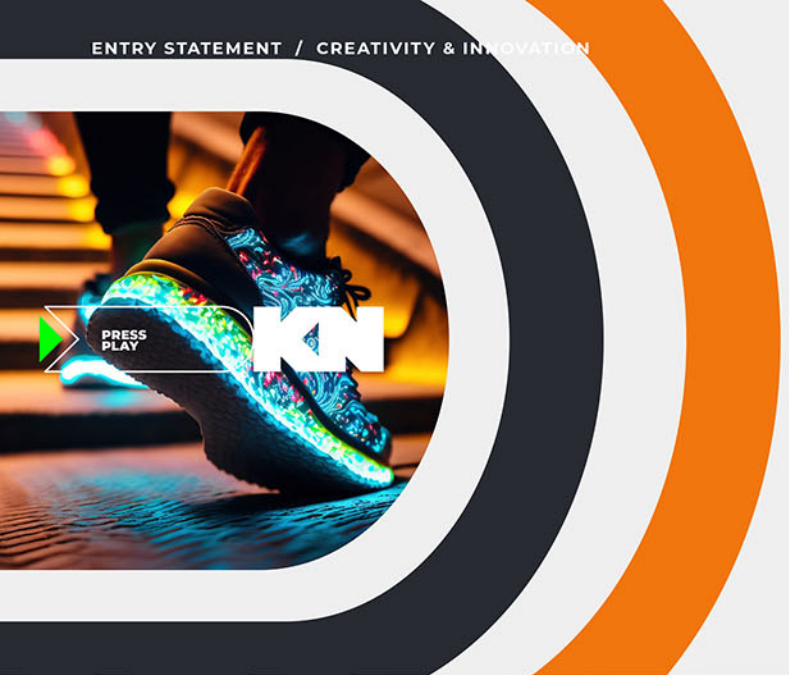
GAMING



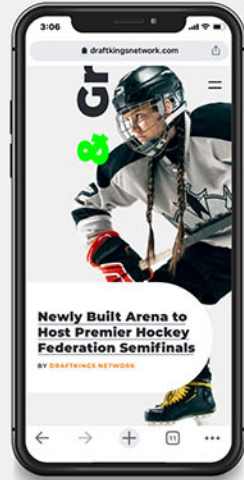
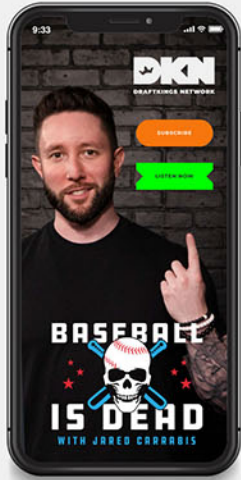
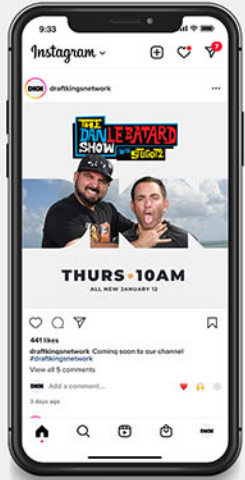
NEWS





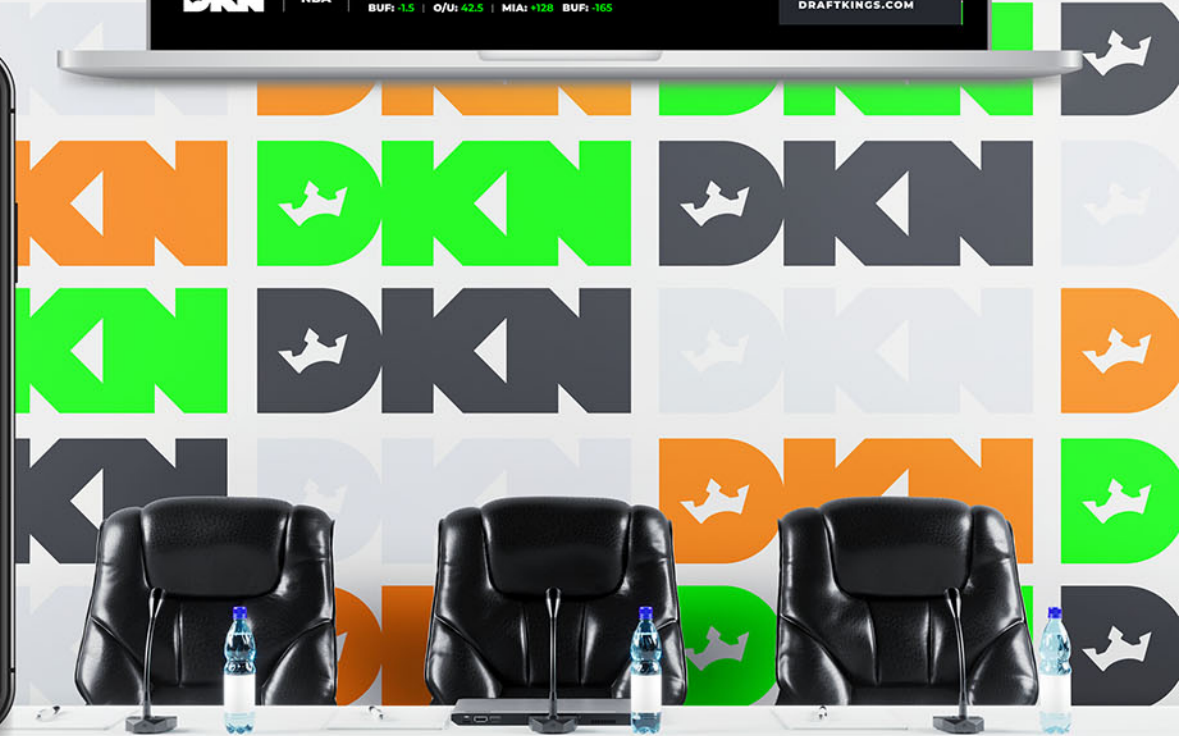
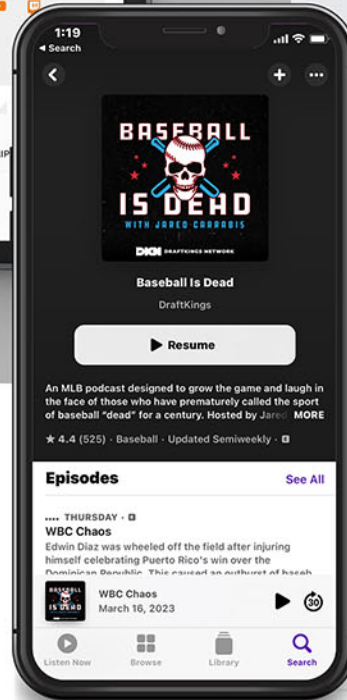
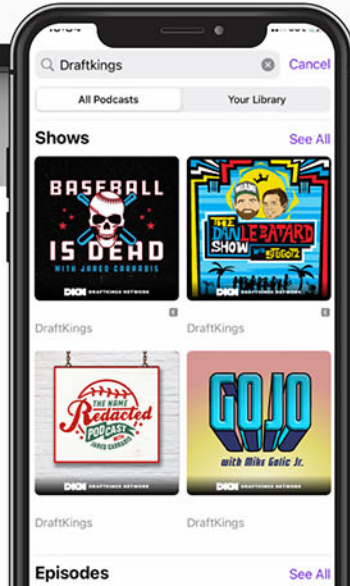
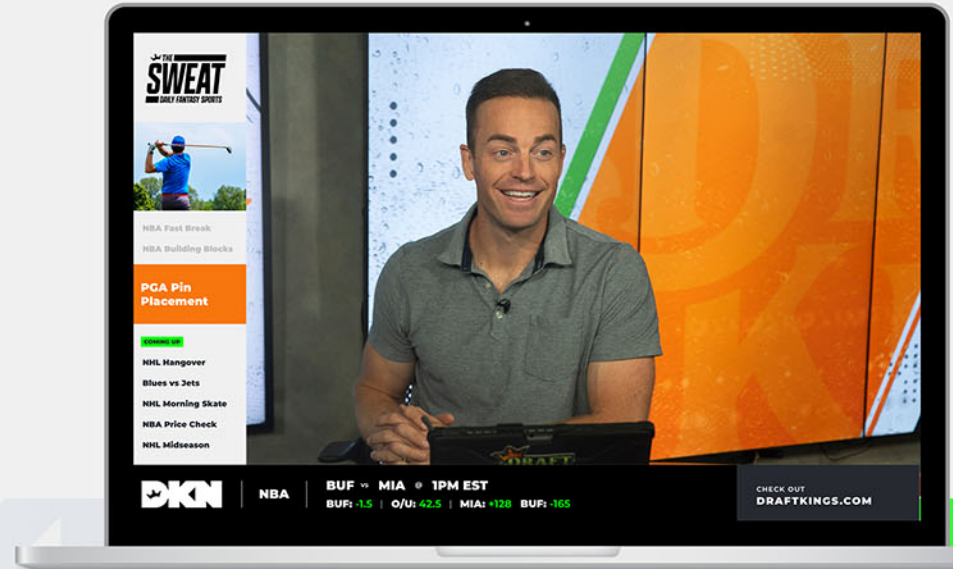
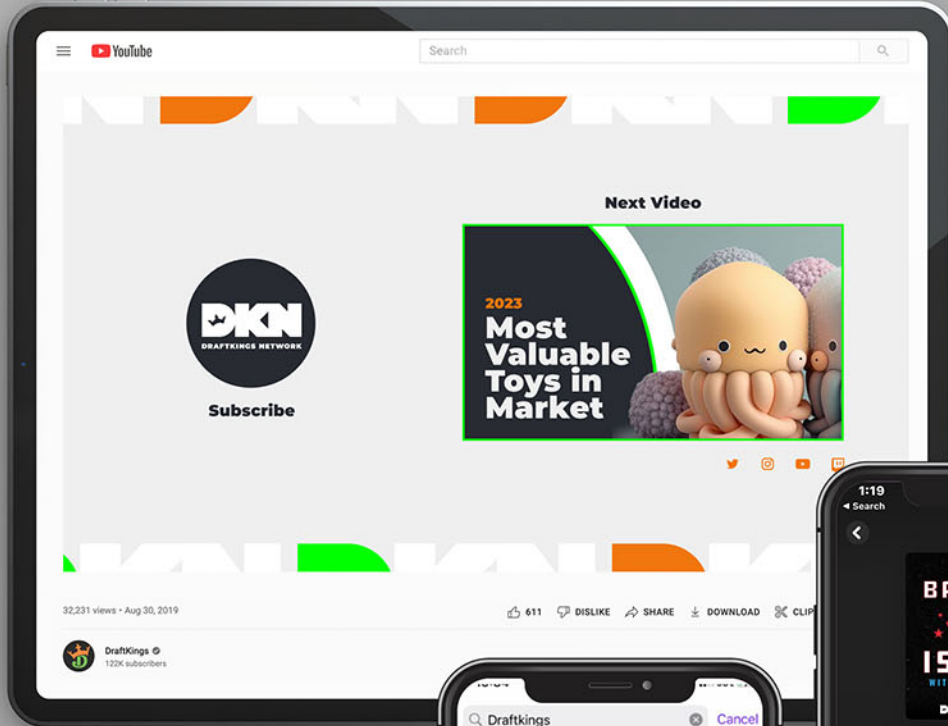




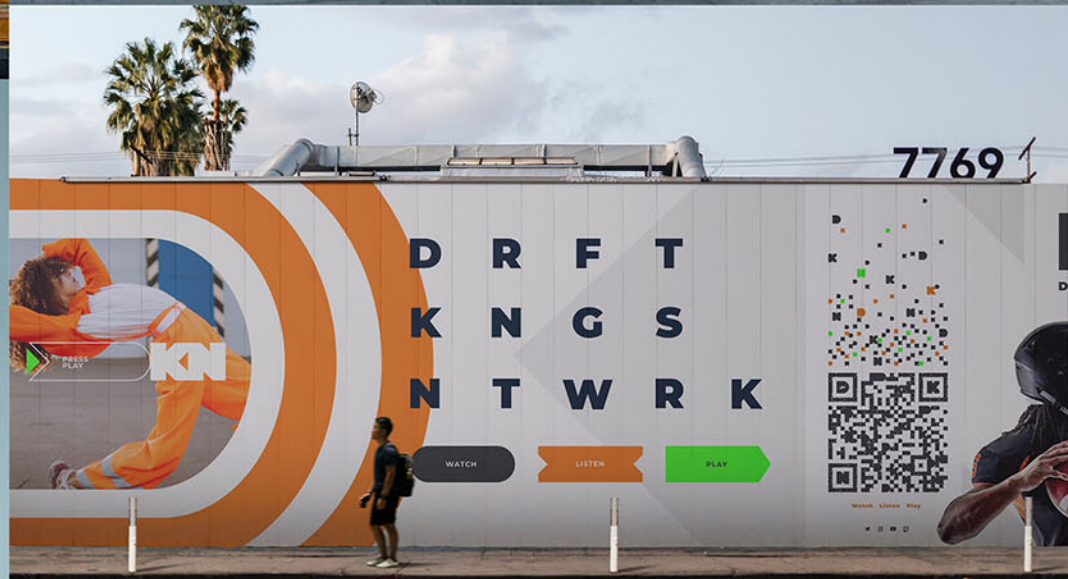
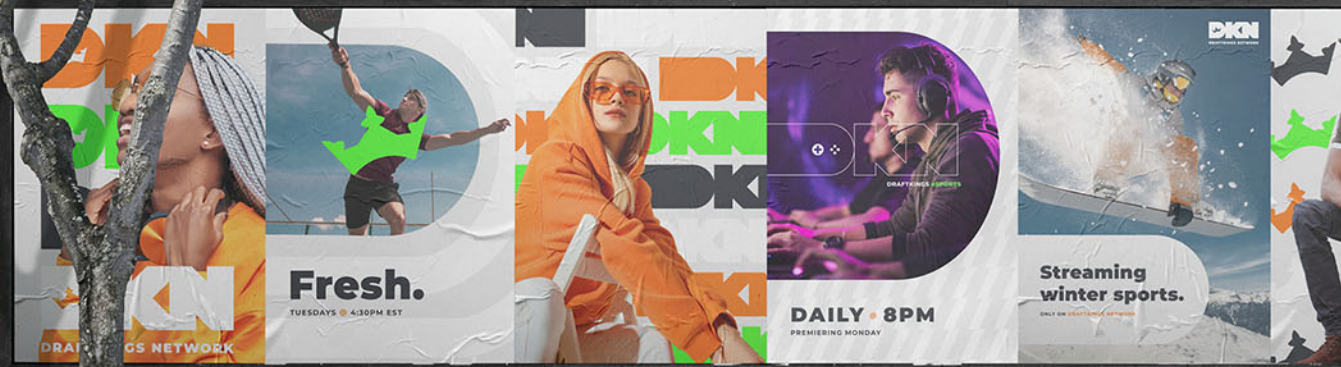


We'll be back shortly **DKN**  
DRAFTKINGS NETWORK



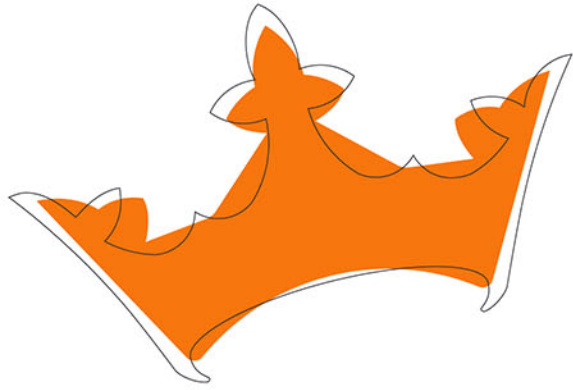












**A media company by DraftKings**



**Built with precision**



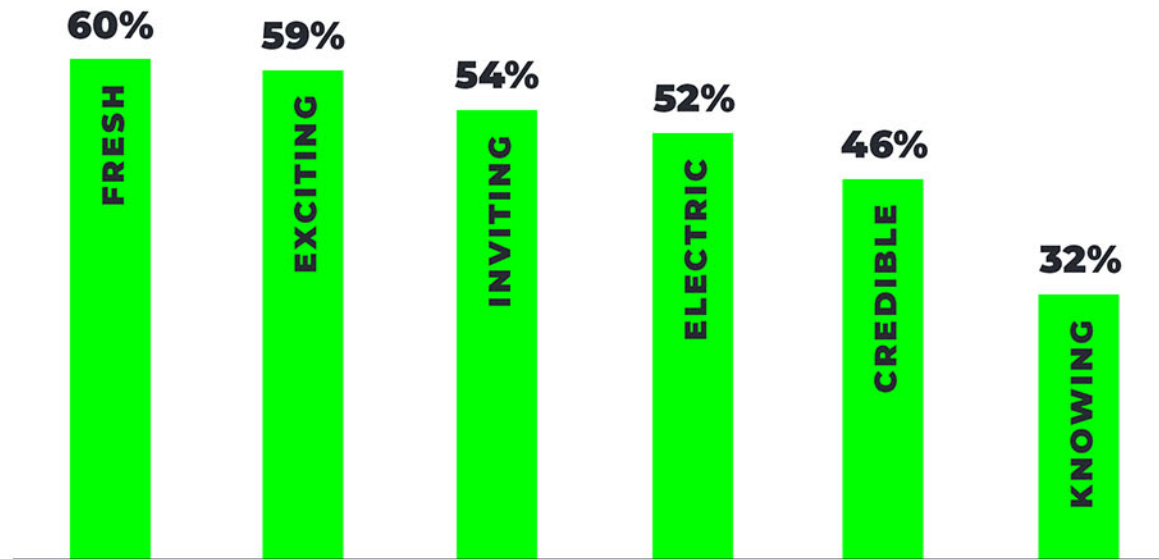
**For the ultimate flexibility**

The sonic and visual brand design delivered on the need for uniqueness in the media landscape as well as eliciting the characteristic associations we set out to achieve for the brand.

UNIQUENESS\*

**83%**  
of respondents  
described the  
mnemonic as unique.

ASSOCIATED WORDS\*\*



Source: DraftKings, Consumer Survey, April 2022.

\*How different would you say this idea is compared to other alternative products, if other alternatives are available? (n=428)

\*\* Which words, if any, do you associate with the video? (n=428)

## ACTUAL CLIENT COMMENTS

“

When I saw the work for the first time, it was like getting one big brand design hug.”

“

I've never had so much confidence going into meetings and presentations internally.”

“

It just feels good as hell.”

“

I've worked at DraftKings for over 11 years, and I've never been so proud of something.”





## CREDITS

### DESIGN FIRM

Makerhouse, A Hogarth Studio

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