



DirecTV Taps Compadre for Logo Refresh

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Satellite-TV company DirecTV worked with Los Angeles-based creative marketing agency Compadre for its logo refresh when AT&T spun it off into a standalone video business in August.

The new logo aims to create a more cohesive DirecTV brand across all viewing platforms, including its traditional satellite TV product, the DirecTV app, and DirecTV Stream, the company's streaming service.

For customers who receive DirecTV over satellite, the service offers the most live sports in 4K HDR, including the most NBA games in 4K, and the industry's best picture format. For those who stream the service, the newly branded DirecTV Stream is the single brand for all DirecTV video streaming services.

"It's an exciting time for our brand as we harmonize DirecTV and DirecTV Stream," said Mandy Martin, associate vice president, brand marketing, DirecTV in a statement. "The talented team at Compadre clearly understood the challenge in front of them."

Led by Executive Creative Director Curtis Doss, Compadre built a new family of logos representing the beam-it-or-stream-it choices available to all DirecTV customers. The new logos reveal a brand primed for the market's current

demands, with a sleek, streamlined design that builds on DirecTV's heritage.Â

"Brands often find themselves needing to rethink their logo and visual presentation to adapt to the challenges of the current landscape," said Doss, also in a statement. "With the DirecTV Stream product launch, DirecTV had an opportunity to re-establish itself. We were thrilled to jump in with them and help to develop a logo system that brought the brand into an exciting new chapter while reinforcing their promise to deliver a premium product in the most relative way to each individual user."

CREDITS

Client: DirecTV

Sr. Director Product Marketing: Pat White

Associate Vice President: Mandy Martin

Agency: Compadre

Owner/Partner: Robert Blatchford, Chuck Carey

Executive Creative Director: Curtis Doss

Head of Production: Jessica Scharer

Director of Strategy: Mika Saulitis

Art Director: Seton Kim

Producer: Nicky Maser, Brent LangÂ

Production Coordinator: Stephanie Alvarez

Logo Designer: Jyoteen Majmudar, Boris Vargas, Michael Cina, Adrienne Wollman

Designer: J Collins, Felipe Picazo, Patricia Hardmier-Leeb