

I chose to rebrand Netflix because everyone watches Netflix and their bright red logo is the first thing I see after work. But I always thought the bright red logo that Netflix is known for, while memorable, is also very harsh to the eye. Red is more cautionary and I want to feel relaxed at the end of the day.



Red is used by brands to evoke excitement and energy but I want to re envision Netflix in a more sophisticated palette. Netflix has evolved from a very niche dvd rental company to one of the most known production companies. The company is globally established and now produces its own tv shows and movies with big star names. However when I think of Netflix produced movies I don't think it carries with it as much prestige as a movie produced by companies like Sony Pictures or Warner Brothers, even though their productions are just as big if not bigger. So I looked to those older brands for my color palette and played around with colors like black, gold, blue, and white. To me these colors makes the brand feel more established and trustworthy of quality content.

