

48 HOURS | INVESTIGATES

| Identity

Approach:

CBS' show 48 Hours | Investigates goes behind the headlines, covering the crimes that cry out for justice and the stories of those trying to solve them; from baffling who-dunnits to intricate scams, and real-life drama. The investigative reporting show wanted to upgrade their image through the creation of a new on-air graphics package. Our team wanted to design elements that mirrored the intensity of the correspondents' quest to find the truth, uncover new evidence and reveal hidden secrets.

*"We are ready to face the future...I couldn't be more proud.
Thank you for your team's energy, passion and dedication."*

Susan Zirinsky | Executive Producer, 48 Hours | Investigates CBS News

Result:

The visual elements that define the show identity includes a new logo, a richer color palette base, images of real people in real-life situations, light effects that suggest the revelatory nature of the content and images that serve as icons of the investigative process. Each program takes the viewer on a journey, moving from fresh insights to true discoveries, which is the inspiration for 48 Hours | Investigates' new look.



| Interactive