



sundance
CHANNEL.

for a
change.[®]

the space between. VIBE GUIDE

we love the brand.

Great brands have a powerful simplicity, something everybody can agree on. That happens when we all understand what the brand really stands for. We created this brand piece to capture the essence of what makes Sundance Channel different.

By mapping our brand DNA, we want to make sure that every time we talk about the brand, we're all being to faithful to its particular truths. This kind of brand discipline helps bring Sundance Channel to life in everything we do.

Because we love this brand. And the way we collectively express it matters, right down to the smallest detail.

Greetings. And welcome to the inner world of Sundance Channel.

they love the brand.

Our viewers and users seek something different. To our audience of thoughtleaders and creatives, watching Sundance Channel is part of belonging to an independent-minded, creative, activist community.

They are curious for the new and the fresh. They want content, design, an approach, a sponsor partner that makes them think, represents different viewpoints, is authentic and innovative.

They embrace the smart, the witty, the innovative and the creative. The desires of this audience will be uniquely satisfied by the core values that live in THE SPACE BETWEEN.

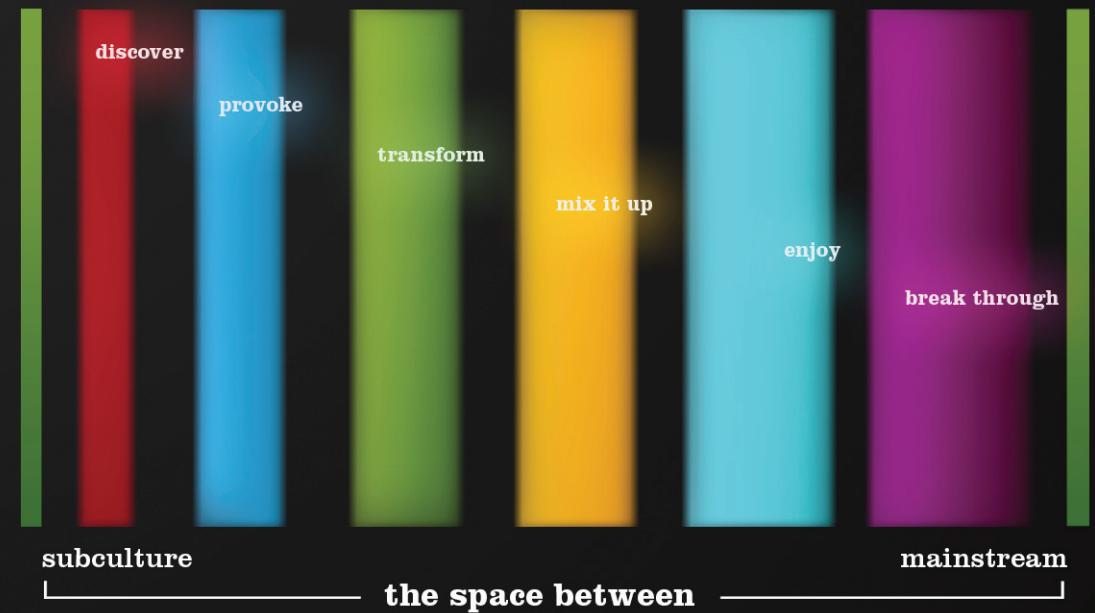
what we are. and what we are not.

We're fun, sharp-witted, sophisticated, un-stuffy, and unusual. We have a rare combination of looking good and saying interesting things. In a world of global blanding, we've managed to retain our quirky, human scale. To do this, we walk a fine line, constantly

finding new ways to be accessible but not conventional, smart but not smarty-pants. Independent, but never different just for the sake of it. Our tagline is "For a Change", and we find that change in THE SPACE BETWEEN the underground and the mainstream.

the voice of sundance.

There are six things you need to know in order to help keep everything you create in tune with our brand. Just six. Like anything worthwhile in life, it's not just about following a set of rules. Play with these ideas. They're quite elastic, so feel free to bend them. Turn them inside out. Wrassle with 'em. (Just try not to break them.)

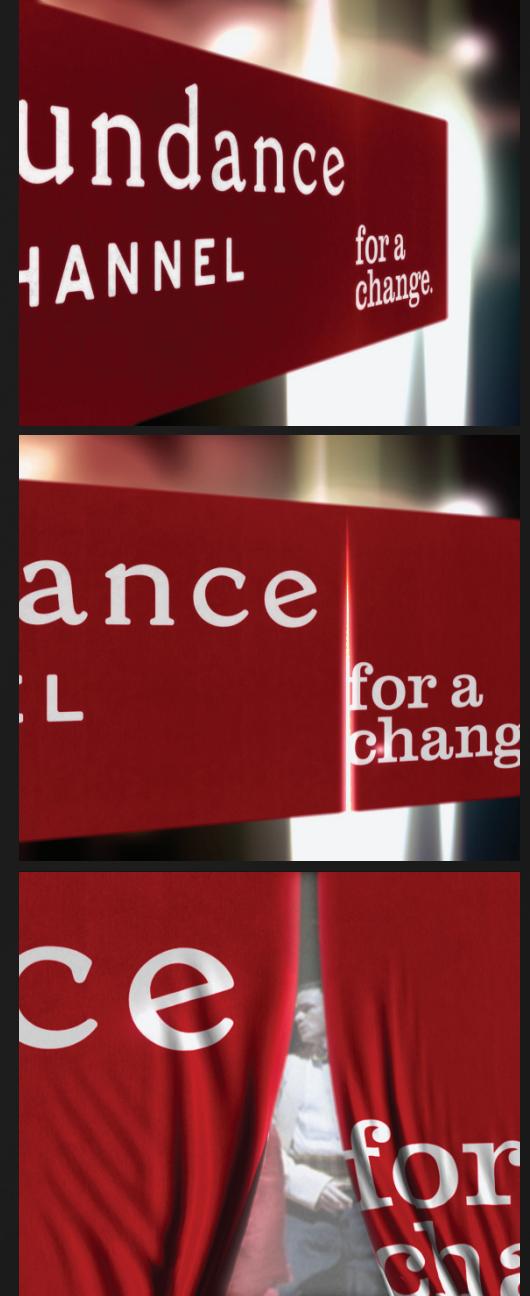


discover.

We are a place where audiences continually find new things. That's a big responsibility. In order to fulfill it, we have to do a lot of digging around. We search high and low culture. Curate

the best stuff. And divulge secrets. We sift through the soil of what's underground, and mine it for the worthwhile nuggets. We unearth eureka moments. And we live to tell the story.

02.01



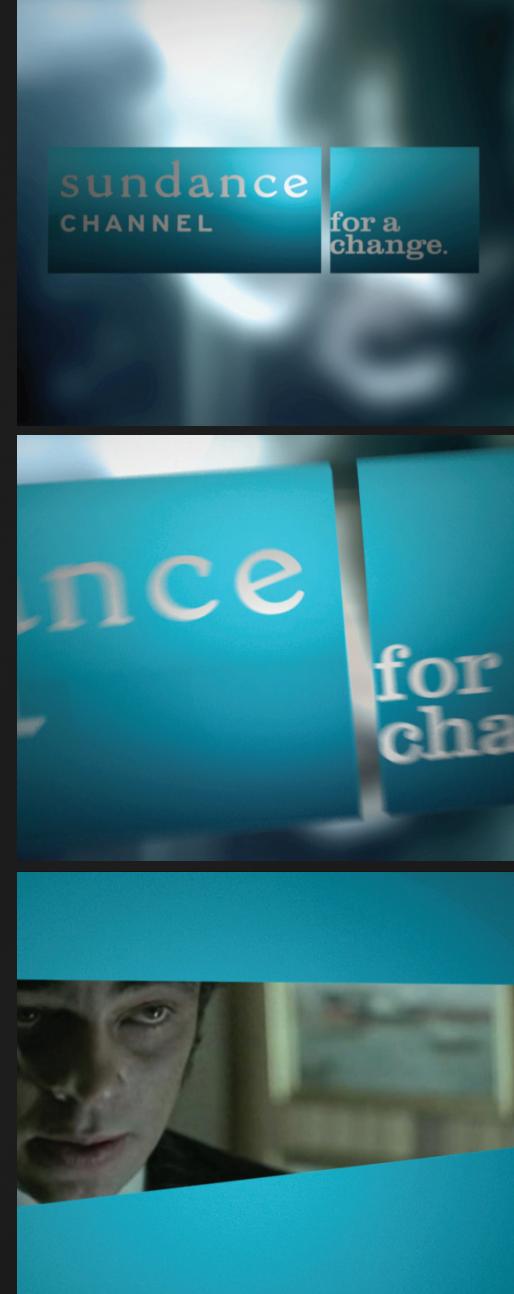
provoke.

We are firm believers that it's more important to tell the truth than to have everybody agree with you. We are unafraid of friction. And while we have no interest in shock value, we never hesitate to speak our mind.

This willingness to galvanize

emotions, challenge the status quo, and incite discussions comes in handy, because often-times the most interesting stories take us to some uncharted places. If it makes the hairs on the back of our necks stand up, we'll dive right in.

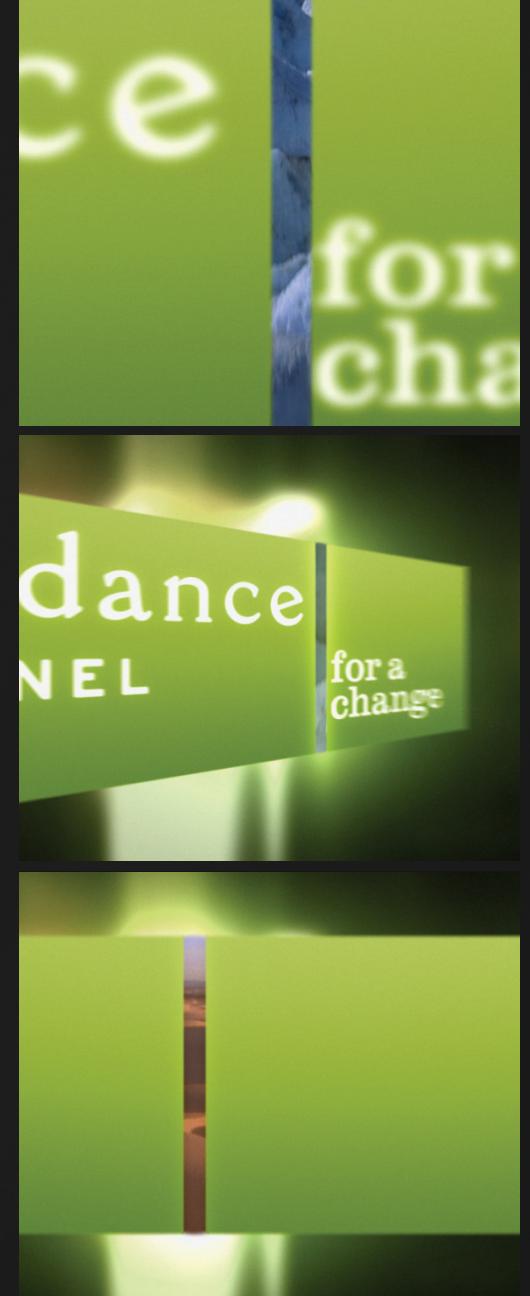
02.03



transform.

We love the idea that you can entertain and change our world. Admittedly, that's lofty. Real change is never easy. But we're committed to creating content that shifts conversations, alters points of view, and transforms culture in big and small ways.

Remember that time you had your kitchen renovated and the contractor went way over budget and took six months longer than he promised and then all you got was a new countertop? We're not like that. We're here to raise the roof.



mix it up.

They say variety is the spice of life, and it turns out it's good for us, too. We encourage and make room for worldviews to collide; the sparks from those interactions are what fuel us. Diversity is more than just a crucial element of our identity: our

collective enthusiasm for dissimilarity is what makes us different. It's a pure meritocracy. Anyone and anything can find a home here, as long as it's compelling, original, true. Sound like you? Come on in.



enjoy.

In the past, we were a little erudite. We're not ashamed of that heritage, but nowadays we also pour a little butter on the popcorn, because after all, as much as we love organic quinoa, it doesn't always go so well with a movie. And so we assert our guilt-free

right to what the old us might have called "kinesthetic organicity." Which means doing not only what is good, but also what feels good. We are proud to announce this marriage of sheer playful joy to the timeless art of the story well told. Everyone's invited.



break through.

Think Pilates in 1994. Or Coldplay in 1999. Or the iPod in 2001. These things weren't exactly secrets, but they hadn't yet entered the mainstream either. What they have in common is they were all about to blow up big time. There's a fine line between being accessibly

hip and too cool for school. We're not trendy or esoteric. Our point of differentiation is our timing. We like to identify content that's just about to reach critical mass. We just give it that extra little push.

