# Cartoon Network Shows Off Brand Refresh for 30th Anniversary

Cartoon Network is keeping things fresh after 30 years.

The company is rolling out its first brand refresh in a decade, updating its color palette, breaking down the logo, enlisting new talent and leaning into split-screen.

Former CMO Tricia Melton spearheaded the overall refresh, with Jacob Escobedo, svp of creative and design at Cartoon Network and Adult Swim, and creative design directors Candice House and Craig Gordon.

In years past, the network has chosen stylistic interpretations of characters as packaging, but the company hasn't done a total top to bottom rebrand in 10 years.

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