NBC Starting New Year Fresh With Brand Refresh

For NBC, the new year is bringing a new look.

The company is in the midst of a brand refresh—subtly rolling out a new logo in the fall—and continuing the update with a new studio card/curtain raiser, a.k.a. the brandmark, animation and chimes that kick-off NBC programming. Viewers can see the curtain raiser debut during Miley Cyrus' New Year's Eve special on Dec. 31.

"New Year's Eve felt like the perfect day to do it.



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