

Release Date: September 25, 2002

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## **Girvin Creates Visual Fuel for CBS's 48 Hours | Investigates**

New logo and on-air graphics package supports program's revitalized focus on investigation

SEATTLE – A bold, new on-air graphics package created by Girvin | Strategic Branding and Design for CBS's *48 Hours | Investigates* will be revealed for the first time on Friday, September 27th at 8:00pm EST. The updated design reflects the show's new edge, mission, and title. *48 Hours | Investigates* will go behind the headlines, covering the crimes that cry out for justice and the stories of those trying to solve them; from the baffling who-dunnits to intricate scams, and real life drama.

“The graphics package embodies who we are, and the imagery encompasses the ideas of taking risks of discovery, and of our team taking you to where the story is. The look is real and cutting edge just like our storytelling. We now feel we have a look that is a clear identity for our new mission,” said Susan Zirinsky, executive producer of *48 Hours | Investigates*.

The new on-air graphics package for the show mirrors the intensity of the correspondents' quest to find the truth, uncover new evidence, and reveal hidden secrets. The visual elements that define the show identity includes a new logo; a richer color palette based on midnight blue, black, and white with hints of orange; 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.

“Girvin's ability to clearly articulate the very nature of the program and its new vision was the key to developing the right on-air graphics package for *48 Hours | Investigates*,” said Tim Girvin, principal of Girvin | Strategic Branding and Design. “Once we established the essential character of their new offering, Girvin worked quickly to design visual components that ignite their message in a fresh way.”

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When *48 Hours | Investigates* premiered in 1988, *Time* magazine said it could be the most innovative prime time news series since *60 Minutes* debuted in 1968. In its unique approach, *48 Hours* delves into a single subject, examining it from multiple angles with its saturation coverage and action-driven style. *48 Hours | Investigates* is now in its 16th season and has received critical acclaim reflected in 17 Emmy Awards, two George Foster Peabody Awards, and an Ohio State Award. *48 Hours | Investigates* will air on Fridays at 8:00 pm EST.

Founded in 1977, Girvin, Inc. is distinguished as one of the most prominent branding and design firms on the West Coast. The firm's specialties include brand strategy, naming, graphic design, environmental design, Web development, and film and video production serving diverse markets throughout the United States, South America, Europe, China, and Japan. Girvin's client list includes CBS, Microsoft, Capezio, National Geographic, Paramount Studios, Warner Brothers, and Procter & Gamble.

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