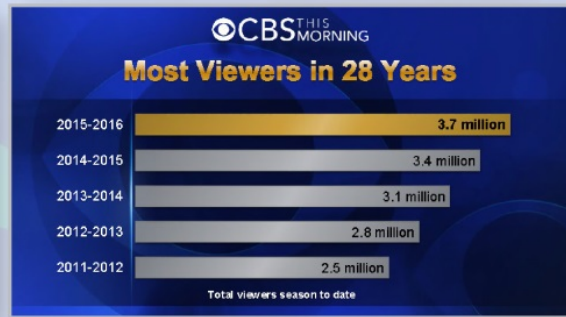
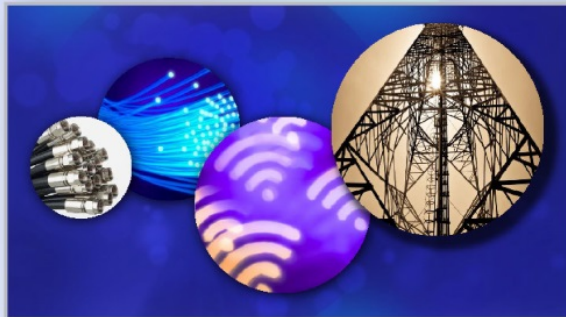




Affiliates Upfront



The Annual CBS Affiliates Meeting is an opportunity for the network to preview fall programming and review the state of the business with its affiliate partners from across the country.

Broadstreet partnered with CBS to develop and design an on-brand look and feel for all visual communication elements. Through a series of iterative designs, Broadstreet developed a look and feel that reflected the visual DNA of the on-air graphics package and elevated it to a style that proved most effective for a live event. Typography, imagery and layout combined to create a striking visual palate that presented the content in a clear, concise and compelling manner.

Broadstreet and CBS have partnered for many years to evolve the visual elements of this critical annual meeting.