

## **Bustle Digital Group Unveils New Logo and Official Rebrand**

*The media company will rebrand to BDG*

**MAY 11, 2021:** Bustle Digital Group announced today the official rebrand to BDG. The parent publishing company, which owns Bustle, Elite Daily, Input, Inverse, Mic, NYLON, Romper, TZR, and W Media, has also unveiled a new corporate logo to accompany the Company's new identity.

BDG operates nine brands under its portfolio that speak to millions of readers and social fans across a range of topics from entertainment, fashion, parenting, technology, science, culture, and more. Designed by the Company's in-house creative team, the new and bolder identity reflects the BDG today.

"Our new logo better represents who we are as a Company today, while making a nod to our past," said Karen Hibbert, SVP, Creative, BDG. "We have created a new identity that evokes a much bolder aesthetic and reflects the natural evolution from Bustle Digital Group, a Company that started with one publication to BDG, a global media Company that is now home to a large portfolio of brands."

In addition to its new corporate refresh, BDG's Lifestyle and Culture & Innovation editorial brands have undergone digital redesigns that help innovate the Company's content and experiences, as well as build greater brand affinity with its audiences and partners.

BDG has acquired seven brands since its founding in 2013, and has built brands themselves from the ground up including Romper, Input, and the Company's flagship brand, Bustle. Most recently, BDG entered its first joint venture with W Media in 2020.