

## New look for Channel O

As a distinctive African music industry station, Channel O Africa briefed its TV and film design productions specialist, Birthmark to create a new look for its brand.

In answer to the brief, it created a visual language consisting of slick motion graphics combined with an inherently African interpretation. A constantly evolving collage of content was employed depicting relevant African cultural motifs, ranging from the traditional to the modern, all rich in African textures, graphics and patterns. This visual language provided the golden thread for the channel's line-ups and end boards.

Andre van Niekerk, executive producer at Birthmark comments, "The audience that the channel speaks to are viewers who are proud to be African but consider themselves in a global space; they are the game-changers and future African leaders. The brief needed to be addressed with an element of sensitivity to this thought-space. Our interpretation and solution was a style that was bold, slick, loud, aspirational and urban and still managed to be fresh and remain true to the brand."

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