

# SABC 2 unveils new brand identity

Public broadcaster SABC 2 launches its new on-air identity today as part of the channel's major brand refresh. Along with the new look comes a new focus for the channel which aims to inform all of its programming, public interactions and CSI initiatives; these are the six pillars: family, identity, health, education, jobs & careers, and world exposure.



The home of 7de Laan, Morning Live and Pasella has a brand new look the channel number set against bold primary colours (red, blue, yellow or green) and a new pay off line to compliment the new branding "You Belong".

"The new identity is very clean, simple, modern and stands out amongst all the channel clutter. It's bold and fresh 'everything the channel is'," says Zandile Nkonyeni, Publicity Manager for SABC 2.

Developed just over a year ago by the channel and branding agency Masters & Savant Worldwide agency, the team was keen to ensure that they showcased best new practice in broadcast design and at the same time being mindful of its positioning as a public broadcaster.

## New look, new focus

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"As a public broadcaster these key principles will underpin all of our channel decisions and drive our programming mandate. But it is by no means didactic our strategy has always been simple; before we write any script, before we shoot a scene, before we cast any talent, before we record any voice, we first ask ourselves, Is it true? Is it inspirational? Is it exciting? Is it truly a reflection of South Africa?" added Nkonyeni.



## A carrier of major events

The new branding will be on screens from today with the channel introducing exciting programming in the second quarter of the year. SABC 2 still retains its position as the carrier of events of national importance "broadcasting key programmes such as The State of The Nation Address and celebrations of national significance and documentaries in celebration of Africa amongst others.

Concludes Nkonyeni, "Our mandate is to engage, inspire, motivate and entertain audiences on their journey towards a common identity of what it means to be South African. And now we say to South Africa - at SABC2, You belong."



The channel has a high proportion of locally produced programming with a weekly viewership of 18.8 million; making SABC 2 is the second most watched channel in the country.

The channel's leading programming includes the popular soapies Muvhango and 7de Laan, talk show Motswakoko, children's favourite Takalani Sesame and the nature classic, 50/50.