

# New look for SABC3

As part of its brand re-imaging, SABC3 has revealed its new on-air look, with a new signature logo as a central element complemented by the new payoff line -'Find it on 3'.



"We want our viewers to feel like this is the start of something new and fresh, the beginning of a turnaround in fresh new ideas and content for the channel. The value proposition is to offer high quality entertainment through a variety of programming experiences," said Aisha Mohamed, Head of bouquet SABC3. "This is where the payoff line was born. We are promising to reflect a young and modern South African television viewer through programming variety in one place.

"The new logo's core aesthetic is inspired by contemporary global design trends - a sting that exemplifies a revolution, move out of the circle, no rules, versus evolution. The logo is simple but not simplistic, it has a surprising interplay between positive and negative shapes with the '3' figure constructed from three shapes. The idea was to find a symbol that could be a little surprising every time viewers saw it.

"The chosen colour pallet is colour-appropriate and functional for all screens. The channel went for unexpected, brave, young (but not too young) multi-colour schemes to reflect a sense of variety. This is complemented by an airsoft typeface that allows a clear, easy on the eye communication but with a friendly approach. The on screen visual identity expresses the idea of variety through its dynamism and multi-dimensional treatment - something that is not done on any other station.



"There is a significant strategy in place to roll out a new bouquet of entertaining content over the coming months that began with new shows and schedule changes introduced post-World Cup. These shows will be a combination of local and international content. The next phase of the roll out will be in September 2014."

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