

ITV details corporate brand refresh to reinforce its three strategic pillars

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ITV today details a corporate brand refresh, reinforcing its three strategic pillars of expanding Studios, supercharging streaming and optimising broadcast.

Building on ITV as a brand with both a rich heritage and an exciting future, the brand refresh sees the overall Group Brand for ITV continue to evolve with ew logo colours.

As the company continues to successfully deliver its strategic vision of being a leader in UK ad-funded streaming, and an expanding global force in content, this next chapter for the corporate brand establishes a stronger connection with its key sub-brands of ITVX, ITV1 and ITV Studios.

The animation below shows how the eye-catching colour of the ITVX logo now meets in a fluid swoop with the dynamic colours of the ITV1 and ITV Studios brands.



ITV Creative and DixonBaxi partnered to create the updated logo colours and typographic style, which aim to inject a more positive, human, bold and charismatic personality to the ITV Group Brand that are common across the whole business.

ITVX celebrated its biggest ever month in January with 328m streams, with the service reaching 3.6 billion streams since launch.

ITV is at the heart of popular culture, reaching 30 million viewers every week of the year in the UK. Last year, ITV had more viewers than all the streaming services combined on 121 days of the year. Critically-acclaimed *Mr Bates vs the Post Office* proves the power of TV, breaking all records to become ITV's biggest new drama in over a decade.

ITV Studios' global footprint spans 60 production labels across 13 countries and its global distribution business sells its catalogue of over 90,000+ hours to broadcasters and platforms around the world.

Jane Stiller, ITV Chief Marketing Officer, said:

“Brilliant content and creativity sit at the heart of everything ITV does, and the refreshed Group Brand acts as a more vibrant and contemporary embodiment of this.”

From today the refreshed branding will be updated and implemented in phases across the whole business.

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