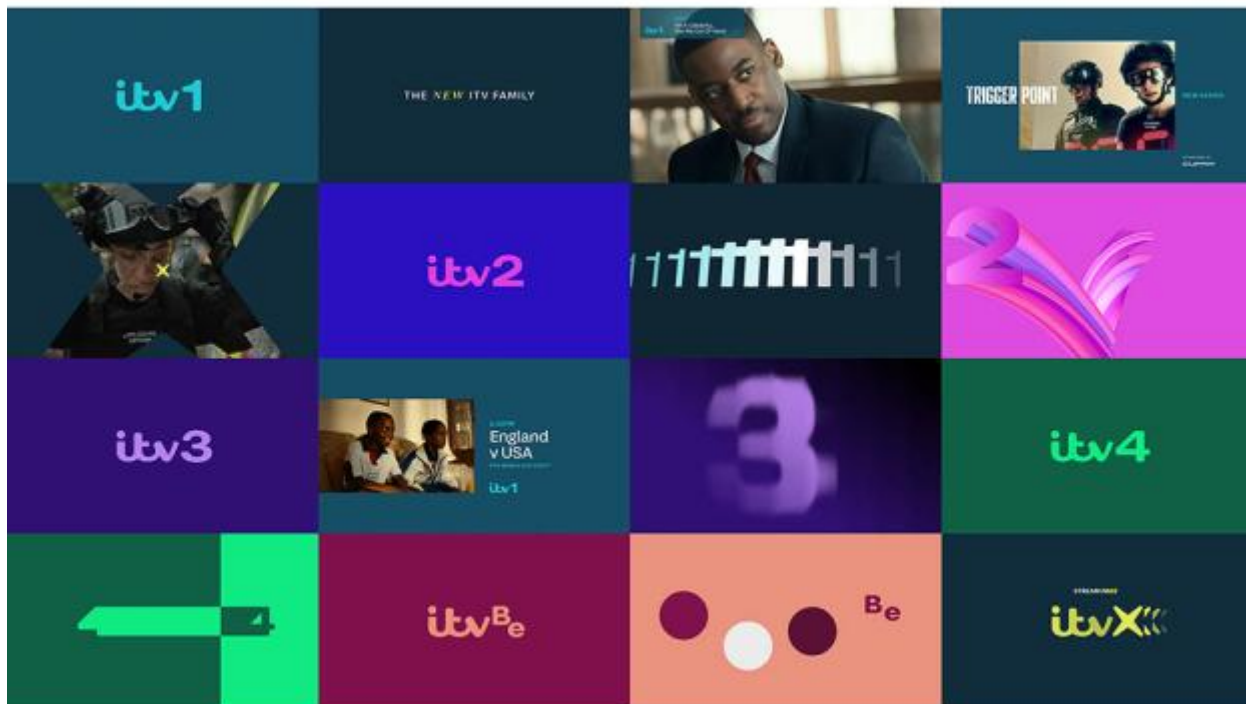


# ITV launches unified brand across family of channels, ahead of the launch of ITVX

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## [Corporate](#)

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- **ITV Creative and DixonBaxi partner to create seamless brand experience across ITV's channels and new streaming service, ITVX**
- **A Broadcast first with new network wide idents**

Ahead of the launch of ITVX, the UK's freshest new streaming service, ITV's channels have been given a fresh look too, with new channel branding, on-screen presentation and idents launching across all on air channels, from today.

ITV Creative and DixonBaxi have partnered on the work that goes live today, as well as the creation of the new brand identity for ITVX, which launches officially

on December 8th.

The name and branding for ITV's new head-turning, digital destination streaming service was produced by DixonBaxi, and turns streaming conventions on their head, or more accurately rotates them 45 degrees, with an X in place of in the more commonly used +.

*ITV's Chief Marketing Officer Jane Stiller said: "We are using the launch of ITVX this Autumn as a moment to give ITV's broadcast channels a modern and fresh update too.*

*This is all driven by a future where both broadcast and streaming will be equally crucial parts of how viewers engage with us.*

*Viewers will see what we do in broadcast and streaming as much more joined up and we will be able to seamlessly cross promote across the platforms enabling greater content discovery. Everything will look and feel modern and relevant, with each platform or channel having a simple twist. This approach will flow into our new idents too, which are created to reflect and connect with modern Britain.*

*We have an exciting autumn in store for viewers, whether that's I'm A Celebrity, The World Cup or the launch of ITVX with more new free content than anywhere else, so it feels like no better time to refresh our branding across the breadth of what we do.*

*We think this a brilliant opportunity, through branding, design and motion to have the most contemporary broadcast branding in the UK, while allowing us to move more seamlessly between broadcast and streaming."*

*Jed Carter, Design Director, DixonBaxi said: "It's been an amazing experience working with ITV Marketing and ITV Creative on this ambitious refresh. A single coherent design system - bursting with personality - unites ITVX and ITV's channels. A unified approach to logos, colour, typography, voice and motion connects the family of brands to create one connected brand experience while allowing each brand to express its own unique personality."*

Motion principles and digital gestures inform the new on screen presentation across channels, thematically linked but all individual, in keeping with the channel personalities. A bespoke suite of typefaces were created by DixonBaxi in collaboration with type studio F37 Foundry, for ITV's channels and its new streaming service, ITVX. In addition a bold new suite of channel audio beds were

crafted by London music and sound house The Futz Butler to be used across all channels to further continue a consistent brand experience.

As part of the refresh, ITV returns to ITV1, to give more equal footing to broadcast and streaming, with ITV1 and IT VX as ITV's key viewer destinations.

A new idents system also launches today and in a broadcasting first, will be network wide.

ITV Creative ECD Tony Pipes said:

"With everything we've done with the On Screen Presentation, we've tried to make sure it's one brand-with a twist of personality for each channel or service.

With the idents, we've done the same, creating an ITV Multiverse, where depending on what channel you view it on, you see the same scenes but with a different view.

This gave us the chance to reflect each channel's tone, using specially shot scenes, animation and CGI and give the viewer a new surprise depending on where they view the idents.

A simple device that is full of creative potential."

2022 ITV Idents - <https://www.youtube.com/watch?v=lq6uyWlwmdc>

In an innovative break from tradition, the concept for ITV's new idents spans the entire network, rather than just one channel. Shot in five archetypal locations across the UK, each channel's logo 'swipes' our viewpoint, leading the viewer to that channel's own spin on the scene.

Whether it's at the corner cafe, in the beautiful countryside, at the train station, looking over a city skyline or a day at the seaside, every channel takes ownership of the location with its own unique personality and different twist. The 'swipe' motion of the channel logos is a device reflected across all of the refreshed on-screen presentation, creating a cohesive feel for our channels.

Three locations launch on November 15th, *Cafe*, *Train Station* and *Rural*, and then *Cityscape* will follow in early December, along with several Christmas Idents for ITV1. The final location, *Seaside*, will launch in early January.

The ident scenes feature a range of contributors from across the UK, including Solo Donne an all female HipHop group formed in lockdown, who appear in the ITV1 version of the *Train Station* ident, former students from the Riding A Dream

Academy (for talented young riders from diverse communities) who appear in the ITV4 version of the *Cafe* ident, Tandem Trekkers, a West Yorkshire-based specialist user-led cycling group that caters for blind and visually impaired riders, who appear in the ITV4 *Seaside* ident, and The Giant Seagulls, a roving performance group with the international street theatre company, Surreal McCoy, who appear in the ITV2 *Seaside* ident.

Each ident received a custom track created by Echoic to fit the tone of the channel and the creative idea.

The new refreshed branding and idents go live today, ahead of the launch of ITViX the UK's freshest streaming service, which will have thousands of shows and films, and more new shows to stream for free than anywhere else.

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## **Notes to editors**

### About DixonBaxi

DixonBaxi is a global brand agency using creativity to design a better future. We believe that in a world of rapid change, there has never been a greater need to future-proof brands. We're trusted by Hulu, Audible, AT&T, V&A, British Land, Capital One, Premier League, WWE, IMAX, Konami, Channel 4, Eurosport, Netflix and AC Milan. Brands that seek to be brave and challenge convention.

### About The Futzbutler

The Futz Butler are a bespoke music and sound house based in Central London. Working across the worlds of Audio Branding, UX, TV, Advertising and Film, they help their clients imagine the unimagined through sound. The company's anti-obvious approach to creativity has attracted global clients as diverse as Sir Paul McCartney, Nike, BMW, Jorja Smith, SKY, Dior, Tesco, Adidas, Uber and the FA.

### About Coffee and TV

Coffee & TV is a creative studio specialising in visual effects, design, colour and direction. The studio collaborates on all forms of moving image, from advertising, broadcast design and music promos through to film & episodic. Founded in 2012, Coffee & TV has grown from humble beginnings to a team of over 70 full-time artists, producers and staff. It's a nimble practice that strives to produce the best for every project and is also verified to have the highest standards of social and environmental performance, transparency and accountability through its B

Corporation® certification. The studio continues to do better by its team, clients, communities and the planet by continually evolving its B Corp commitments and by reaching Net Zero by 2028. The award-winning studio recently won an RTS Craft Award and it has been nominated for a BAFTA, as well as being recognised for its outstanding culture and the welfare of its staff, winning Broadcast Best Places to Work in 2022.

#### About Echoic

Echoic is a bespoke music and sound design studio for imaginative clients. They exist to elevate the emotion and enhance the detail in moving image. They are passionate about creating exceptional audio and collaborate with a number of leading agencies and brands across commercials, art and film. Through a pioneering approach to their work they capture the attention of audiences to make a lasting impression.

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#### Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>