

design WEEK

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DEJ rebrands Schweizer Fernsehen



Swiss public service broadcaster Schweizer Fernsehen launches its overhauled on-screen identities and branding this week, created by London screen specialist Dunning Eley Jones.

The consultancy was appointed to the £1.5m project after a ten-way competitive pitch against groups from the UK, Germany and Switzerland this summer (DW 16 June).

The design brief included SF's on-screen branding, news output and the company's corporate identity, which was launched last month (DW 4 November).

The German language broadcaster operates two channels, SF1 and SF2, which are equivalent in scale to BBC1 and BBC2 in the UK, according to DEJ director Liz Dunning.

SF1 is the flagship channel, broadcasting a mix of political, economic and news programmes, as well as family entertainment and local

From top: idents for SF2 and SF1, by Dunning Eley Jones

programming. DEJ's idents are based on the notion of 'coming together as one' and feature the number one flying through a Swiss landscape.

SF2 has a higher proportion of international content, including US imports, such as *Desperate Housewives* and *The Simpsons*, sports programmes and blockbuster films. The branding changes the channel's name to SF Zwei and its idents feature people in pairs.

Consultancy directors Marcus Jones and Brian Eley were creative leads on the project, working in collaboration with SF creative director Alex Hefter.