

# TELEVISUAL

January 2006

## BRANDING

Branding agency Dunning Eley Jones was tasked with helping Swiss public broadcaster Schweizer Fernsehen ditch its “cold and old-fashioned” image with the rebrand of its SF1 and SF2 channels and all news output. The rebrand also had to show the differences between the two channels. SF1’s idents were based on ‘coming together as one’ with individual ‘1s’ flying through Swiss landscapes, uniting to form a single architectural 1. SF2 has idents based on the idea ‘always two’, featuring two ice hockey players, two faces and so on. Creative directors were Marcus Jones and Brian Eley, and project director was Liz Dunning.

