STV To Unveil Refreshed Branding

Thursday 15 May, 2014

Scotland's leading media brand STV has undertaken a review of its branding ahead of the launch of new city TV channel, STV Glasgow.

STV engaged brand agency DixonBaxi to define and refresh its brand across all channels alongside the in-house marketing team.

From 2nd June, STV will have a refreshed look on the core TV and online channels and introduce a new look for news across all of its STV regions. The news branding includes a complete redesign of STV studios with new sets that will incorporate updated branding for news, sport and weather.

Work has also been undertaken on the look of the wider STV business to create a more recognisable brand family with an updated look for STV Productions, STV Commercial and STV Creative.

In addition, brand new city TV channel, STV Glasgow, will launch on the 2nd June with a newly designed logo and channel branding.

Bobby Hain, director of channels for STV, said: “We started this process last summer and approached a branding refresh with the aim of turning up the personality of STV and creating a more recognisable brand family across the business. The evolution of the STV brand that will launch on 2nd June creates a unified look that ensures STV is fit for purpose across our range of platforms and devices.”

Aporva Baxi, Co-Founder of DixonBaxi said: "The refresh for STV is a landmark moment for the business and brand. We are proud to have helped in shaping the strategy and new future of STV, and imbuing the network with a 'big life' attitude has been at the heart of our work."

STV Glasgow is the first city TV channel to launch in Scotland. STV Edinburgh will follow the launch of STV Glasgow.

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Notes to editors
About STV

STV reaches 3.6 million viewers each month with first class programming including soaps Emmerdale and Coronation Street, big drama productions, entertainment hits The X Factor and Britain's Got Talent, strong home-grown productions and the most comprehensive local news service in the UK.

STV Productions is one of the UK's leading content businesses, with ambitious plans for growth and expansion in the UK and overseas. The company has a record of success across a range of genres including drama, factual and entertainment, producing a wide range of programmes for a variety of networks, including entertainment shows Catchphrase and Let me Entertain You for ITV and Fake Reaction for ITV2, ratings success Antiques Road Trip for BBC One and quiz shows The Link for BBC One and The Lie for STV and TV3.

STV's digital business incorporates Scotland's most popular commercial media website, stv.tv, home to the STV Player and comprehensive news, sport and entertainment services.

STV recently launched new digital services providing all the latest news, events, offers, pictures and videos for consumers in Scotland's biggest cities. STV Glasgow, STV Edinburgh, STV Aberdeen and STV Dundee are available as apps, free to download and use on iOS and Android devices, and accompanied by desktop and mobile sites.

STV has secured two licences to deliver brand new city-focused TV for Glasgow and Edinburgh. STV Glasgow will launch in June 2014 with STV Edinburgh to follow.

STV content is available across multi platforms including iOS, Android, PS3, Windows 8; YouView and Samsung Smart TV.

Press Contact:

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For further information, please contact the STV press office:-

Eleanor Marshall
0141 300 3670 / 07803 970 143
eleanor.marshall@stv.tv

Anna Hendry
0141 300 3830 / 07921 494 654
anna.hendry@stv.tv

Company Contact:

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STV

E. eleanor.marshall@stv.tv
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