



James Gandolfini
Actor

Fashion isn't the only thing on offer,
there are cafes and bars as well.



THINKFARM Visit London

CASE STUDY

Brand Identity

Visit London is the official visitor organisation for the capital, promoting London as the world's most exciting city by marketing to domestic and overseas leisure and business visitors, as well as Londoners themselves.

When Visit London decided to launch a TV channel, it asked Thinkfarm to develop an on-screen, on-line and in print identity system.

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Thinkfarm provided consulting and creative direction through the creation of on air idents, stings and set graphics.



1.



2.



3.

Background

Visit London established a 24 hour TV channel called London TV to deliver news and features regarding activities and attractions around London to help people plan their visits and to ensure that they are aware of the diversity available in the capital. From West End shows to fringe theatre productions, live bands to new movie releases, museums to clubs, comedy nights to sports - if it's going on in the capital, London TV covers it. Visitors can also check out clips online to discover a wealth of inspirational ideas from restaurants to flower markets, traditional barbers to amphibious tours.

Objectives

To reach people in hotels, through satellite TV and eventually the internet, Visit London has established a 24 hour TV channel called London TV. The channel will deliver news and features regarding activities and attractions around London to help people plan their visits and to ensure that they are aware of the diversity available in the capital. The Channel required an identity to work across all media including the crucial elements required by the TV production company.

Design & Production

In order to ensure that the identity served the brand idea and its audiences understood its offer as quickly as possible, Thinkfarm led a brand mapping exercise involving key stakeholders. From this, the essential values of the brand were well articulated, providing a clear brief to the Thinkfarm design which who then delivered the master brand identity. Thinkfarm then went on to provide consulting and creative direction through the creation of on air idents, stings, set graphics and other instances leading up to the launch of the station.



Evaluation

In The production company now has a versatile identity system which it can go on to manage and implement as required throughout the channel and its marketing programmes. Also, through brand mapping and consultation, they have a sound understanding and CEbuy in1 to the identity - having taken part in the process that clearly stated the requirements and values for the system they can see how they are met and how important it is to keep on-brand.

1. Still frame from the animated logo sequence.

2. The core logos.

3. Sub-brands.

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