

A NEW IDENTITY FOR TF1



TV viewers yesterday got their first look at TF1's new visual identity, developed by the management of the channel agency. Based on entirely revised graphics and designed for multiscreen use, the new identity envelops all aspect programme previews, ad-break bumpers and the TF1 logo. The result is an innovative, cutting-edge and warm vi programmes.

The new graphics make for smoother transitions between programmes and create surprising effects based on our cc life images, the new ad-break bumpers have been designed to tell a story, opening and closing ad breaks in an inn The softer and more contemporary TF1 logo will be increasingly animated and assume a livelier role on the channel.

Commenting, Élisabeth Durand, director of the TF1 channel, said: *"Over the last two years we have led a polic channel, launching a large number of successful programmes. We thought it important to formally express this renew new visual identity. The new development responds to a number of objectives, reaffirming TF1's fundamental values sector that has been considerably enriched in the last few years, as well as providing a visual setting ideally adaptea watching. The new look is also a way for the channel to create ever stronger bonds with its viewers and underline French television."*



TF1 - DIRECTION DE LA COMMUNICATION

Contacts presse : Permanence Week-end
06 60 06 31 18

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