



## **CHANNEL 4** CHANGING THE FACE OF AN INDUSTRY

The launch of Channel 4 was a game-changing moment for the UK TV industry; the channel set out to shake everything up, and our identity needed to reflect their unique pioneering energy. We created their famous puzzle logo. With its elegant movement, bright colours and bringing together of different elements to make the '4', it was the first time a TV company used its on-air identity to reveal itself as a brand.

The logo became an icon, and a crucial part of the channel's success. Today, nearly 30 years later, those nine blocks are still a key element of the Channel 4 logo.