



BBC NEWS BRINGING IT ALL TOGETHER

The BBC is world famous for its news. But in an increasingly crowded marketplace, with audiences accessing a huge volume of BBC journalistic output through a rapidly proliferating variety of technologies, we needed to bring it all together under the BBC News umbrella.

Our identity toolkit brings to life the brand's global reach and status, dynamic distribution and local insight. And with a strong brand architecture ensuring consistency yet flexibility, we've tamed this complex entity and produced considerable cost efficiencies. Bringing real clarity and cohesiveness to their brand, we've helped BBC News regain their rightful place as global, national and local market leader.