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By [Katie Makal](#)

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TZ, BBC America Launch 'Cool Britannia' Branding

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On May 7, [BBC America](#) unveiled a new brand identity for all the cable channel's on- and off-air promotions. Bold, irreverent and daringly different, the new look will be seen on-air from June 1 and is the collaborative work of New York-based design company [TZ](#) and BBC America's team, led by vice president creative services Nigel Cole.



BBC America Package

[0.9 MB QuickTime 3 Movie](#)

[1.6 MB QT 2 \(CinePak\) Movie](#)

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Featuring the iconic British symbol of the Union Jack flag in surprising and creative forms -- BBC America's imagery ranges from a Stetson-clad man riding a hippity-hop to a woman blowing a Union Jack bubble, a girl with attitude and a flag-emblazoned tongue, to a guy with a wicked grin and a snake slithering under his red, white and blue kilt. The core on-air branding is a mix of 3D animation and studio filming with music produced by [JSM Music](#).



BBC America Package

[1.8 MB QuickTime 3 Movie](#)

[3.5 MB QT 2 \(CinePak\) Movie](#)

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"This fresh and exciting brand identity truly defines what BBC America is all about -- youthful, unpredictable and wickedly entertaining," said Paul Lee, chief operating officer, BBC America. "The new branding is being launched to coincide with a whole raft of new programming and scheduling initiatives aimed at surprising and delighting BBC America audiences in the third quarter," Lee added.

"The key was to create an element of surprise and to provoke a 'Wow! We didn't expect that' reaction in

audiences, which sums up BBC America's personality, programming and positioning in the United States," explained Cole.

"We wanted to move away from the traditional British image and start afresh -- using the instantly recognizable symbol of the Union Jack, but have some fun with it. We are delighted with the end result

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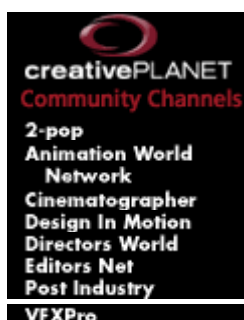
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produced by Iain Greenway and the hugely talented team at TZ," Cole added.

TZ vice president and creative director Iain Greenway added, "The challenge was how to communicate an international brand to a North American audience. Working closely with Nigel Cole, we transformed 'Rule Britannia' to 'Cool Britannia.' Though this evolves BBC America's brand identity from history and heritage to cool and contemporary, we felt that incorporating a strong identifying image from Great Britain would tie the package together. We used the Union Jack's colors and geometry to be the tie that binds. We developed a series of images that balance sophistication with humor, all built around whimsical placement of the Union Jack. The red, white and blue color palette presented in stark monochromatic settings makes the visuals hard to ignore. They offer an update of British attitude and style, much in the spirit of the programming on BBC America. The flag will be used as a mark that is ownable by BBC America."



BBC America Package

[2.3 MB QuickTime 3 Movie](#)

[4.5 MB QT 2 \(CinePak\) Movie](#)

[Play CinePak Direct \(SGI\)](#)

CREDITS

Client: [BBC America](#)

Creative Director:
Chief Operating Officer:

Nigel Cole
Paul Lee

Production/Broadcast Design Company: [TZ, New York](#)

Creative Director:
Producer:
Designer/Director:
Designer:
Animators:

Iain Greenway
Phylisse Cook
John Kennedy
Ian Freeman
Mike Cushny
James Collins
Udi Edni
Victoria Estany

Music: [JSM Music, New York](#)

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