

# New look for Disney Channel

Yesterday, 21 July 2014, Disney Channel launched a new channel logo and overall on-air branding across Africa on the DStv Channel 303 bouquet.

This follows the US launch on 23 May and its continued roll out across each of the 42 Disney Channels worldwide this year.



## International collaboration

All interstitial programming, identification spots and programming menus will feature the new logo and style. The design provides the unified global business with a creative, contemporary new look that authentically celebrates the faces, families and environments of its viewers throughout the world.

Tricia Wilber, chief marketing officer for The Walt Disney Company EMEA and GM, Disney Channel EMEA, said, "The new branding was an international collaboration between the channel's global and European teams and is crafted so its teams everywhere can customise it to create local stories, in familiar settings, featuring culturally identifiable storytelling."

South African audiences will recognize some familiar scenes as the new-look rolls out over the next few months. A series of spots were filmed in Cape Town earlier this year. Featuring local kids on Blouberg Strand beach, the pieces showcase all the fun, energy and excitement that the new look embraces.

## Celebrating Disney

In addition to reflecting the audience with its new branding, the team also continues to leverage the company's history, notably Walt Disney's signature as part of the logo design and the incorporation of the famous 'D' as a framing gesture used in all forms of media. The new logo is a combination of two classic Disney icons - the distinct signature stroke of company founder Walt Disney and the three-circle shape evocative of Mickey Mouse.

Ron Pomerantz, VP, marketing & creative, Disney Channel, said, "Our viewers have an affinity for two heritage elements that have long created a 'story' during our daily programming schedule - the four-note music mnemonic and the beloved 'wand ID' in which our stars form our Disney Mouse ears with a wand. We are looking forward to introducing these elements in an exciting new package."

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