

e.tv welcomes the new year with an innovative refreshed brand identity

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In commemoration of fourteen years as South Africa's first and only free-to-air commercial TV station, e.tv will unveil a re-imaged brand identity that will come into effect from Tuesday, 1 January 2013.

The refreshed brand will be a reflection not only of the channel's origins, but will further entrench the channel's future vision of pioneering local content.

e.tv launched in 1998 as the first free-to-air commercial television station in South Africa. Since then, the channel has grown from six hours a day of broadcast into a 24 hour channel that has catered to the exact needs of its audience, and thus grown into the second largest channel in the country.

With a pioneering spirit that has lead to bold yet calculated steps in ensuring on-going growth through the years, the channel has pioneered the terrestrial broadcast platform and brought local content to the forefront of the industry.

e.tv Channel Head, Monde Twala says, "e.tv has been the innovators of the industry for the last decade, and as the dynamics of who we are as South African's has evolved, so has that of the channel. This facelift will reveal a brand that holds true the sentiments of who we are as South Africans in every element. It is important that the brand stays at the pulse of this dynamic culturally diverse country."

Evolution of the e.tv logo

The channel's previous brand refresh took place in 2008, and since then the channel has further developed and matured to grasp a clearer competitive edge.



This new look is inspired by the kaleidoscope of cultures that make up our country's identity, and will be accompanied by the new pay-off line "Free your imagination".



The re-imaging will include a facelift for the revered logo, as well as a thematic overhaul of all channel material including on-air imaging, website, print, outdoor and all other communication material.

New e.tv logo and tagline

The new pay-off line is reflective of e.tv's aim to bring viewers an array of diverse, interactive local programming that will enhance their viewing experience while fostering free thinking. allow for interactive entertainment that will foster free thinking.

"We took into account the future of television in South Africa and have made the necessary tweaks to ensure that we will remain relevant, dynamic and well positioned for future growth. Expect the same content you have grown to love along with some exciting additions in 2013. We trust that the re-imaging will be warmly embraced by all," notes Twala.

The brand refresher is a clearer expression of the powerful e.tv DNA. The aim was not to create a new identity for the channel, but rather to tap into the essence of the brand and invigorate the current image.

"Join us for the countdown on Monday, 31 December as we welcome the New Year with a dynamic new identity that will inspire the imagination of our beautiful nation."

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