

COMM 1790

TV Ident

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# COMPASS TV

A channel specialising in travel & culture.

# INTRODUCTION

The Compass TV channel portrays the best destinations and travel. Both contemporary and historical attractions are showcased. An insight into the landmarks, current cultures, and cultural history behind many of the world's must-see sites are addressed.

The compass in the logo is an integral part of communicating the channel's key concept: it has associations with both the process of navigation and adventure and the final reaching of a destination. Although a compass is often now seen as outdated, it has a historical and nostalgic value which are complemented by a contemporary execution which maintains the relevance of the brand.

# TV IDENTS AND SPECIFICATIONS

This series of idents will promote the TV channel to its viewers.

Simplistic and contemporary designs are combined with the timeless and historic visual of the compass. Geometric shapes and lines tie the logo and images of significant cultural, architectural and natural attractions together.

The contrast between the saturation and desaturation communicates the concept of everything being more enriching and colourful as you learn, discover and experience more about the world.

Size: 1920 x1080

Format: TIFF

Colour Mode: RGB

Resolution: 72 DPI

Compression: None

Layer Compression: Discard Layer and Save Copy

# SUNSET MOUNTAIN

Represents the challenging and adventurous side of travel. Naturally occurring geographical commonly attract much interest amongst tourists and explorers. The mountain complements the points of the compass and the triangular shape.



# TRAINTRACK BRIDGE

An existing portrayal of a wellknown mode of travel. The lines of the sparks depict power, and add energy to the visual. These lines also frame the rounded compass whilst the triangle dramatises the perspective of the bridge and tracks.



# MULTICOLOURED MARKET

Markets have connotations to cultural discovery and memories. The market may take some navigating and also compliments the vertical and horizontal lines of the compass. This regimented grid is broken by the diagonal line, which sufficiently linked by the diagonal compass line.



# VIBRANT CITY

Visitors are often attracted by the natural collection of different people, spaces and experiences available. The city circle frames the compass whilst the towers compliment the vertical points of the compass.



# FOREST

Forests are associated with outdoor adventure activities and having a long history. The lines of the trees compliment that of the north and south points and the double triangle exaggerates the perspective of distance through the trees.





# HISTORIC TOWN

Historic towns, cities and architecture attract tourists, as they are a present documentation of past human history and often hold cultural value. The desaturated shapes form lines which exaggerate a perspective of distance.



# LAKESIDE SUNSET

Lakes are associated with peacefulness, sport, and romance. A combination of relaxation and adventure is reflected in the orange sky, combining the happiness of yellow and energy of red. the triangle is complimented by the lines of the jetty and south point of the compass



# AURORAS, POLAR LIGHTS

The polar lights are often associated with mythology and legends. The purple tones further the connotations to magic of both the light and experience of traveling. The triangle helps structure the lines of the polar lights and complement the curve of the mountains.

