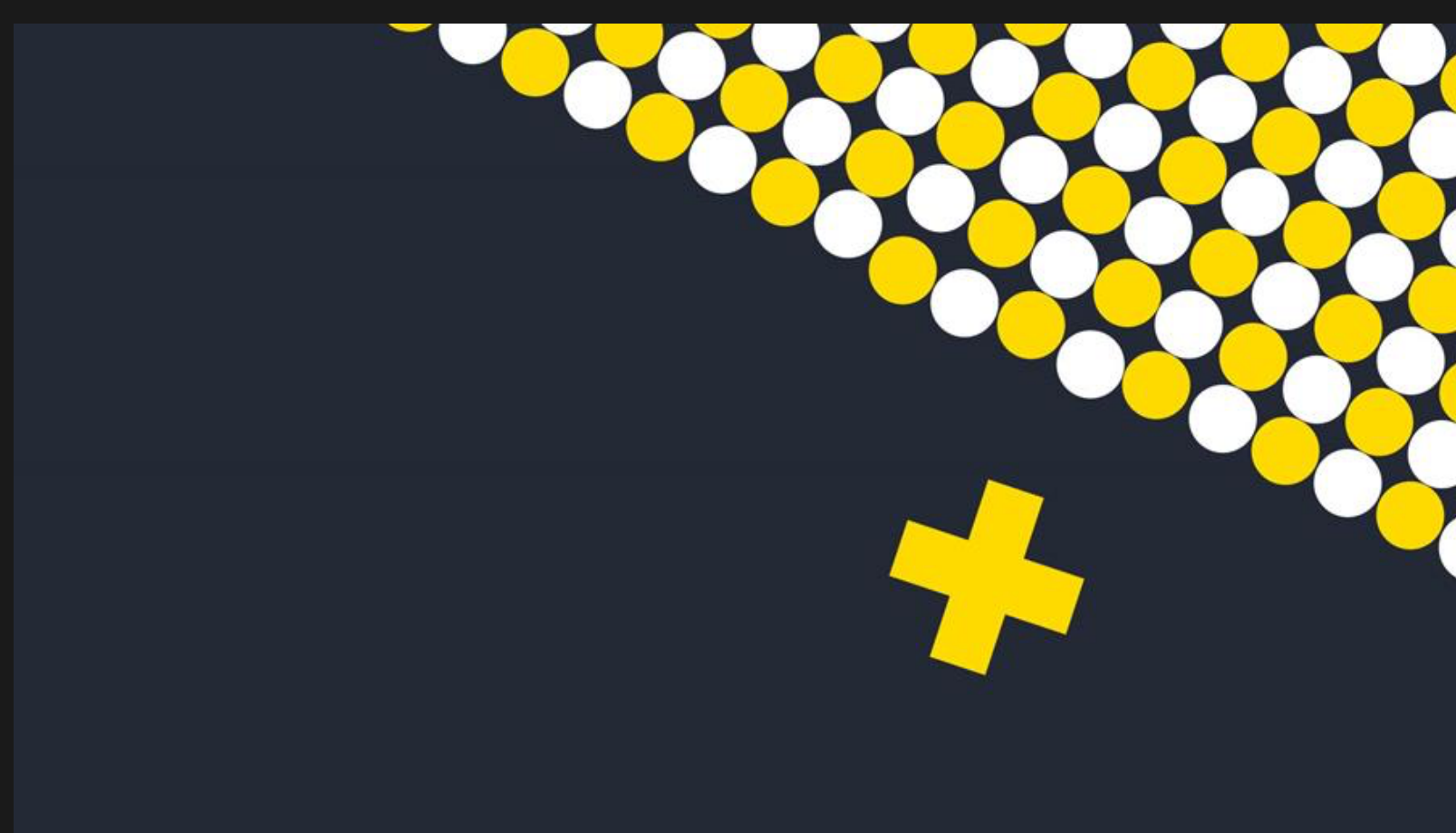
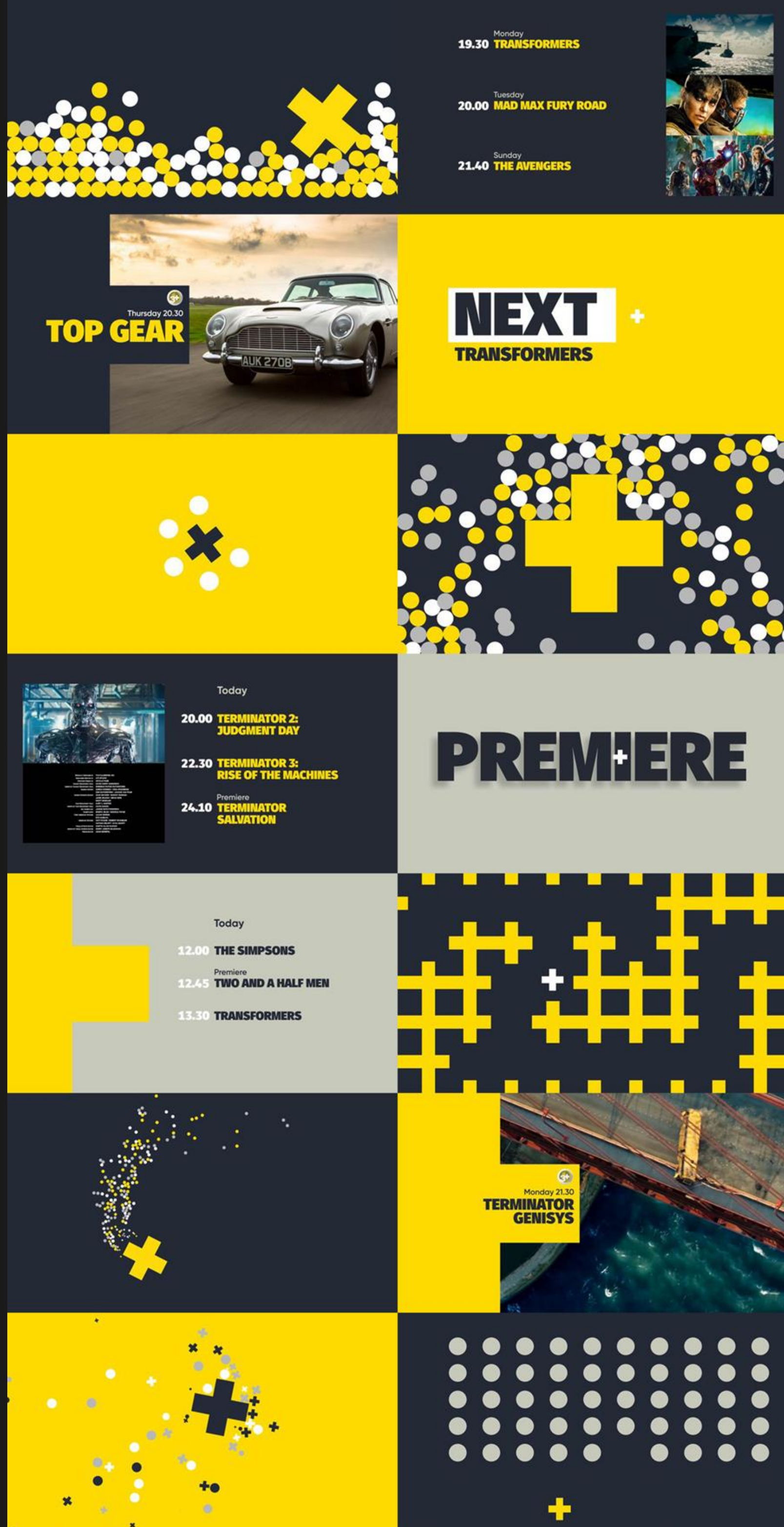


### TV3+ CHANNEL REBRAND

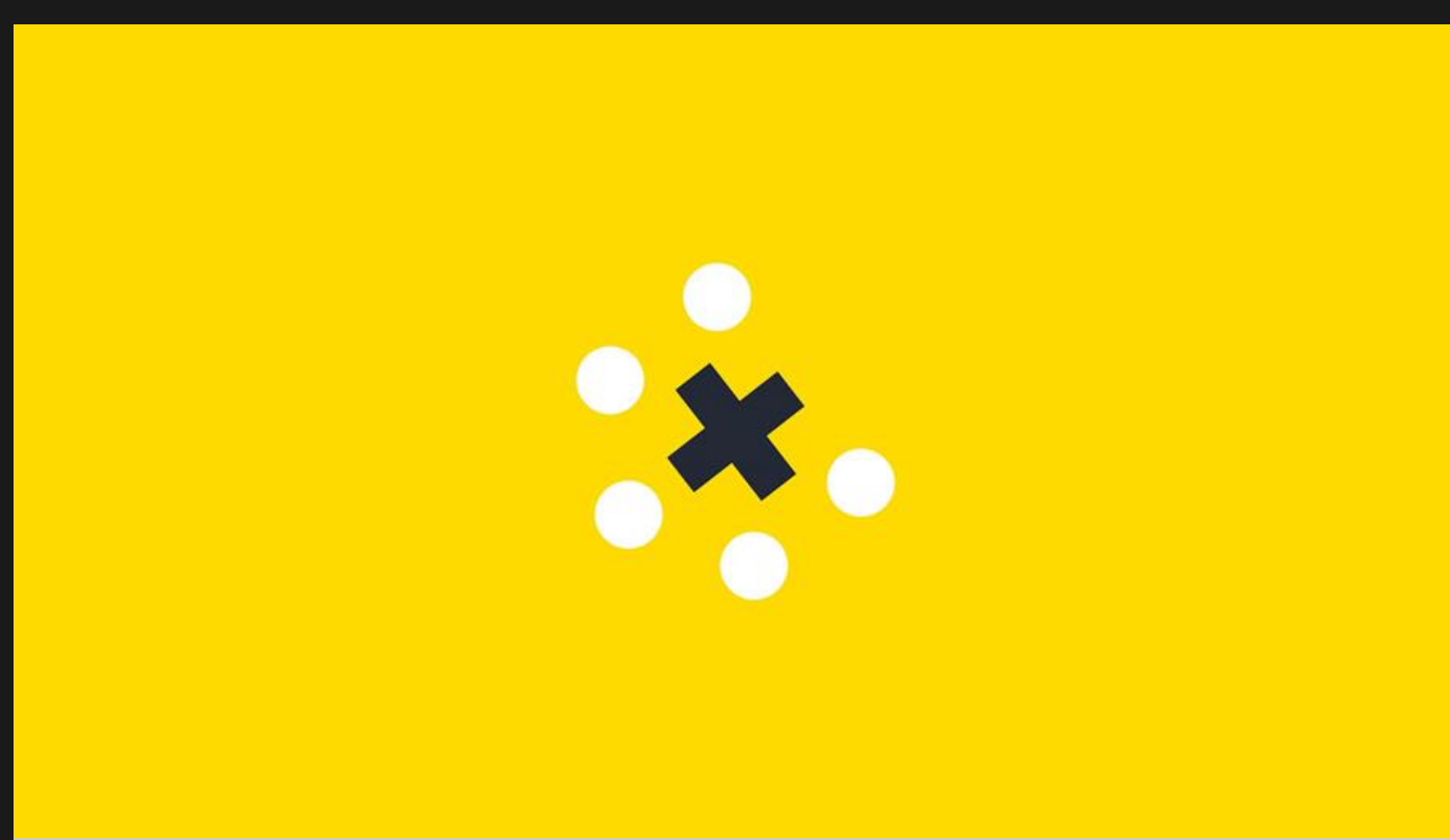
Frame helped TV3+ relaunching by redesigning the entire channel. TV3+ is a Danish male biased entertainment channel that focuses on big sports broadcasts, blockbuster films and popular comedy shows.

In order to take ownership of the plus-symbol, the big idea was to let the plus-symbol be the instigator of fun, action and excitement. We would do this by turning the plus-symbol into the hero of the channel and by breathing life through animation. We made it a living character that can bring fun, action and excitement to the viewer. It can be impatient, teasing, happy, angry etc. The plus symbol is a graphic personification of everything that TV3+ stands for.

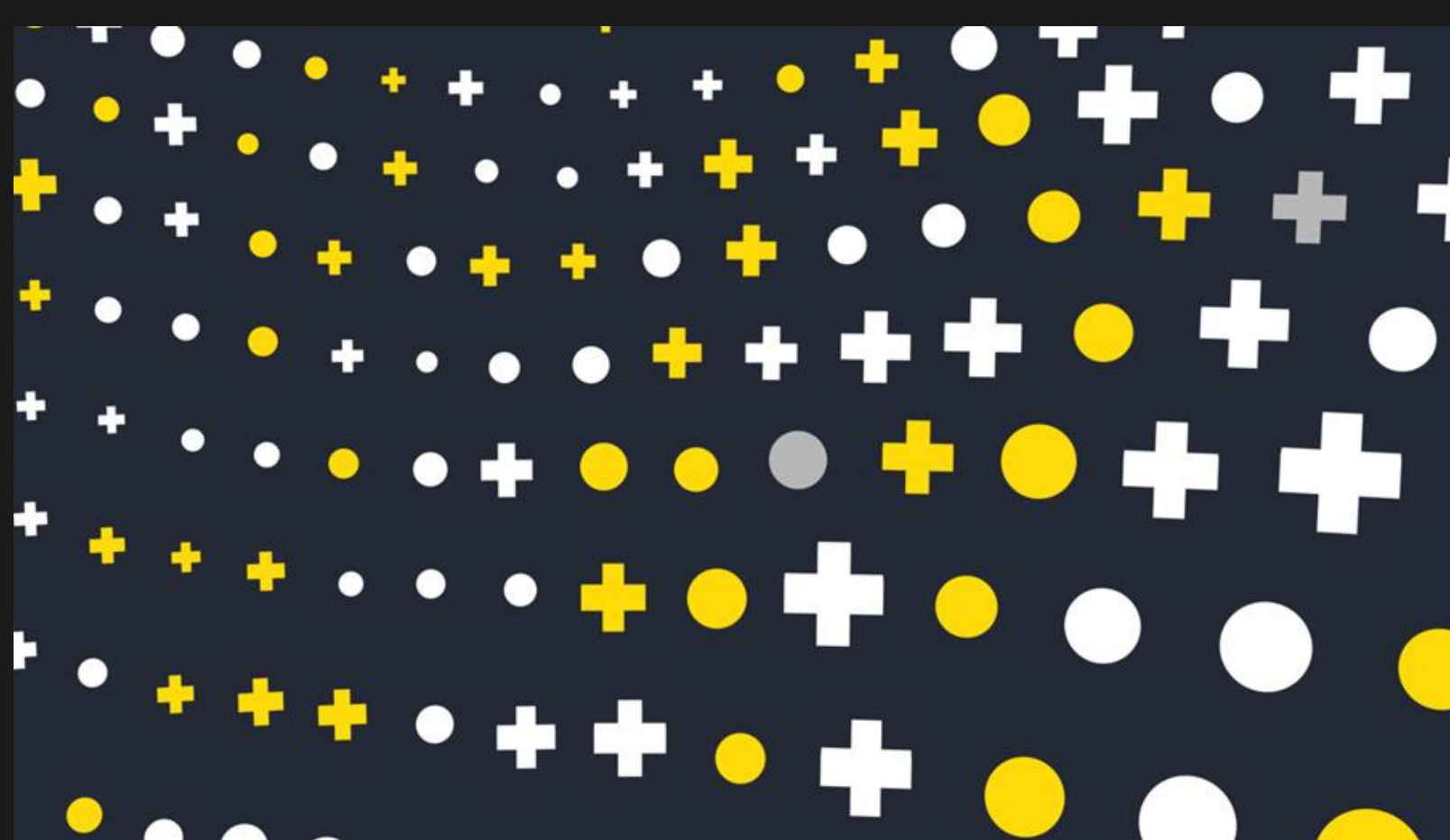
This made the new TV3+ feel more alive, personal and fun.



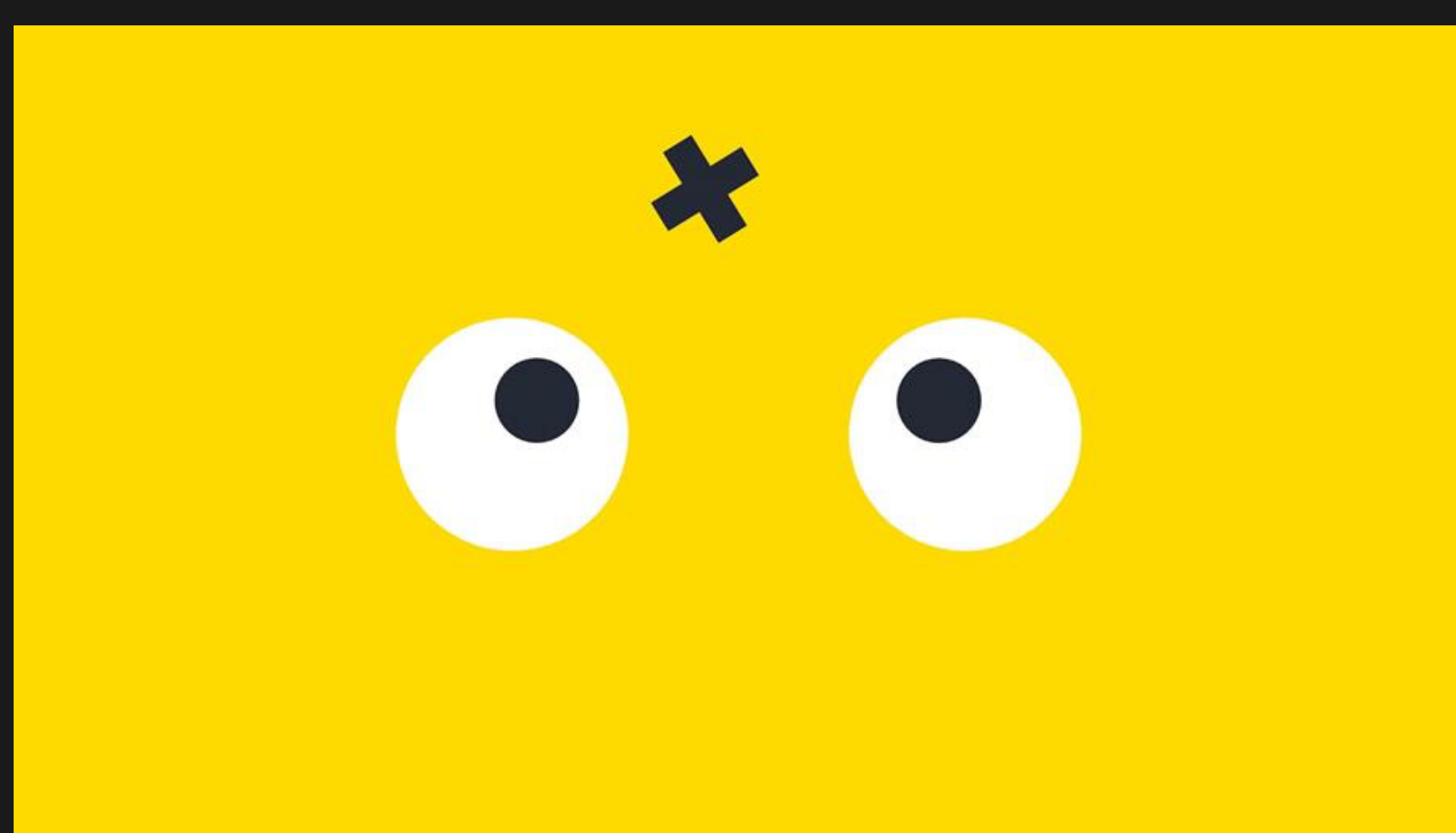
### MOTORSPORT ID



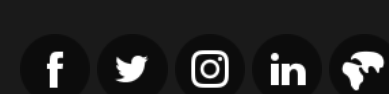
### ACTION ID



### SOCCER ID



### COMEDY ID



Frame  
Bredgade 25E  
DK - 1260 Copenhagen

