



## UKTV's W Offers 'Life Unfiltered' as it Goes Free-to-Air

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As UKTV's factual-focused network W goes free to air, its parent company has unveiled its new on and off-air identity that positions the network as the home of genuine human moments, as signaled by the tagline, "Life Unfiltered."

"W prides itself on shining a light on the real lives and experiences of our audience. With an unrivaled line-up of popular talent, W brings to life the stories of Britain's everyday heroes through the best real-life factual shows on TV," said Nick Gilmer, W's head of marketing, in a statement. "The new branding perfectly captures what it is to live Life Unfiltered. W's new identity will enable new and existing viewers to immediately understand the channel's content offering and the emotional response they will feel when they watch W and its shows on TV or on UKTV Play."

In-house agency UKTV Creative designed, developed and delivered all 200 assets for the channel rebrand over seven months - from the full on-air packaging to the suite of eight bespoke channel idents.

Framing W's content, new idents have been created to resonate with the channel's target audience, women 25-44, with each ident featuring relatable moments that embody the network's Life Unfiltered mantra.

"UKTV Creative is proud to have been part of the process of sharpening W's positioning and refreshing its on-air identity. The resulting suite of assets truly embody a down-to-earth and unfiltered feel that celebrate W's inspiring programming and real-life moments in all their imperfect and unique glory," said UKTV's Head of Design Peter Allinson, also in a statement.

The new W logo works as a stand-alone mark, and also as a simple framing device, allowing imagery and footage to be shown through the W lens.Â

W's new color palette is led by hero color Burnt Sienna, followed by shades often found in nature. Real-world textures also play an important role, using paper, paint and natural wall textures to create a tactile look and feel throughout the branded assets.Â

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W's brand refresh will be visible to viewers when the channel launches a free-to-air play on Monday, March 28, and on direct-to-consumer streaming service UKTV Play. Viewers will have access to a plethora of hit UKTV Originals for free, including upcoming new shows Alex Jones: Making Babies, Rochelle Humes: Interior Designer in the Making, Nurses on the Ward and Dating With My Mates, alongside new seasons of returning favorites Stacey Dooley Sleeps Over, MasterChef USA, Australia and Canada, and Inside the Ambulance.Â

Said W's Channel Director Adam Collings: "W's new branding perfectly communicates our rich mix of shows, offering moments of unfiltered joy, tears and laughter. By taking the channel free-to-air we are thrilled that even more viewers will have the opportunity to enjoy W's powerful content and discover a channel they'll want to spend time with."