

Broadcast Design

CHANNEL BRANDING
& REAL-TIME GRAPHICS





WE GIVE **LIFE** TO
YOUR **CHANNEL**

wTVision has solid expertise in creating television infographics and channel identity, providing creative services for sports competitions, entertainment programs, election specials, news programs, channel branding, virtual sets, among many others.

We help deliver consistent branding concepts for your viewers within deadlines and budgets, offering personalized creative solutions.

Experience.

We have already
developed more
than

250

graphic branding
concepts since 2001.

wTVision's diverse experience in the television industry positions our multidisciplinary creative team uniquely to offer branding concepts that are both innovative and effective. Our quick, easy, and effective implementation is the result of over 20 years of collaboration with hundreds of producers and TV channels.

What we do

Channel Branding

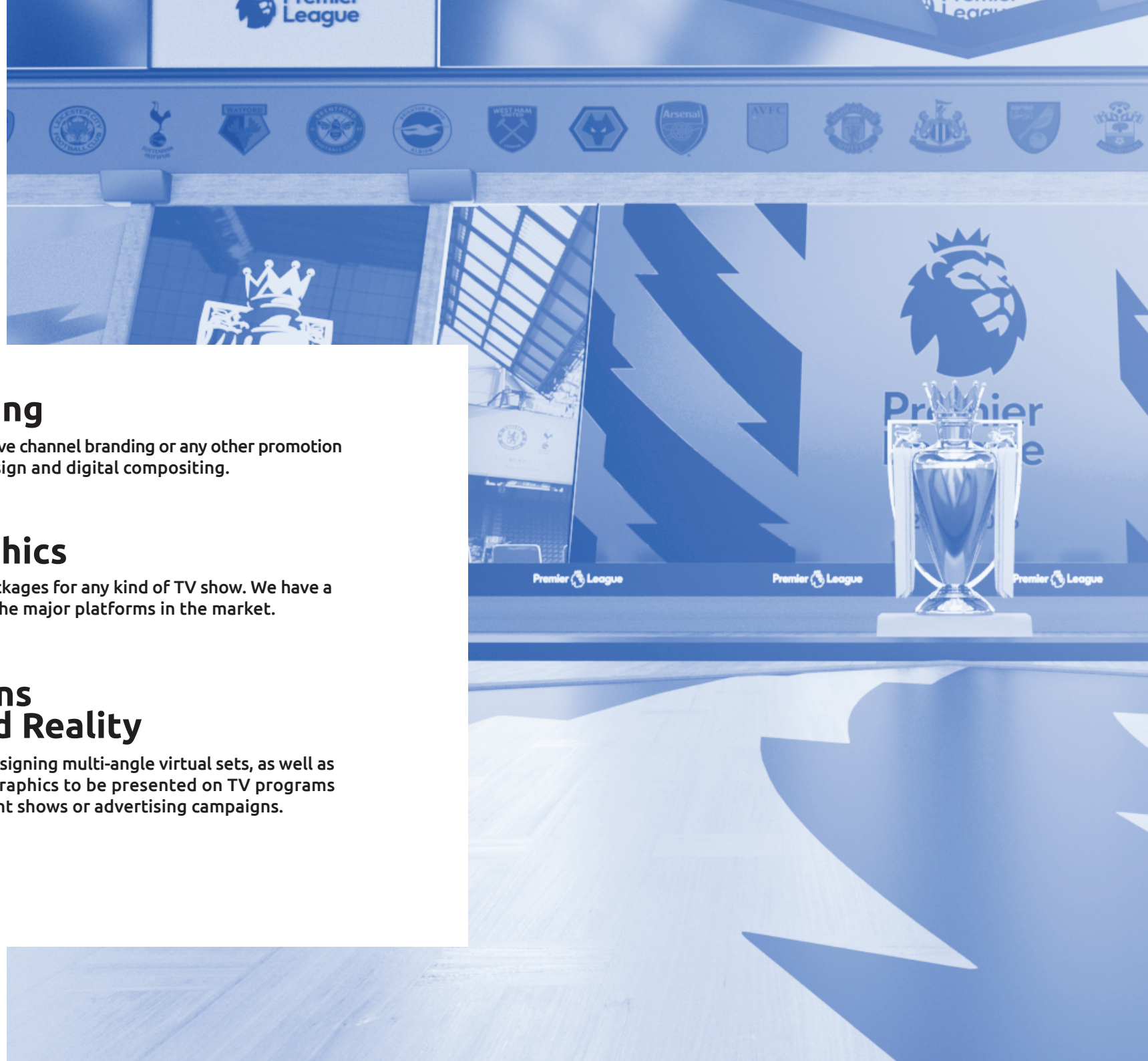
Our skilled team develops creative channel branding or any other promotion art, using advanced motion design and digital compositing.

Broadcast graphics

We design creative graphics packages for any kind of TV show. We have a vast experience working with the major platforms in the market.

Virtual Solutions and Augmented Reality

We have years of experience designing multi-angle virtual sets, as well as creating animated 3D virtual graphics to be presented on TV programs such as elections, entertainment shows or advertising campaigns.



**06.**Channel
Branding**12.**Broadcast
Graphics**22.**Augmented
Reality**28.**Virtual
Sets**31.**Post-
Production

The logo for Cinemundo features the words "CINE" and "MUNDO" in a bold, sans-serif font. "CINE" is positioned above "MUNDO". Both words have a blue-to-white gradient and a 3D effect with shadows. A large, white, curved swoosh underline is positioned beneath the word "MUNDO". The entire logo is set against a dark blue background with a subtle light gradient.

01. Channel Branding

Cinemundo

wTVision's broadcast design team renewed the complete image of Cinemundo, a cinema channel operating in Portugal and Portuguese-speaking African countries.

CINE MUNDO

CINE
MUNDO

Já a seguir
**A vida secreta dos
nossos bichos**

Filme para M6



La Suite

01. **Channel Branding**

Telefoot

Full identity of the channel from overlay and on-air graphics, video design and Augmented Reality. Complete branding package.



PROGRAMME - LIGUE 1

20ÈME JOURNÉE

VENDREDI

Paris Saint-Germain

1-0

Olympique de Marseille

Angers SCO

0-3

FC Nantes

SAMEDI

FC Girondins de Bordeaux

2-2

Olympique Lyonnais

Stade de Reims

2-1

Stade Brestois 29

Montpellier Hérault SC

REPORTÉ

AS Saint-Étienne

RC LENS

2-1

LOSC Lille

DIMANCHE

OGC Nice

10H00

Stade Rennais FC

TELEFOOT

AS Monaco

18H00

Dijon FCO

STADIAMS

RC Strasbourg Alsace

REPORTÉ

FC Lorient

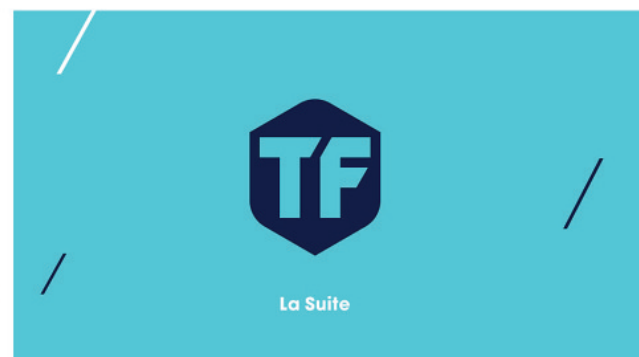
STADIAMS

FC Metz

20H00

Nîmes Olympique

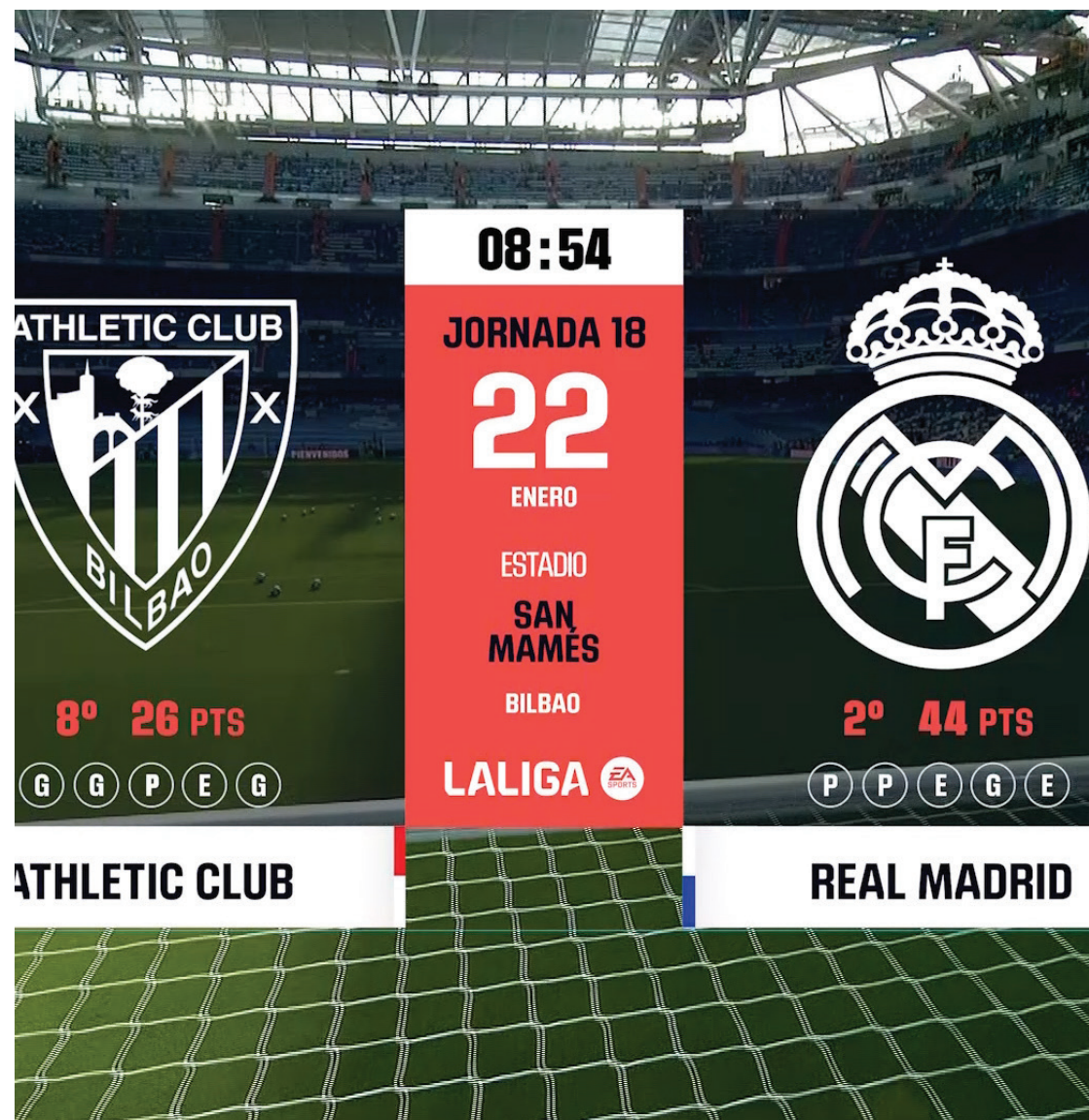
STADIAMS





LALIGA

Complete new tv graphics package based on LALIGA's rebranding. The new on-air graphics concept was designed to immerse viewers in a dynamic and interactive experience, placing them at the epicenter of the action.



02. Broadcast Graphics

IBA

Our team was responsible for the IBA's complete rebranding of on-air graphics and openers.

The goal of this proposal was to create a broadcast look and feel that connects to the brand principles and mood while enhancing the necessary elements for the specific medium. All the elements (font, colors, lines, etc.) were chosen to create a bigger impact on the screen.

IBA WORLD BOXING CHAMPIONSHIPS 2022

JUDGES - MEN'S LIGHT FLY (46-49KG) - BOUT 258

	USA	DON RIVERA
	LTU	GINTARAS SNIUKSTA
	ITA	LUCA VADILONGA
	HUN	VERONIKA SZUCS
	TTO	JAMES BECKLES







LIGUE 1
Uber Eats

3-4-3

LOSC LILLE



COACH
CHRIS

REMI

- 1 LEO JARDIM
- 5 SOUMAORO
- 8 XEKA
- 9 RÉMY
- 10 IKONÉ
- 14 BAMBA
- 26 PIED

02. Broadcast Graphics

LFP

Complete tv graphics pack for Ligue 1 Uber Eats and Ligue 2 BKT, the top two divisions in French Football. From colors to animations, all elements of the package are based on the visual codes of the brands.



02. Broadcast Graphics

Liga F

Refresh of Liga F on-air graphics, based on the brand guidelines.

Our team created a concept that fits both the brand and the target audience by using fewer geometric shapes and keeping everything organic and in a style that suits a female audience.





REAL MADRID	2-2	FC BARCELONA
ESTADISTICA GLOBAL JORNADA 10		
55	POSSE DE BOLA (%)	45
32,4	DISTÂNCIA PERCORRIDA (KM)	27,8
7	REMATES À BALIZA	4
15	TOTAL DE REMATES	10
6	OPORTUNIDADES DE GOLOS	3
2	CARTÕES AMARELOS	1



MANCHESTER CITY

- 1 DANIEL GRIMSHAW (GR)
- 2 ERIC GARCIA
- 3 JOEL LATIBEAUDIERE
- 4 EDWARD FRANCIS
- 5 IKER POSO
- 6 TOM DELE-BASHIRU
- 7 LORENZO GONZALEZ
- 8 FELIX NMECHA (C)
- 9 LUKAS NMECHA
- 10 IAN CARLO POVEDA
- 11 LUKE BOLTON

COACH
SIMON DAVIE



UEFA.COM



UEFA

Our team has developed creative work for many UEFA competitions such as UEFA Youth League, UEFA Women's Champions League, UEFA Friendly Matches and Finalissima.

MAN. CITY		BARCELONA	
			
2 - 2			
FULL TIME			
5	ATTEMPTS ON TARGET	5	
8	TOTAL ATTEMPTS	8	
1	CORNERS	3	
1	OFFSIDES	0	
6	FOULS COMMITTED	4	
1	YELLOW CARDS	1	
0	RED CARDS	0	
AGGREGATE 3-3, BARCELONA WIN 5-3 AFTER PENALTIES			
UEFA.com			
UEFA YOUTH LEAGUE			



TOONE 23' HALF-TIME

	ENGLAND	1		0	BRAZIL	
--	---------	---	--	---	--------	--

WOMEN'S FINALISSIMA 2023



ITALY		
EURO 2020 RESULTS		
	GROUP A	
TURKEY	0 - 3	ITALY
ITALY	3 - 0	SWITZERLAND
ITALY	1 - 0	WALES
	ROUND OF 16	
ITALY	2 - 1 (60')	AUSTRIA
	QUARTER-FINAL	
BELGIUM	1 - 2	ITALY
	SEMI-FINAL	
ITALY	1 - 1 (4-2p)	SPAIN
	FINAL	
ITALY	1 - 1 (3-2p)	ENGLAND

FINALISSIMA 2022



FINALS
THE NETHERLANDS 2023

HALF-TIME

PORTUGAL 1 - 1 SWITZERLAND

60	BALL POSSESSION	40
2	ATTEMPTS ON TARGET	5
5	TOTAL ATTEMPTS	7
2	CORNERS	1
1	OFFSIDES	1
51.46	DISTANCE COVERED (km)	54.92
175	PASSES	163
(127)	(COMPLETED)	(98)
5	FOULS COMMITTED	3
3/0	YELLOW/RED CARDS	1/0

UEFA.com



BENFICA TV

Benfica TV's new on-air graphics, developed by our creative team, draw inspiration from Sport Lisboa e Benfica's different communication channels.

The end result is a graphic line that reflects dynamism, modernity and with SL Benfica always in the spotlight.



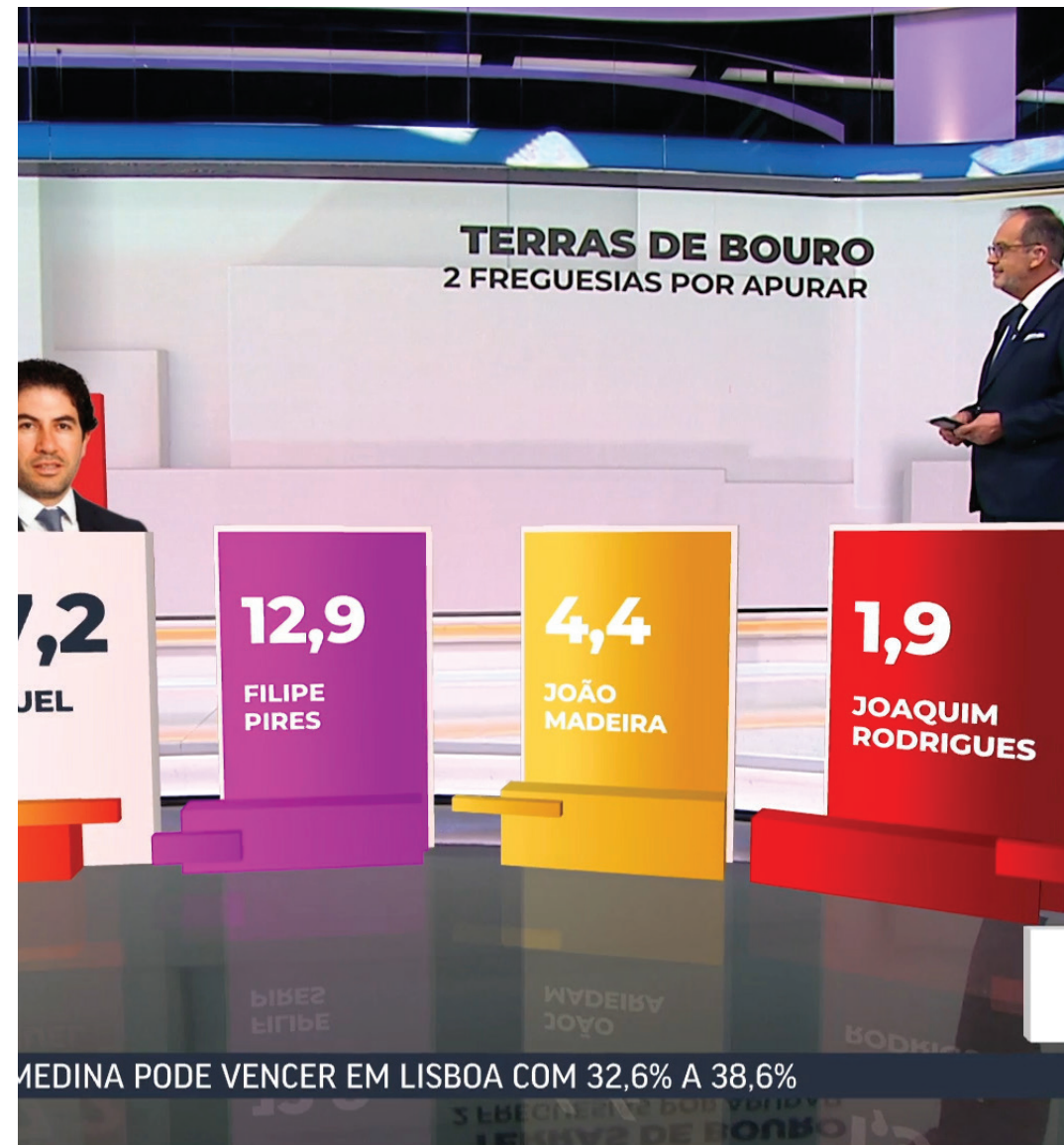


03. Augmented Reality

Portuguese Elections

Our team developed a complete broadcast graphics package, a dynamic led wall, and an augmented reality solution two of the main portuguese tv channels, for the Portuguese Regional Elections.





03. Augmented Reality

UAE Pro League

We have been developing an Augmented Reality graphics for the The UAE Pro League, integrating live data, statistics, and player information into the broadcast.



كأس مصرف أبوظبي الإسلامي - ADIB CUP

العين

4-3-3

مباشرة

AL AIN FC

34 رافايل انتونيو

3 كوامي كوندو

16 نين جيدفاج

44 سعيد جمعه

15 21 11

6 20 2

34 3 16 44

17

ADIB CUP

52:59 SHARJAH 1 | 1 AL AIN +6'

كأس مصرف أبوظبي الإسلامي - ADIB CUP

ضربات الجزاء السابقة

BRING IT

ADIB

ENERGY FOR LIFE

مباشرة

كأس مصرف أبوظبي الإسلامي - ADIB CUP

شارجاء

ماركوس في

44

44

10

ADIB CUP

03. Augmented Reality

FIFA World Cup 2022

Our team developed a touchscreen and augmented reality solution for Radio Television of Serbia's coverage of the 2022 FIFA World Cup.





04.
Virtual SetsEleven
Sports

All Eleven Sports Portugal's virtual sets are created by our team. The virtual sets are adapted to the specifics of the tv shows and aim to create the greatest a big visual impact.







04. Virtual Sets

OLYMPIC ESPORTS SHOW

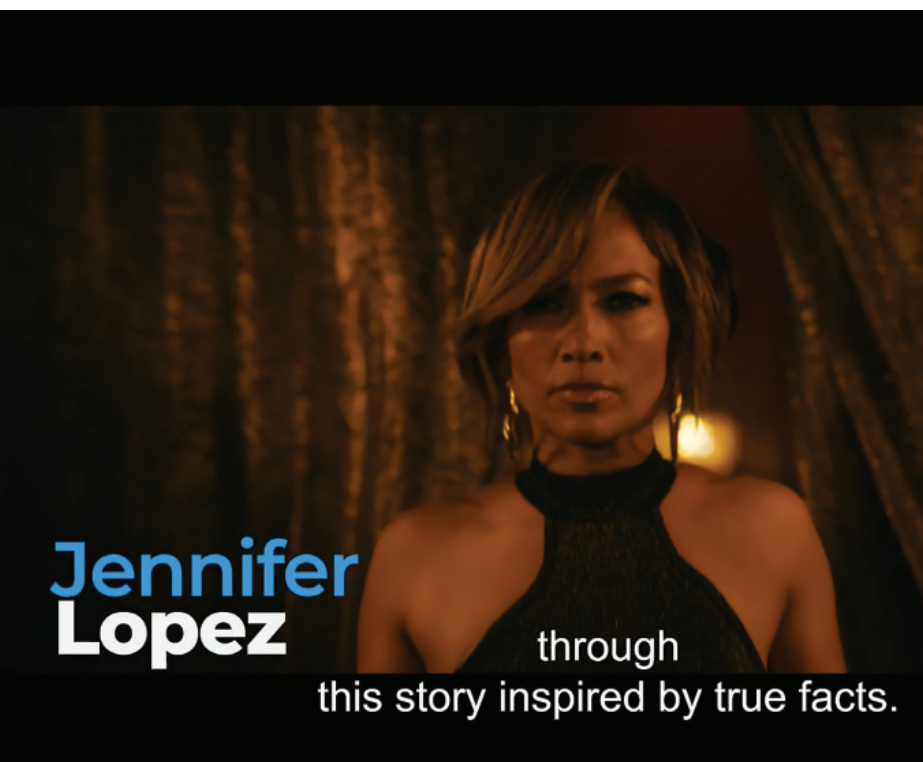
We designed an entirely new and immersive virtual set for Olympic Esports Show with powerful augmented reality graphics, using Unreal Engine.

05. Post- Production

Eleven Sports

With the motivation to show viewers the emotional side of sports associated with the biggest competitions in the world, our Post Production team has been providing promos and trailers to Eleven Sports since the first broadcast in Portugal.





05. Post- Production

Cinemundo

Our post-production team has the goal to entertain viewers with what's magical about Cinema, by conveying real emotions to every single Channel Promo they make for Cinemundo and DSTV Pipoca.





wtvision.com

Broadcast Design

CHANNEL BRANDING
& REAL-TIME GRAPHICS

**READY TO STEP
UP TO ANOTHER
LEVEL?**

sales@wtvision.com

