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HISTORY



1920s - where it all

1930s - the birth of television



A black and white photograph of Winston Churchill sitting at a desk, speaking into a vintage microphone. He is wearing a dark, heavy jacket. A microphone with a 'BBC' logo is positioned in front of him. The background is dark and indistinct.

**1940s - the BBC at War and
beyond**



1950s - the age of television



1-5

2-5

3-5

4-0

4-5

5-25

1960s - colour TV

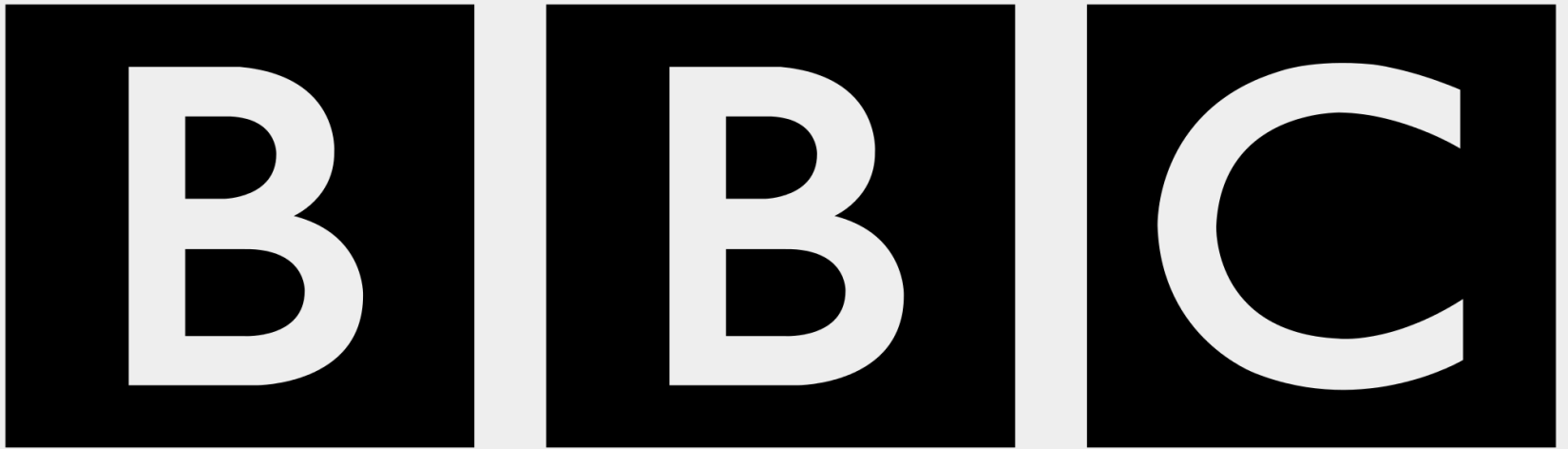
BBC 2 COLOUR



1990s - Princess Diana



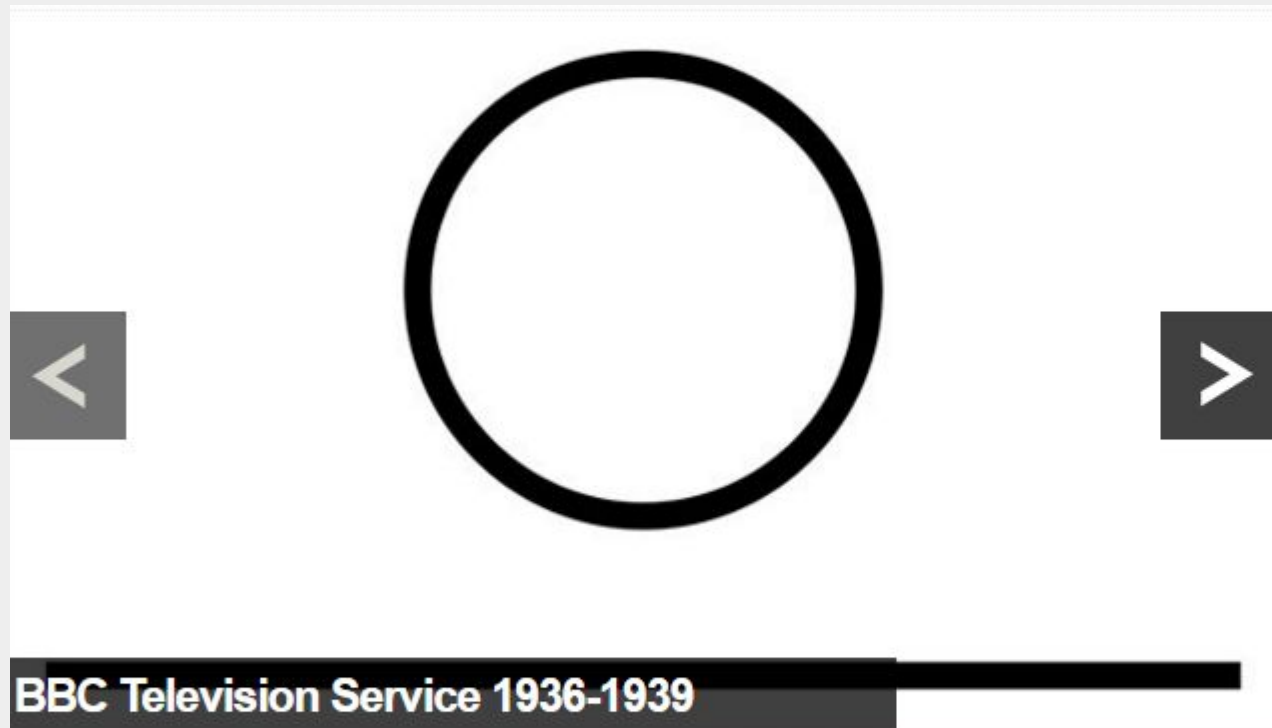
2000s - the digital revolution



LOGO HISTORY

**'The changing of a channel symbol is a crucial event
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thought
and careful preparatory work'.**

(Clifford Hatts, Head of Television Design Group, 18th July 1974)



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RAND INTENTITI PRISM

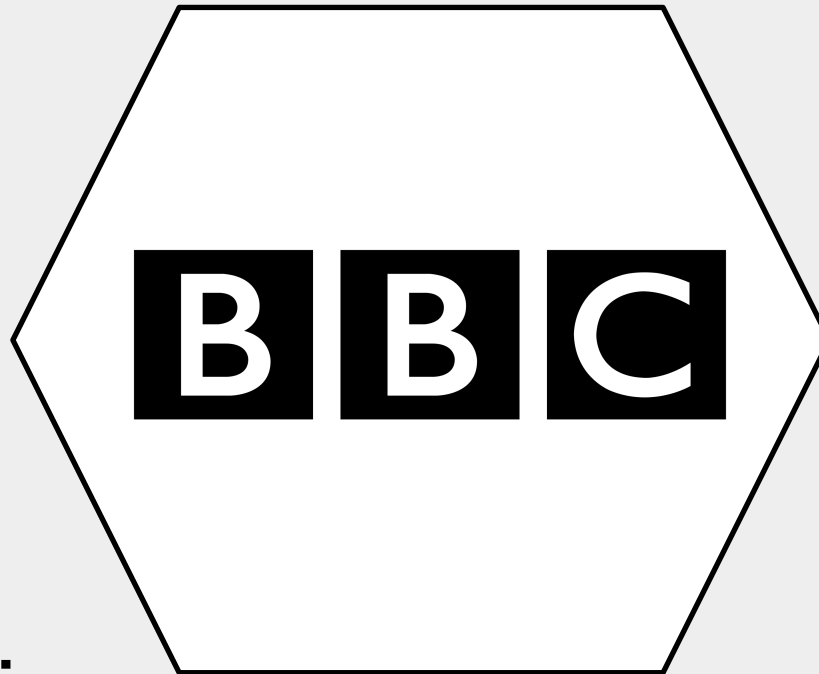
Physique:

black squares with white letters
inside (clear like black and white)

Personality: informative,
reliable, worldwide
renowned

Relationship:

educative,
informative,
entertaining



Culture:
trust, reliability,
independence

Reflection:

aware, part of society,
educated

Self-image:
confident provided by
information, cultured