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## TROLLBÄCK + COMPANY BRANDS NEW NETWORK, REELZ

*Largest Network Launch Ever Gets The Trollbäck Touch; Creative Studio Designs and Brands Reelz With One-Of-A-Kind Look and Feel*

**NEW YORK, NY – November 2, 2006** – Trollbäck + Company ([www.trollback.com](http://www.trollback.com)) just put another notch in its network branding belt. On the heels of completing high profile network rebrands for CourtTV and CBS, the Emmy-winning creative studio leveraged its highly-respected TV design and branding skills for Reelz ([www.reelzchannel.com](http://www.reelzchannel.com)), a new 24/7 network dedicated to producing news and informational shows about movies.

The highly coveted project found Trollbäck + Company crafting a look from scratch, creating an eye-popping logo, on-air designs and print collateral for the channel and its numerous shows. According to Rod Perth, President of Reelz, the network launch on September 27 was the largest in history with 27 million satellite and cable subscribers.

“We’ve worked on redesigns and rebrands, but we have never built a network identity from the ground up,” said Todd Neale, Art Director at Trollbäck + Company. “At the time we started this project, there were no shows in place, no logo and no name for the channel; it was more or less a tabula rasa.”

“We played around with simple graphic shapes that we associate with movie language, like the MPAA logo and the typography of a movie poster,” said Jakob Trollbäck, Founder and Creative Director of Trollbäck + Company. “We wanted to portray the eloquent graphic elements you see in movie credits or opening titles.”

Trollbäck + Company took the movie language one step further with animated network IDs. With the purpose of serving as a brand and giving the network a personality and attitude, the IDs were selected to be done in animation in order to portray Reelz as a fun

and contemporary station. Taking cinematic clichés like a car chase or defusing a bomb, the company chose an illustration style and ended up creating something playful.

Cable and satellite distributors led by Comcast, DirecTV, Time Warner and EchoStar have signed up to air the channel.

Technology used: Mac, Photoshop, Illustrator, Final Cut, After Effects.

### **ABOUT TROLLBÄCK + COMPANY**

Trollbäck + Company ([www.trollbäck.com](http://www.trollbäck.com)) is a visual and conceptual creative studio producing expressive and purposeful graphics, design and live action for advertising, broadcast, and entertainment.

Led by creative directors Jakob Trollbäck and Joe Wright, the collaborative group of designers and writers creates motion graphics, print, environmental and web design. T + Co's trademark approach relies on unorthodox thinking and storytelling, and the belief that a compelling and focused message has to shine through for any communication to be truly successful.

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