

ORF
wien, österreich 1992



When Brody received a commission from Gerd Bacher at the Austrian state broadcasting company Österreichischer Rundfunk (ORF) in 1991, it was an opportunity to take both TV graphics and the traditional notion of corporate identity a step further by creating a completely integrated design philosophy.

We set up a modular structure based around a colour wheel - an idea that Paul Klee had also focused on during

his teaching at the Bauhaus, "the rainbow seen as a ring" - adapted and remodelled as a satellite system retaining the existing central ORF identity, the eye, at its core. The intention was to enable ORF to use their new identity just as one speaks a language.

The elements of typography, colour, shape and the eye fit together in different ways depending on what is being said and where it is being applied.

To set this process in place we insisted upon an independent company, which had absolutely no involvement with ORF's daily machinations, to organise and manage the design project. Run by Hubert Schillhuber and Oliver Kartak in Vienna, Design for Media and Communication (DMC) became the company that directed the redesign and print production.

Wolfgang Lorenz was our main contact at ORF.

