

Colors Kannada Unveils a Brand-New Identity Rooted in the Soul of Karnataka

~Celebrates 10 Years with a Striking Visual Refresh Inspired by Karnataka's Culture, Folklore and Mythology~

Bengaluru, 11th June, 2025: After marking its 10th anniversary over the weekend, Colors Kannada has now unveiled a new look as part of the continuing celebrations. The channel enters a new chapter with a powerful new visual identity that blends legacy and evolution. The refresh reflects a deep reverence for Karnataka's cultural heritage while embracing a contemporary design language. The new look, featuring updated colours, signature motifs and on-air packaging is rooted in the state's traditions and folklore, creating a visual narrative that is both timeless and modern.

Commenting on the rebranding, a JioStar spokesperson said, *"Colors Kannada has always belonged to the people of Karnataka and our new identity is an ode to that bond. As we step into a new decade, this reimagining reflects our pride in where we come from and our promise to stay rooted even as we evolve. It honours our shared cultural legacy and embraces the creative energy of the present."*

This transformation draws inspiration from three powerful symbols deeply embedded in the state's heritage: the **Gandabherunda**, **The Elephant** and **Yakshagana**. Each element has been carefully woven into the new brand identity to pay homage to the richness of Karnataka's mythology and art. The Gandabherunda, a mythical two-headed bird and royal insignia of the Mysore Kingdom, symbolises strength, balance, and protection. It represents the channel's enduring commitment to excellence, vision, and authentic storytelling that uplifts.

The Elephant, a symbol of resilience, wisdom, and regal tradition, reflects the grandeur of Karnataka's festivals and temple architecture from the iconic Jumbo Savari during Mysore Dasara to the stone-carved guardians of Hoysala temples. Yakshagana, Karnataka's beloved traditional theatrical art form, represents the channel's round-the-clock spirit, mirroring the 24/7 energy of storytelling through music, dance, and drama. Together, these symbols form the creative foundation of Colors Kannada's new design. Each visual element is more than ornamental it speaks to the state's artistic heartbeat and collective memory. Every frame has been designed to echo the essence of Karnataka, from its mythology to its modern pride.

As it completes a decade of heartfelt storytelling, Colors Kannada's new look is more than a design overhaul. It is a celebration of identity, rooted in history and crafted for the present. This transformation is a tribute to Karnataka's soul and the viewers who have made the channel an integral part of their lives.

About Colors Kannada

Colors Kannada delivers culturally resonant and emotionally rich content to millions of viewers. The channel offers a compelling mix of family dramas, mythological stories, and reality entertainment through shows like Bhagyalakshmi, Lakshmi Baramma, Ramachari, and the ever-popular Bigg Boss Kannada. With a strong focus on rooted storytelling and iconic characters, Colors Kannada continues to set benchmarks in the Kannada entertainment space.
