



MTV IGGY – Asylum Logo Ident

For this project we worked with MTV in New York to create 2 new logo ids. This is the second of the two logo ids (5-10 seconds long) for the online platform www.mtviggy.com.

Check out the video here <http://vimeo.com/39061790>

“Create a f*cking amazing logo ident that shows who we are”
Producer at MTV

What was the problem?

MTV have a new digital platform called MTV Iggy. It's all about the freshest and most interesting new music from around the world. Our brief was simple, “create a f*cking amazing logo ident that shows who we are!”. We jumped at this opportunity to work for such a great client with such a brave view on creative work.

And how did we solve it?

After working through a number of ideas with MTV we landed on the execution above. As MTV Iggy finds the freshest and craziest new music that mixes up styles, cultures, themes, traditions and more, we showed this via the logo itself. The logo is set in a padded cell whereby it transforms at a rapid rate, in a slightly erratic style.

The Results?

We were asked to produce one logo ident, but MTV liked our ideas so much they decided to pick two. Not only did they display these on their new digital platform, but they have used them on the TV channels too.

2

logo ids



Which services did this include?

DESIGN & BRANDING

DIGITAL & INTERACTIVE

CONTENT ENTERTAINMENT

Like this, let's talk? email michael@thehoucelondon.com or call + 44 (0)20 7209 4957