



### MTV IGGY – Radar Logo Ident

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

Check out the video at <http://vimeo.com/41712247>

“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 searches for and finds the freshest new music around, we focussed the logo ident on a radar theme. It's edgy, lo-fi and glitchy to reflect the brand and as the radar turns, the MTV Iggy logo appears. Extra gems of information are hidden within the text for the eagle eyed viewer.

### 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](mailto:michael@thehoucelondon.com) or call + 44 (0)20 7209 4957