

Mtv Brand Guidelines

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Develop a flexible system to unify the brand's digital presence and guide MTV's internal teams in creating expressive, future-proof visuals in every region. Solution A bold identity system unifies MTV across every platform, creating a cohesive brand for 370MM TV viewers and an even bigger digital audience spanning 45 countries and 13 languages.

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Using the colour palette from Club MTV's brand guidelines as a jumping off point, we took inspiration from '90s rave culture with the use of simple geometric shapes and patterns. Adding elements of the Club MTV logo and using familiar shapes to create a 'festival' feel helped bring the whole piece together.

MTV | Arch-Creative

But brand guidelines go far beyond a logo or icon. It's in their colors, imagery, fonts, tone, and even the feeling you get when you see one of their ads. In this article, we're going to look closer at what brand guidelines are, 12 examples from companies that nailed it, and some tips for how to create brand guidelines of your own.

12 Great Examples of Brand Guidelines (And Tips to Make ...

Meanwhile, the online brand guidelines show the interaction of a number of fonts, declaring their primary typeface to be Arial Bold (the poor man's Helvetica), but showing how that standard can be placed with the iconic logo (with the perfect 7.6 degree tilt), as well as examples with the Ed Interlock font for Orangutan Island.

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There are only 9 pages in the brand guidelines for KAE, so it's clear that typographic expression is a major identifier for the brand ▯ big enough to take up an entire page. Also of note, SocioDesign did an excellent job creating a rich brand presence through bold serifs and copper colors via web, and foil via print.

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MTV has been rebranded by the television channel's in-house design team World Creative Studio, with the aim of 'humanising' the brand. The new identity is based on the theme of 'Mood Swing', and sees a series of logos, backgrounds and idents depicting a wide variety of emotions.

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