

# MTV REBRAND

ZACHARY EDDS

The MTV logo is displayed in a bold, white, sans-serif font. The letters 'M', 'T', and 'V' are significantly larger than the 'M' and 'T' in the middle. The logo is positioned in the upper right quadrant of the page, set against a black background that forms a diagonal shape on the right side of the overall image.

MTV is.. well, it's MTV! You know, MusicTeleVision, it's the super rad American Cable channel that started in the 80's and its cultural significance was booming until they started airing reality Tv instead of Beavis n Butthead and.. music. It's no denying they had a bit of a downfall but even in the reality tv era, it seems they've found their place.

# MTV

## CONCEPT

While I didn't grow up in the 80's I was still heavily influenced by the remnants of the music video era of MTV. For this motion piece, The idea was to take an existing television brand and rebrand it towards something they've never done before. With that in mind, I knew what exactly I was going to do.

# MTV

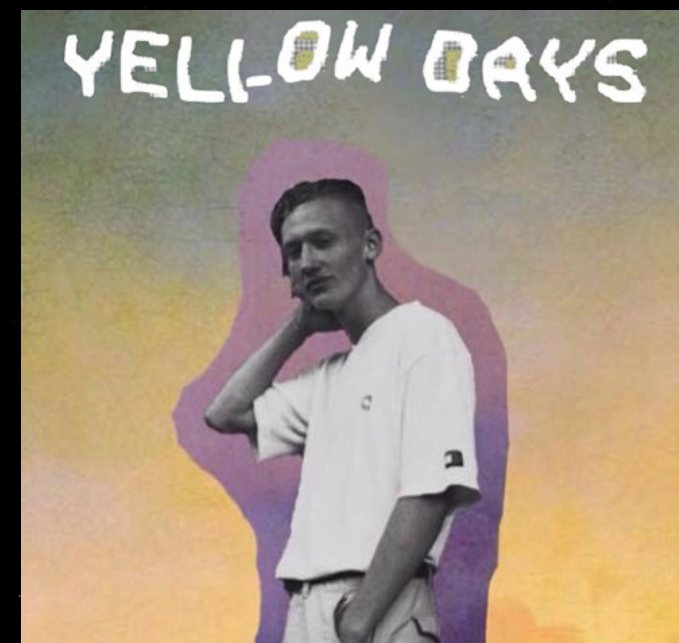
MOODBOARD

EDGY

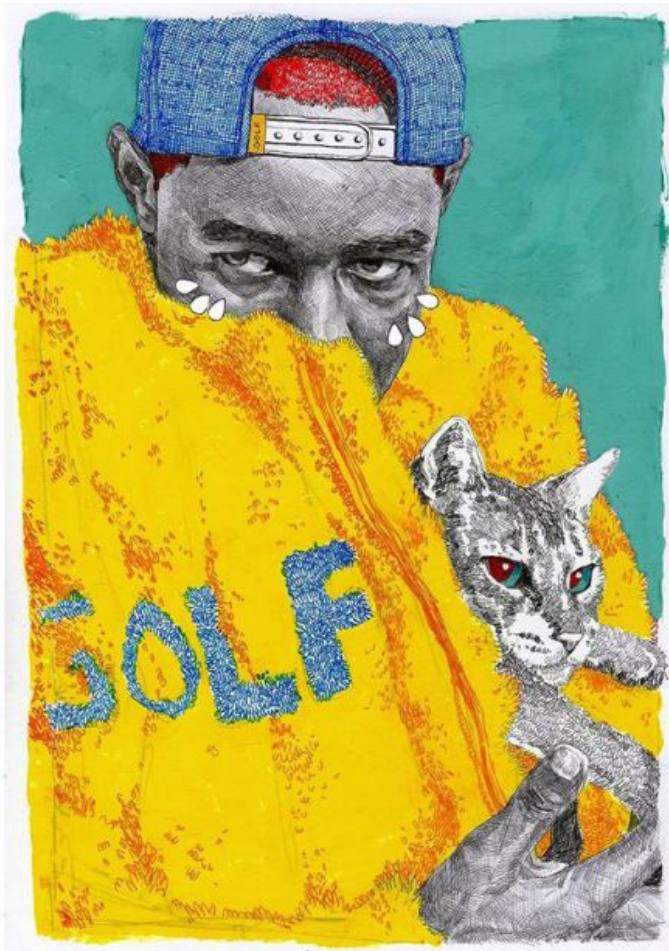
AESTHETIC

CHILL

SCRATCHY









# MTV

STYLEFRAMES



# MTV

FOOTAGE



# MTV

## OUTCOME

The outcome is a combination of several different techniques in motion design to create a fresh take on the 'New Music Era' for MTV. I wanted to take it back to music but in a way they had never done before. Indie/Alternative would be the main marketing for MTV. With two cheerfully wonky indie songs as backtracks, The golden yellow, sketchy illustrative style, and aesthetic film culminate into the perfect alternative rebrand.



**THANK YOU**