



Boxed logos for on-air use



This is a suggested palette.



The logos should always be one color as shown



MTV logo Guidelines:

1. The MTV Logo in its entirety is art, and must be used as it is provided to you. It is our brand identity.
2. The outline of the logo should never be altered
3. The words "music television" proportionally spaced and placed under the "M" are not a font. It is art, do not change it.
4. Always include the appropriate trademark symbol either by placing ® or ™ immediately after and to the right of the word "television"
5. The following rules always apply when using the MTV logo:
 DO NOT BLEED LOGO OFF THE PAGE.
 DO NOT TILT THE LOGO
 DO NOT TWIST THE LOGO
 DO NOT STRETCH THE LOGO VERTICALLY OR HORIZONTALLY.
 DO NOT BEND THE LOGO