

# the MTV logo

The MTV logo is available in two sizes: normal and small. Please use them appropriately and entirely as provided to you.

Normal: For most uses.  
Small: Use when the logo is a half inch or smaller and always as a solid color.

NORMAL SIZE



SMALL SIZE



# logo don'ts

A



B



C



D



E



F



A

Logo face and side panels must remain one color only.

B

Do not reconstruct the logo.

C

Do not add Music Television – this is no longer part of the logo.

D

Logo should never appear on an angle in print or broadcast.

E

Don't add effects or filters.

F

Don't distort the logo in any way; please use as supplied.

# network typeface

Helvetica Neue is our channel's primary font. We use two weights: 85 Heavy and 75 Bold. It must be used in all print tune-in messaging and on-air promo materials. Guidelines for usage is in the following pages.

A

**Helvetica Neue 75 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

A

Helvetica Neue 75 Bold

B

**Helvetica Neue 85 Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

B

Helvetica Neue 85 Heavy