



1985

### Book Description

20-67. Pat Gorman and Frank Olinsky of Manhattan Design, MTV "puzzle" logo, 1985. The logo is assembled, dismantled, melted, and shattered without losing its ability to establish identity.

### My Description

I like how the MTV logo is all scrambled and cut up. It's a different approach to a logo that most everyone knows and is definitely eye catching and interesting to look at.