

# VICELAND



BRAND IDENT  
Alaijah Hampton

# 01: WHO ARE THEY?

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Viceland is a television channel brand operating as a joint venture between Vice Media and A&E Networks with Spike Jonze as the Creative Director.

It features original, lifestyle-focused documentaries and reality series that are marketed primarily towards 18-34 year olds.

According to Guy Slattery, President of Vice Media, the viewers are, “young, affluent and well-educated,”

Well-Known Programs: GAYCATION, Weediquette, F\*\*k, That's Delicious



# 02: LOGOS

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**VICELAND**



Logotype

**Helvetica Bold**

SBS Logo  
Slogan



**VICELAND**

**IT'S A TV CHANNEL**

Recognizability

# 03: CONCEPTUAL DEVELOPMENT

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- Main Word: Contemporary Media
- Secondary Words:
  - Surreal
  - Modern
  - Innovative
  - Reality
  - Current
  - Expansion of Perception and Perspective

Goal: To create a network ident that showcases the surreal, documentive nature of Viceland's key programs.

'The 4 C's of Viceland':  
Contemporary, Culture, Curiosity, Curation

# 04: DESIGN DIRECTION

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The direction was inspired by Colin Read's "skate spot" idents for skate-related programming (2018).

Skateboarding has the potential to act as a tie between the brand and youth culture. It draws nostalgia from target demographic and invokes positive consumer-brand connections and relatability.

Both the cellphone and character have important symbolic roles. The character acts as a Surreal figurehead, easily identifiable within mainstream iconography. The phone represents how even though Viceland is a TV channel, it's still accessible on various platforms. It's a nod to their media expansion on YouTube, Facebook, and Instagram.



# 05: MOODBOARD

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HIP- HOP P  
HIP- HOP P  
HIP- HOP P  
H -HOP P  
H -HOP P  
I IN IN IN TH  
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I IN IN IN TH  
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HOLY LAND  
HOLY LAND  
HOLY LAND  
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