

**MADE WITH
REAL
REJECTED
LOGOS**

THE MOSTLY
TRUE STORY
OF WORK
AND PLAY AT

NUMBER 17

A SERIES
OF SINCERE, YET
SLIGHTLY SILLY
STORIES



One of the saddest parts of our job is when work we love gets rejected. Sometimes we understand why it happens and sometimes we don't, but we thought it would be fun, educational (maybe) and a little painful (like seeing pictures of old boyfriends) to look at what might have been.

We decided to show logos because they're so nice and compact. These were for some pretty well-known companies so you can probably picture (or find) their real life counterparts.



Traditional phones are going the way of, well, traditional phones, but we still feel this one instantly communicated the idea of the ticket purchase by phone.

We couldn't believe it when we realized that the hand-written TV that was already there could double as the start of the word TWO.

The idea for this logo was that the '2' was always there, waiting on the side, you just had to look at it from a different perspective to see it.

MOVIE? FONE.

OK, we knew there was no way they would pick this one but it made us so happy, we had to try. It is a 2 word piece of dialogue. Person 1: "Movie?" Person 2: "Fone."

In retrospect, we are relieved they didn't pick this one.

We knew this one probably wouldn't fly also, but it was funny and irreverent, and we figured if MTV could invent a new kind of television, they could also invent a new letterform.

VH1 wanted to let people know that anything could happen on the channel, so this one was about what could happen inside the brackets. They were meant to suggest a screen and the bracket on the right expanded and contracted as needed.

All things pop culture (the direction VH1 was heading) starts with a play button. This idea gave the channel a built in tagline that suggested the kind of fun VH1 offered: "PLAY".

We designed this one to look like a campaign button. (This was before elections were so ugly.)

This idea gives the channel a superhero, monumental, larger than life kind of feel, like its namesake.



Some of these are better than others but we thought they all communicated the basic ideas of their company. We do think there's a lot to learn from what does and doesn't get selected.

We also hope this makes people feel a little bit better when it happens to them (since it does happen to everyone). And we wish there were (and would like to encourage) more outlets for designers to share their rejected work.



COMING SOON: Interstate and "THE BEST COVER LETTER+RESUME FAUX PAS" (MAYBE)