

MUSE
MAGAZINE

MULTI-PAGE BRAND STYLE GUIDE

PRIMARY LOGO

MUSE

HORIZONTAL EXTENDED

MUSE MAGAZINE

HORIZONTAL STACKED

MUSE
MAGAZINE

MONOGRAM

MM

BADGE



Do Not change
the transparency

MUSE

Do use strong
contrast



Do Not distort
the size

MUSE

Do re-size logo
proportionally

MUSE

Do Not change
the colour

MUSE

Do use brand
colors

MUSE

Do Not outline

MUSE

Do leave space
around logo



Do Not add a
dropshadow

MUSE

Do use badge in
round formats



PRIMARY COLOURS

R239 G236 B234
C5 M5 Y5 K0
#EFECEA

R251 G249 B249
C1 M1 Y1 K0
#FBF9F9

ACCENT COLOURS

R217 G204 B228
C13 M19 Y0 K0
#D9CCE4

R244 G242 B246
C3 M3 Y1 K0
#F4F2F6

SECONDARY COLOURS

R43 G42 B40
C35 M30 Y35 K87
#2B2A28

R125 G122 B120
C23 M21 Y23 K44
#7D7A78

R61 G59 B54
C65 M60 Y65 K53
#3E3C36

BODY FONT

NEW SPIRIT LIGHT CONDENSED

FONT-SIZE | 9.25PT, LEADING | 12PT

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

HEADER FONT

NEW SPIRIT REGULAR

FONT-SIZE | 36PT, LEADING | 38PT

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BOLD

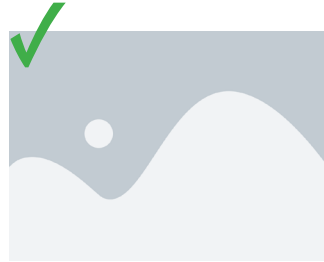
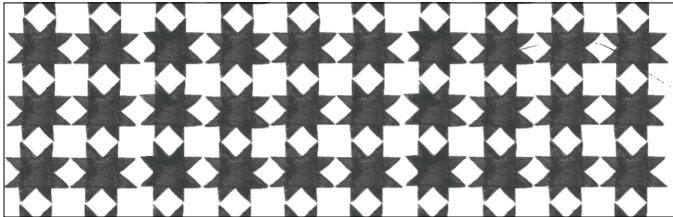
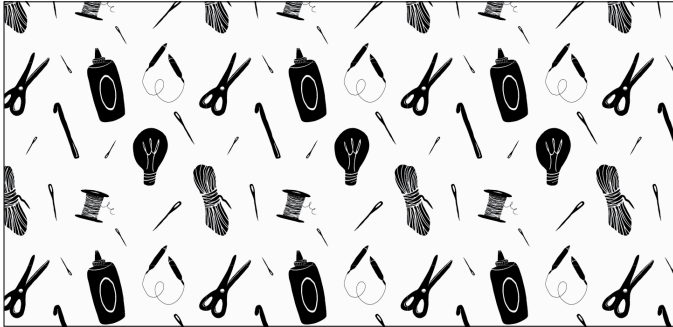
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ACCENT FONT

DEGULAR MONO

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



All Images must be proportionally correct. Any distorted images will be rejected.

All Files Must Be :

- EPS / TIFF / JPG
- 300+ DPI, CMYK
- 1/4 Page—2MB+
- Full Page—6-7MB+



For Illustrations:

- .ai Project File & PNG
- 300+ DPI, CMYK
- Transparent Background

