



MUSE & CO.
OUTDOORS

Brand Guidelines



MUSE & CO.
OUTDOORS

INTRODUCTION

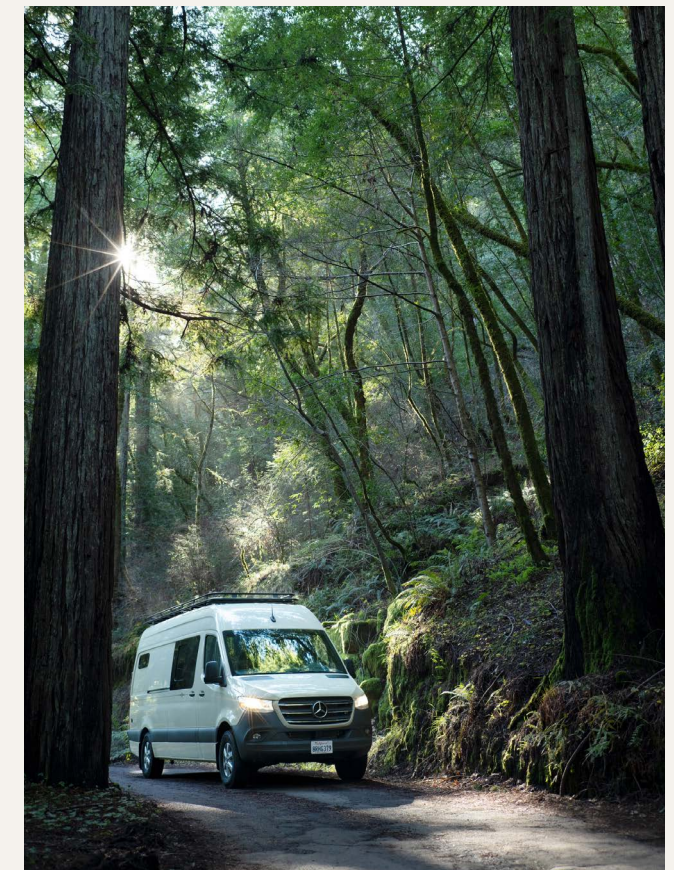
Muse & Co. Outdoors was established to fill a hole in the campervan market.

We found that those wanting to experience vanlife had to either learn to retrofit a van themselves or go through a lengthy custom build process with a van builder.

We provide a better alternative: customers simply choose one of our thoughtfully designed layouts, select the lifestyle options that meet their needs, and choose their favorite materials palette. That's it.

OUR MISSION

To offer Sprinter vans that bring outdoor adventures within reach through flawless functionality and intuitive design.



Brand Values

Our brand values are at the core of our work at Muse & Co. Outdoors. They form the basis of our identity and personality as an organization, and even inform the design of our products.

They affect the choices we make, the actions we take and are the main reason customers will choose us over the competition.

As the Sprinter van conversion market becomes increasingly competitive, it's crucial we consistently refer to these values and live them every day.

① QUALITY

We only use the highest quality building materials and best-of-breed accessories.

② INTEGRITY

We're a trustworthy team that treats customers as friends.

③ INTENTION

We consider every choice in design, fabrication and our role in the world at large.

④ ORIGINALITY

We strive to differentiate ourselves by questioning the status quo of van-building.

⑤ USER-CENTRICITY

We build for our customers' needs and seek to continuously make our product experience better.



MUSE & CO.
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Product
Design
Philosophy

Product Vision

Every design decision we make is based on four fundamental goals for the user experience we want to provide our customers. As we develop our product offerings, we always keep the following maxims in mind.



SUPPORT OUTDOOR LIFESTYLES

We believe the primary function of a van conversion is to make traveling and playing in the outdoors easy and exciting.

This means always considering our customers' outdoor hobbies, itineraries and lifestyles as we design our products.



BALANCE COMFORT WITH ADVENTURE

While the size of a Sprinter allows us to provide many of the creature comforts of home, we feel the thrill of outdoor exploration comes from doing more with less.

Ultimately our aim is to provide customers with everything they need, and nothing they don't.



DESIGN INTUITIVE ENVIRONMENTS

We want our customers to feel as though our vans are tailor-made for their needs.

Our layouts were developed to be as functional and easy to use as the best products and experiences on the market today.



CONSIDER EVERY DETAIL

In such a small space, no detail is too small to be noticed—and any element we don't purposely design feels like an afterthought.

Considering every detail is a way to give our customers the feeling that we have taken care of them every time they use their vans.

Stylistic Inspiration

Our designs are based on a unique blend of three stylistic categories that we feel offers an elegant but accessible take on vanlife.

OUR STYLE IS



**CLASSIC
AIRY
DELIBERATE**

OUR STYLE IS NOT

- Rustic
- Industrial
- Beachhouse
- Boho
- Mid Century Mod.
- Minimalist
- Commercial Vans
- RV's
- DIY Vans
- Private Aircraft
- Private Yachts
- Car Camping
- Mountaineering
- Backpacking
- Overlanding
- Cabins

Product Moodboard

A blend of modern farmhouse interiors, glamping set-ups and classic sailboat interiors, our style is also inspired by the serenity and textures of California's natural beauty.



CLASSIC
AIRY
DELIBERATE



Product Design Principles

We use the following six strategies to ensure that our offerings live up to the promises of our product vision and embody the spirit of our stylistic influences.

Anticipate Needs

When designing, fabricating, or sourcing any element for our camper vans we use empathy and customer insights, to imagine real scenarios our customers will encounter, and only choose solutions that will meet their needs.

Use Materials Worth Touching

In such a small space, every material we use must look and feel great. We use minimally processed, environmentally friendly, non-toxic, and “honest” materials in ways that maximize the best aspects of their inherent properties.

Source Quality Components

We take pride in sourcing and testing the best components and equipment from a variety of industries. We strive to use elements that are attractive, durable and a joy to use.

Provide Versatility Through Simplicity

While it's tempting to solve every problem with add-ons and mechanisms, they can also create visual clutter and a fussy user experience. We believe that in a camper van, less is often more.

Make Harmonious Aesthetic Choices

In addition to evaluating individual elements for their beauty, we take care that our materials, geometry, components and finishes all work well together to create an appealing and complete whole.

Ensure Everything Has a Home

An organized space is a harmonious space. Our layouts and cabinets are designed to minimize clutter and give our customers the option to stow everything away when they want to.

Van Design Language

Through careful consideration, we have developed a physical design language that embodies our stylistic influences and manifests our design principles.



SHIPLAP

An elegant and functional way to clad the interior walls, shiplap also draws the eye horizontally to make the vans feel bigger than they are.



ROUNDED CORNERS

A nod to sailboat interiors, this feature softens an otherwise rectilinear space and showcases our superior craftsmanship.



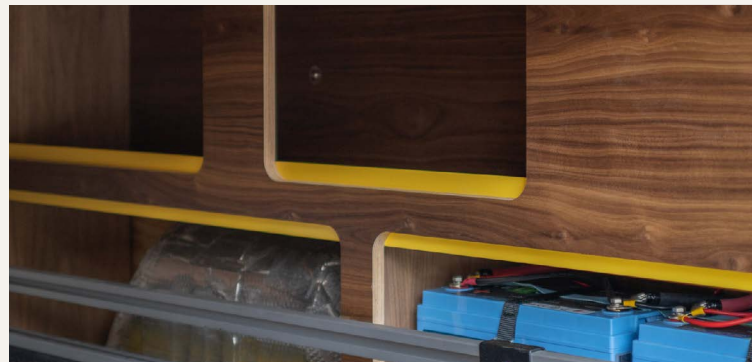
SATISFYING TOUCHPOINTS

Wherever our customers touch or otherwise interact with our van, we've taken care to make sure the experience is intuitive and pleasing.



FUNCTIONAL DETAILING

The detailing in our vans should serve a specific function and contribute to the overall aesthetic of the van.



POP COLOR

Like adding a dash of hot sauce to a well-balanced dish, our pop colors add a sporty, playful surprise to our van interiors.



TEXTILES

To add texture and a human touch to our spaces, we use earth-toned textiles that feel handmade, but not overly traditional.



DURABLE HARDWARE

All our hardware is chosen to be durable, easy to use and allude to our aesthetic influences.

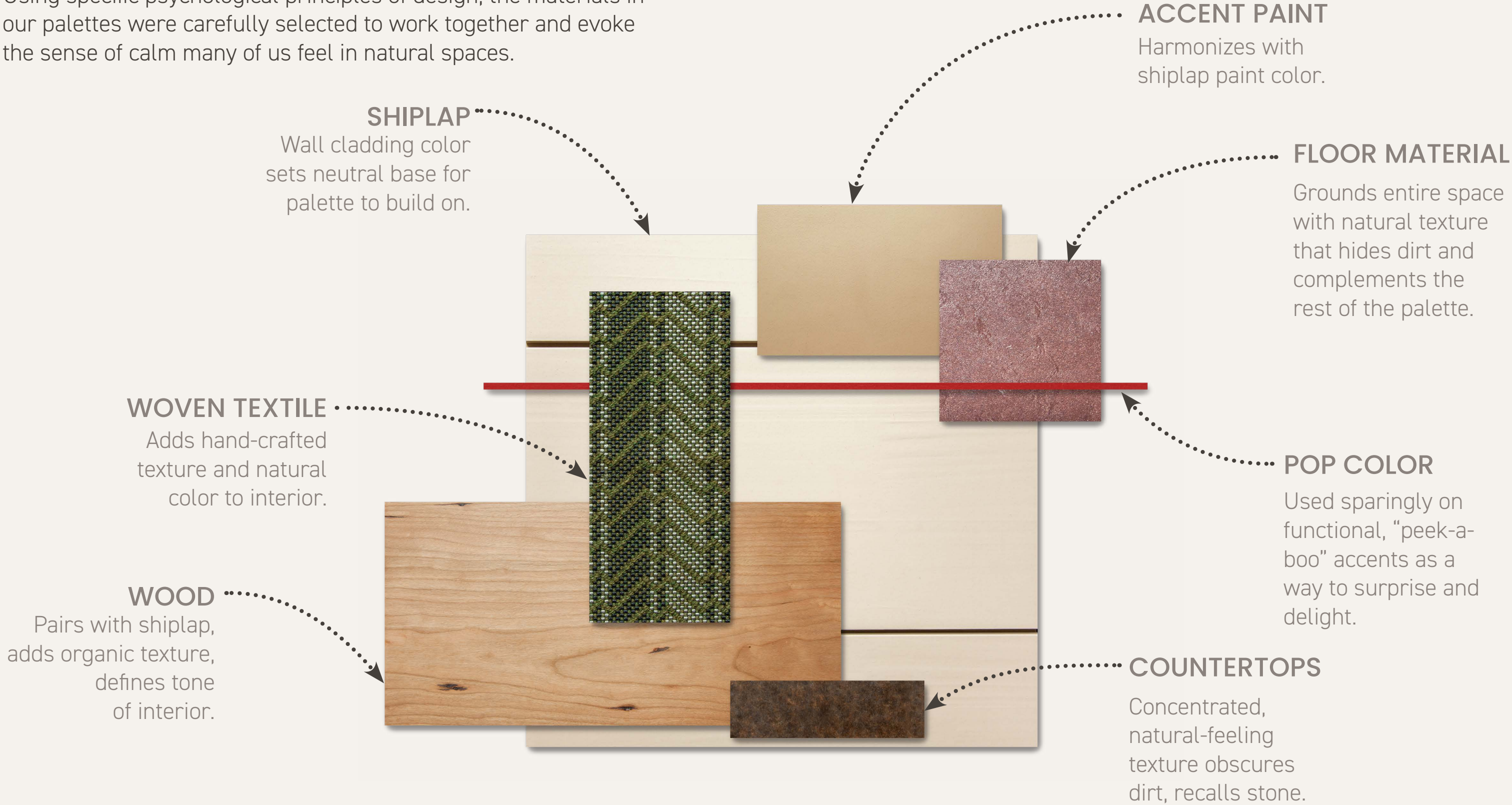


HUMAN FACTORS

We arrange the functional components of our camper vans to contribute directly to our customers' comfort and happiness.

Interior CMF* Strategy

Using specific psychological principles of design, the materials in our palettes were carefully selected to work together and evoke the sense of calm many of us feel in natural spaces.



* Color, Material, Finish

Van Livery: Medium

A modern take on the classic diagonal stripe motif used in sailing for over a century, our livery packages were designed to complement Mercedes paint colors and ensure that our vans stand apart from other campervans, wherever they may roam.



Arctic White



Pebble Grey



Blue Grey



Selenite Grey Metallic



Tenorite Grey Metallic



Jet Black

Van Livery: Large

A modern take on the classic diagonal stripe motif used in sailing for over a century, our livery packages were designed to complement Mercedes paint colors and ensure that our vans stand apart from other campervans, wherever they may roam.



Arctic White



Pebble Grey



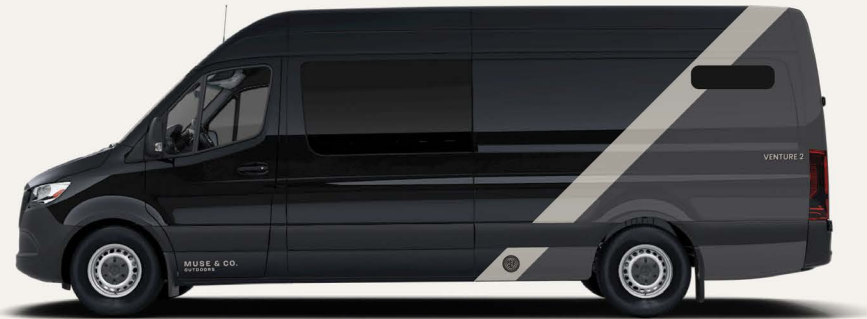
Blue Grey



Selenite Grey Metallic



Tenorite Grey Metallic



Jet Black



MUSE & CO.
OUTDOORS

Brand Positioning

Competitive Landscape

SHARE OF WALLET

	Flexibility	"Value/Affordability"	Geographic Optionality	Ease To Execute	Privacy	Social Community	Amenities
Muse & Co. Outdoors	X		X	X	X	X	X
AirBnB	X	X	X	X	X		X
Camping	X	X	X			X	
Bed & Breakfast	X	X	X	X			
Van Rental	X	X	X		X		
RV Ownership	X		X		X	X	X
Glamping	X	X	X	X	X		X

Indirect Competitors who are still part of the decision making process potential customers decide where they will spend their money.

VAN CONVERSION

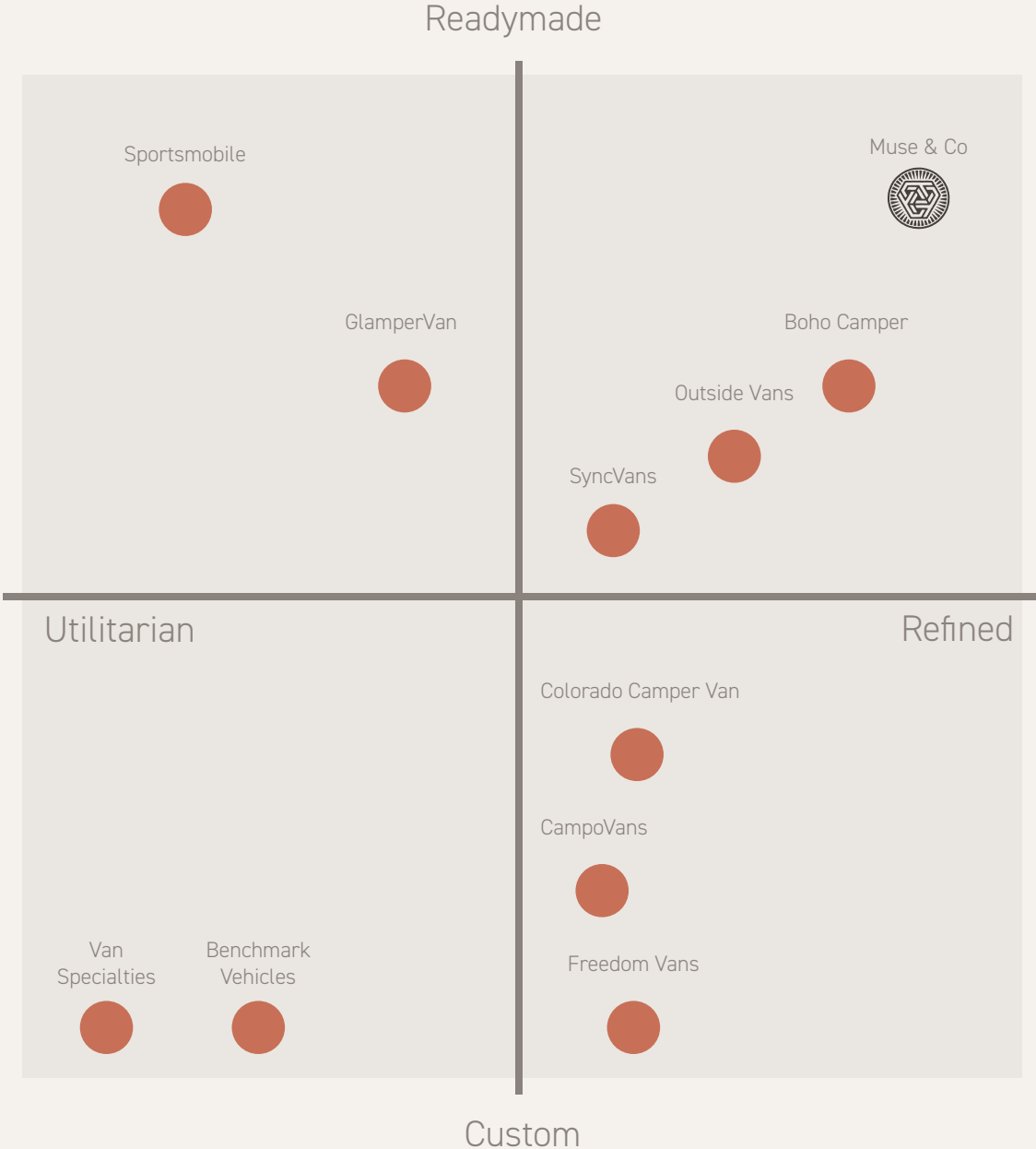
	Full Custom Builds	Modular Design Options	Luxury Conversions	Customer Owned Van	Multi Van Brand Options	Design Forward	Well Defined Branding	Rental Options
Muse & Co. Outdoors		X	X	X		X	X	
Sportsmobile		X		X	X			
CampoVans	X		X	X			X	
Benchmark Vehicles	X		X	X			X	
Sync Vans	X	X	X	X	X		X	
Van Specialties	X			X		X		
Colorado Camper Van	X	X		X	X		X	
Freedom Vans	X			X	X		X	
Outside Van	X		X	X	X		X	
Glampervan		X		X		X		
Boho Camper Vans	X			X				X

Direct competitors once customers have decided they will buy and convert a van.

 Key differentiators.

PRODUCT POSITIONING

We compete with both alternative vacation options as well as other van builders. Our unique offering incorporates community, luxury and speed which differentiates us from other van builders.



Analogous Brands

Our core customers buy from quality brands that enable them to live an active lifestyle. They wear thoughtfully designed apparel and shop at farmers' markets. They love craft beer and kombucha. They ride bikes, hike, trail run and host dinner parties.

RITUAL COFFEE

WHOLE FOODS MARKET

FORT POINT BEER CO

flour + water

TARTINE

FOOD AND BEVERAGE BRANDS

allbirds

FILSON SINCE 1897

EILEEN FISHER

ARC'TERYX

TAYLOR STITCH

APPAREL BRANDS

Sunset

ESALEN

snow peak outdoor lifestyle creator since 1958

Backcountry.

SHELTER CO

OUTDOOR LIFESTYLE BRANDS

MAGNOLIA

HEATH CERAMICS SF. DESIGN IS A SYSTEM OF VALUES.

west elm

HOME DECOR BRANDS

Core Customers

Muse & Co. Outdoors' core customers fall into two large buckets: Young-at-Heart Retirees and Family Weekenders. While each group has different needs, they tend to value similar brands.

YOUNG-AT-HEART RETIREES



- ✓ 50+ Active Empty Nesters
- ✓ Top 5% of income bracket
- ✓ Enjoying retirement and the fruits of their early career
- ✓ Tend to do longer trips to visit family and friends
- ✓ Splurge for the things they've worked hard for and pride themselves on seeking out quality items
- ✓ Vans represent an ecofriendly, home-like and more active alternative to typical RVs

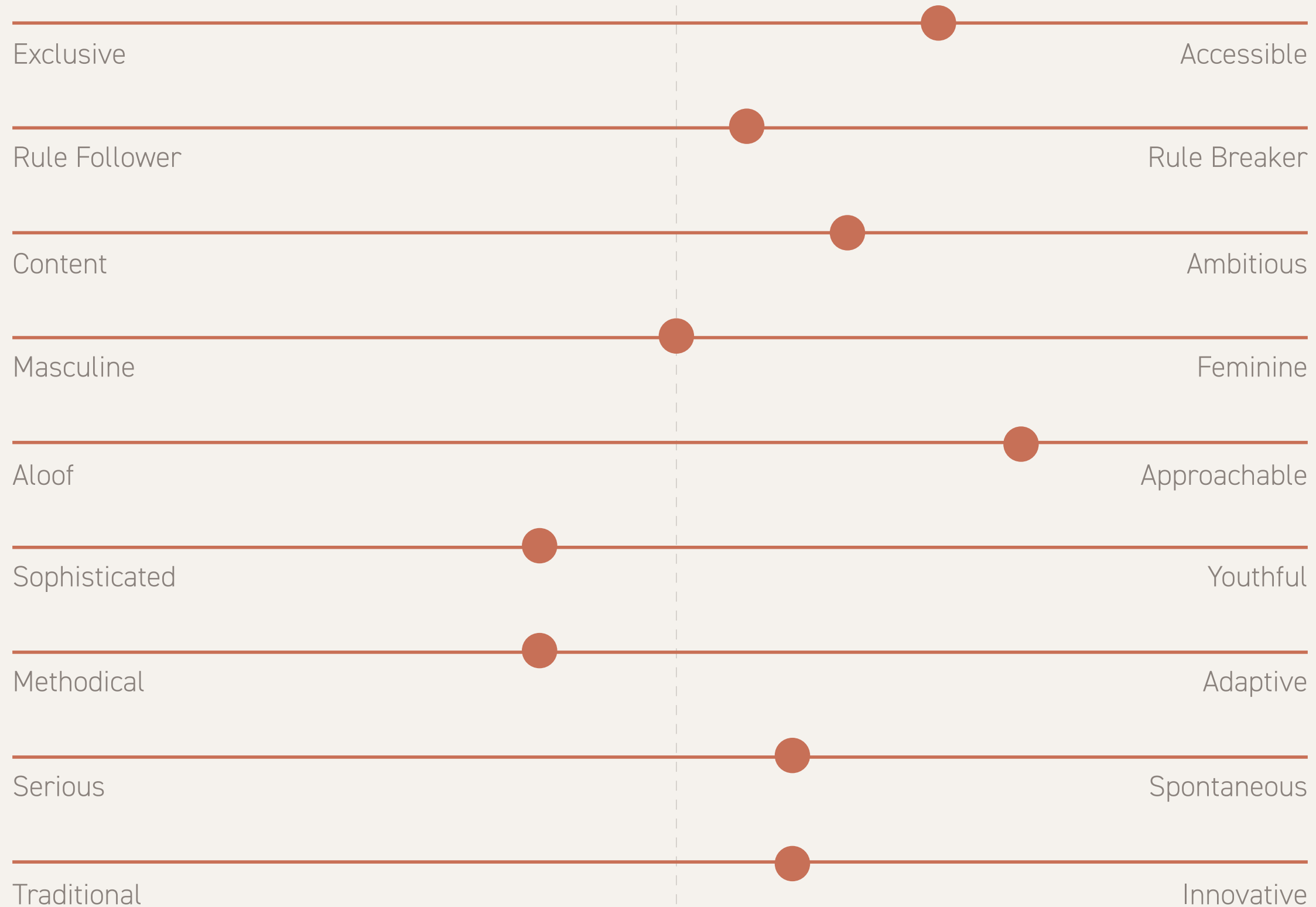
FAMILY WEEKENDERS



- ✓ Young families with 1-3 children
- ✓ Affluent, college educated professionals in urban areas
- ✓ Seeking more outdoor family time
- ✓ Value flexibility and being able to go on a vacation without the hassle of booking or planning
- ✓ Tend to do frequent, shorter weekend trips
- ✓ May have been campers before but with kids, value the ease and luxury of home-like amenities

Brand Personality

We can give our brand human characteristics to better understand how potential customers relate to our brand.





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Brand Design

The Badge

The impossible object at the center of our badge represents the hand-crafted nature of our work, and the sunburst around it represents our spirit of outdoor exploration. The Badge should be used infrequently for special applications.

Positive



Knock-out



Note: Our badge is NOT symmetrical and artwork for the positive and knock-out version of The Badge are NOT interchangeable.

Primary Logo

When we combine the Badge with our Logotype we get our primary logo lock-up that should be used in most applications.

Positive



Knock-out



Note: artwork for the positive and knock-out version of our Primary Logo are NOT interchangeable.

A Note On Alignment

When automatic alignment tools are used, the period at the right hand side of our primary logo lock-up will skew center-horizontal alignment in a composition, causing the logo to look mis-aligned on the page.

Put another way: when we use our primary logo lock-up, we must align it BY HAND so that it looks balanced on the page.

When you place the logo in a composition, you can use a center alignment tool and then nudge it to the right slightly until it looks balanced, somewhere between the center of the entire lock-up and the center of the badge.



Alternate Logo

The horizontal lock-up our logo can be used in applications where a left-alignment is necessary to create a balanced composition.

Positive



Knock-out



Note: artwork for the positive and knock-out version of our Alternate Logo are NOT interchangeable.

Misuse

We want to make sure our logos always look consistent and professional. Here are a few things to avoid when working with them.

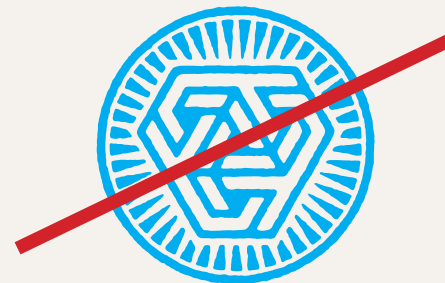
INVERSIONS

The positive and knock-out versions of our logos are NOT interchangeable. If you change from a light to dark background, you must also change artwork.



COLOR

Except under very specific circumstances, don't change our logo colors, and never outline the logos or use gradient fills.



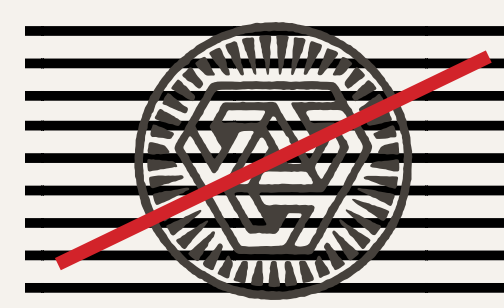
MODIFICATIONS

Don't skew, squish, rotate, flip or add effects to our logos. Note that our badge is NOT symmetrical.



BACKGROUNDS

Don't put our logos on low-contrast or busy backgrounds.



Color Palette

Intentionally warm and earthy, our brand color palette was designed to be an elegant but versatile collection of hues for use online and in print.

SAND

RGB(244, 243, 238)
HSL(50, 21.4%, 94.5%)
CMYK: 3.05, 2.05, 4.77, 0
HEX: #F4F3EE
BM: 9043 C / 9043 U
BM: OC-13 Soft Chamois

STONE

RGB(70, 63, 58)
HSL(25, 9.4%, 25.1%)
CMYK: 61.77, 60.66, 64.5, 49.07
HEX: #463F3A
PMS: Black7 C / 7771 U
BM: 1547 "Dragon's Breath"

CLOUD WHITE

RGB(250,250,250)
HSL(0, 0%, 98%)
CMYK: 27.13, 22.99, 27.41, 0
HEX: #FAFAFA
PMS: N/A
BM: OC-68 "Distant Gray"

SMOKE

RGB(188, 184, 177)
HSL(38.2, 7.6%, 71.6%)
CMYK: 27.13, 22.99, 27.41, 0
HEX: #8A817C
PMS: Warm Gray 1 C / Warm Gray 1 U
BM: 1534 "Rodeo"

MUD

RGB(138, 129, 124)
HSL(21.4, 5.6%, 51.4%)
CMYK: 46.92, 43.84, 46.17, 7.15
HEX: #8A827D
PMS: 401 C / 401 U
BM: 1475 "Graystone"

CLAY

RGB(200, 112, 86)
HSL(13.7, 50.9%, 56.1%)
CMYK: 17.86, 64.99, 68.87, 3.21
HEX: #C87056
PMS: 7607 C / 7580 U
BM: 034 "Spiced Pumpkin"

Typography

Our typefaces were carefully chosen to work together and lend our brand a classic but slightly casual vibe. Each typeface has its distinct use and treatment.

P22 Mackinac Pro Bold

Headlines & Titles
Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ; ? ; ! & @

Beekeeping Sound Healing Burning Man Daily
Kegel Practice, Biodiesel Ancient Chinese
Wisdom Dreamwork Ayahuasca.

G-Suite Equivalent Font: Volkhov

DIN 2014 Light

Body Text
Sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ; ? ; ! & @

Beekeeping sound healing burning man daily kegel
practice, biodiesel ancient chinese wisdom dreamwork
ayahuasca.

G-Suite Equivalent: Barlow

Poppins Medium

Sub-Headings, Labels
& Buttons
UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ; ? ; ! & @

BEEKEEPING SOUND HEALING BURNING MAN
DAILY KEGEL PRACTICE, BIODIESEL ANCIENT
CHINESE WISDOM DREAMWORK AYAHUASCA.

G-Suite Equivalent: Poppins

Brand Voice and Copy

Voice Characteristic	Description	Do's	Don'ts	Example
Authentic	We're a trustworthy team that will give customers the tools and insights they need to make the right purchasing decisions.	<ul style="list-style-type: none"> • Be honest and clear • State benefits as well as any issues at the outset • Use strong verbs 	<ul style="list-style-type: none"> • Use marketing jargon or superlatives • Over promise • Oversell capabilities • Use passive voice • Use wishy-washy descriptions 	"Fully custom builds can be great, but far too often the process becomes overly time-consuming and complicated and the customer ends up with a van that doesn't function as well as it should."
Approachable	We take our product seriously but we don't take ourselves too seriously.	<ul style="list-style-type: none"> • Use colorful examples • Be playful and relatable • Use common contractions for a more casual voice • Use "you" over "one" to speak directly to a customer 	<ul style="list-style-type: none"> • Be too casual • Use too many pop-culture references • Be too formal • Be snarky or challenging 	"Curious? Come Check Out Our Vans!"
Sophisticated	We're a luxury product featuring world class design. We're proud to offer best in class materials and experience.	<ul style="list-style-type: none"> • Use the full Muse & Co. Outdoors name • Be confident • Use clear, concise and powerful statements 	<ul style="list-style-type: none"> • Use Muse Outdoors • Write long, drawn out sentences • Use overplayed examples • Be cold or unapproachable 	"The freedom of the open road, the comforts of home."
Knowledgeable	We're your trusted experts in the van conversion world. While we know how to build, we're excited to share our knowledge so you're informed.	<ul style="list-style-type: none"> • Link potentially complex features to experience • Be upfront and technical but also explain what features may mean • Reference vendor names and useful units 	<ul style="list-style-type: none"> • Use complex technical jargon over simple everyday language • Solely rely on features as a selling mechanism • Over complexify things! 	"A whopping 400 Watts of premium ZAMP Obsidian solar power, across four roof-mounted panels, takes care of your off-grid charging needs. A 15 Amp shore power inlet allows you to plug in a power system when available. "
Aspirational	We don't sell vans, we sell a new way to experience nature and new way to connect with others.	<ul style="list-style-type: none"> • Speak to human senses, experiences and archetypes • Link to mission of connecting people to nature • Link to profound human experiences of awe, the sublime, 	<ul style="list-style-type: none"> • Be aloof and insincere • Be too eager or oversell our product as radically world-shifting 	"On chilly mornings, grab your laptop and get some work done at the comfortable table as you enjoy thermostat-controlled heat." and coffee made on your built-in cooktop."

Photography Guidelines

Our intentional approach to photography is one of the most distinguishing factors of our brand, and maintaining the quality of our photography will ensure our brand remains as impactful as possible.

Generally speaking, we use two categories of photography in documenting and marketing our vans:

Lifestyle photography features natural-looking models using the van in beautiful locations, and strives to capture the emotions and experience of traveling in our vans. The focus is on the people in the van, not the van itself.

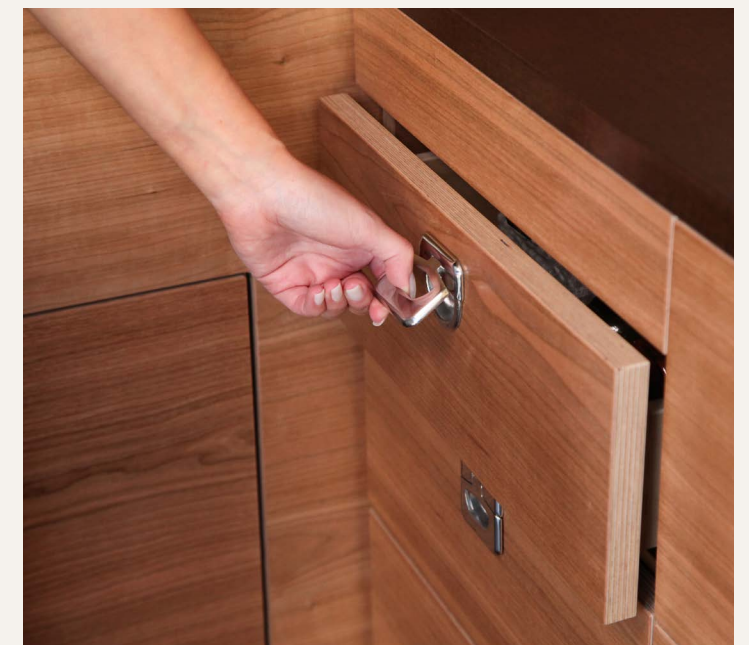
Product photography showcases the van as a beautifully crafted object, inside and out. These photos allow us to put our layouts, materials and thoughtful details front and center in the photo.

For more guidance on photos and the 12 key types of photos we strive to use, please refer to [y](#).

LIFESTYLE PHOTOGRAPHY



PRODUCT PHOTOGRAPHY



Expo Set-up

We have designed and developed a Muse & Co. Outdoors “base camp” for use at showcases, expos and brand pop-ups.

Details to follow.

