

**MUSE & CO.**

—

**MUSE & CO. BRAND BOOK**

NOV. 2020





# INTRODUCTION

## THE WHY BEHIND OUR LOGO

In 2005, Muse & Co. was formed to adapt the incredible creative talent of film industry professionals to non-film projects in the San Francisco Bay Area. The idea was simple: say yes to challenging projects, and work collaboratively to design and build inspiring experiences.

Through word-of-mouth recommendations alone, our relatively small team has tackled increasingly ambitious projects, working with world-class architects and installing work in corporate campuses across the Bay Area.

In 2019 we successfully led the design and installation of Crunchyroll's new 80,000 sq. ft. San Francisco headquarters, and in 2020 we launched our own brand of premium campervans—all without a fully developed brand identity to stand behind.

In an effort to change that, we developed a visual identity worthy of our unique team and our first 15 years of success; a brand capable of symbolizing our “say yes” attitude and our incomparable portfolio. Most of all, we developed an identity to proudly represent our work and our team to the world.

This book serves to outline this new identity, what it means to us, and how and when to use its elements. We hope you enjoy.





# BRAND VALUES

## WHAT MAKES OUR APPROACH DIFFERENT?

### WHAT IS MUSE & CO.?

Muse & Co. is a one-of-a-kind design and fabrication firm with a passion for turning lofty ideas into breathtaking experiences.

### MISSION STATEMENT


With roots in everything from film set construction to industrial design and fine arts, our team delivers the imagination, passion, and craftsmanship to blend the worlds of art and architecture.

### VISION STATEMENT

To bring joy to the world through immersive design.

### MOTTO

No Such Thing As Impossible



“It’s about what talented people can craft with their hands to bring joy to someone’s day”

**Noah Veneklasen**

Co-Founder

# THE SEAL

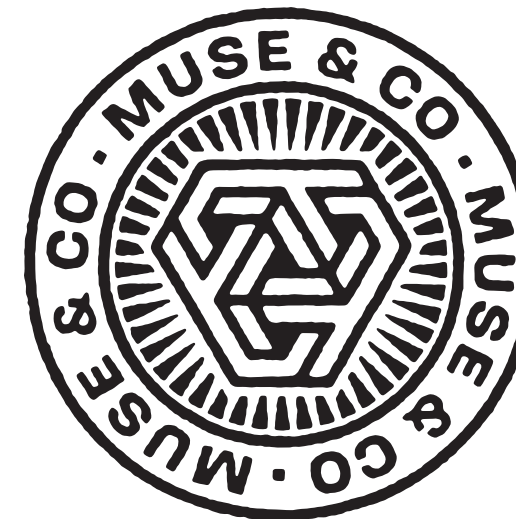
## OUR PRIMARY MARK

Our logo is built around The Impossible Object, a symbol representing the marvelous and often intricate nature of our work.

The round seal alludes to the long history of craftspeople giving their work a stamp of approval; a visual marker of unity and quality.

You'll notice our logo is slightly imperfect. This is intentional. This lends the mark a hand-crafted quality that is further accentuated when the mark is rendered in different mediums.

Finally, the seal is always rendered in black and white—never color—to ensure it is strikingly legible amongst our colorful work.



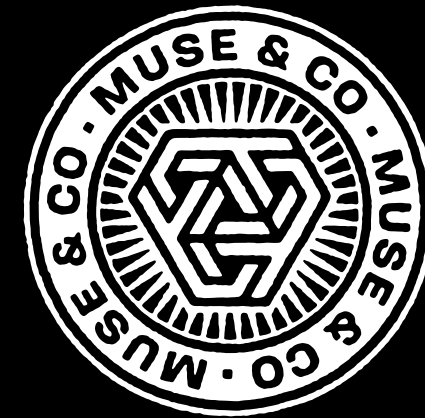


# VARIANTS

## ACCEPTABLE ALTERNATE LOGOS

While we try to use the previous logo as much as possible, some placements require slight tweaks.

NEGATIVE: FOR DARK BACKGROUNDS



FILLED-IN: FOR MEDIUM BACKGROUNDS, COLORS AND PHOTOS



# THE LOGOTYPE

## OUR SECONDARY MARK

There are instances, due to space or context, where using The Seal isn't feasible or appropriate. In these cases we can use our logotype.

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# CLEAR SPACE

To make sure our logos are always easy to see, make sure there is adequate space around them. Use this drawing as a guide.



# MINIMUM SIZES

At very small sizes, avoid using The Seal. Instead, use The Logotype which remains legible at any size.



Minimum Seal size : 1.5" x 1.5"

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No Minimum Logotype Size



# MISUSE

## LOGO NO-NO'S

### COLOR

Don't change our logo colors, outline the logos or use gradient fills.



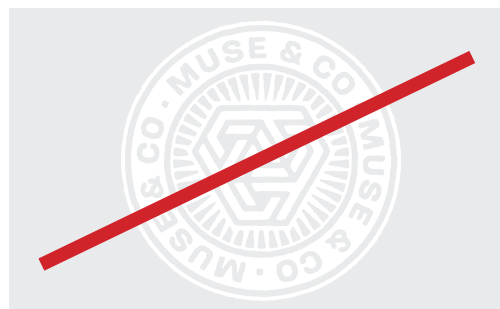
### MODIFICATIONS

Don't skew, squish, rotate, flip or add effects to our logos.



### BACKGROUNDS

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



# TYPOGRAPHY

Our typeface is DIN 2014, a modern, slightly quirky typeface with a technical edge. It strikes a nice balance between friendliness and professionalism while remaining legible in all applications.

DIN 2014 Extra Bold Uppercase - Black

# HEADLINES

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 ¿ ? ¡ ! & @**

DIN 2014 Light Uppercase - 80% Grey

# SUBHEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ¿ ? ¡ ! & @

DIN 2014 Light Mixed Case - Black

# Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ¿ ? ¡ ! & @

DIN 2014 Stencil Closed  
Extra Bold Upper Case - Black

# STENCILS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 ¿ ? ¡ ! & @**



# BRAND COLORS

Our brand palette is intentionally simple. The aim here is to represent ourselves clearly and differentiate our company's visual identity from our diverse body of work.

## FLAT BLACK

RGB: 0, 0, 0  
CMYK: 100, 100, 100, 100  
Hex: #000000

## TRUE WHITE

RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
Hex: #FFFFFF

## 80% GREY

RGB: 51, 51, 51  
CMYK: 0, 0, 0, 80  
Hex: #333333

## 30% GREY

RGB: 188, 190, 192  
CMYK: 0, 0, 0, 30  
Hex: #BCBEC0

## MUSE GOLD

RGB: 248, 187, 14  
CMYK: 0, 25, 94, 3  
Hex: #F7Bf0D  
SW4084 Safety Yellow



# **APPLICATIONS**

USING OUR LOGO

Note: final designs subject to change.

# USAGE SYSTEM

A few rules of thumb for putting the elements of our brand identity to work.

## THE SEAL



Use The Seal to proudly represent Muse & Co. and “herald” our presence or our work.

## THE LOGOTYPE

# MUSE & CO.

Use The Logotype at small sizes, in secondary usage to The Seal or to subtly mark or label company property.

## PERSONNEL



Drawing on our company’s background in film and theater, company apparel is primarily black so as not to visually distract from our work.

## TOOLS AND EQUIPMENT



As much as possible, tools and equipment should be Safety Yellow, our brand’s accent color.



# BUSINESS CARDS

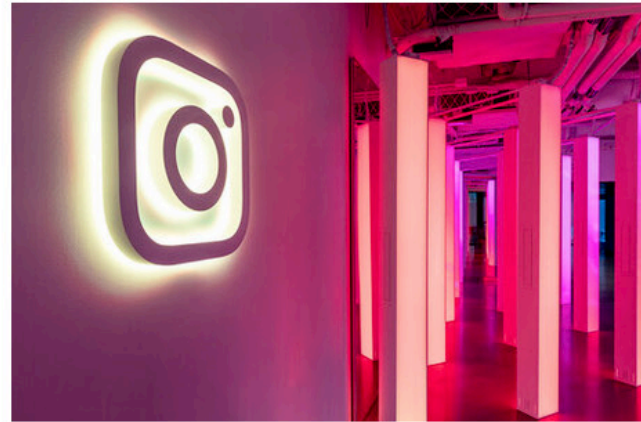
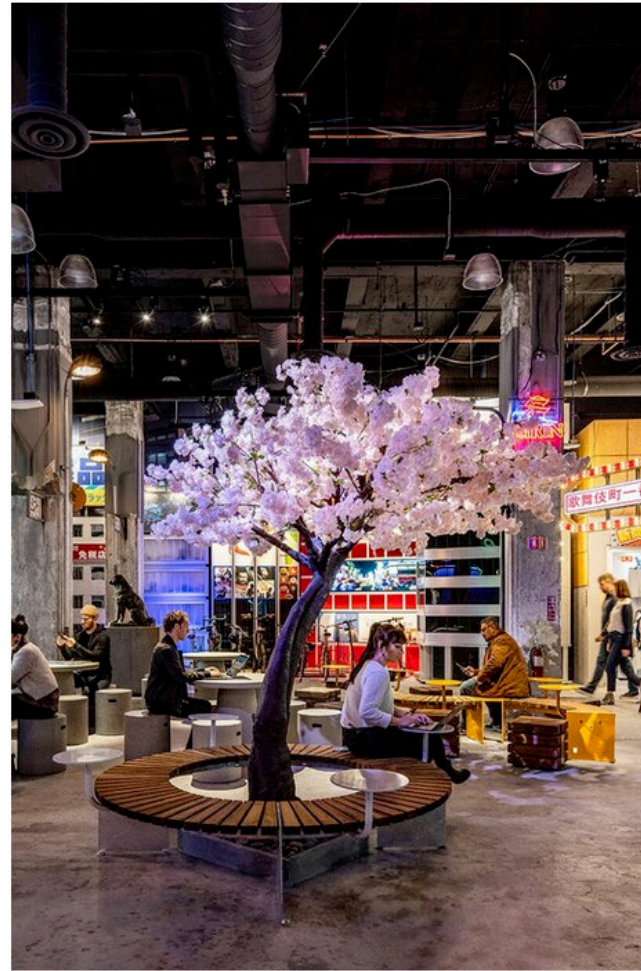




# WEBSITE

MUSE & CO.

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# INSTAGRAM

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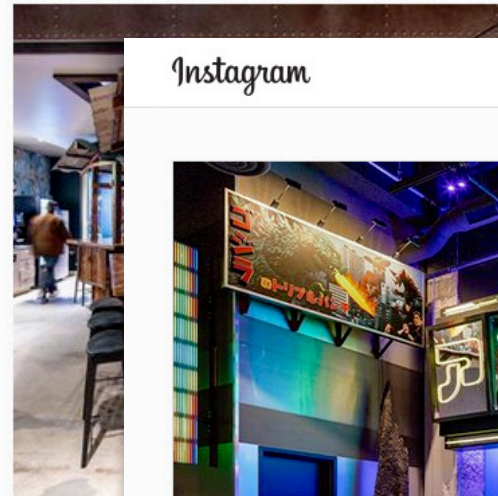
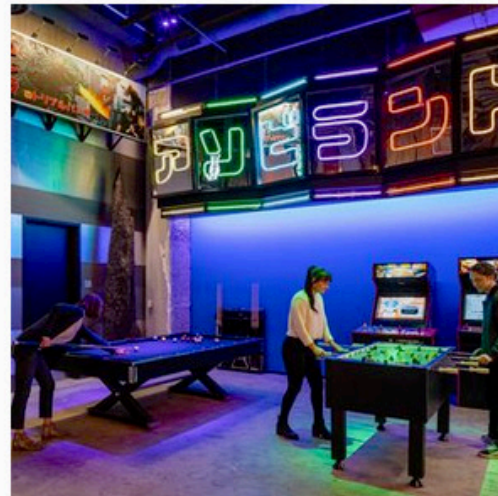
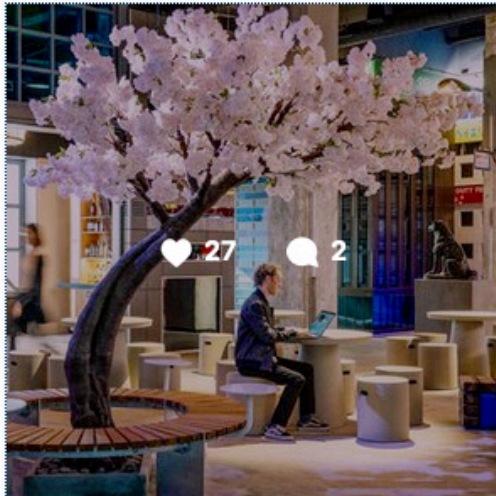
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**Muse and Company**  
Designing and fabricating breathtaking immersive spaces in the San Francisco Bay Area, and beyond.  
[www.museandcompany.com](http://www.museandcompany.com)



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**museandcompany** Game time under the watchful eye of Godzilla

#godzilla #arcade #games  
#crunchyroll #design  
#atmospheredesign

3w

22 likes  
OCTOBER 15

Log in to like or comment.

# E-MAIL SIGNATURES

**Sean Goss**

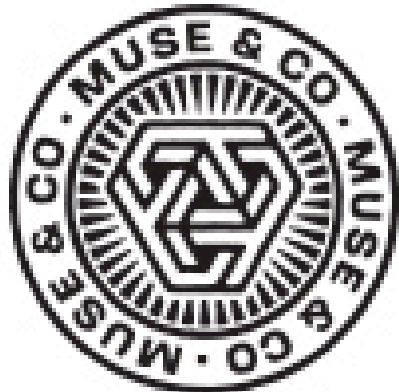
Re: Logo Inquiry

To: Nathan Yoder, Cc: Katja Genest, Noah Veneklasen, Sam Galison

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Thank you so much Nathan! Excellent work. Very exciting to be on the other side of this process ha.

And to think! You almost didn't show us that one ;)



**Sean S. Goss** Lead Designer

seang@museandcompany.com

561.843.4515

**[www.museandcompany.com](http://www.museandcompany.com)**



# VEHICLE LIVERY

Option 1





# VEHICLE LIVERY

Option 2





# VEHICLE LIVERY

Option 3





# VEHICLE LIVERY

Option 4



# VEHICLE LIVERY





# APPAREL + PPE





# APPAREL + PPE





# APPAREL + PPE



# APPAREL + PPE





# SHOP ENTRANCE





# GIFTS + TOKENS







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