



MUSE

Brand Guidelines



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About The Logo

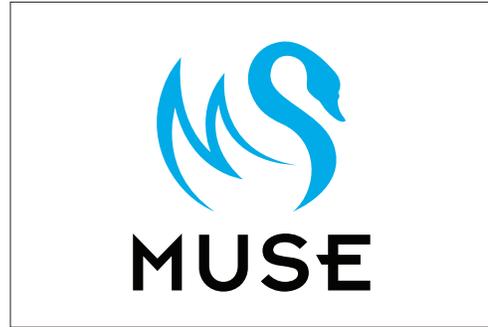
The swan symbol is graceful, artistic and sophisticated. It represents our dedication to creating provocative, intelligent, and prestigious movies that are aesthetically pleasing and entertaining for both young and older adults. The 'blue' represents our ability to ensure the client that we are a trustworthy company that will produce Oscar-worthy movies in a professional and coherent manner.

The font is open, clean and modern for precise readability. The distinctive letter 'E' has the crossbar extended beyond the spine to emphasize and express our dynamic, entrepreneurial, and individualistic approach to creating classic and timeless movies.

The elegance, cleanliness reminds the client that we are loyal and committed to creating quality movies in the most effective and creative way.



Logo Placement



VISION

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789 # \$ % & ? !

Thin *Thin Italic*
Light *Light Italic*
Regular *Regular Italic*
Bold ***Bold Italic***
Heavy ***Heavy Italic***
Black ***Black Italic***

UNNA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789 # \$ % & ? !

Regular *Regular Italic*
Bold ***Bold Italic***

Primary Colour Palette



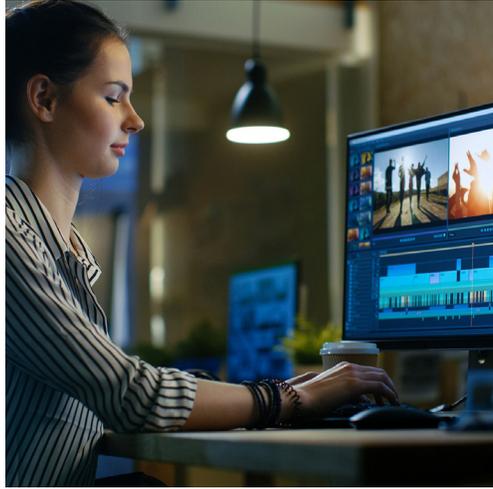
Secondary Colour Palette



Photos that show engagement in a creative team, smiling and socializing amongst each other to express dedication. This will encourage and interest clients to consider working with the company.



Photos that show behind the scenes of the making of the films to define the company's positioning. The technical equipment emphasizes smart, craftsmanship, and professional.



Photos that show film editors working individually in the film studio that shows smart, dedication, trustworthy, dynamic and entrepreneurial.



Photos that show dramatic movie scenes of the actors to attract an adult audience. Dramatic photos of actors communicates artistic and sophistication.

Logo Process



Logo Process

Logo Process

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Logo Process



Logo Process



Logo Process



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