



Brand Guidelines

This document will help you understand the basic graphic elements of the mu brand. It is designed to ensure the brand's graphic elements are used consistently and in the proper way.

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Logos

Our logo is the most immediate representation of the organisation. Through consistent and repetitive use as a signature design element in all of our visual communication, the logo will, in time, become a visual shorthand for our values and ambitions.

There are a lot of variations of the logo, all designed to make it feel playful. Don't mistake this as permission adapt and play with it without serious consideration, please be careful with its use. Use only the 3D or flat layouts shown in these guidelines. Never stretch or alter the logo in any way. It should only be filled using the colours found in the colour section of this document.



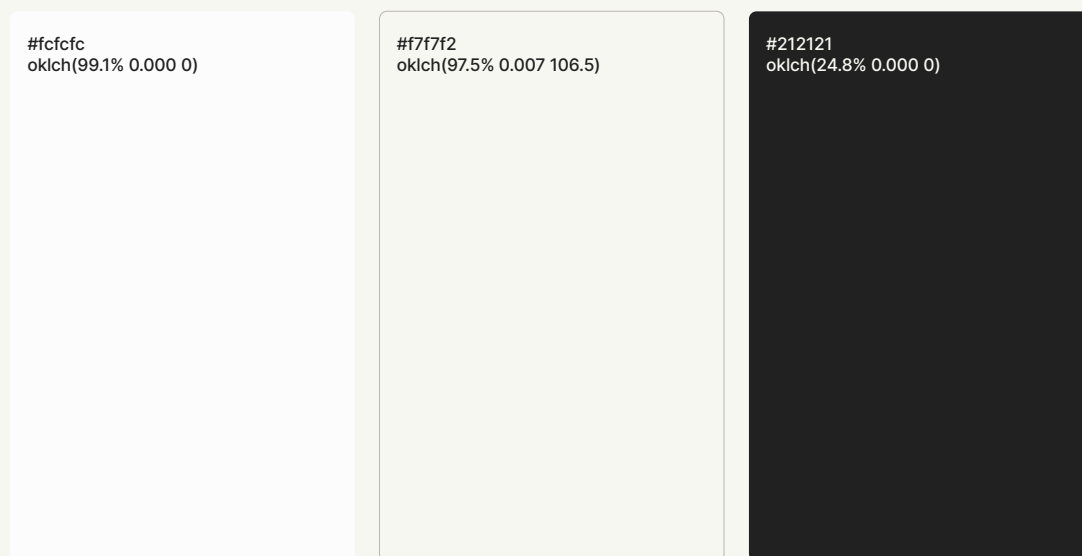
1.2 Log and Icon Variations

The logo can be used in two layouts, each available in four colour tones.



Colours

2.1 Colours



Base Colours
Base colours for backgrounds, typography and UI.



Primary Colours
The bigger blocks on the left of the pink, blue and orange are the primary colour. The lighter and darker tones serve as accents, allowing for tone-on-tone designs.

Try not to mix colours together, instead choose which colour you want to use for a particular design and use its corresponding tones, along with the blacks and whites above to create your design.

See the applications section for examples.

2.2 Tonal Scale

#ffedfc oklch(96.5% 0.028 331.2)	#d1f2fa oklch(94.0% 0.036 214.0)	#ffe8d6 oklch(94.5% 0.035 60.4)	#fcfcfc oklch(99.1% 0.000 0)
#ffbdf2 oklch(87.5% 0.101 333.5)	#b9e7f4 oklch(90.0% 0.051 216.9)	#ffd3b5 oklch(89.7% 0.064 56.1)	#f7f7f2 oklch(97.5% 0.007 106.5)
#f8a2df oklch(81.6% 0.127 338.2)	#a1dcee oklch(86.0% 0.065 218.7)	#ffbe92 oklch(85.1% 0.095 55.2)	#edebe5 oklch(94.0% 0.008 91.5)
#ef86cb oklch(75.5% 0.152 341.5)	#87d1e8 oklch(82.0% 0.080 219.6)	#ffa86a oklch(80.5% 0.129 55.2)	#e0ded9 oklch(90.1% 0.007 88.6)
#e66ab9 oklch(69.7% 0.177 343.6)	#72bddd oklch(76.1% 0.088 227.3)	#ff8f36 oklch(75.7% 0.166 54.5)	#c5c4bf oklch(82.0% 0.007 97.4)
#db4aa6 oklch(63.7% 0.203 345.4)	#5ca9d2 oklch(70.2% 0.097 233.7)	#f9742b oklch(70.7% 0.182 45.3)	#abaaa6 oklch(73.8% 0.006 95.1)
#c04293 oklch(58.0% 0.182 344.8)	#4796c7 oklch(64.4% 0.107 238.7)	#f2571f oklch(65.8% 0.201 38.0)	#92918e oklch(65.7% 0.005 91.5)
#a73981 oklch(52.5% 0.164 344.1)	#3e88b5 oklch(59.9% 0.100 238.4)	#db5019 oklch(61.3% 0.185 38.9)	#797876 oklch(57.3% 0.003 84.6)
#8d316f oklch(46.7% 0.143 342.8)	#357ba3 oklch(55.6% 0.093 236.9)	#c54a12 oklch(57.0% 0.169 40.5)	#62615f oklch(49.3% 0.003 84.6)
#75295e oklch(41.2% 0.124 341.4)	#2c6e92 oklch(51.2% 0.087 236.0)	#af430b oklch(52.4% 0.153 41.9)	#4b4a49 oklch(41.0% 0.002 0)
#5e224d oklch(35.7% 0.104 340.2)	#236181 oklch(46.8% 0.081 235.0)	#9a3d05 oklch(48.1% 0.137 44.0)	#353535 oklch(32.9% 0.000 0)
#471a3d oklch(30.0% 0.084 336.9)	#1a5470 oklch(42.2% 0.075 233.7)	#853600 oklch(43.6% 0.122 46.3)	#212121 oklch(24.8% 0.000 0)

Developer Use
These colour ramps should be used by developer and designers only when additional tones are required for accessibility reasons.



For example
These additional tones may be useful in the design of buttons where darker and lighter tones are required for accessibility.

Typography

The 'M' and 'U' in the logo is custom designed so there is no font family for it but for the rest of our copy we use Inter. The font is available for free through Bunny Fonts.

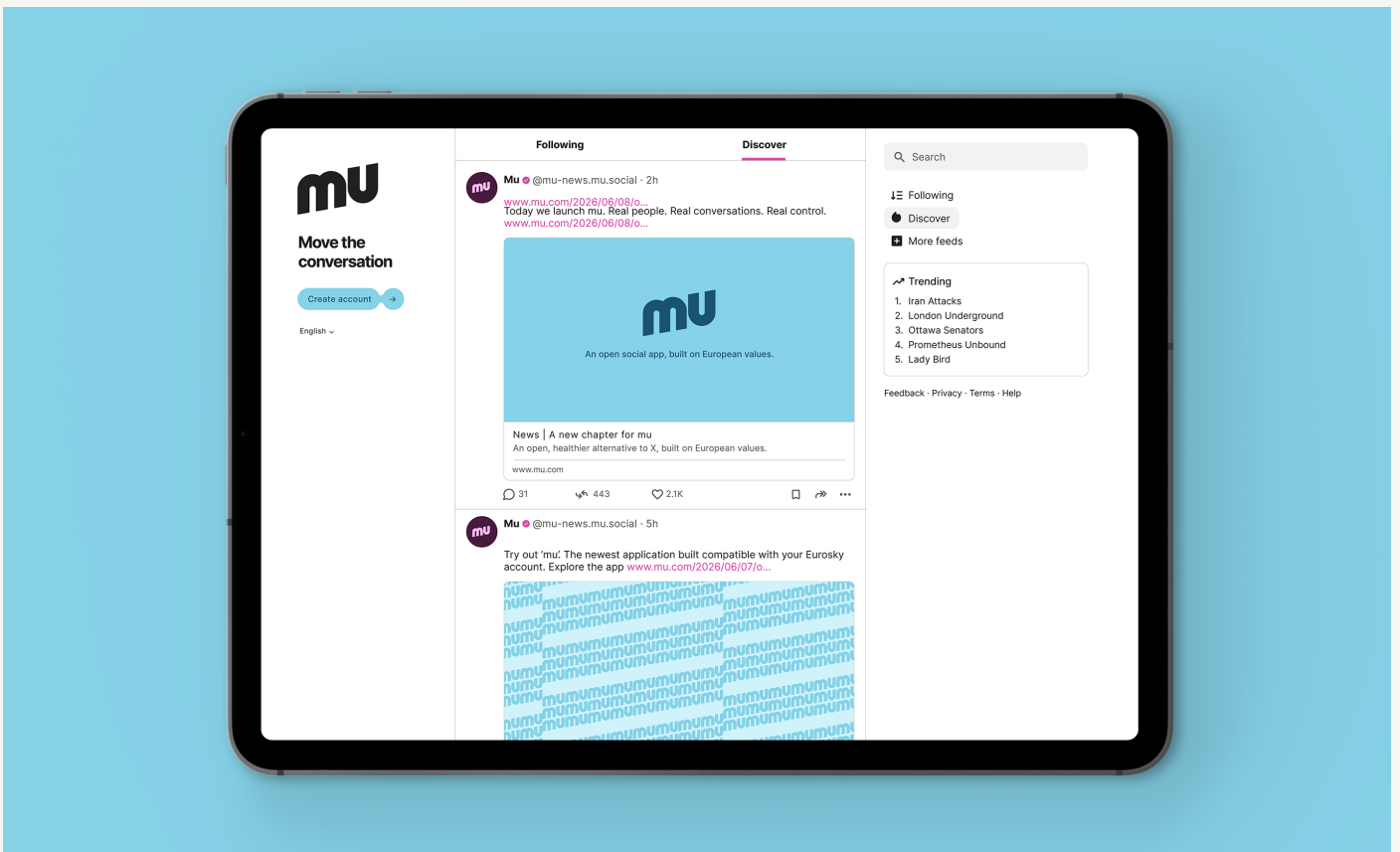
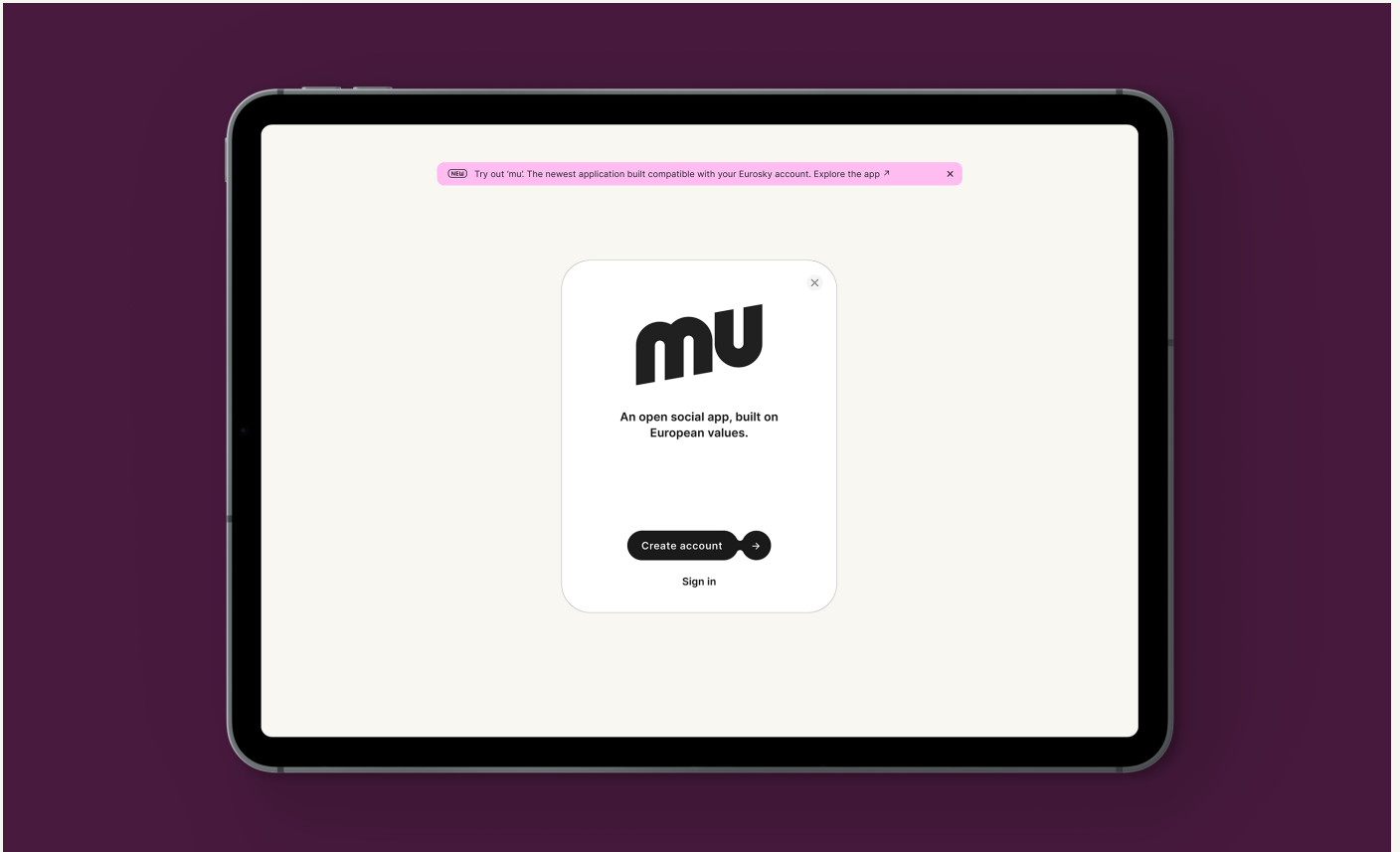
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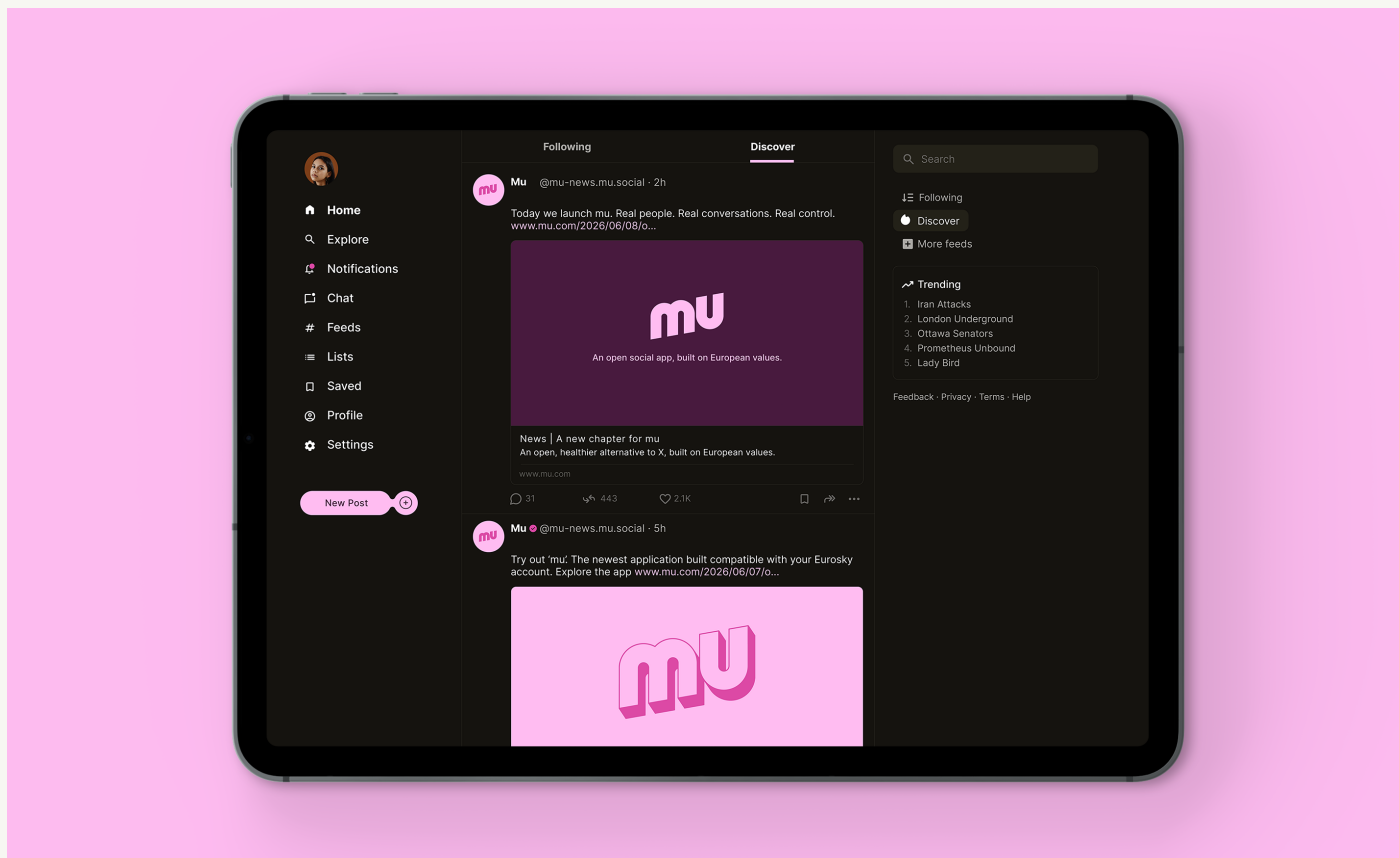
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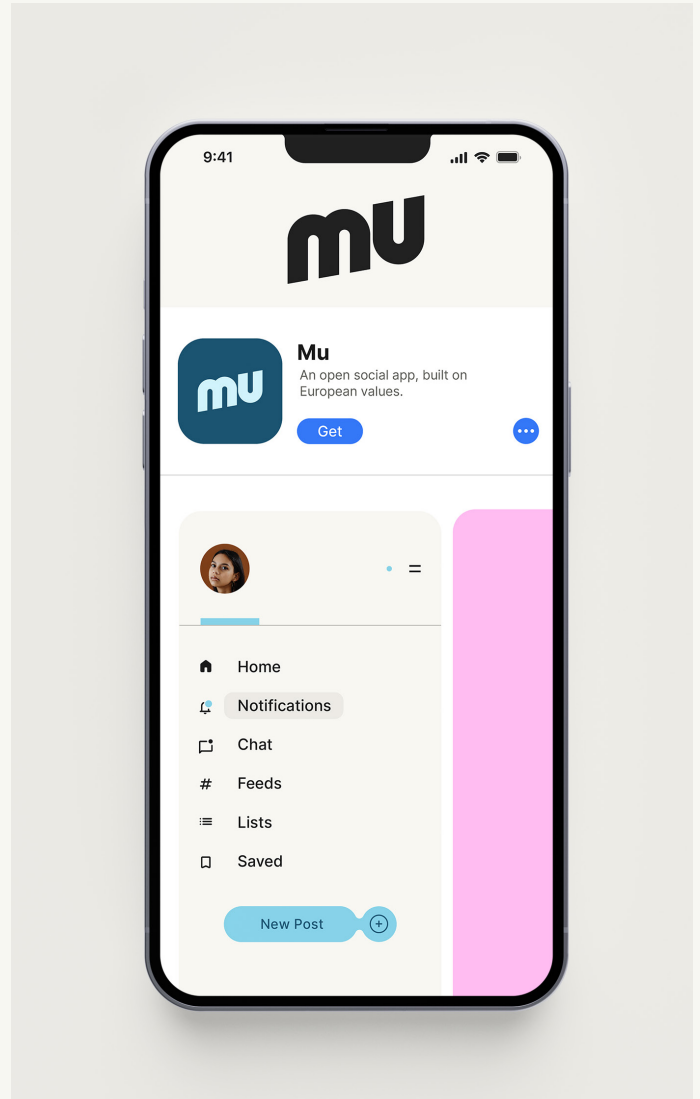
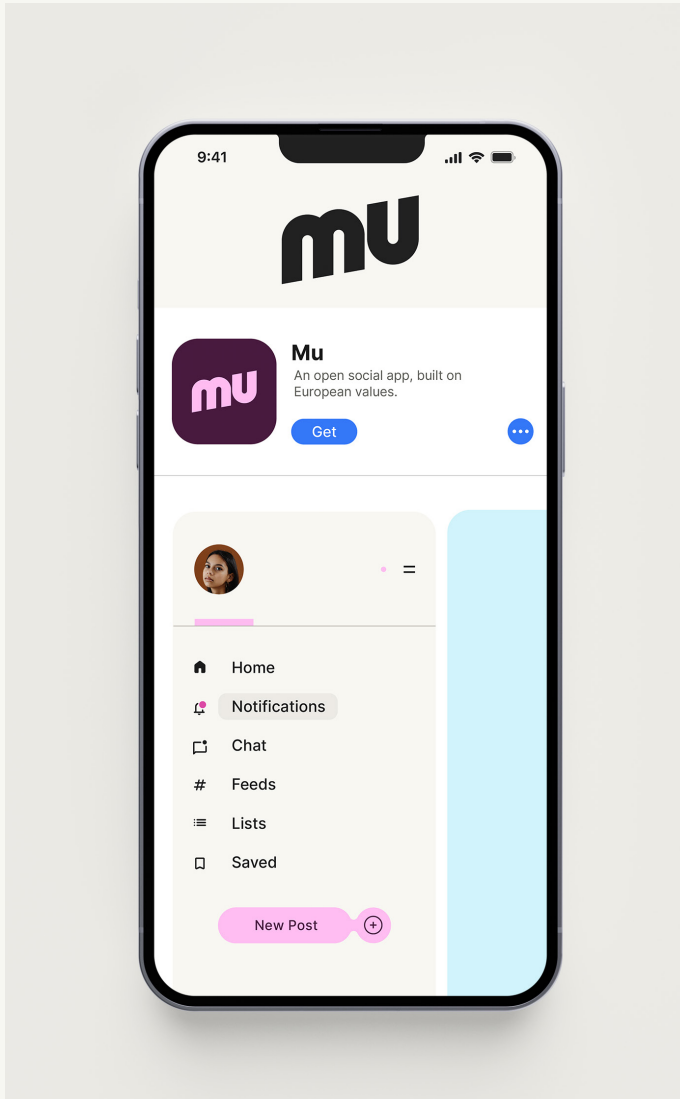
Inter
Primary Font

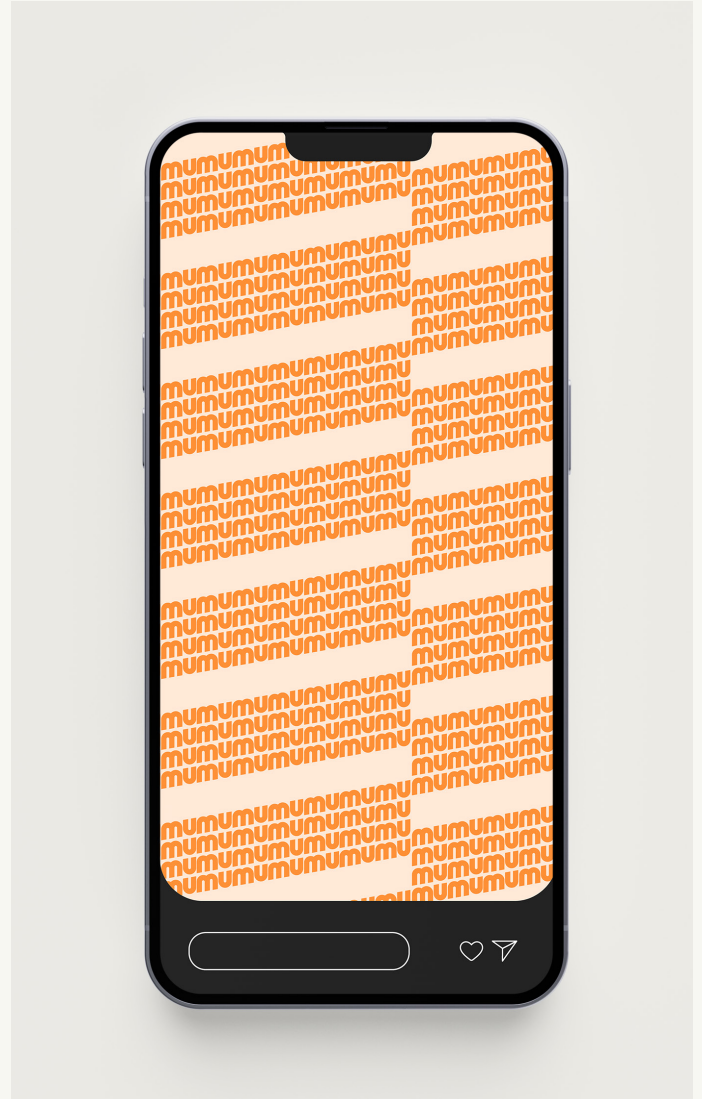
Applications





4.3 App Store







An open social app, built on
European values.
