MarketMuse

Brand Guidelines

Logo Lockup

The MarketMuse logo consists of two elements; the Star Icon and the wordmark using the Resist Sans font. It's an instantly recognizable brand element and should be implemented consistently throughout product and branding efforts. The logo should always exist with the Star Icon and wordmark together, except in situations where the Star Icon can be allowed to stand on its own. Both elements have been exactly positioned and proportionally fine-tuned.

MarketMuse
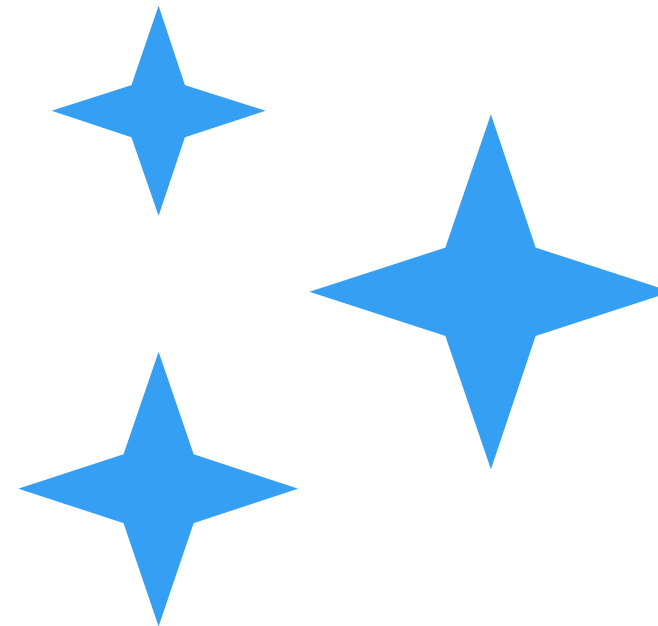
STAR ICON

WORDMARK

Clearspace

Minimum clear space around the logo is equal to the height and width of the "M". Nothing shall break the limit of the space that the M's create. This clear space insulates our logo from distracting visual elements, such as other logos, copy illustrations or photography.

Star Icon Lockup

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Under certain circumstances, we can simply use a reduced form of the logo and use the Star Icon on its own. Generally, it's acceptable to use the Star Icon in communications where the MarketMuse brand has already been established. In these cases, the Star Icon can break out of the lockup and take on a life of its own. At times, it can even stand as a shorthand for the brand.
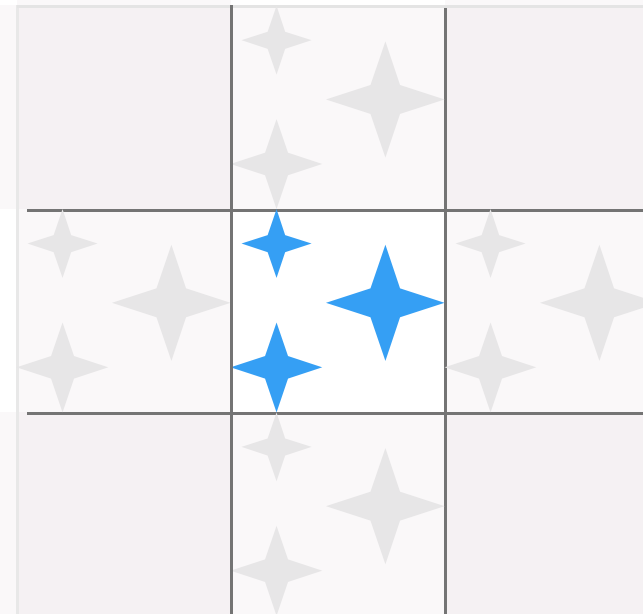
Star Icon Clearspace

As a general rule of thumb, minimum clear space around the Star Icon should be equal to the height and width of the Star Icon. However, under certain circumstances this clear space can be encroached upon. For example - when applying a tagline next to the logo or when space is very limited.

Color Combinations

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The default version of the MarketMuse logo uses our primary brand color "Neptune Blue". However, the logo can live with different colors. When a monochromatic logo is required, a white monochromatic logo should be used as often as possible, except when design limitations require lighter backgrounds. Here, you will find an overview of some possible color combinations.
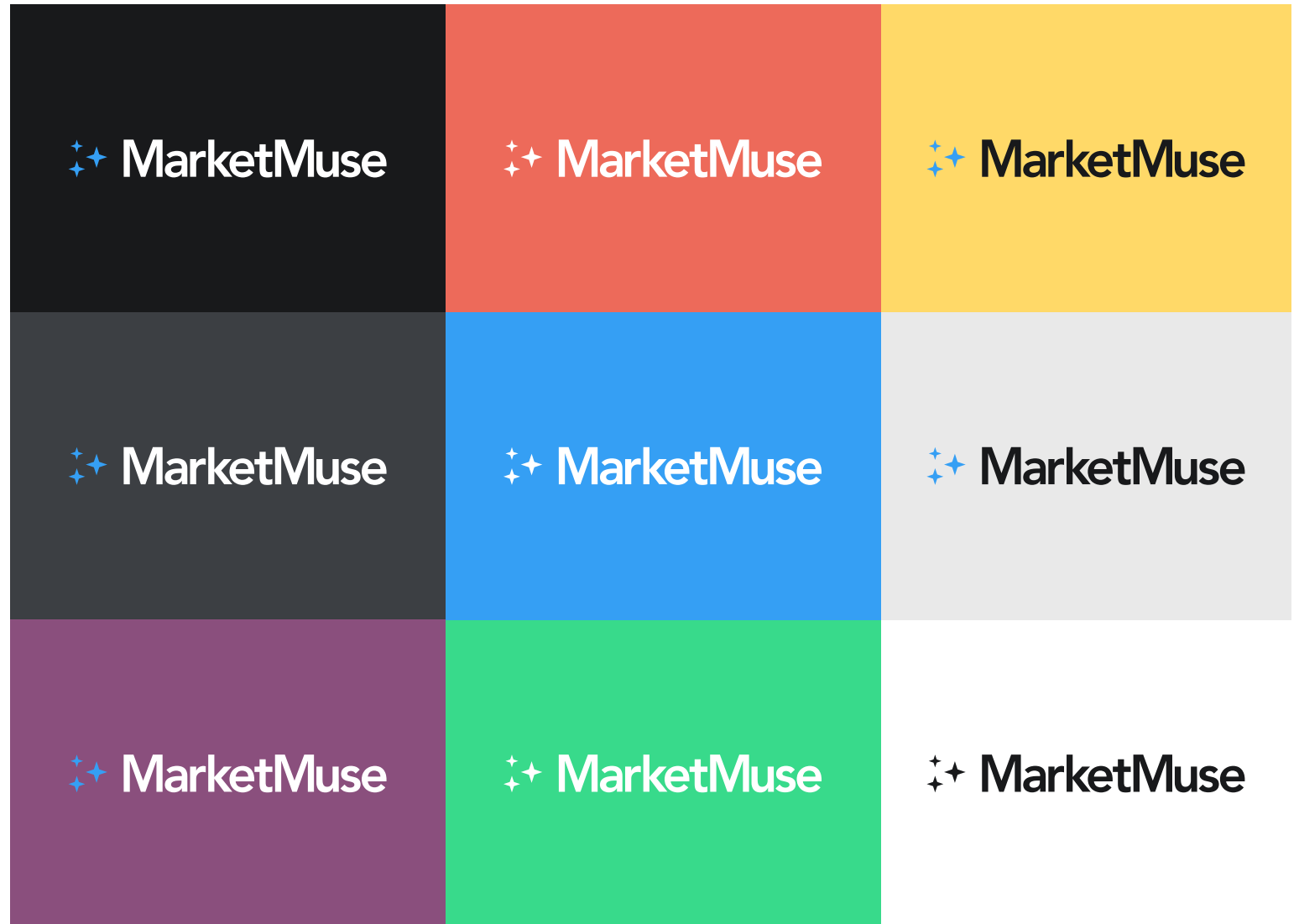
Neptune Blue: #359FF4
White: #FFFFFF
Black: #18191B

White: #FFFFFF

Neptune Blue: #359FF4
Black: #18191B

Do not use any other typeface or use the Resist Sans font in other weights or styles. ✕

Do not rotate the logo or any part of the logo. ✕

Do not stretch or skew any part of the logo. ✕

Do not use non core colors on the lettermark or the Star Icon. ✕

Do not outline the logo. ✕

Do not apply gradients to the logo. ✕

Do not use a non-transparent background when applying the logo. ✕

Do not center Star Icon with the wordmark. ✕

Avoid using only type. ✕

Partnerships

Aligning partnership logos should follow clear space rules. When using the full logo, the distance between logos can be created using the "M" of the MarketMuse logo. Make sure the weight of the MarketMuse wordmark is equal to the weight of the partnership logo. Partnership logos should be separated by either a line or a plus sign.

Partnerships

Aligning partnership logos should follow clear space rules. When creating partnership logos using only the Star Icon, the distance between logos can be created using the Star Icon clear space rules. Make sure the weight of the MarketMuse wordmark is equal to the weight of the partnership logo. Partnership logos should be separated by either a line or a plus sign.
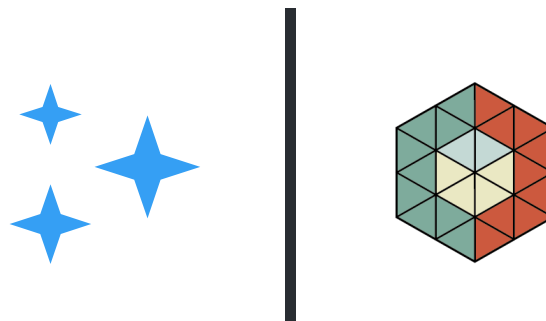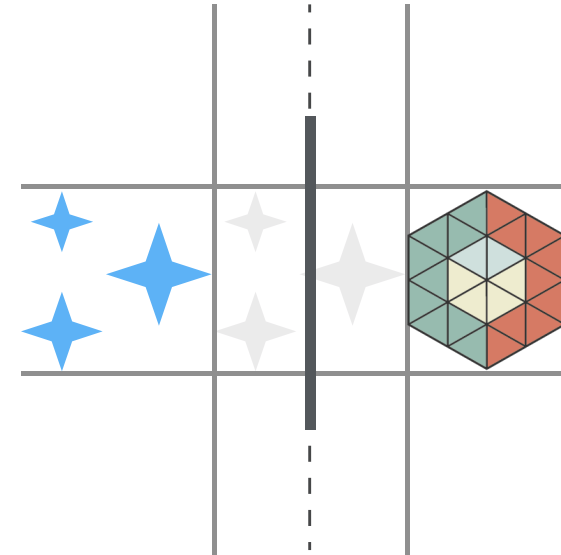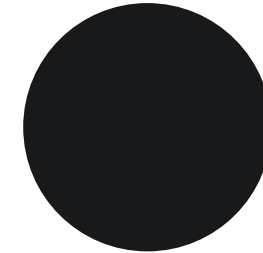
Main Colors

Our core palette which is Neptune Blue, white, gray and black. Our core palette provides consistency and accessibility while leaving a lasting impression that users associate with our brand. Neptune Blue makes our platform shine and brings personality to our fundamental designs.

Main Color Shades
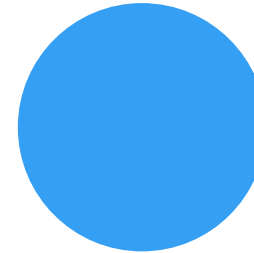
Neptune Blue

C: 75%	R: 53
M: 33%	G: 159
Y: 0%	B: 244
K: 4%	#359FF4

Black

C: 1%	R: 24
M: 1%	G: 25
Y: 0%	B: 27
K: 89%	#18191B

Gray

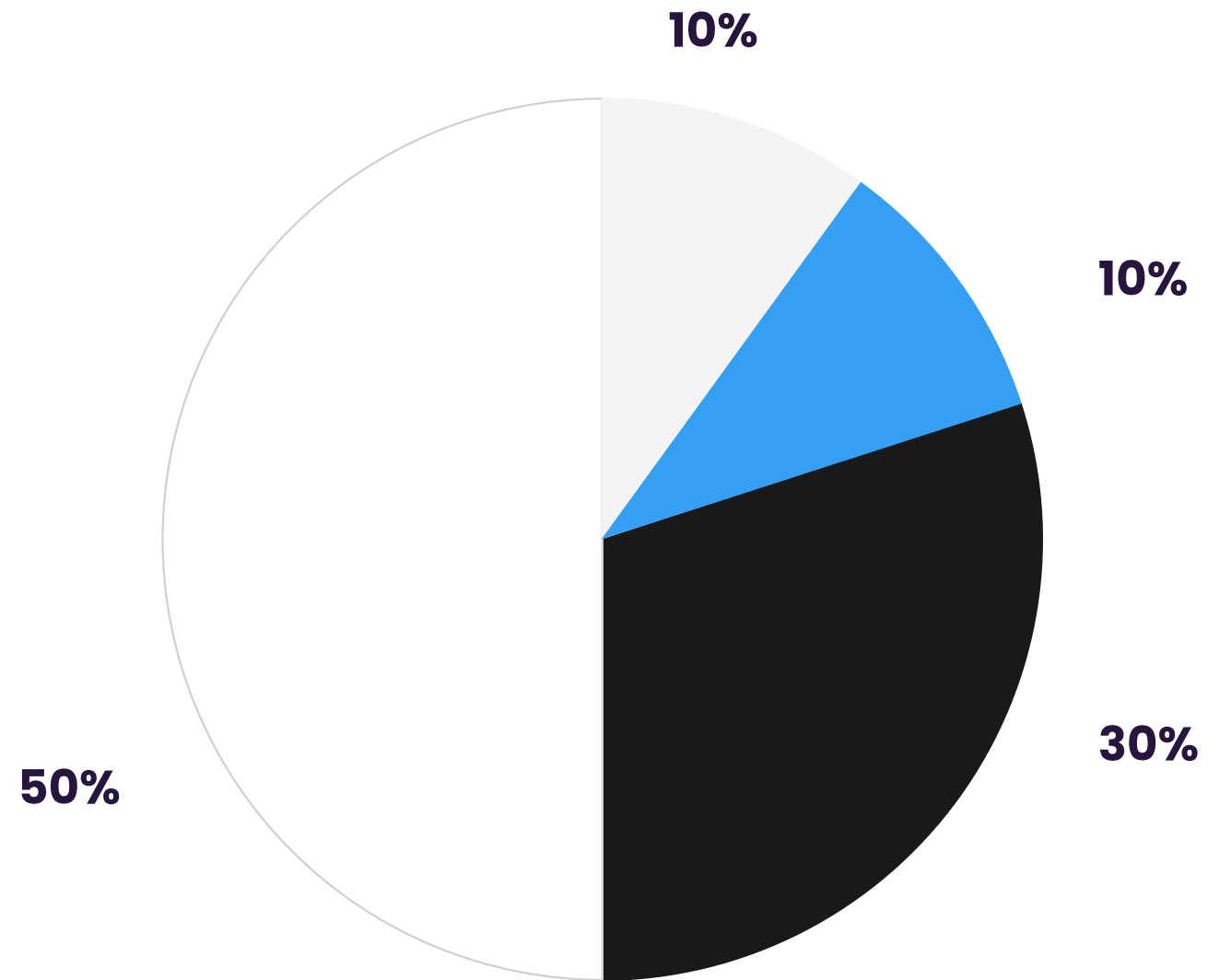|	
C: 0%	R: 244
M: 0%	G: 244
Y: 0%	B: 244
K: 4%	#F4F4F4
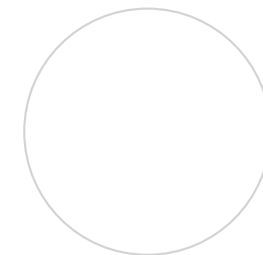
White

C: 0%	R: 255
M: 0%	G: 255
Y: 0%	B: 255
K: 0%	#FFFFFF

Color Usage

Use Neptune Blue sparingly to bring highlights to designs or in call to action buttons.

10%

10%

30%

50%

Brand Colors

Our Brand palette is Astral Green, Nova Yellow, Solar Orange, Comet Red and Aurora Purple. The brand palette is important because these colors are closely tied to the colors seen in product and can be sometimes be considered synonomous with the brand. However, they should be used sparingly for secondary colors in moments of support, icons, calls to action and especially in reference to their corresponding products within the platform.

Astral Green

C: 64%	R: 56
M: 0%	G: 218
Y: 31%	B: 139
K: 15%	#38DA8B
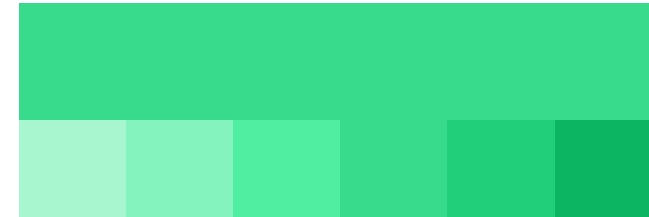
Nova Yellow

C: 0%	R: 254
M: 21%	G: 201
Y: 82%	B: 46
K: 0%	#FEC92E

Solar Orange

C: 0%	R: 252
M: 40%	G: 149
Y: 68%	B: 79
K: 1%	#FC954F

Comet Red

C: 0%	R: 237
M: 51%	G: 106
Y: 58%	B: 90
K: 7%	#ED6A5A

Aurora Purple

C: 22%	R: 169
M: 85%	G: 8
Y: 0%	B: 226
K: 11%	#A908E2

Brand Mascot

We often use The Astronaut as a standalone element to bring our brand to life. It creates a strong and distinctive brand mascot that can be used to provide a playfulness to our marketing and branding. The Astronaut is able to express many expressions through a slight change in body positioning and eye shape. When used, The Astronaut's suit or eyes should only appear in white, Neptune Blue, Astral Green, Nova Yellow, Comet Red or Aurora Purple. Never black or Solar Orange.

General Use Font

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We have two typestyles that we use. **Resist Sans** is our primary font and is used for all marketing, web design and public facing assets. **Inter** is a secondary font that is used for product, minor site styles and a few marketing applications. Regular or bold weight should be used for these fonts unless otherwise noted.

Headlines should be written uppercase or capitalized.

Letter spacing should be set to 0% unless otherwise noted. Line height can be flexible but should be set between 100-150%

Resist Sans

Thin
Regular
Medium
Bold

Inter

Extra Light
Regular
Medium
Semi Bold
Bold
Extra Bold