

MUSA

Brand Guideline

GIUGNO 2023

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Logotipo MUSA



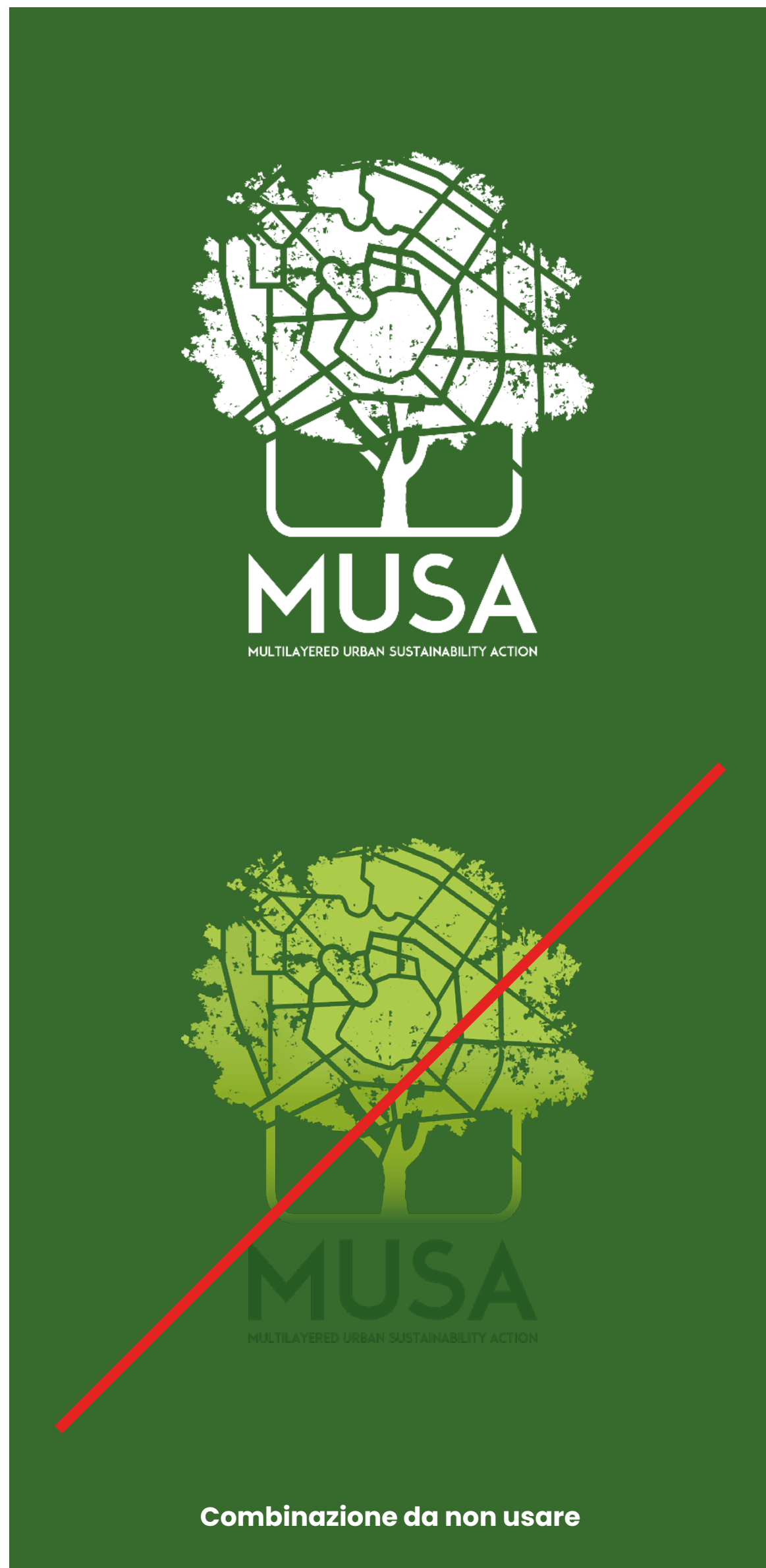
Scala 50%



Scala 25%



Scala 12,5%



Combinazione da non usare



Combinazione da non usare



Combinazione da non usare

Spoke 1		MUSA Urban
Spoke 2		MUSA Data
Spoke 3		MUSA Tech
Spoke 4		MUSA Finance
Spoke 5		MUSA Design
Spoke 6		MUSA Societies

Simbolo

Logo

	MUSA Urban
	MUSA Data
	MUSA Tech
	MUSA Finance
	MUSA Design
	MUSA Societies

Simbolo

Logo

	MUSA	Spoke 1	Spoke 2	Spoke 3	Spoke 4	Spoke 5	Spoke 6
Colore Primario							
CMYK	80, 24, 100, 34	22,45,59,11	22, 89, 75, 13	44, 77, 45, 51	72, 51, 46, 39	61, 16, 25, 0	100, 88, 37, 28
RGB	54, 107, 45	189, 139, 102	178, 54, 54	99, 51, 65	67, 84, 91	104, 173, 188	14, 42, 91
#	366b2d	bd8b66	b23636	633341	43545b	68adbc	0e2a5b
Colore secondario							
CMYK	40, 0, 83, 0	9,28,38,0	14, 46, 31, 0	30, 39, 25, 6	42, 21, 28, 0	34, 5, 14, 0	55, 36, 21, 5
RGB	173, 203, 75	233,192,162	216, 152, 154	182, 155, 164	160, 178, 178	179, 214, 221	134, 148, 173
#	adcb4b	e9c0a2	d89a9a	b69ba4	a0b2b2	b3d6dd	8694ad

Poppins

Questa fonte, è stato disegnato da Satya Rajpurohit e Peter Bil'ak, due designer indiani, la cui commissione proveniva da uno studio di font indiano. È uno dei caratteri che ha un'ampia gamma di leggibilità, quindi è molto comune vederlo nei testi in esecuzione e nei titoli di grandi dimensioni.

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16 px

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24 px

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36 px

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Font family

ExtraLight

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Thin

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Light

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Regular

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Medium

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Bold

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SemiBold

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ExtraBold

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Black

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