MuseMe

Brand Guidelines

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Overview

01

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Overview

Brand Vision

MuseMe revolutionizes museum visits into personalized, immersive experiences, combining AI technology with human cultural expertise. Our vision is to make culture both personal and accessible, preserving and scaling art knowledge globally. We empower cultural experts to monetize their insights beyond physical constraints, allowing museum visitors, whether tourists or locals, to explore at their own pace with tailored storytelling. MuseMe bridges technology and tradition, crafting meaningful connections through dynamic narratives that transcend time, language, and place, ensuring cultural depth is never lost, but rather, vividly brought to life for generations to enjoy.

Brand Voice

MuseMe speaks in a warm, inviting tone that embraces curiosity and personal discovery, echoing the wonder of art with every word. It's an innovative storyteller, transforming museum visits into memorable adventures that connect deeply. Our communication feels vibrant and engaging, combining the awe of cultural immersion with the ease of modern technology, much like sharing unforgettable secrets with a friend. We're friendly, modern, and trustworthy, carrying the pulse of tradition into the future. MuseMe makes every interaction feel personal and lively an essential companion for those eager to explore art beyond the surface.

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Logo

02

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Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

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Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

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Logo
Mark

Here are the logo mark variations. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



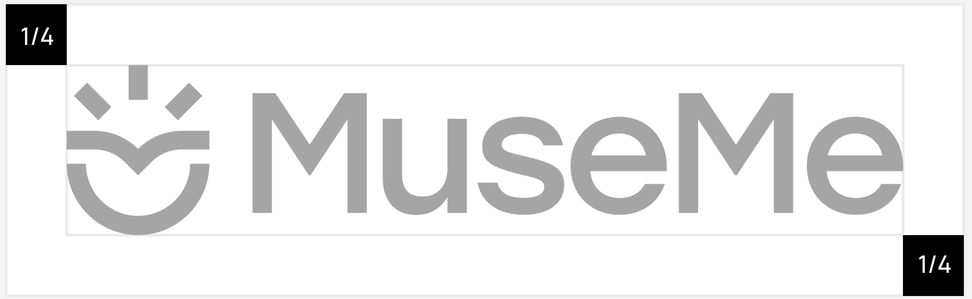
Primary



Secondary

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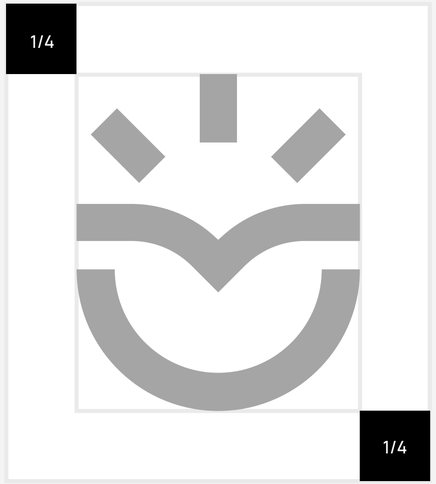
Logo
Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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Logo
Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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Colors

03

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Colors

HEX
#F4F3F2

HEX
#1F1C2B

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

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Colors

Grayscale Color - 01
Cloud
HEX
#EDEFF7

Grayscale Color - 02
Smoke
HEX
#D3D6E0

Grayscale Color - 03
Steel
HEX
#BCBFCC

Grayscale Color - 04
Space
HEX
#9DA2B3

Grayscale Color - 05
Graphite
HEX
#6E7180

Grayscale Color - 06
Arsenic
HEX
#40424D

Grayscale Color - 07
Phantom
HEX
#1E1E24

Grayscale Color - 08
Black
HEX
#000000

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

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Typography

04

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Typography

Manrope

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)**
ExtraBold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)**

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

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Typography

Type Scaling

64 Px	**Heading 1**
48 Px	**Heading 2**
32 Px	Subheader 1
24 Px	Subheader 2
18 Px	Paragraph 1
16 Px	Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

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Applications

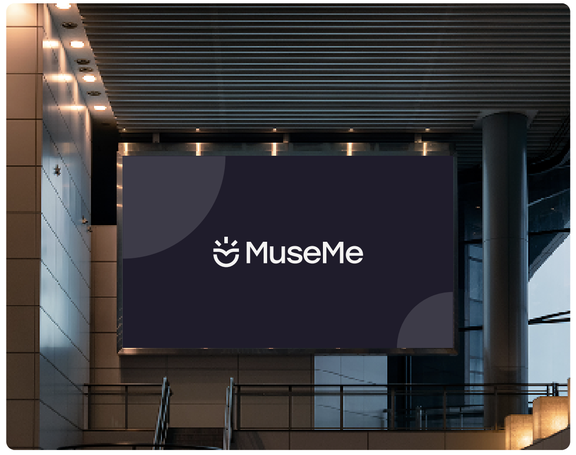
05

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Applications









This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

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Thank You

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