



LOGO

OVERVIEW

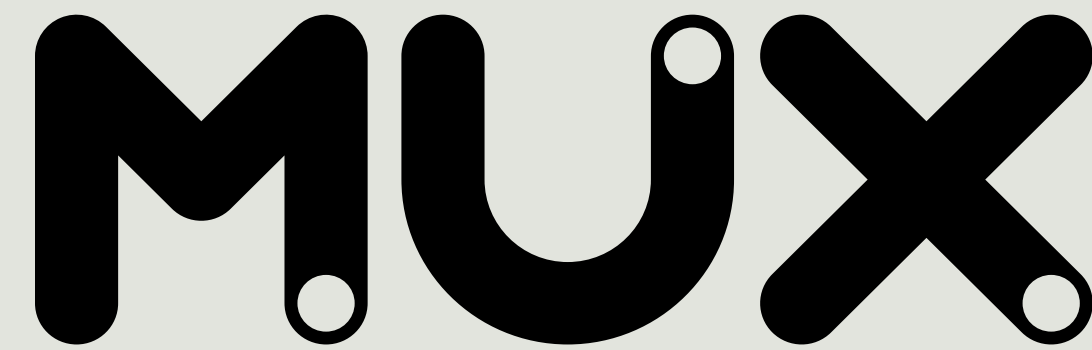
Our logo is a nod to our previous identity, bringing our brand idea to life through playful curved letters with a sense of construction. To fit neatly into our brand system, our logo has been drawn on a 16x16 grid inspired by macroblocks.

Our logo helps to ground our applications and creates brand recognition, so it is important that it’s used consistently to maintain a steady appearance throughout different contexts.

↓ LOGO FILES



LARGE POSITIVE

The MUX logo, featuring the letters 'MUX' in a bold, white, sans-serif font. The 'M' and 'U' are connected, and the 'X' is formed by two intersecting lines. The logo is set against a dark background.

MEDIUM POSITIVE



MEDIUM NEGATIVE



SMALL POSITIVE



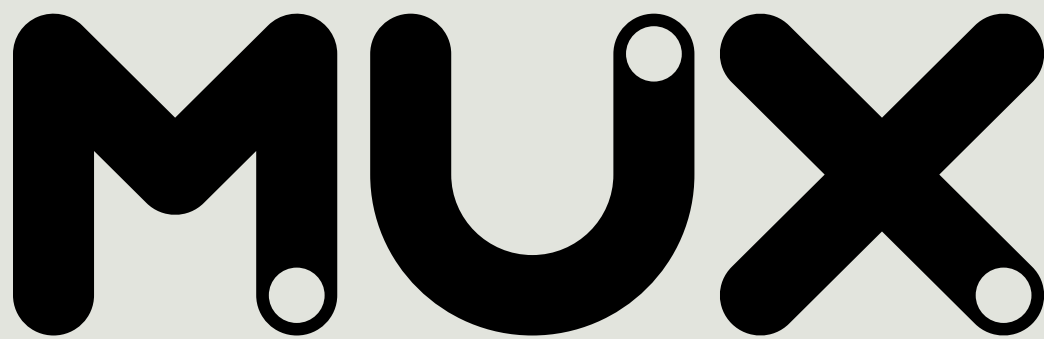
SMALL NEGATIVE



Our logo comes in three sizes: large, medium, and small. Each one has been crafted to look perfect at a specific size, so please ensure you follow the instructions on the following page when selecting your logo. Each logo also has a positive and negative version that work on dark and light backgrounds.

SIZES

LARGE SIZE



MAX HEIGHT: INFINITE
MIN HEIGHT: 46PX
MIN PRINT HEIGHT: 7MM

✓ PREFERRED

MEDIUM SIZE



MAX HEIGHT: 45PX
MIN HEIGHT: 21PX

✓ SECONDARY

SMALL SIZE



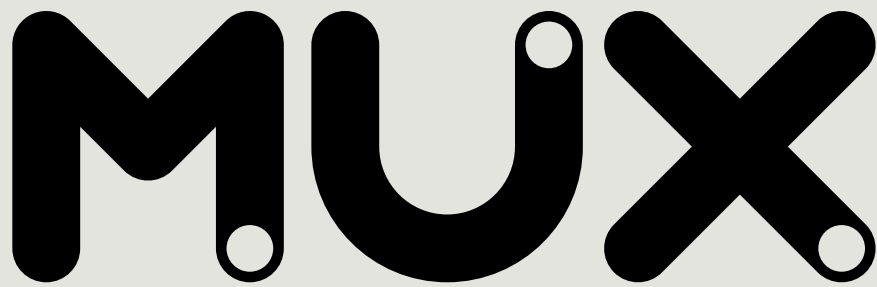
MAX HEIGHT: 20PX
MIN HEIGHT: 12PX

! AVOID USE

As we have three different logos that are dependent on the size they are used at, it is imperative that you measure the space for the logo before placing it. The logo should only be used in the small size in rare cases, such as social media icons or sponsorship.

We only print the large size logo, which has a minimum height size of 7mm.

COLORWAYS



The Mux logo should be used in black (positive) or white (negative). The color of the logo should be matched to the color of the typography.

If applying the logo over imagery, always ensure there is enough contrast between logo and image to make the wordmark clearly legible.

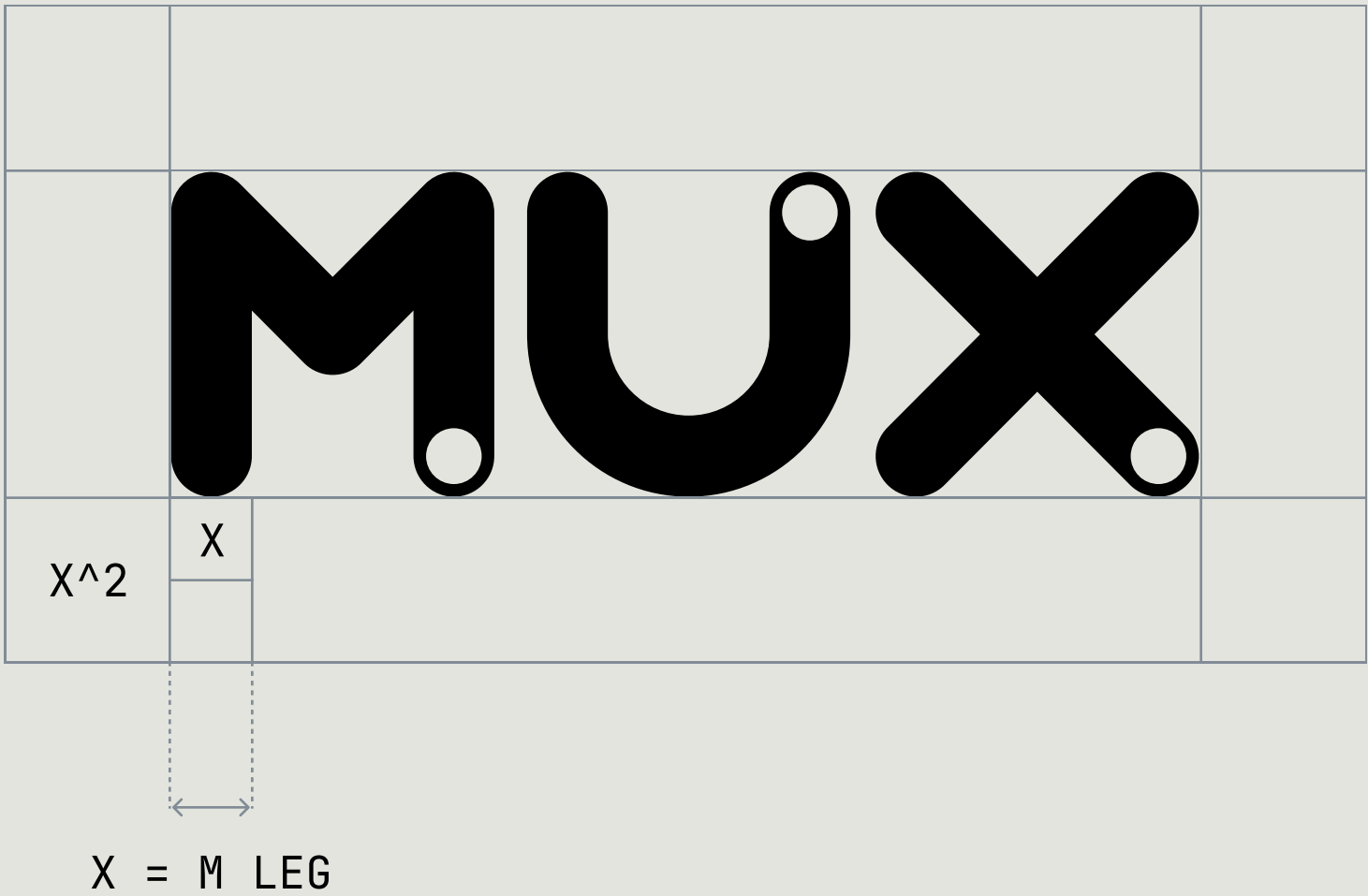


For special use cases (where the logo is being shown in isolation), we can use the putty logo over a charcoal background and a charcoal logo over a putty background. This should be used sparingly, for example the logo in centric motion.

CLEAR SPACE

Logo

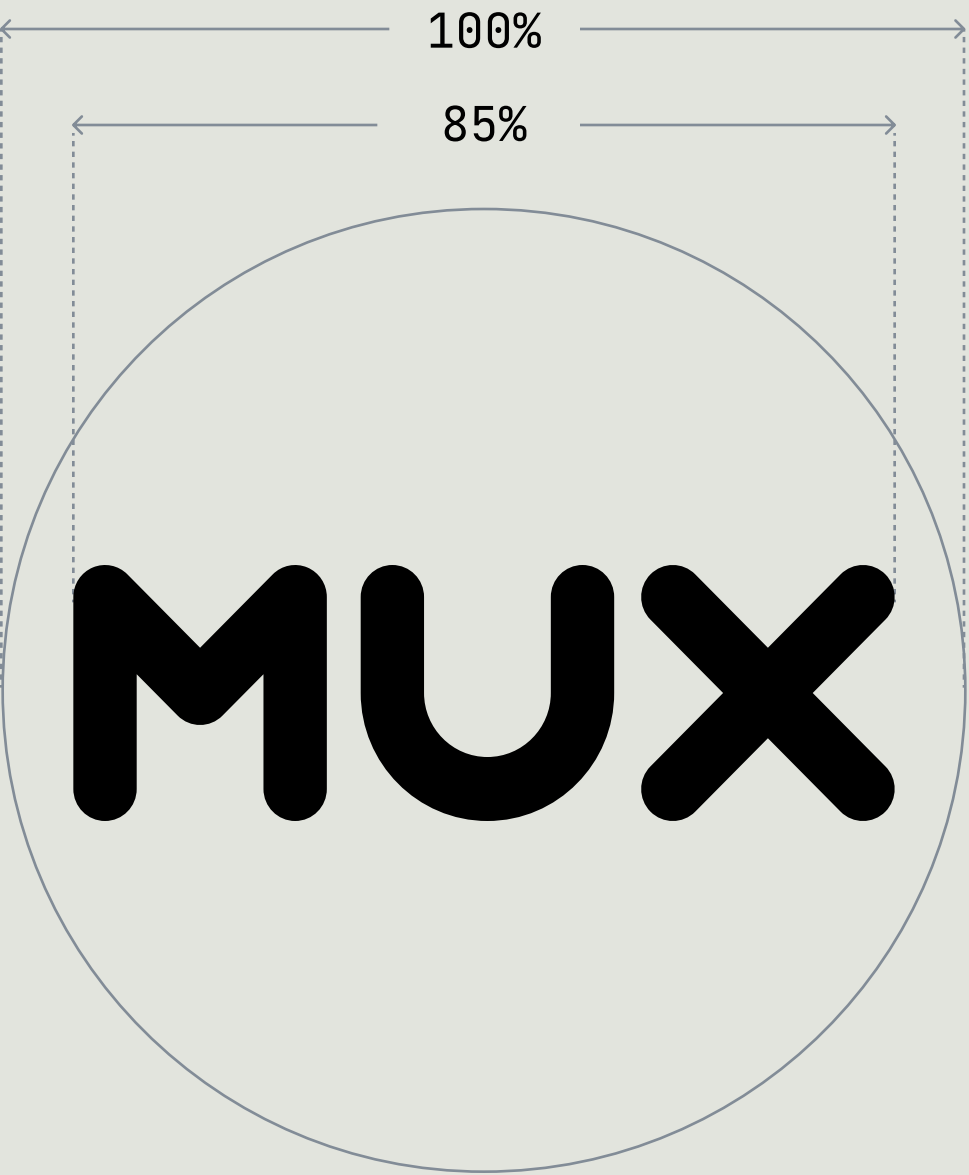
All three of our logo sizes should have the following clear space around the logo when they are placed.



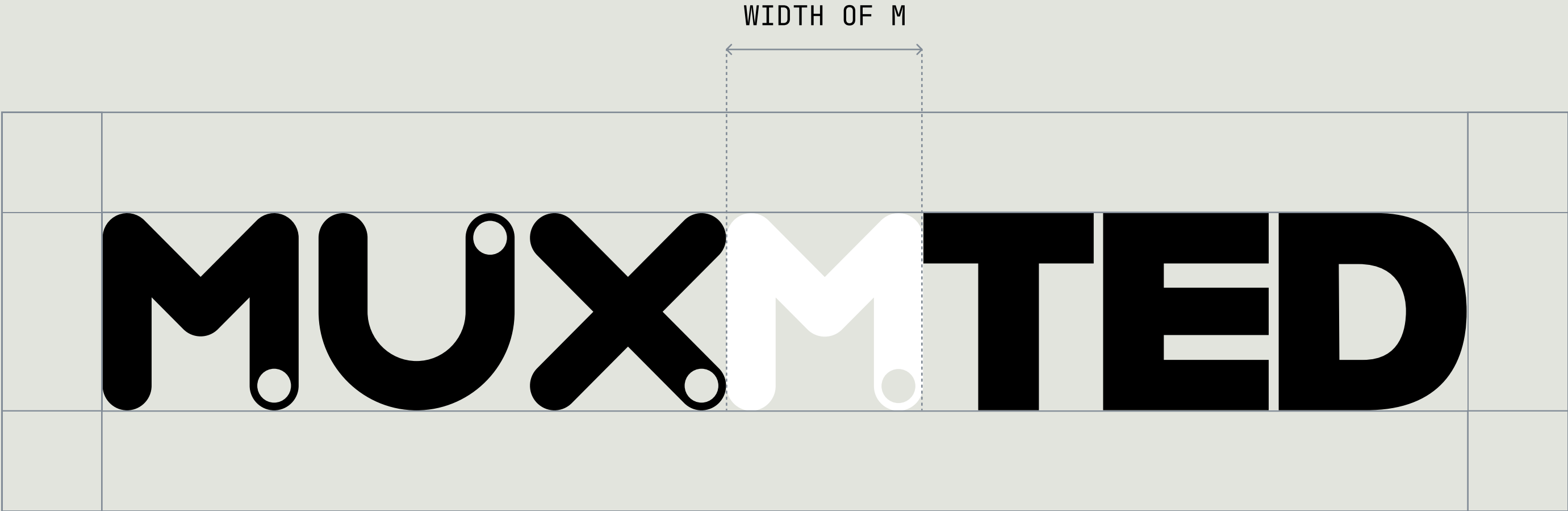
When applying our logo, it’s paramount that it is given enough space from the margins and other elements on the page. We have created some rules to ensure this space is maintained.

Social media icon

Our small logo has been designed to work well at small sizes. When creating an app icon or avatar, you should aim to fill approximately 85% of the available width.



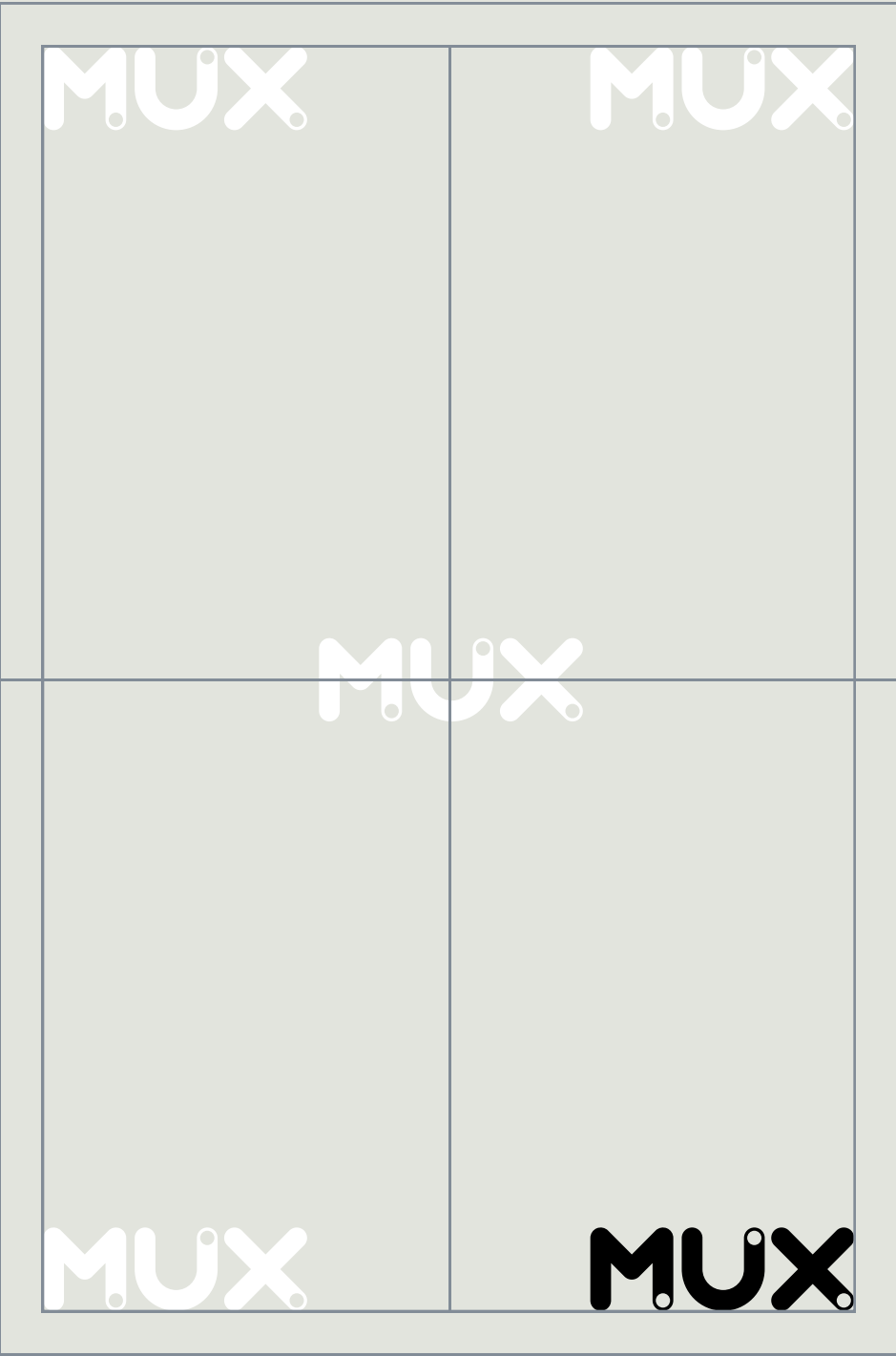
CO-BRANDING



When we use our co-branding lockups, it’s important for both logos to feel equal in weight and prominence, and that we respect clear space requirements. To accomplish this, we must use optical balancing and adjustments due to the varied shapes and formats of different logos. We should also use optical centering to make sure that the two logos feel naturally aligned.

PLACEMENT

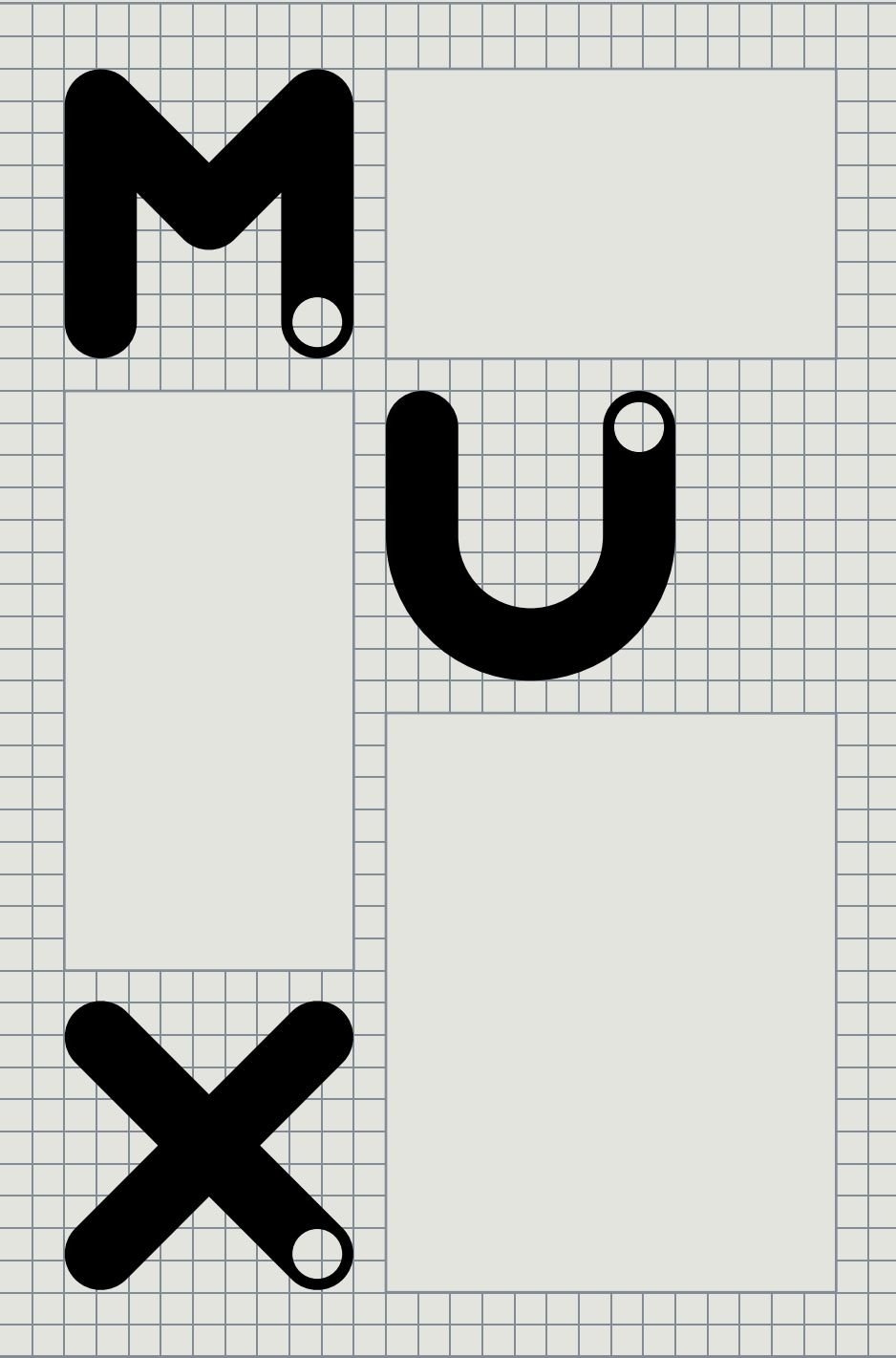
Our logo should be aligned to the margins of the page or panel and placed in the corners, or centered within. This applies to square and landscape applications as well.



ALIGN TO A CORNER OR THE CENTER OF THE ARTBOARD



ALIGN TO A CORNER OR CENTER OF A PANEL IN A LAYOUT



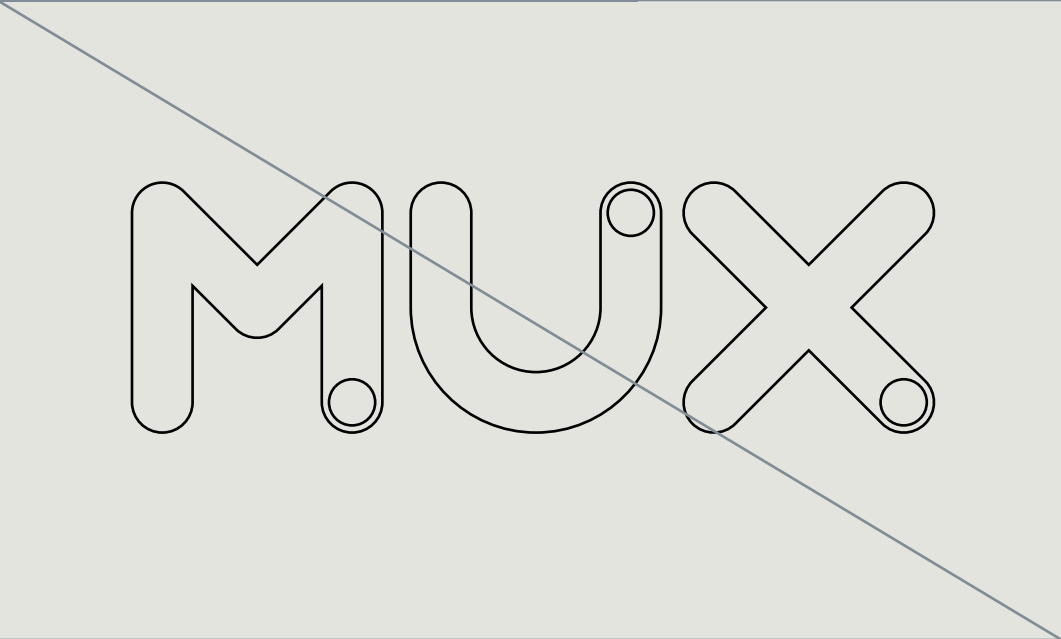
IN EXCEPTIONAL CASES: INTEGRATE LOGO INTO THE GRID

MISUSE

DO NOT ROTATE



DO NOT OUTLINE



DO NOT RECOLOR



DO NOT ADD EFFECTS



DO NOT MOVE DOTS (STATIC)



DO NOT DISTORT



It is important that the appearance of the logo remains consistent. No attempt should be made to alter the logo in any way without permission from the brand team.