MUZIKER

BRAND BY THE BOOK

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LOGO

Wordmark

Our wordmark incorporates the brand character in the first letter. Following the jester archetype, it is rounded, quirky and approachable. It's optimised to be equally striking in print and digital.

Wordmark Negative

Our wordmark incorporates the brand character in the first letter. Following the jester archetype, it is rounded, quirky and approachable. It's optimised to be equally striking in print and digital.

Exclusion zones

Our logo needs space to breathe, so don't put any other graphic elements within this area. The minimum clear space for the primary logo is defined by the width of 'M'.

Min. size (W)

MUZIKER

Print: 25mm
Screen: 100px

Logo on colour

Our logo should always appear with plenty of contrast. For bright and light backgrounds, we use the Muziker Purple logo. On darker colours, we use the white version.

Creating a condensed holding device

Sometimes we need to use a holding device to carry our logotype in small sizes. This might be prominent in applications such as Heureka price comparisons.

In those instances, a normal exclusion zone migh make the logo too small. Since our logotype is perfectly optimised for small use, we can make the frame slightly smaller than defined exclusion zone.

Min. size (W)

Print: 32,5mm
Screen: 130px

Creating a condensed holding device

To achieve condensed exclusion zone, we take the uppercase “U” instead of an “M”. This will still give us a plenty of room to work with.

To follow the rounded principles inside the logotype, we can round the corners of the holding device based on the “U”.

A beautiful badge is ready to be used everywhere around the web!

Min. size (W)

Print: 32,5mm
Screen: 130px

What not to do

We keep it consistent. Never edit or distort our logo so it always looks its best.

Do not set in secondary colors.

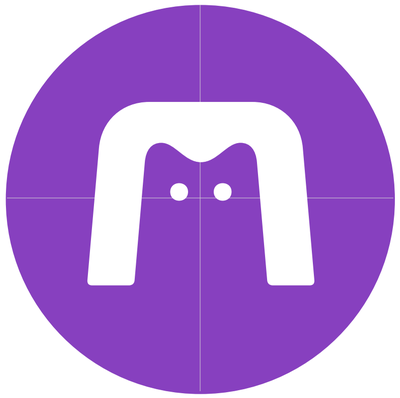
Do not stretch the logo.

Do not use low contrast colors.

Do not use special effects such as drop shadows.

Small scale logo

When using logos as avatars, they should fill a minimum of 70% of the available space. Always use our primary colourways.



Always make sure the symbol is optically centred within the avatar space.

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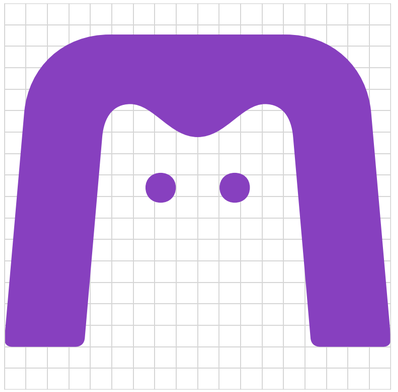

For the 16px x 16px favicon displayed on Muziker's website, we should use the 'M' from the wordmark, centred at full width.

Proudly crafted

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