

The logo for MUIFWEGO features a stylized flame icon in red and yellow, positioned above the letter 'M'. The word "MUIFWEGO" is written in a bold, white, sans-serif font.

MISSION

MUIFWEGO is a Game Design Studio and Collective from New York City that specializes in subverting and combining classic and modern game genres, to create new experiences with an emphasis on the players.

BRAND GUIDELINES

LOGOTYPE



Primary Logo | Logo 1
CORPORATE SIGNATURE

Icon with Logotype

LOGOTYPE



Alternate Logo | Logo 2

LOGOTYPE

Dark Grey Logotype for when use does not
allow a dark background

LOGOTYPE



Alternate Logo | Logo 3

GRAPHIC MARK

for use in product branding

DO NOT



Do not stretch or distort graphic mark or logotype

Do not use colors outside of the color palette



Do not crop the graphic mark or logotype

Do not change the orientation of the graphic mark or logotype



LOGOTYPE CLEAR SPACE



The Clear Space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. This illustration shows the clear space around the approved logo.

The clear space around the logo is equal to the height of the logotype.

No graphic elements, including patterns, photos or colors (other than those approved) can be used in the clear space.

TYPOGRAPHY

PRIMARY TYPEFACE

Adobe Heiti TC Medium

WEB AND PRINT ALTERNATE TYPEFACE

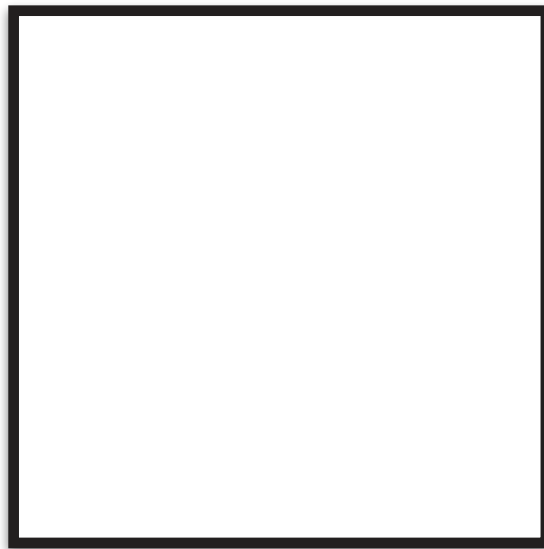
Helvetica Neue

UPPER AND LOWER CASE

Use Upper and Lower case for body and other treatments. Use all caps for titles but never within a paragraph. Do not italicize.

COLORS

PALETTE



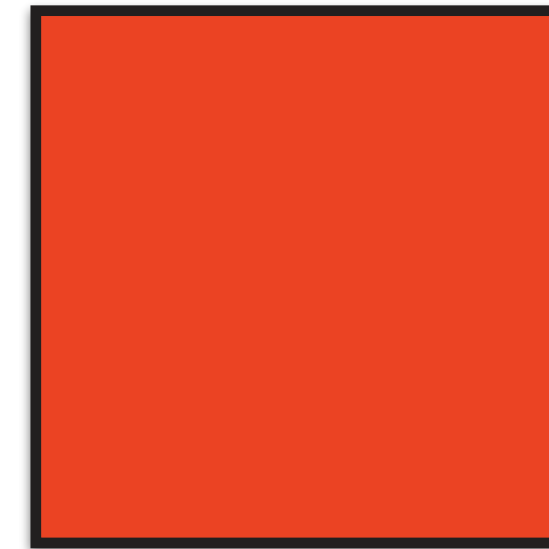
WHITE
#FFFFFF

R: 255
G: 255
B: 255



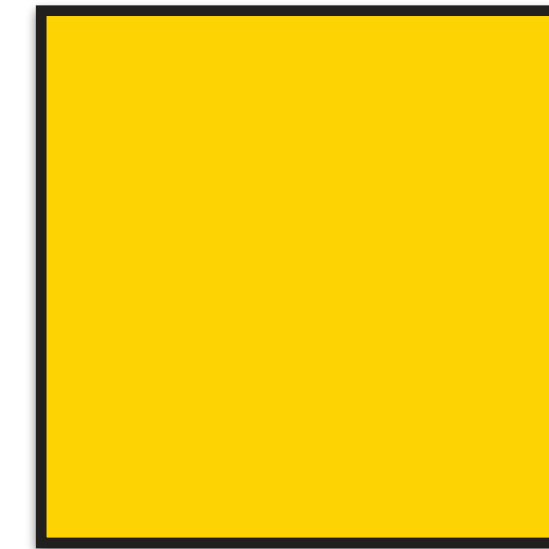
DARK GREY
#221F1F

R: 34
G: 31
B: 31



ORANGE
#EB4323

R: 235
G: 67
B: 35



YELLOW
#FDD304

R: 253
G: 211
B: 4

PROJECTED APPLICATIONS

SPLASH SCREEN



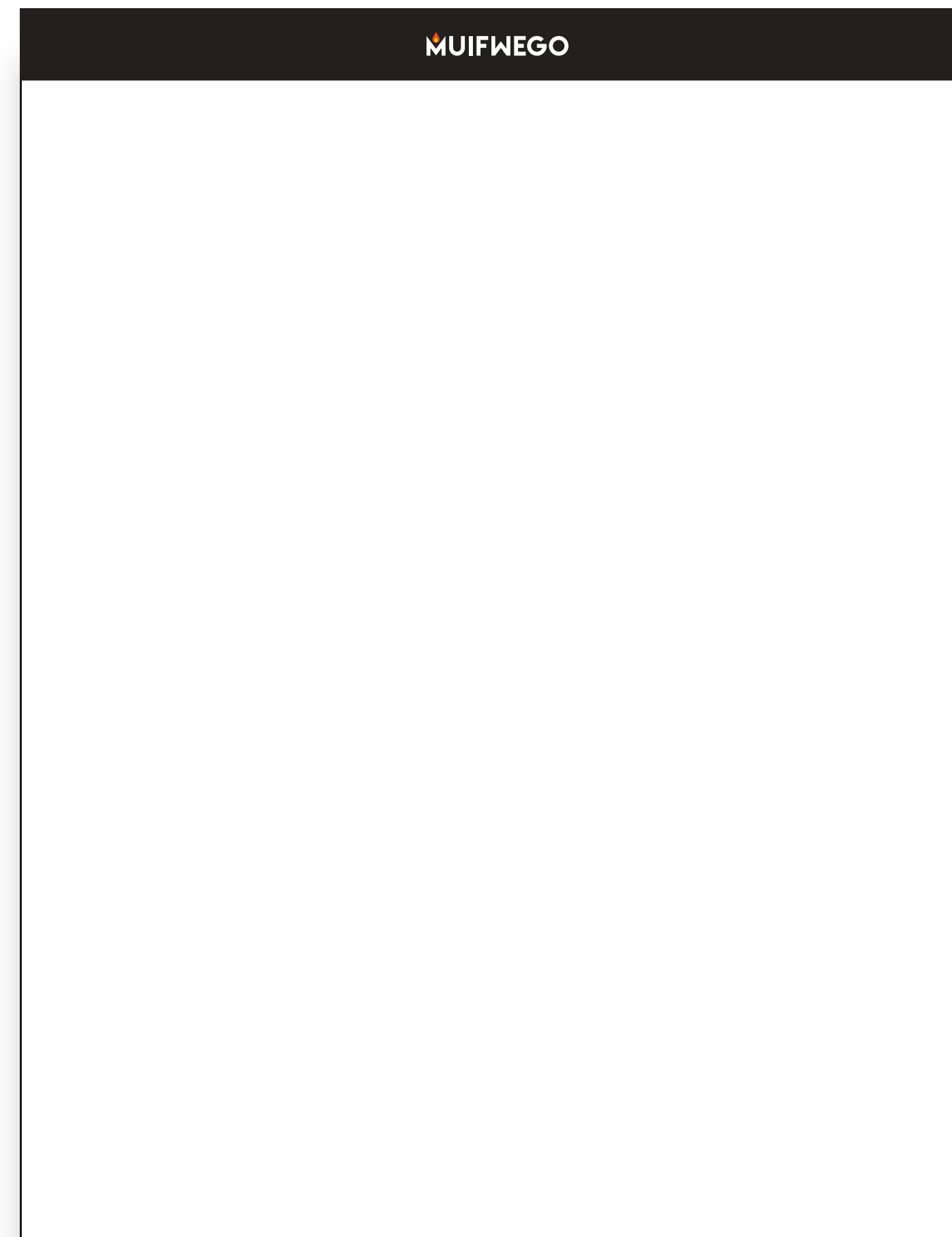
STATIONARY

BUSINESS CARDS

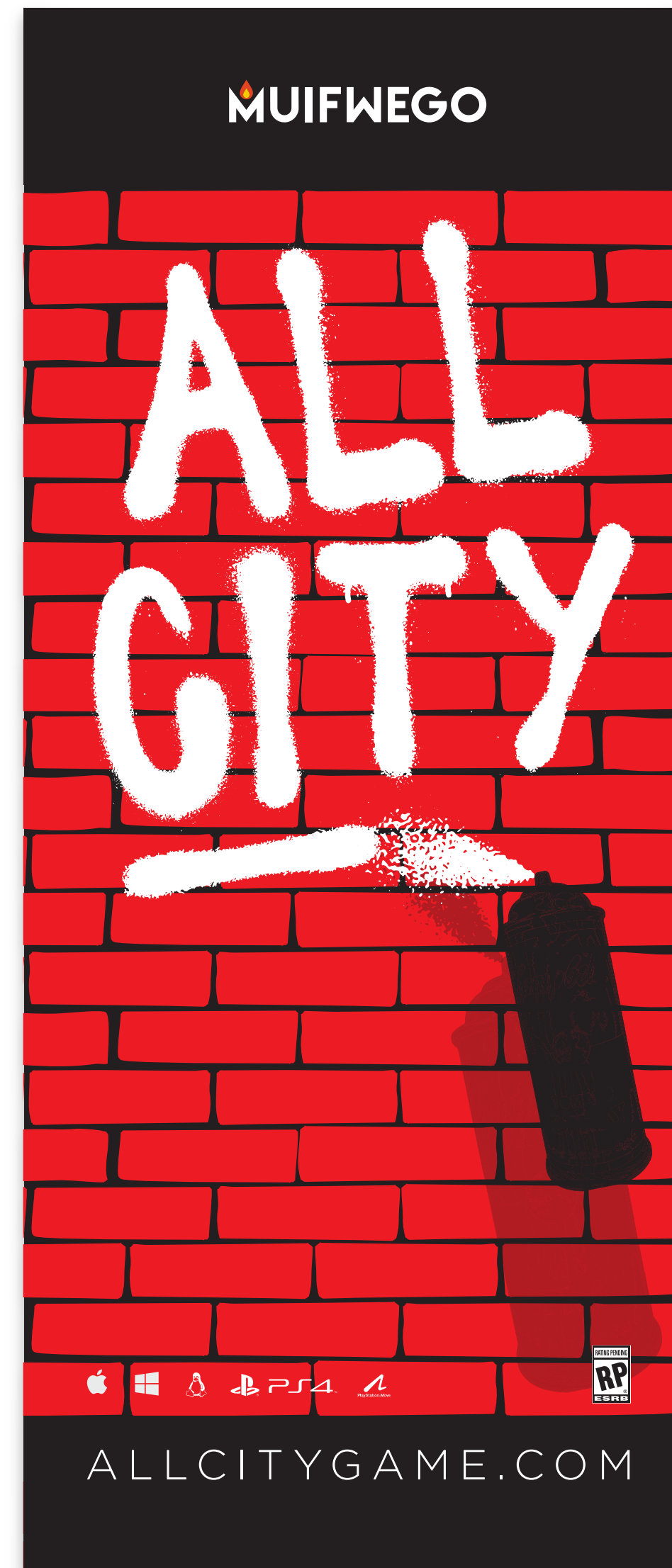


STATIONARY

LETTERHEAD



BANNERS



 MUIFWEGO