



Mutable
Instruments

Style guide

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1 – LOGO

> Logo elements

LOGOGRAM: the most important part of the Mutable Instrument Logo is the stylized representation of the Indian goddess Saraswati. She represents the field in which MI is active, i.e. music.



LOGOTYPE: the second element is the name of the company. The accent lays on the word “Mutable”.

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> Conditions of use and dimensions

Standart on beige



On white



On black



Dimensions for printing

Below are the **suggested sizes** for the logo on printed media. The logo may be bigger than the proposed standard size but should not be smaller than the minimum one.

Standard 100%

20 mm



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20 mm



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Medium dimensions

15 mm



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15 mm



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Minimum dimensions

10 mm



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10 mm



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Dimensions for silkscreening and laser engraving

Below are the suggested sizes for silkscreening and engraving on cases and frontpanels.

Standard 100%

20 mm



Mutable
Instruments

20 mm



Mutable Instruments

Medium dimensions

15 mm



Mutable
Instruments

15 mm



Mutable Instruments

Minimum dimensions

10 mm



Mutable
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10 mm



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> Colors

Mutable Instruments' corporate design is characterized by **4 colours**. The colours magenta and green are used to **highlight important elements** (such as the word Mutable in the logo). The colour beige is only used for **backgrounds**. Magenta should never be used on black/dark backgrounds.



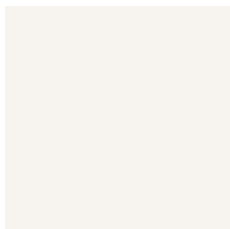
Black c0 m0 y0 k100
Web #000000



Magenta c22 m100 y63 k10
Pantone 214 U / 215 C
Web #B31748



Green c85 m35 y51 k12
Pantone 327U / C
Web #1A7877



Beige c4 m4 y6 k0
Web #F2EFE9

> Font

Mutable Instruments' corporate font is the DIN. The logo uses the bold cut for the word Mutable and the light for Instruments

DIN Pro Bold

d d

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

DIN Pro Light

d d

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

> Various applications

Below are a series of possible uses of the logo. It is possible to use both the vertical and the horizontal versions, depending on the context and the space available.

Horizontal version of the logo on various backgrounds



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Logo with Magenta highlight on beige background



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Monochrome version of the logo on white background



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Monochrome version of the logo on black background



Special version of the logo for engraving and silkscreening.



Monochrome logo on cardboard



> Dont's

Below is a list of uses that are not allowed.

Don't stretch the logotype, the logogram or both.



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Don't change the positions of the logotype or the logogram



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Don't use magenta on black



Don't change the logogram's colours



Don't change the logo-type's colors

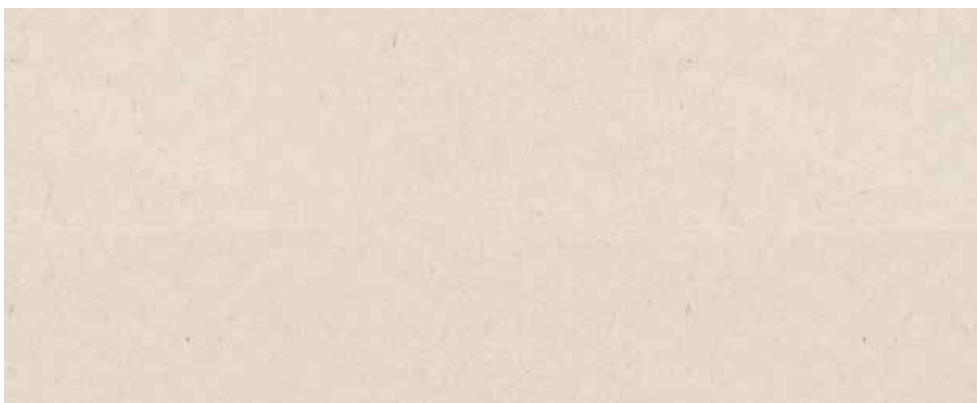


2 – VISUAL STYLES

> Graphic elements

Below you will find all the graphic elements that compose the Mutable Instrument visual identity. These can and should be used in all applications.

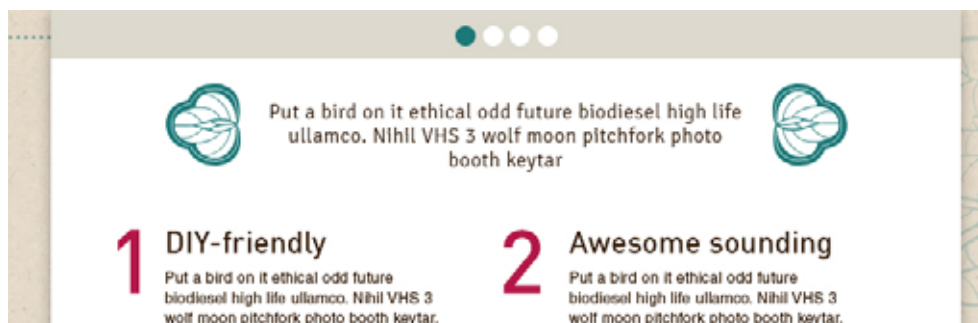
Paper texture. Should be used as a background element



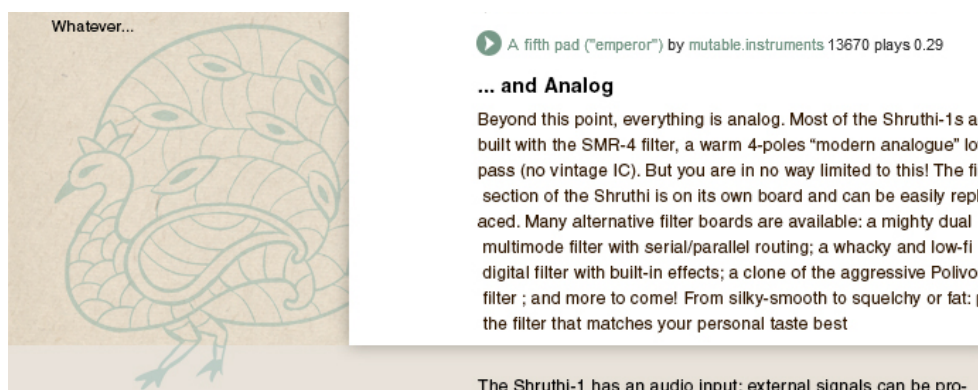
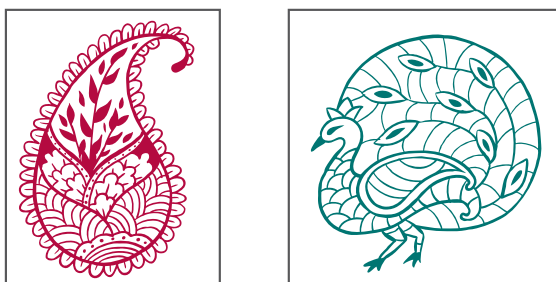
Website graphic elements example



Simple Indian-style dingbats. These should be used in conjunction with headlines and to emphasize text blocks



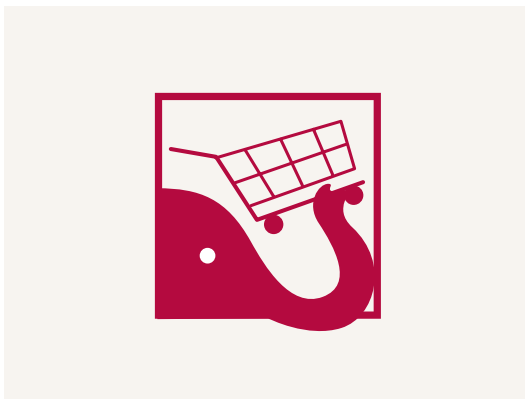
Elaborate shapes, these should be used on backgrounds only



dividers



Product icons. Each product has its own logo.



New icons should be consistent with the overall design. For example: shop cart icon

2 – VISUAL STYLES

> Typography

The font DIN has to be used on all graphical applications

DIN Pro Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

DIN Pro Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

DIN Pro Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

DIN Pro Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

DIN Pro Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

DIN Pro Light has to be used for product names



Frontplates

Capital DIN Pro Regular on bright backgrounds

Capital DIN Pro Medium on dark ones

