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BRANDBOOK MUNK MEDIA

Together we build the future of marketing.



CORE BRAND

1. MISSION

2. VISION

3. VALUES

4. BRAND PROMISE

5. BRAND PERSONALITY



MISSION

Where creativity meets impact.

We believe influencer marketing should feel human again.

Our mission is to turn creativity into opportunity and influence into real impact.

We bring creators, brands, and communities together to shape culture, not chase it.

Through bold ideas and genuine collaboration, we move people, and help them move the world forward.



VISION

Building a world led by creators.

We are building the future of influencer marketing, where creativity, authenticity and community lead the way.

We see a world where creators and brands grow side by side, connected by purpose and driven by culture.

Munk Media exists to shape that world by turning bold ideas into movement and movement into measurable impact.

VALUES

Impactful

We aim to inspire, to shift culture and to leave something that lasts.

Connected

We grow through real relationships, built on trust and shared vision.

Authentic

We keep it real. Our voice, our people and our stories stay true.

Creative

We see things differently and turn ideas into energy that moves people.

Driven

We go all in. Every project, every idea, every result, we make it count.



BRAND PROMISE

From creativity to culture

We create movement.

Munk Media connects creativity with opportunity, turning ideas into impact and collaborations into culture.

We promise to keep pushing boundaries, to stay real, and to help every creator and brand grow through purpose-driven storytelling.

Our Commitment

We're committed to doing things differently — with honesty, passion, and purpose.

Every collaboration is a partnership, built on trust and shared ambition.

We measure success not only by numbers, but by the change we create in people, brands, and culture.



BRAND PERSONALITY

The Munk state of mind.

Munk Media is bold, human and full of energy. We move fast, speak with confidence and never play it safe. Our voice is honest and real because people connect with people, not brands. We live and breathe creativity, always looking ahead and shaping what's next.

We believe in collaboration over competition, in culture over noise and in ideas that truly move people. Everything we do comes from passion and purpose, a mix of drive, curiosity and raw authenticity. That's what makes Munk Media more than a company. It's a movement.



VISUAL IDENTITY

1. COLOR PALETTE

2. TYPOGRAPHY

3. LOGO & SYMBOLISM

4. LAYOUT & COMPOSITION

5. ICONOGRAPHY & IMAGERY

COLOR PALETTE

Our palette reflects depth, warmth, and authenticity.

Dark brown stands for strength and stability, light brown brings warmth and human connection.

Off-white adds balance and clarity, while grey grounds the brand with calm confidence.

Together, they create a timeless foundation that feels real, bold, and unmistakably Munk.

#52341f

#fef7f2

#dc dc db

#322012

TYPOGRAPHY

AA

HORIZON

Aa

DM SANS

Aa

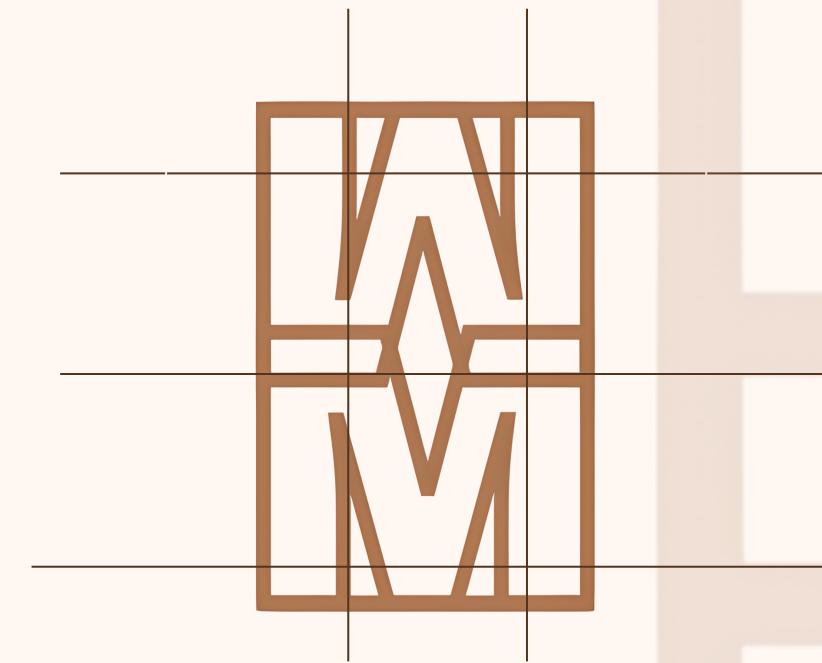
ARCHIVO BLACK

Aa

TAN MON
CHERI

Our typefaces balance strength and clarity. Horizon and Archivo Black bring bold energy to our headlines, while DM Sans keeps our communication clean and approachable. Tan Mon Cheri adds a refined human touch when emotion or elegance is needed. Together, they express who we are, confident, creative, and driven by culture.





LOGO

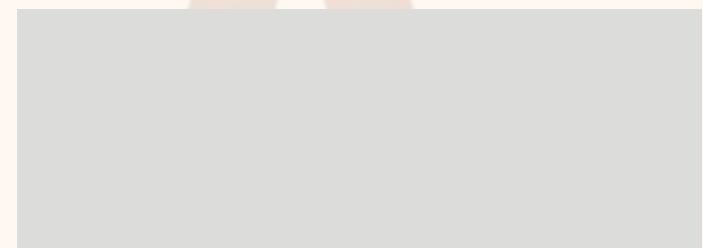
About Logo

The Munk Media logo represents balance, structure, and movement. Its geometric form reflects creativity built on strategy bold yet refined, powerful yet human. It's a mark that captures who we are: confident, connected, and always moving forward.

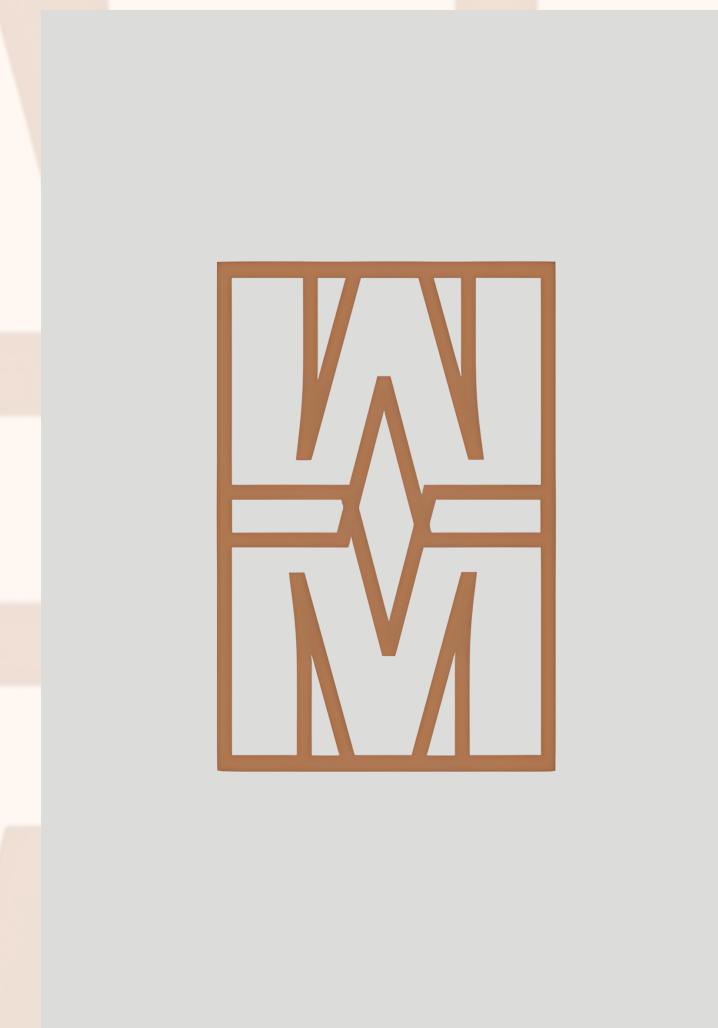
LOGO USE

Our logo lives through consistency.
It should always have space to breathe,
keeping its form clear and powerful
across every medium.
From social to print, the logo adapts
with intention, always recognisable,
always Munk.

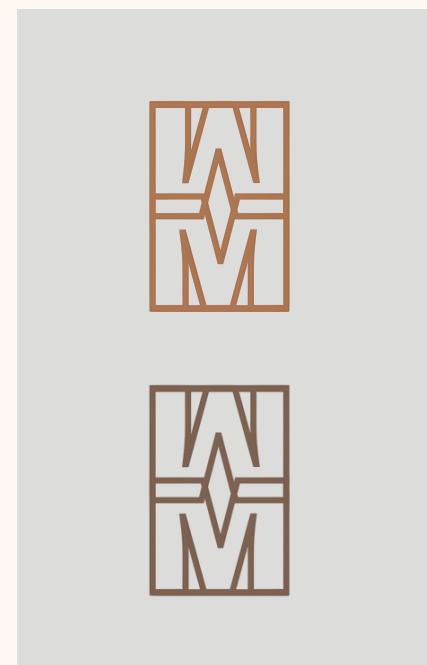
Clothes Tag



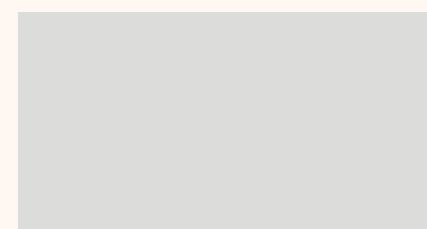
A4 Document



Hang Tags



Business Card



Social Media Logo



LAYOUT & COMPOSITION

Our layout system reflects who we are, structured yet free, bold yet refined. Every design begins with intention. Spacing, typography and imagery are carefully balanced to create visual flow and emotional impact.

We design with clarity and purpose:

- Clean grids provide structure and rhythm.
- Generous white space gives every element room to breathe.
- Bold headlines draw focus and energy.
- Warm neutral backgrounds create depth and contrast.
- Consistent margins and alignment keep the design balanced.
-

Composition plays a vital role in how we tell stories. The contrast between solid color fields and textured imagery builds emotion and depth. Each element, from a single word to a full campaign visual, carries meaning and direction.

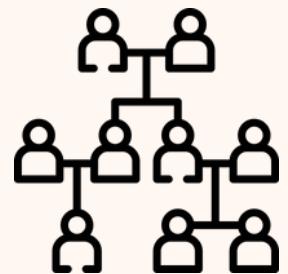
Our layouts adapt across every platform, from digital to print, ensuring a consistent yet flexible design language. Whether it's a campaign visual, a social post, or a presentation slide, the goal remains the same: balance, movement, and clarity.

Every composition is designed to feel alive, intentional in structure, expressive in execution, and unmistakably Munk.

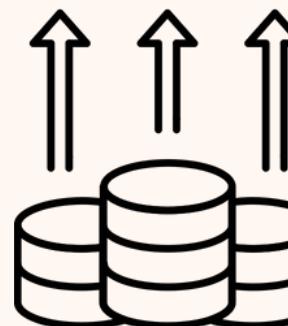
ICONOGRAPHY & IMAGERY



We amplify stories that matter.
Every message starts with purpose and reaches the right audience.



Built on connection.
We grow through real relationships, creators, brands, and culture together.



Driven by growth, powered by impact.
Creativity fuels progress, and every idea we shape delivers real results.



VERBAL IDENTITY

- 1. TONE OF VOICE 2. MESSAGING PRINCIPLES 3. KEY LINES & SLOGANS**

- 4. WRITING STYLE GUIDE 5. COMMUNICATION EXAMPLES**



TONE OF VOICE

We speak with honesty and intent. Open, confident, and unapologetically real. Our voice reflects who we are, creative minds with a clear vision and the courage to stand behind it.

We don't raise our voice to be heard. We speak with purpose, and people listen. Every word we share shows what we believe in, what we create, and what Munk Media stands for.

Our tone is bold but human, powerful yet warm. It's the balance between confidence and connection, between saying what matters and meaning what we say.

We speak to move people, not to impress them. Because every time Munk Media speaks, it should feel like more than communication, it should feel like movement.



TONE OF VOICE

We sound like this:

Open, but always intentional.

Creative, not careless.

Clear, not complicated.

Real, not rehearsed.

Confident, not arrogant.



MESSAGING PRINCIPLES

Every message we share should reflect who we are and what we stand for. It's not just about what we say, but how it makes people feel. Our words build trust, inspire creativity, and show that Munk Media is more than a company, it's a culture.

Our messaging is never about volume – it's about value. Every word should represent what Munk Media stands for: authenticity, creativity, and movement.



KEY LINES & SLOGANS

Main Slogan

Together we build the future of marketing.

Supporting Lines

Real people. Real stories. Real growth. Turning ideas into impact. We don't follow trends, we create them.

Where creativity meets community. From creativity to culture. Culture moves fast. We move faster.

We are the movement.

How we use them

Every line represents the voice of the movement, creative, connected, and built on purpose.

They appear across all platforms: campaigns, content, and culture.

Every word should feel human, powerful, and true to who we are as Munk Media.



WRITING STYLE GUIDE

Our writing is bold, clear, and human.

We write the way we speak, with honesty, rhythm, and confidence. Every sentence should carry intention, emotion, and movement.

Our Style Principles

- Keep it real. Write like a person, not a brand. Be direct, warm, and honest.
- Be loud with purpose. Our voice has power — we use it to inspire, not to overwhelm.
- Clarity first. If it doesn't add meaning, it doesn't belong.
- Short sentences, strong impact. Simplicity is strength.
- Lead with emotion. Creativity and conviction make people feel something.
- Show movement. Use action-driven language — we move, build, create, and grow.
- No filler, no fluff. Every word should work for the message.
- Stay consistent. Whether a caption or a campaign, it should always sound like Munk.



WRITING STYLE GUIDE

Grammar & Formatting

- Use sentence case for headlines, clean, modern, and confident.
- Keep punctuation intentional; rhythm matters more than rules.
- Bold and spacing can guide attention, but design should never overpower meaning.
- Emojis only in social or community-driven spaces, never in brand-level storytelling.

Voice Checklist

Before publishing, ask:

- Does it sound powerful but human?
- Does it move people or just fill space?
- Does it feel like Munk Media?



COMMUNICATION EXAMPLES

Our voice comes to life in every message we share.

From campaigns to captions, we communicate with intent, confident, creative, and human.

Every line should feel like movement.

Social Post Example

Caption:

Creativity isn't just a skill, it's a mindset.

Together we build the future of marketing.

Tone:

Honest, inspiring, confident. Shows leadership without ego.



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Campaign
Headline Example

Caption:
Real people. Real stories. Real growth.

Tone:

Human and clear. Focuses on authenticity and community.



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Community Message Example

Caption:

We don't talk at people.

We talk with them.

Because connection builds culture,
and culture builds everything else.

Tone:

Warm and inclusive. Reflects
collaboration and belief in shared
growth.



COMMUNICATION EXAMPLES

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Brand Manifesto Snippet

Caption:

We're not just another marketing agency.

We're a movement built by creators, driven by culture, and focused on the future.

Every project, every idea, every story moves us forward, together.

Tone:

Visionary, emotional, and purpose-driven.

