

# MUSEUM OF MOVING PARTS

Brand Guidelines

Logo

Primary wordmark. GT  
Cinetype. Leading ratio  
1.215.

MUSEUM  
OF MOVING  
PARTS

Secondary wordmark. GT  
Cinetype. Single line.

MUSEUM OF MOVING PARTS

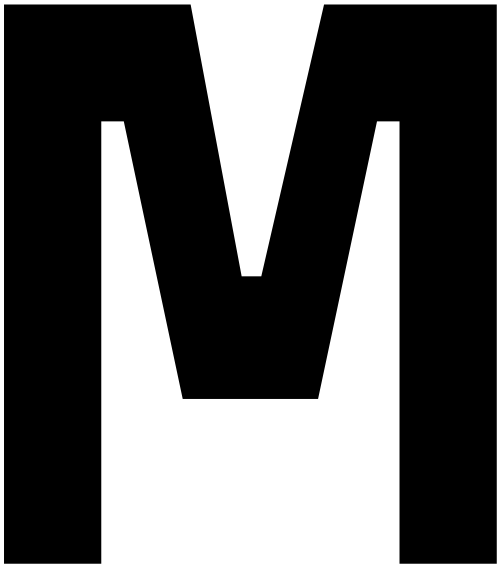
3

Logo

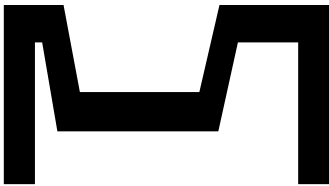
Logo. Variable M. Altered  
glyph from Pitch Sans.



Starting variable. Not to be  
used as logo.



Logo-address lockup.



THE MUSEUM OF MOVING PARTS  
MUSUEUMOFMOVINGPARTS.COM  
1931 BAY ST LA, CA 90021

# Typography

The typeface was based on a design engineered for a cinema subtitling machine. The straight edges and mechanical lines lead for a tangible feeling that resonates with the MMP brand. Structure, machine, and parts working together.

## GT Cinetype Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890

# Typography

A straightforward low-contrast grotesque typeface with a rigidity that compliments the forms of GT Cinetype. A subtle and legible choice that still holds the characteristics of the brand.

## Favorit Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# 6

## Color Palette

There are 5 colors to the MMP brand-  
red, green, yellow, blue, and pink.  
The colors are bright yet pastel and  
reminisce of a child’s playroom. Taking  
names from tangible materials that  
could be used to create the machines.

Plastic Pink



RGB  
255-171-252  
HEX  
FFABC

Rubber Red



RGB  
242-42-0  
HEX  
EA2A00

Plexi Yellow



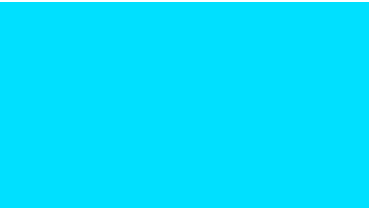
RGB  
255-234-0  
HEX  
FFEA00

Green Glass



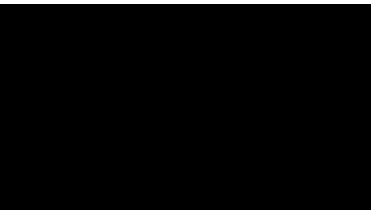
RGB  
154-255-164  
HEX  
9AFFA4

Bingham Blue



RGB  
0-224-255  
HEX  
00E0FF

Carbon Black



RGB  
104-104-104  
HEX  
000000

Bright White

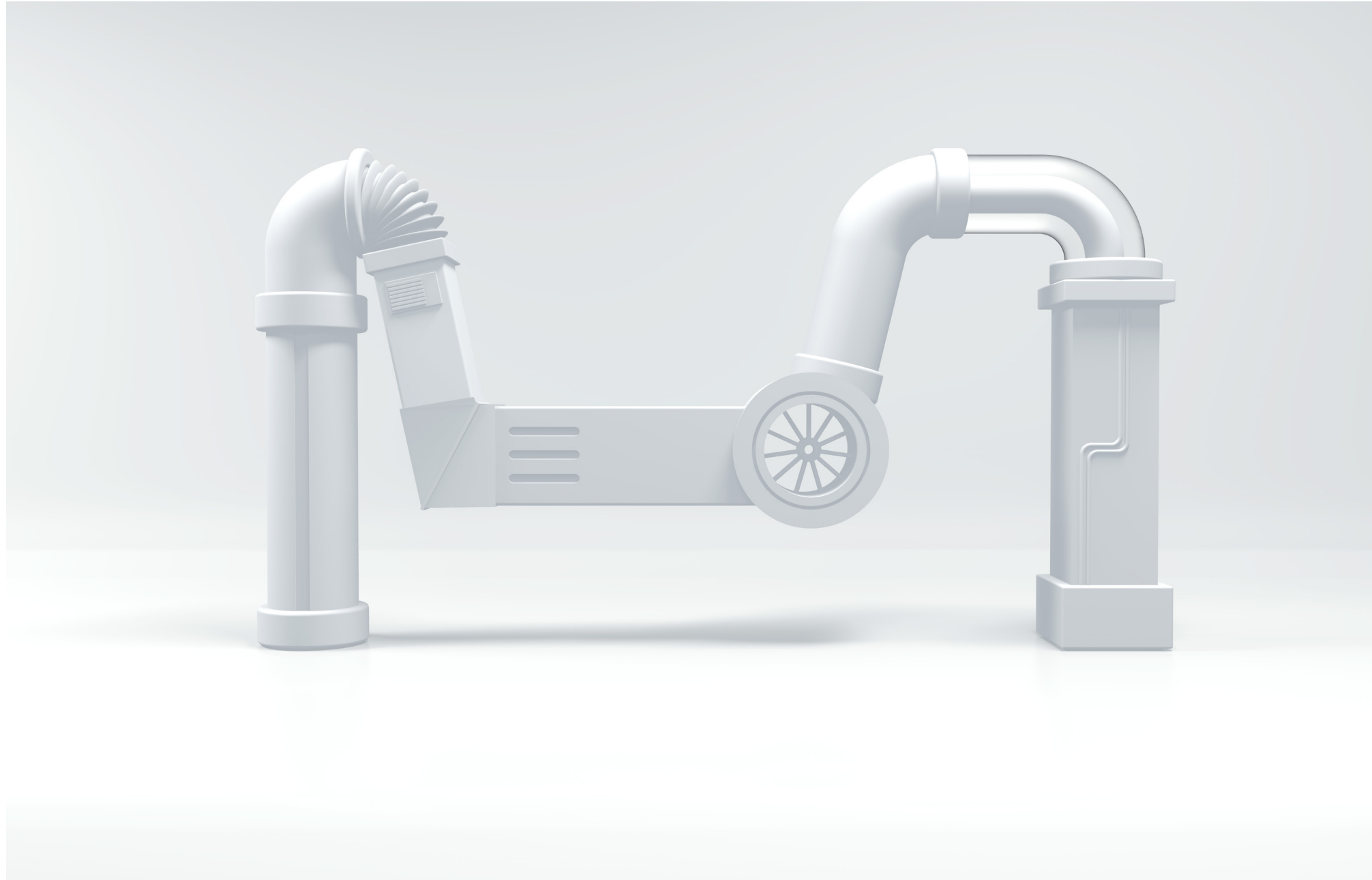


RGB  
104-104-104  
HEX  
ffffff

# 7

## Brand Elements

Created from the shape of the variable M logo. Comprised of different mechanical parts. A solid white clean M to be paired with typography. Another offering to the brands logotype.

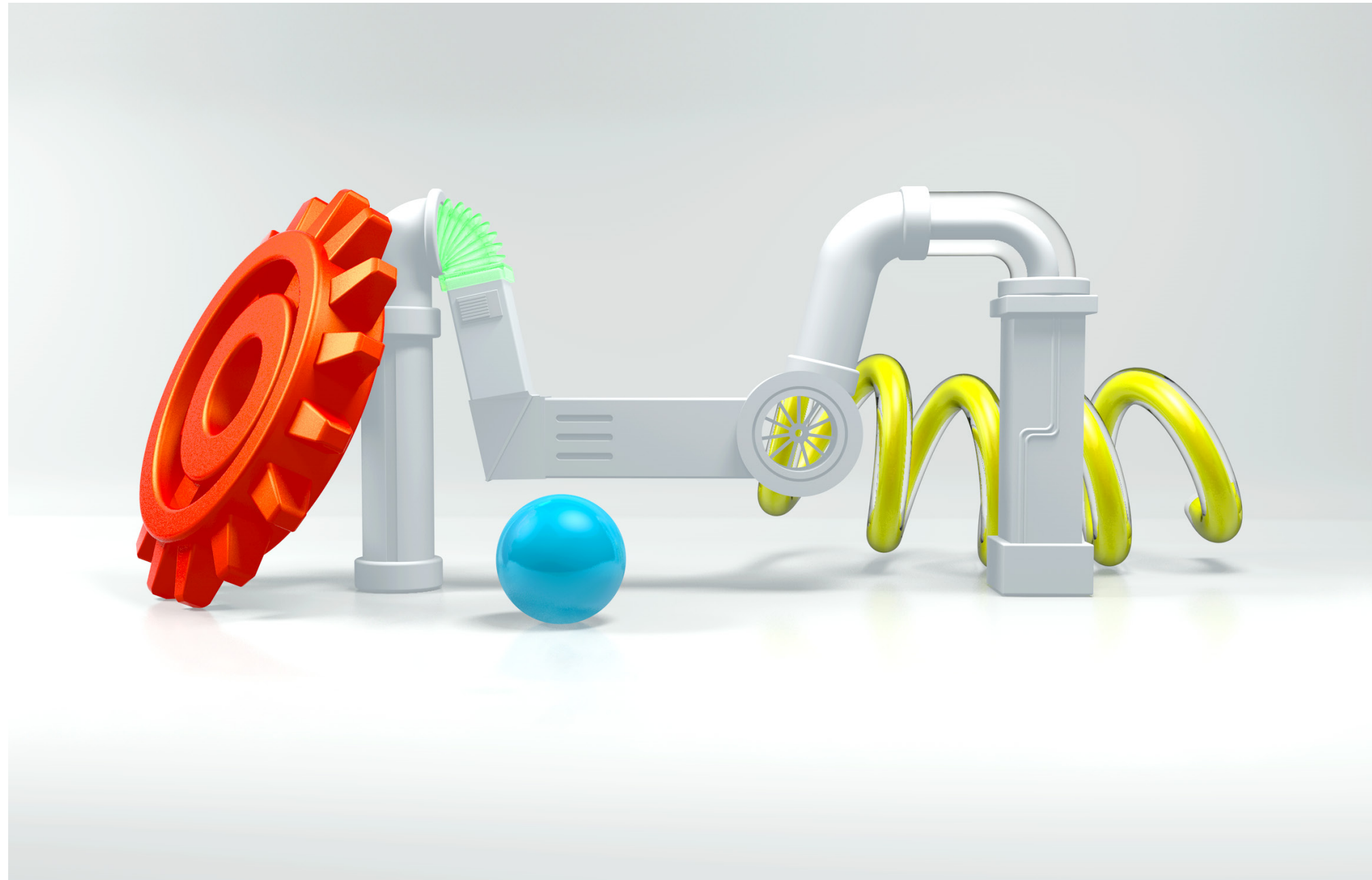


# 8

## Brand Elements

Created from the shape of the variable M logo. Comprised of different mechanical parts. A solid white clean M to be paired with typography. Another offering to the brands logotype.

Paired with the museum's key objects for exhibits.

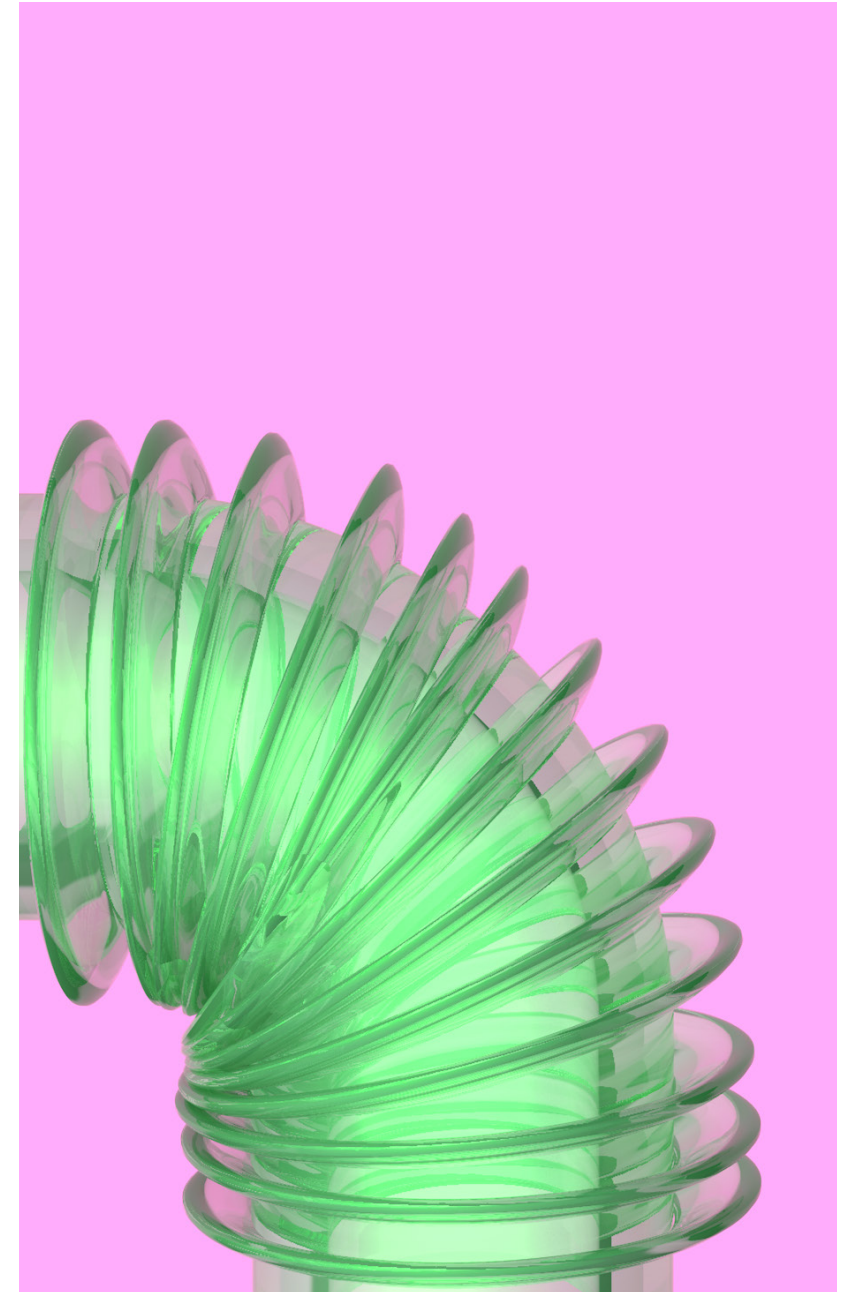




# 9

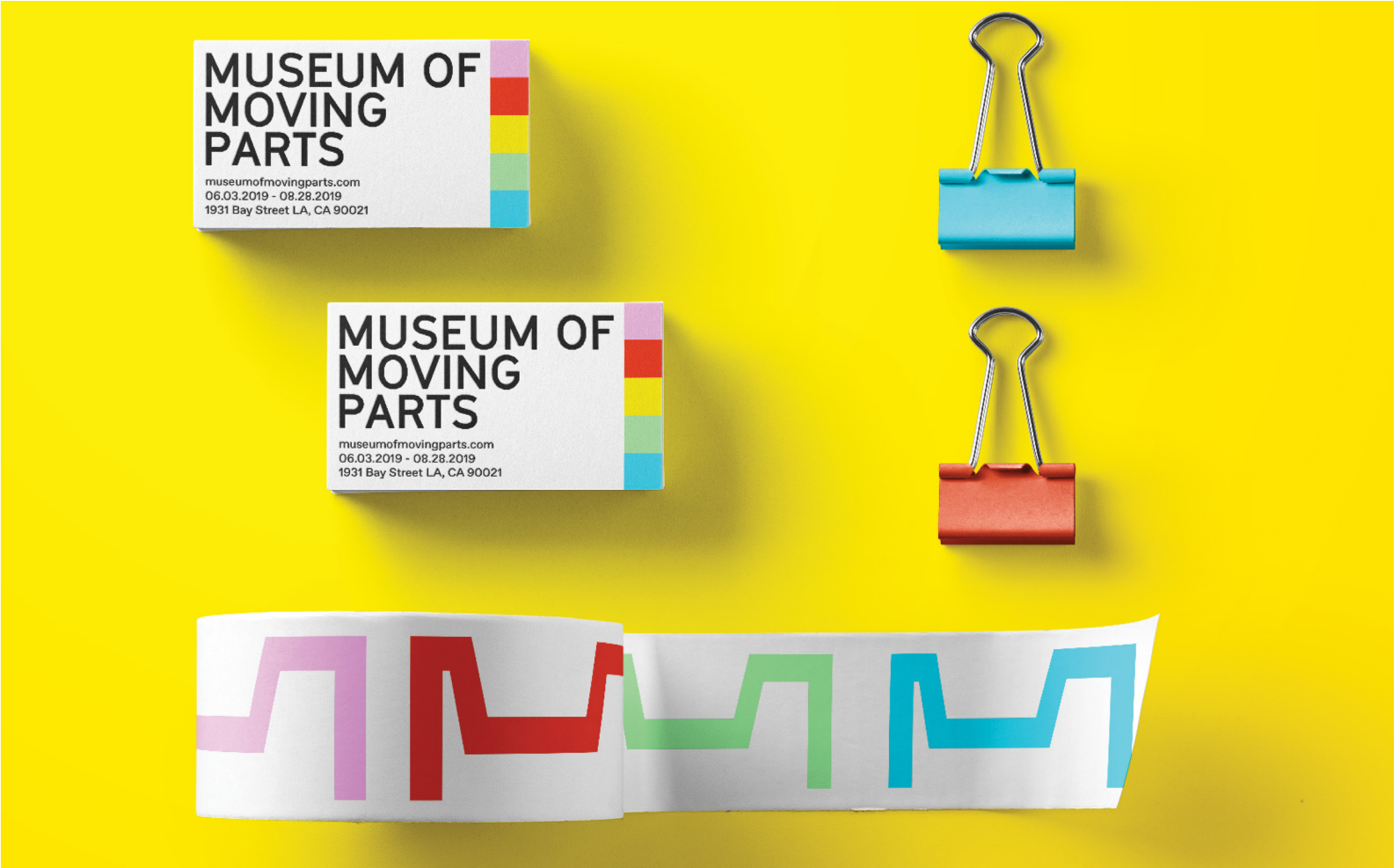
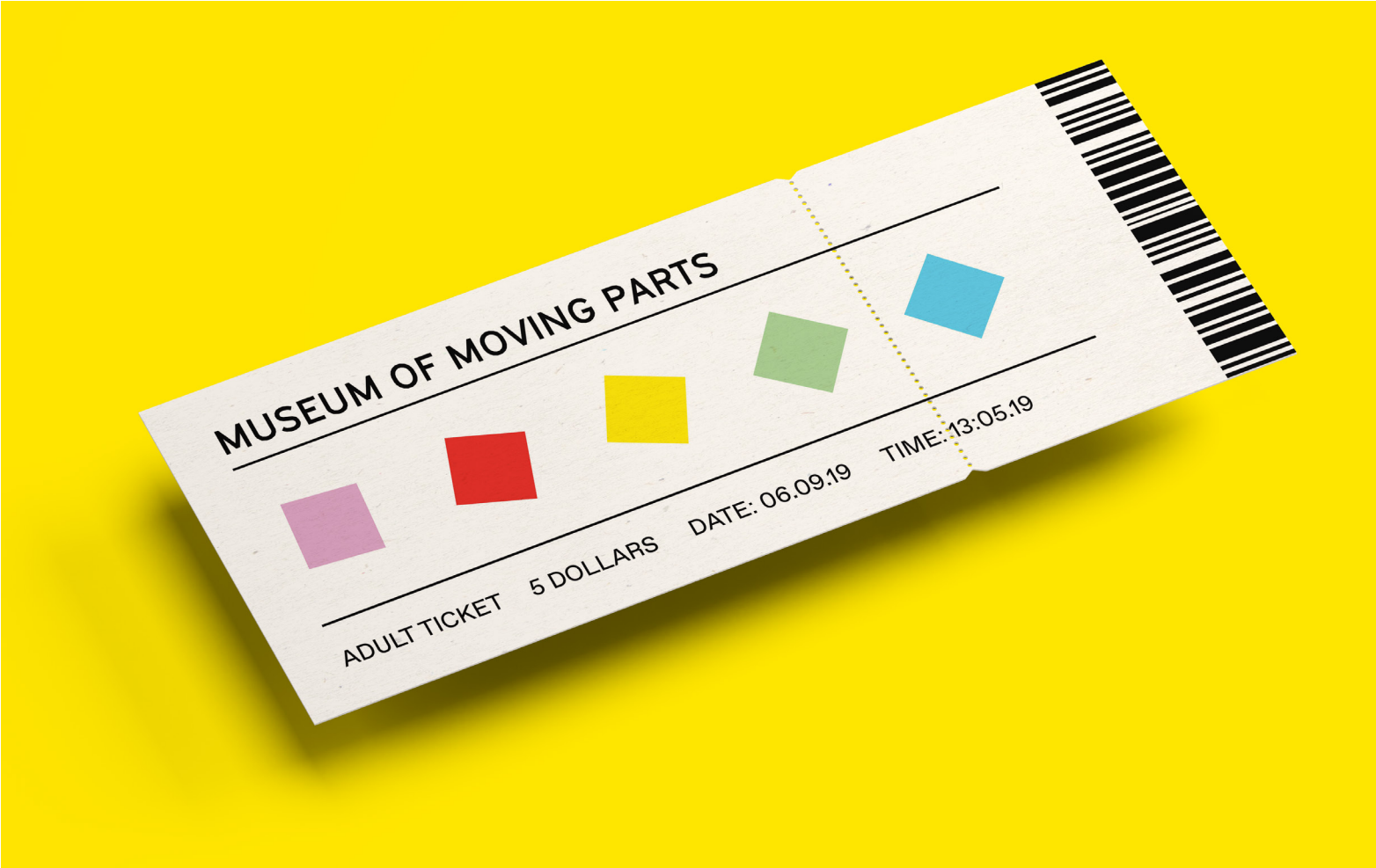
## Brand Elements

Each exhibition receives one of four iconic items to represent the event. The pieces all hold a color from the brand guidelines. Calling to the mechanical nature of the show and thrown-together like aesthetic, they each hold their own unique form.





# 10 Placements



# 11

## Placements

