

MINI MANUAL OF THE  
CORPORATE VISUAL  
IDENTITY OF NLB MUZA

MUZA

MUZEJ, GALERIJA  
IN AKADEMIJA

FEBRUARY 2025

# Fundamental elements of identity

# M U Z A L O G O T Y P E

The logo is a fundamental element of the brand's overall graphic image.



MUZA

The image shows the word "MUZA" in a bold, stylized font. The letters are primarily blue, with the 'U' and 'Z' having red accents. The 'M' is solid blue. The 'U' is blue with a red outline. The 'Z' is blue with a red outline. The 'A' is solid blue. The letters are closely spaced and have a modern, geometric feel.

# M U Z A LOGOTYPE + DESCRIPTION

At beginning of the first year (2025) it is **recomended** to use **with a description**.



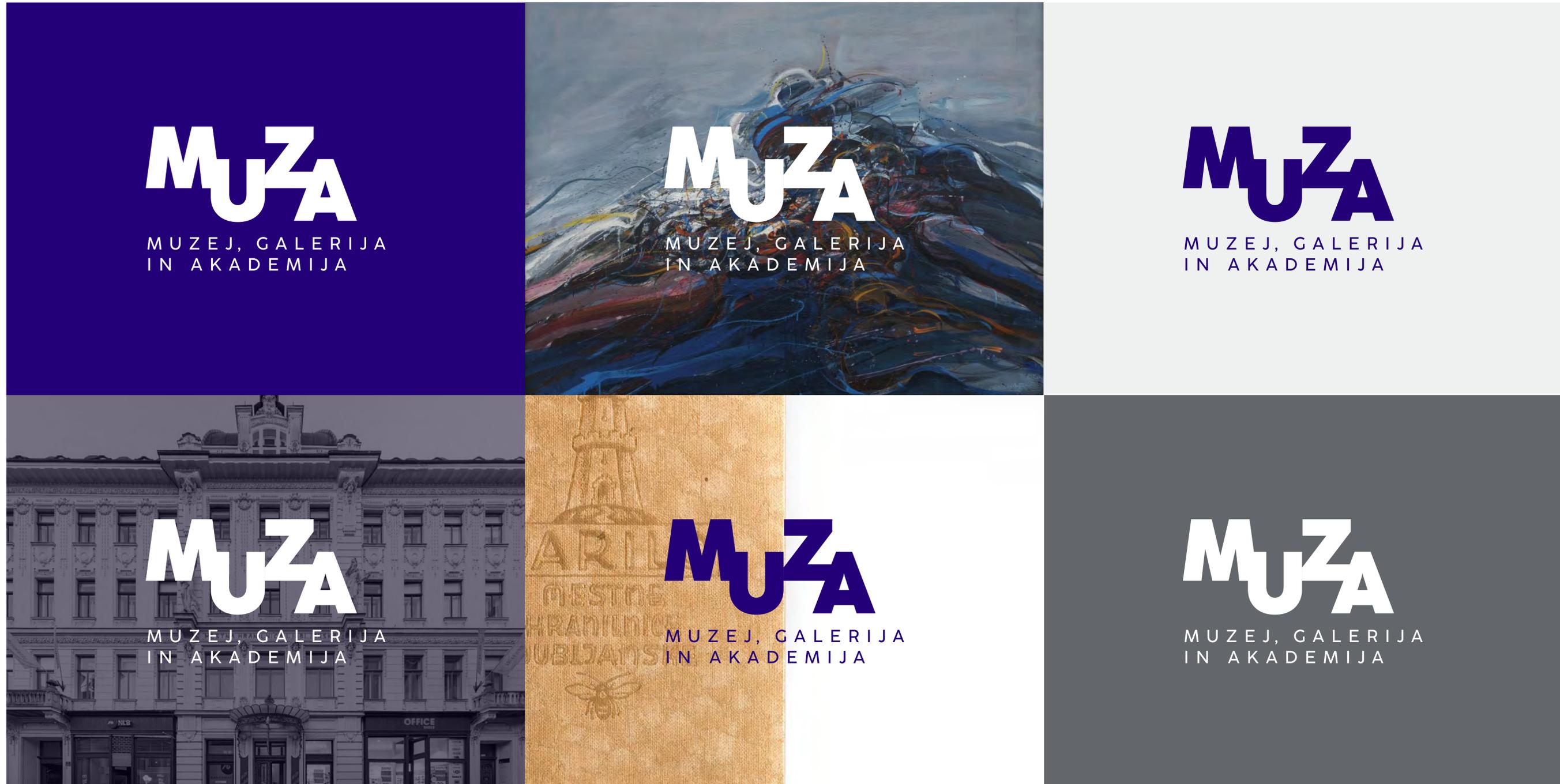
# M U Z A   L O G O T Y P E   F I E L D   O F   U N T O U C H A B I L I T Y

Just when you have the Logo with a description this is important.



# M U Z A   L O G O T Y P E   O N   C O L O U R   B A C K G R O U N D S

The MUZA logotype must be seen in the **right contrast**, so when the background is too strong, colourful or in contrast with a base colour, must be used the **Muza Logotype in simple negative variation**.



# M U Z A LOGOTYPE CUT USAGE

The MUZA logotype without description can be cut just a bit from one side or both (for 1/2 a letter thick), or (down for 1/2 of a letter thick).



# M U Z A M I N I M A L L O G O A P P E A R A N C E

In order to keep the visual integrity of the brand constant across all communication and on all backgrounds.



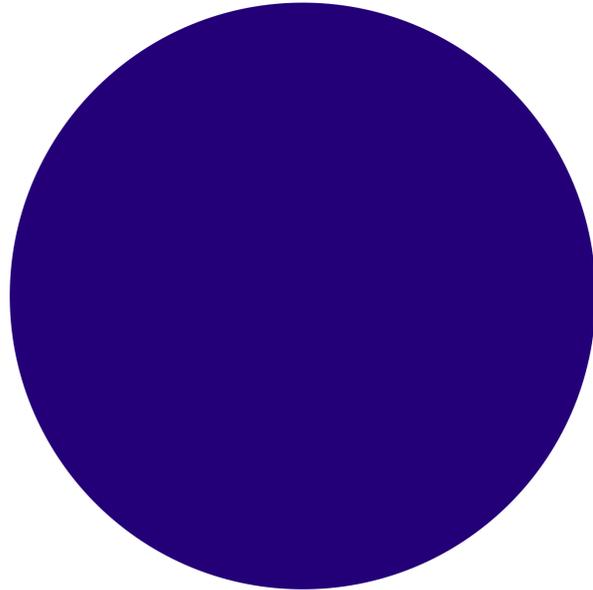
# MUZA LOGOTYPE / DON'TS



# M U Z A B A S I C C O L O U R S

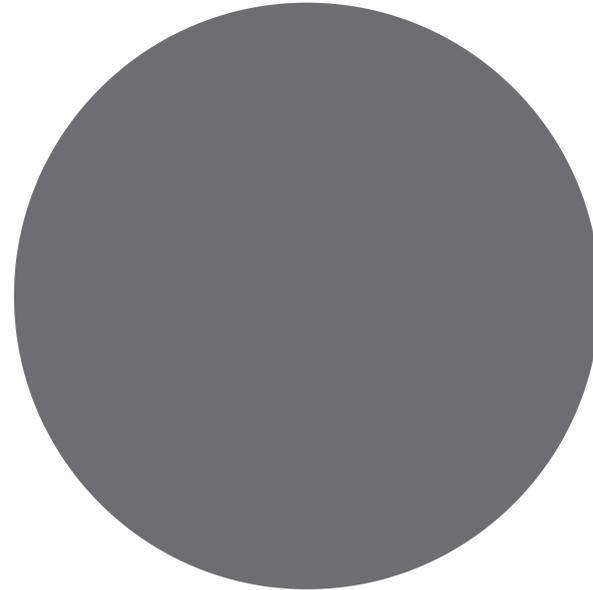
## NLB INDIGO BLUE

PANTONE 2745  
95C 100M 0Y 20K  
R35 G0 B120  
#230078  
RAL DESIGN 290 20 35



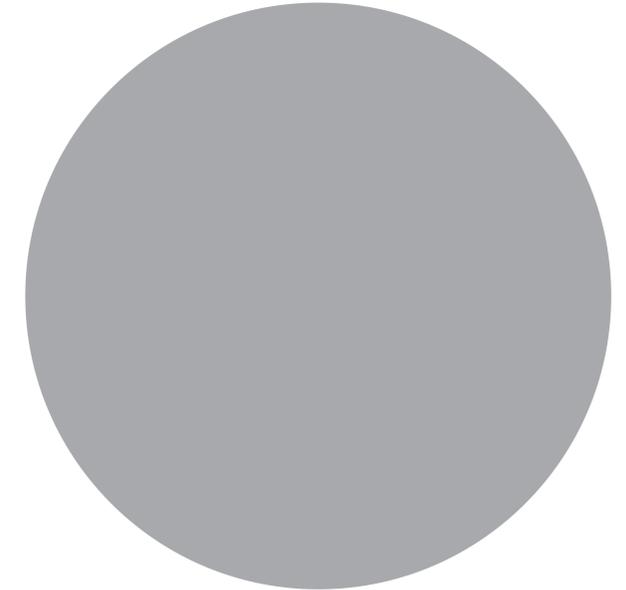
## NLB DARK GRAY

PANTONE COOL GRAY 10  
0C 0M 0Y 75K  
R99 G102 B106  
#63666A  
RAL 7012



## NLB LIGHT GRAY

PANTONE 877  
0C 0M 0Y 40K  
R 167 G 168 B 170  
#A7A8AA  
RAL 9022



## PRIMARY TYPOGRAPHY

**Inspired by the classy  
aesthetics of fashion  
icon Coco Chanel.**

Coco Sharp typeface is able to transform a simple word  
a memorable wordmark. Drawn on a classic geometric sans  
skeleton, it brings the brand's heritage to modern times.

On the personal computer system, Arial typeface is used.

# PHOTOGRAPHY

## Real life

Photos should convey a sense of warmth, modernity, openness, and the emotion of curiosity. Photos of people should be fun, accessible, encouraging and expressive of communication. People are shown in groups that emphasize fun, connection and interaction. People should not look staged or unrealistic. The main element of the photos should be the interaction between people.

## Still life

**Arhitectural** photographs should not be the centre of attention - the aspect and well-being of the individual is more important. The use of architectural photographs is acceptable in the context of presenting the object. The photographs emphasize drama with angles, patterns and contrast. The colour of the photographs should be intense and contrasting, but not overly bright without depth.

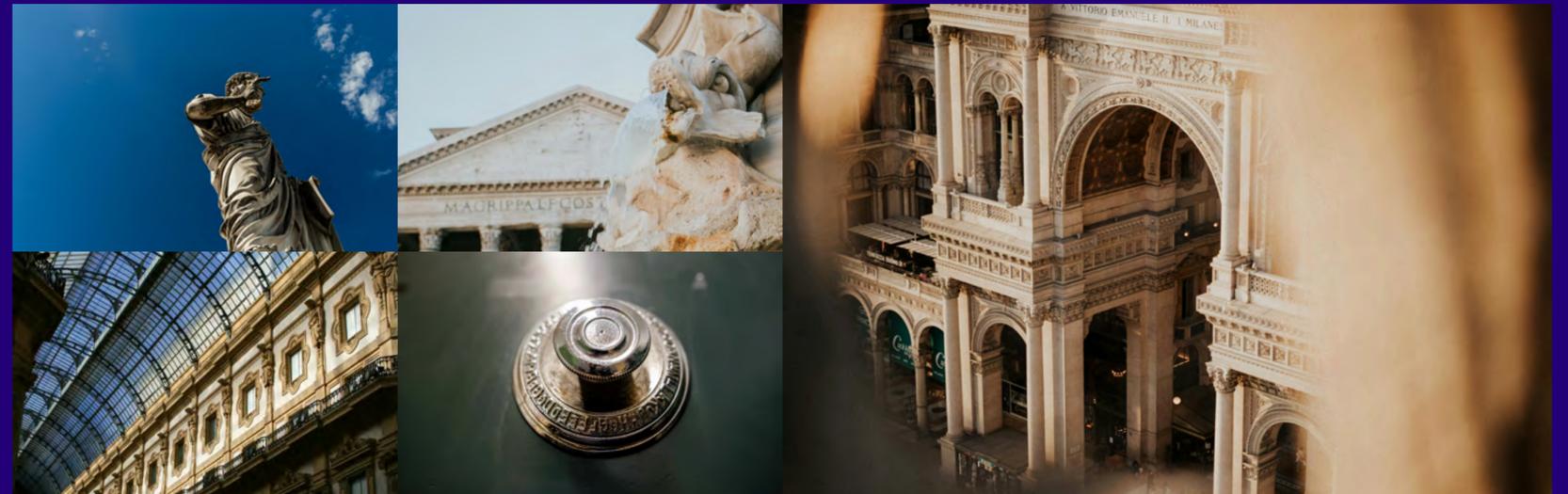
**Photographs** of painting exhibitions are captured in a way that reflects real life, while also maintaining a minimalist and aesthetically pleasing appearance, avoiding any chaotic elements.

**Museum objects** are photographed on white background with soft light that makes natural white.

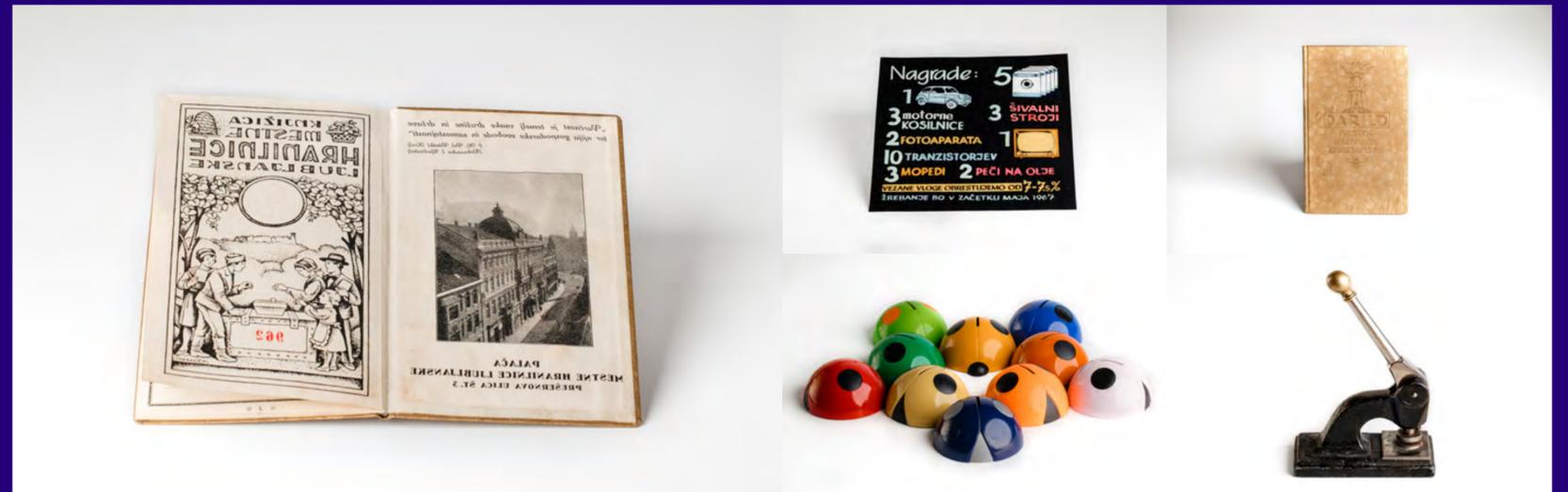
### VISITORS / OPENINGS



### ARCHITECTURE



### MUSEUM STILL LIFE OBJECTS



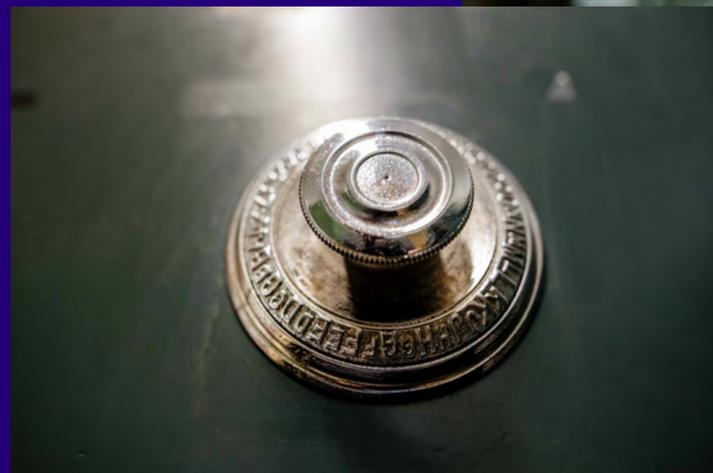
# PHOTOGRAPHY COLOUR GRADING



Desaturated, but with the exception of the key colourful costume elements of the subject



More contrast



# **Applications / Basic communication**

# M U Z A S T A N D A R D S T A T I O N E R Y / L E T T E R H E A D , E N V E L O P E



NLB MUZA  
Zavod za upravljanje  
kulture dediščine  
Čopova ulica 3  
1000 Ljubljana, Slovenija  
+386 1 476 4312  
muza@nlb.si, nlb-muza.si



Čopova ulica 3  
1000 Ljubljana

**M U Z A** S T A N D A R D S T A T I O N E R Y / B U S I N E S S C A R D S

**MATKO MIOČ**

Direktor

+386 (0)41 686 911

matko.mioc@nlb-muza.si

nlb-muza.si

**MUZA**

**NLB MUZA**

**Zavod za upravljanje  
kulture dediščine**

Čopova ulica 3

1000 Ljubljana

Slovenija

**MUZA**

**NLB MUZA**

**Zavod za upravljanje  
kulture dediščine**

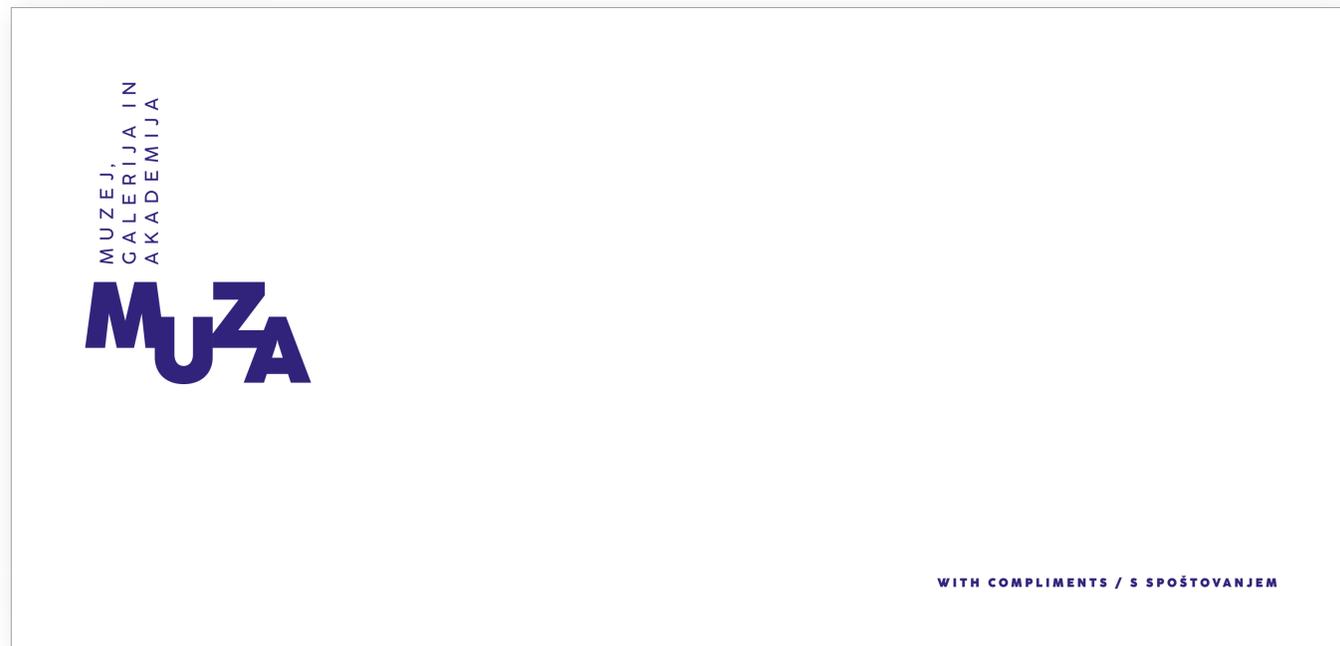
Čopova ulica 3

1000 Ljubljana

Slovenija



**M U Z A** STANDARD STATIONERY / WITH COMPLIMENTS



MUZEJ,  
GALERIJA IN  
AKADEMIJA

# MUZA

MUZEJ,  
GALERIJA IN  
AKADEMIJA

# MUZA

WITH COMPLIMENTS / S SPOŠTOVANJEM

**DR. META KORDIŠ**  
Muzejska svetovalka  
+386 (1) 123 456  
meta.kordis@guest.nlb.si  
nlb-muza.si

# MUZA

NLB MUZA  
Zavod za upravljanje  
kulture dediščine  
Čopova ulica 3  
1000 Ljubljana  
Slovenija

# MUZA

NLB MUZA  
Zavod za upravljanje  
kulture dediščine  
Čopova ulica 3  
1000 Ljubljana  
Slovenija

# MUZA

MUZEJ,  
GALERIJA IN  
AKADEMIJA

# MUZA CORPORATE IDENTITY



The picture is symbolic



## ODMEVI

**Sodobna zbirka v dialogu**

Antonio Zvest, Metka Kraševc, Žiga Kariž in Lorem Ipsum, Lorem Ipsum, Lorem Ipsum, Lorem Ipsum.

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# MUZA LANYARD FOR ID CARD



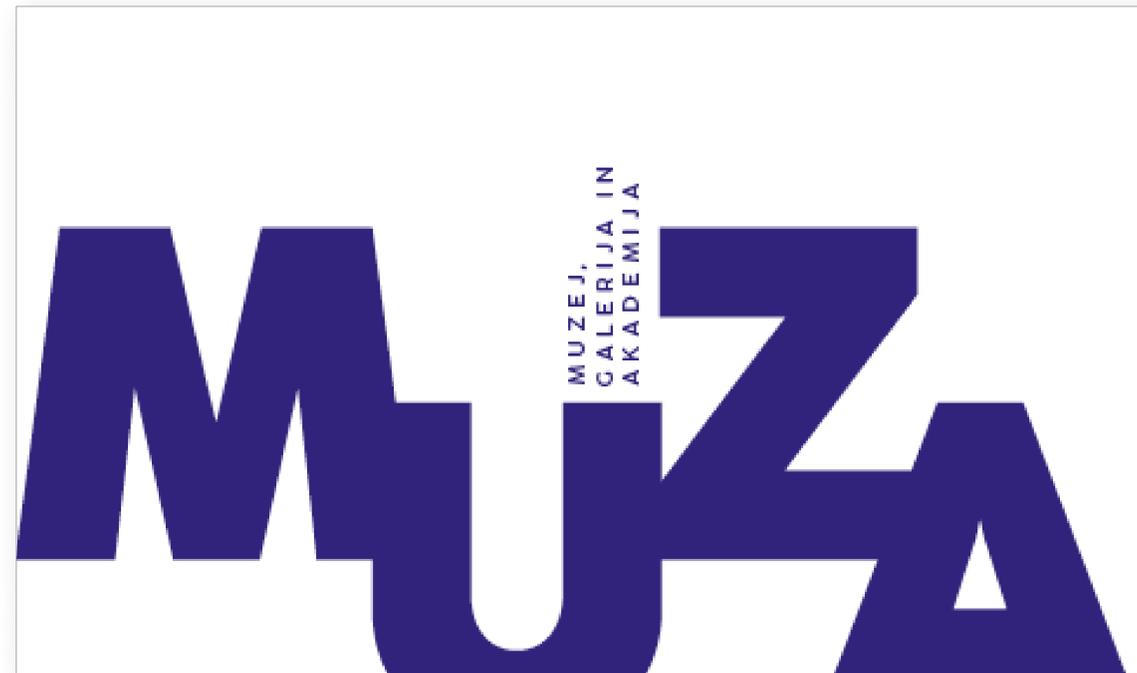
# **Applications / Elements for MUZA store equipment**

MUZA STICKER / ENTRANCE TICKET



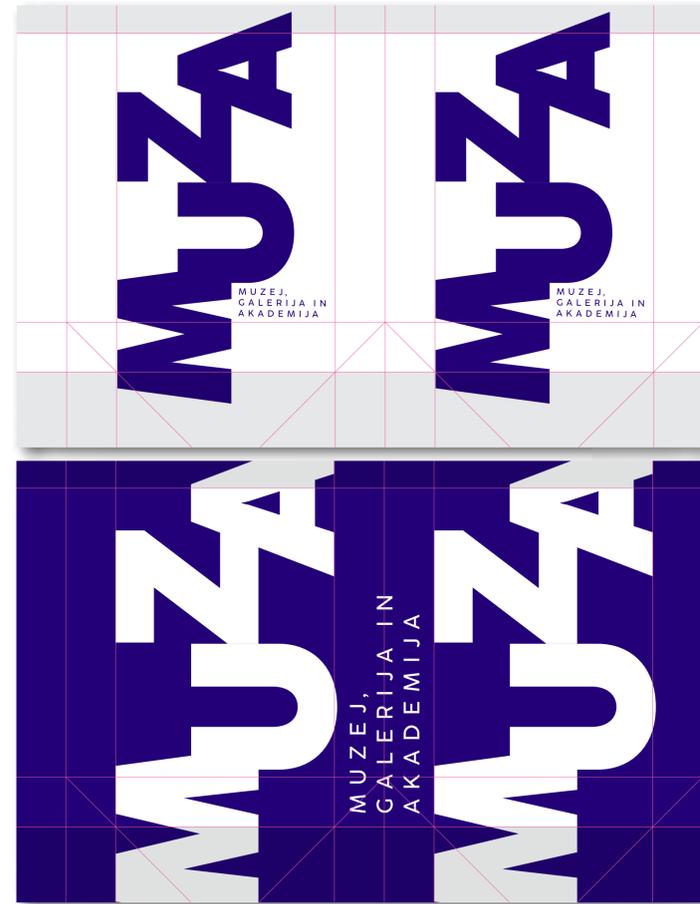
# M U Z A B A N K N O T E H O L D E R

## FRONT



# M U Z A B A G S

## SMALL PAPER BAG



## BIG PAPER BAG



# MUZA COIN CASES

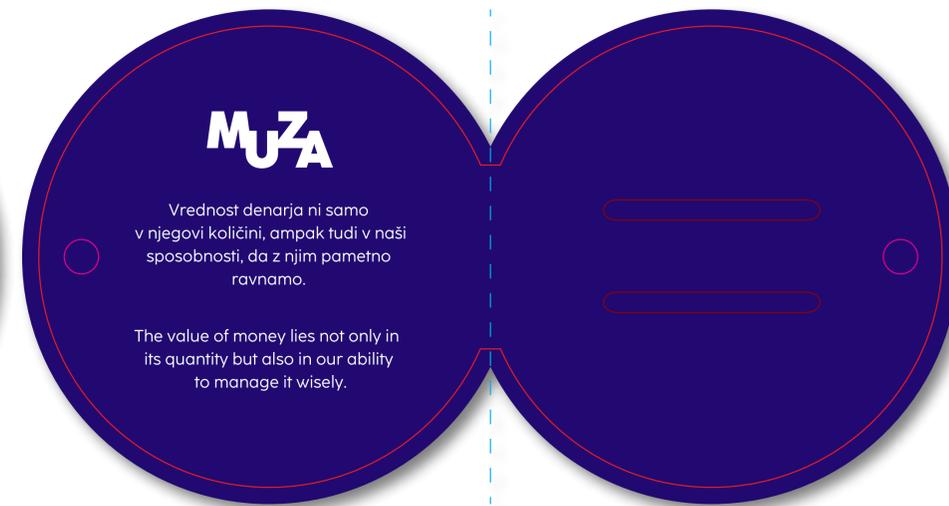
## BACK



## FRONT



## INSIDE



# **Applications / Advertising and SM**

# M U Z A C O U P O N S F O R F R E E C U P O N S

SIDE 1



SIDE 2 - FAMILY COUPONS



SIDE 2 - PERSONAL COUPONS





## ODMEVI

### Sodobna zbirka v dialogu

Antonio Zvest, Metka Kraševc, Žiga Kariž  
in Lorem Ipsum, Lorem Ipsum,  
Ipsum, Lorem Ipsum.

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cridiciam hortus.

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**Title:** CocoSharp Extra bold, 40 pt

**Headline:** CocoSharp Extra bold, 17 pt

**General information:** CocoSharp Bold, 10.5 pt

The title, subtitle, and general information follow the proportions set on **page 20**, in an adjusted size that fits the format.

# M U Z A L A Y O U T

## Title and subtitle

See page 20

## Featuring authors

Font: Coco Sharp Light Size: 20 pt x 1.3 pt

Colour: NLB indigo blue

## Extended emphasis

Font: Coco Sharp Bold

Size: 9 pt x 1.3 pt

Colour: NLB indigo blue

## Body text

Font: Coco Sharp Regular

Size: 9 pt x 1.5 pt

Colour: NLB indigo blue

# ODMEVI

## Sodobna zbirka v dialogu

Antonio Zvest, Metka Kraševc, Žiga Kariž in Lorem Ipsum, Lorem Ipsum, Lorem Ipsum.

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## Image description

Font: Coco Sharp Regular

Size: 6 pt x 1.3 pt

Colour: NLB dark grey

## Shorter emphasis

Font: Coco Sharp Light

Size: 20 pt x 1.3 pt

Colour: NLB dark grey

## Quotation

Font: Coco Sharp Regular

Size: 21 pt x 1.3 pt

Colour: NLB indigo blue

# M U Z A C O N S T R U C T I O N W I T H N L B B R A N D I N G

Basic placement for the Muza logotype, NLB sign and basic elements



← Preferred and alternative sign positioning  
&  
With full image composition, the size of the sign is enlarged by 1A.

← Preferred and alternative MUZA wordmark positioning



# M U Z A C O N S T R U C T I O N W I T H N L B B R A N D I N G

Basic placement for Muza logotype, NLB sign and basic elements in different layouts

  
**ODMEVI**  
Sodobna zbirka v dialogu

Razstava odmeva v galeriji Muza  
na Čopovi 3 v Ljubljani. Od torika  
do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

  
Sodobna zbirka v dialogu  
**ODMEVI**

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

Razstava odmeva v galeriji Muza  
na Čopovi 3 v Ljubljani. Od torika  
do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

  
**HRANILNIKI**

**Hranilniki v času**  
Razstava odmeva v galeriji Muza  
na Čopovi 3 v Ljubljani. Od torika  
do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

  
**ODMEVI**  
Sodobna zbirka v dialogu

Razstava odmeva v galeriji Muza  
na Čopovi 3 v Ljubljani. Od torika  
do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

# TEXT SETTING

## Title

Always in **Coco Sharp Extra Bold** and in white or occasionally in **NLB indigo** colour.

The size and positioning are set to best adapt to the length, format, and/or image.

It is stylized as a chosen word, written in uppercase letters and without punctuation at the end.

**Font size for main title:** 300 pt on B1 format (poster)

**Leading:** title size x 0.9 pt

**Alignment:** left

## Headlines

**Coco Sharp Extra Bold**

**Headline before title:** 90 pt on B1 format (poster)

**Headline under title:** 126 on B1 format (poster)

**Leading:** headline size x 1.1 pt

**Alignment:** left

## General information

**Coco Sharp Bold**

**Font size:** 57 pt on B1 format

**Leading:** text size x 1.3 pt

**Alignment:** left

We recommend creating new material or editing content from Poster open files.

## Headline

TITLE

## Headline

The exhibition echoes in the Muza gallery at Čopova 3 in Ljubljana. From Tuesday to Friday from 10 a.m. to 6 p.m.



000. 3. 1987

**10**

# ODMEVI

Sodobna zbirka v dialogu

Razstava odmeva v galeriji Muza na Čopovi 3 v Ljubljani. Od torika do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA



**10**

Sodobna zbirka v dialogu

# ODMEVI

Razstava odmeva v galeriji Muza na Čopovi 3 v Ljubljani. Od torika do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA



**10**

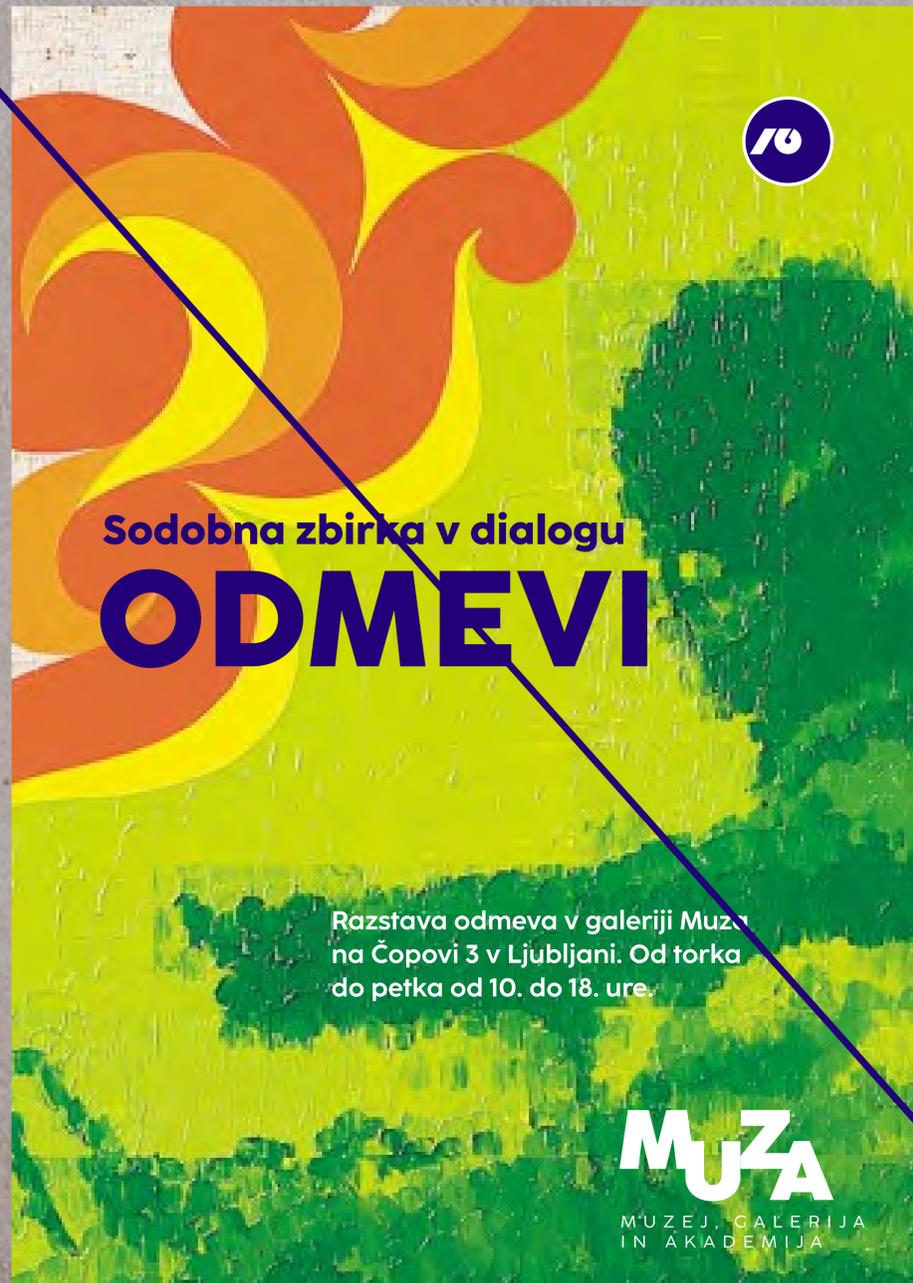
# HRANILNIKI

**Hranilniki v času**

Razstava odmeva v galeriji Muza na Čopovi 3 v Ljubljani. Od torika do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

MUZA POSTER EXAMPLE FOR HIGH CONTRAST IMAGE





# MUZA BILLBOARD EXAMPLES

16

## ODMEVI

Sodobna zbirka v dialogu

Razstava odmeva v galeriji Muza na Čopovi 3 v Ljubljani.  
Od torika do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

MUZA, Čopova 3, Ljubljana

16

## ODMEVI

Sodobna zbirka v dialogu

Razstava odmeva v galeriji Muza  
na Čopovi 3 v Ljubljani. Od torika  
do petka od 10. do 18. ure.

**MUZA**  
MUZEJ, GALERIJA  
IN AKADEMIJA

MUZA, Čopova 3, Ljubljana

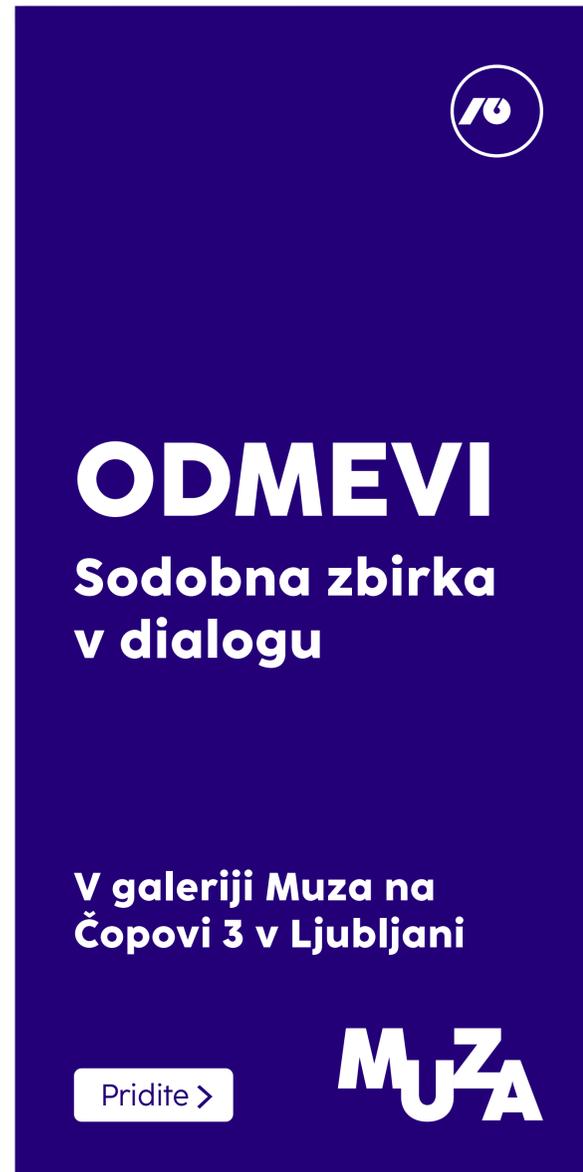
## BANNERS

Layouts for the most common banner ad sizes. The content of the banner ad should be planned accordingly to its size. For small-sized banners, there should be fewer elements.

### PRIMARY USE ON NLB MUZA PHOTO



### PRIMARY USE ON NLB MUZA CHANNELS FULL Indigo + NEW EXHIBITION



### PRIMARY USE ON NLB MUZA CHANNELS PHOTO + NEW EXHIBITION



**M U Z A** O U T D O O R F L O O R S T I C K E R

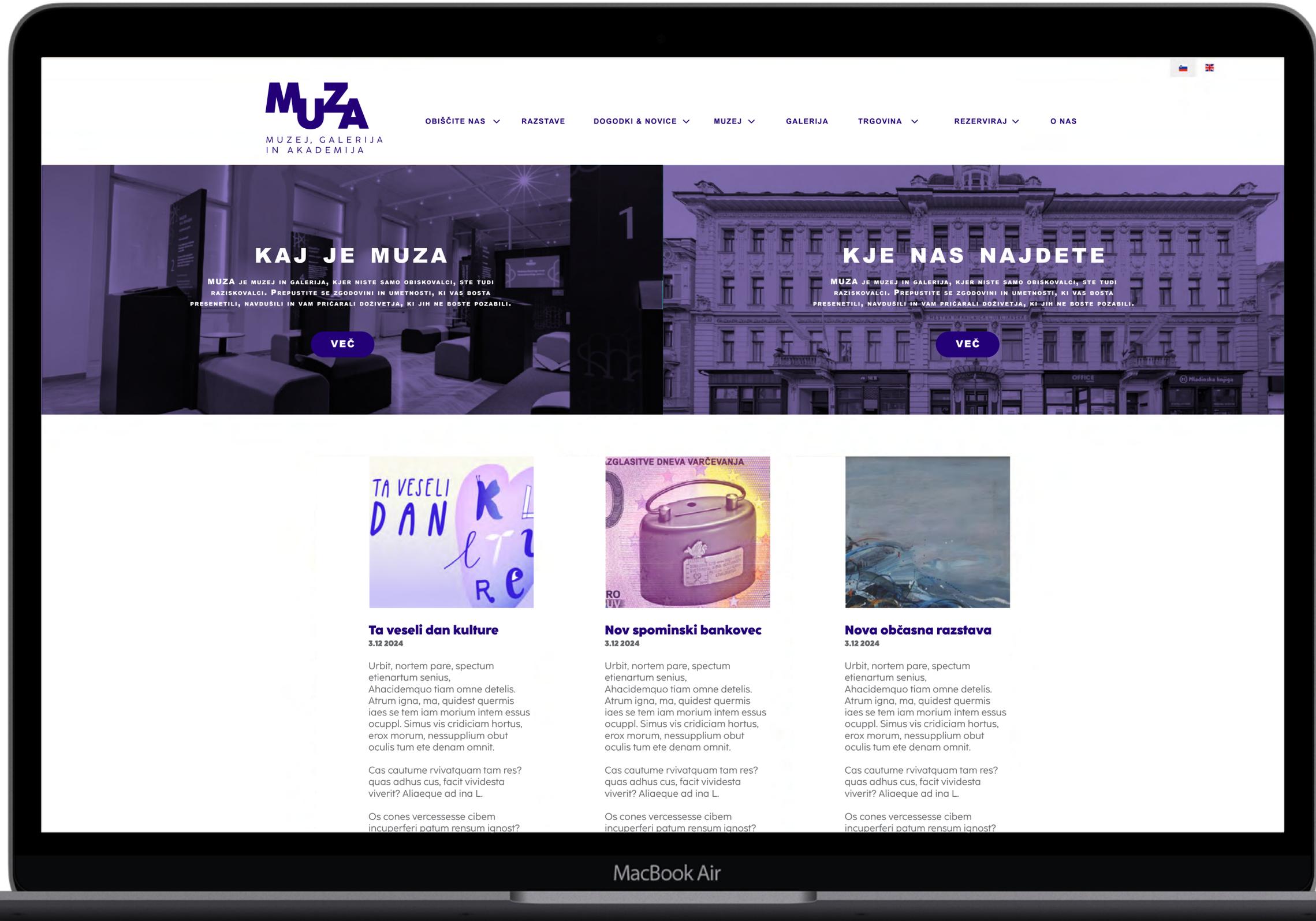


R 500 mm



FOLLOW  
ME





## KAJ JE MUZA

MUZA JE MUZEJ IN GALERIJA, KJER NISTE SAMO OBISKOVALCI, STE TUDI RAZISKOVALCI. PREPUŠTITE SE ZGODOVINI IN UMETNOSTI, KI VAS BOSTA PRESENETILI, NAVDUŠILI IN VAM PRICARALI DOŽIVETJA, KI JIH NE BOSTE POZABILI.

VEČ

## KJE NAS NAJDETE

MUZA JE MUZEJ IN GALERIJA, KJER NISTE SAMO OBISKOVALCI, STE TUDI RAZISKOVALCI. PREPUŠTITE SE ZGODOVINI IN UMETNOSTI, KI VAS BOSTA PRESENETILI, NAVDUŠILI IN VAM PRICARALI DOŽIVETJA, KI JIH NE BOSTE POZABILI.

VEČ



### Ta veseli dan kulture 3.12.2024

Urbit, noritem pare, spectum etienartum senius, Ahacidemquo tiam omne detelis. Atrum igna, ma, quidest quermis iaes se tem iam morium intem essus occupl. Simus vis cridiciam hortus, erox morum, nessupplium obut oculis tum ete denam omnit.

Cas cautume rvivatquam tam res? quas adhus cus, facit vividesta viverit? Aliaequae ad ina L.

Os cones vercessesse cibem incuperferi patum rensun ignost?



### Nov spominski bankovec 3.12.2024

Urbit, noritem pare, spectum etienartum senius, Ahacidemquo tiam omne detelis. Atrum igna, ma, quidest quermis iaes se tem iam morium intem essus occupl. Simus vis cridiciam hortus, erox morum, nessupplium obut oculis tum ete denam omnit.

Cas cautume rvivatquam tam res? quas adhus cus, facit vividesta viverit? Aliaequae ad ina L.

Os cones vercessesse cibem incuperferi patum rensun ignost?



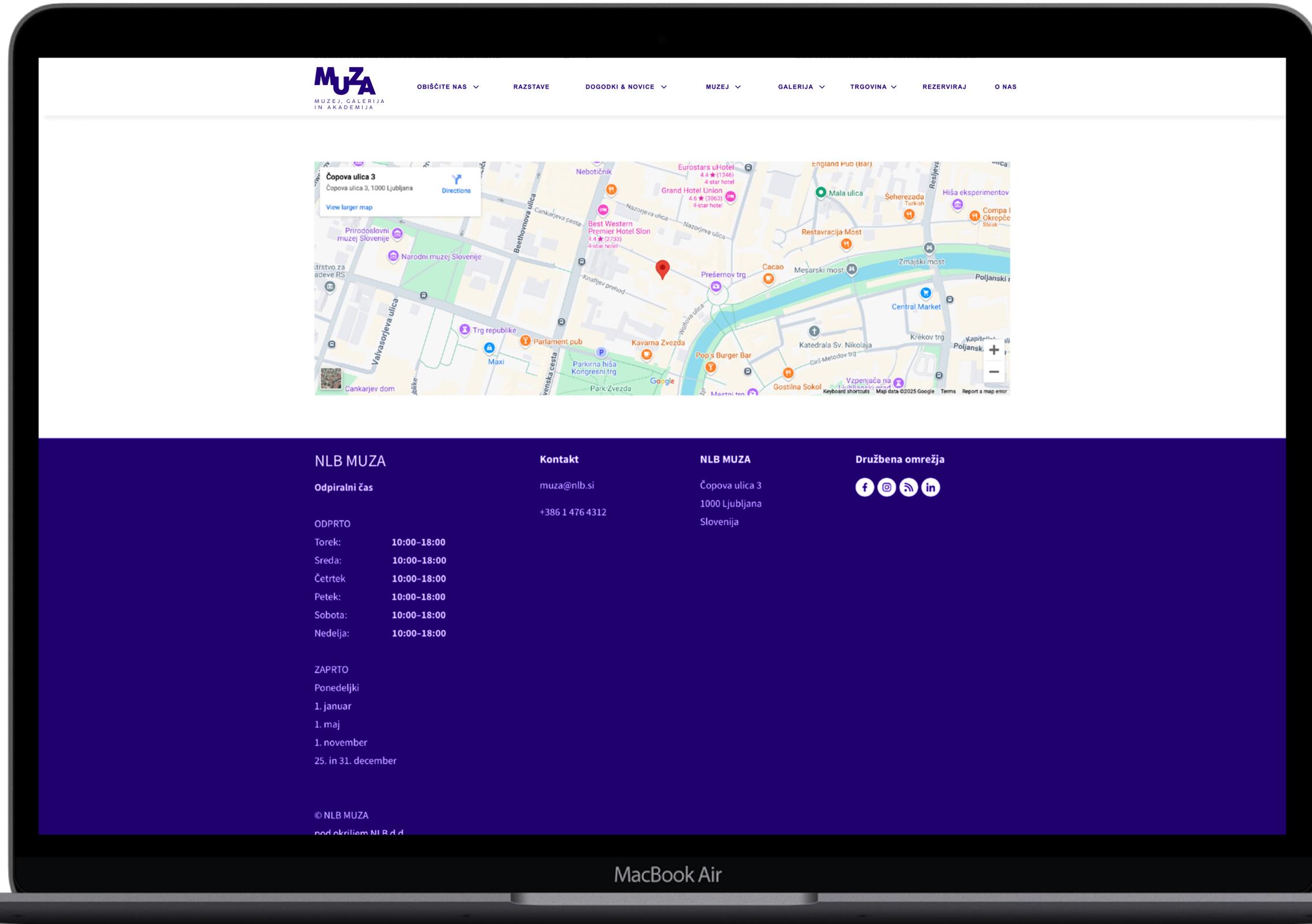
### Nova občasna razstava 3.12.2024

Urbit, noritem pare, spectum etienartum senius, Ahacidemquo tiam omne detelis. Atrum igna, ma, quidest quermis iaes se tem iam morium intem essus occupl. Simus vis cridiciam hortus, erox morum, nessupplium obut oculis tum ete denam omnit.

Cas cautume rvivatquam tam res? quas adhus cus, facit vividesta viverit? Aliaequae ad ina L.

Os cones vercessesse cibem incuperferi patum rensun ignost?

# M U Z A W E B S I T E



# S M P O S T S

Functional & versatile layout design follows brand identity and enables targeted communication and identification.

**PRIMARY USE ON NLB  
MUZA CHANNELS  
PHOTO + NEW  
EXHIBITION**



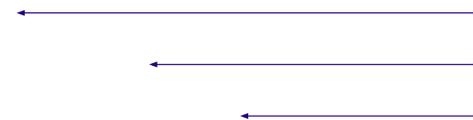
**PRIMARY USE ON NLB  
MUZA CHANNELS  
PHOTO**



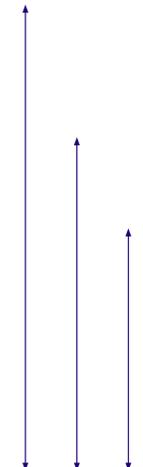
**SECONDARY USE  
Indigo & type  
EXHIBITION**



Size of MUZA logo can be scaled



Size of MUZA logo can be scaled



# S M S T O R Y

We suggest the use of **2 letter types**. Instagram Story fonts, called: **Simple** and **Modern** regarding the content and message of the IG story. Positions and colours are determined according to the motive or weight of the emphasis. Colour is a set within NLB colours (indigo, white, grey).

PRIMARY USE ON NLB MUZA CHANNELS  
PHOTO + NEW EXHIBITION



## **E - I N V I T A T I O N**

Layouts for the most common banner ad sizes. The content of the banner ad should be planned accordingly to its size. For small-sized banners , there should be fewer elements.

**PRIMARY USE ON NLB MUZA EMAILS**  
**FULL Indigo**



**PRIMARY USE ON NLB MUZA EMAILS**  
**PHOTO + NEW EXHIBITION**

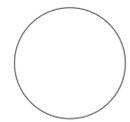


**Applications /  
Signage**

# M U Z A F L A G S

## Location: Čopova street, Ljubljana

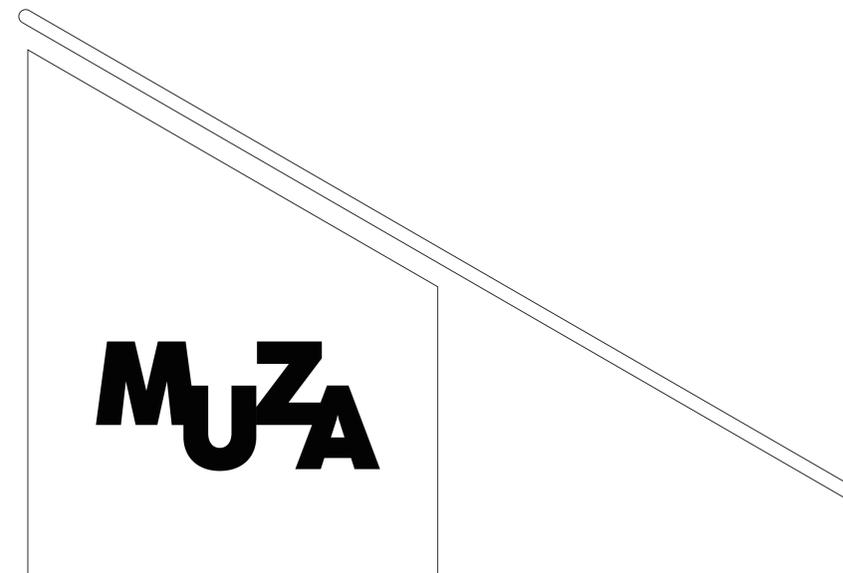
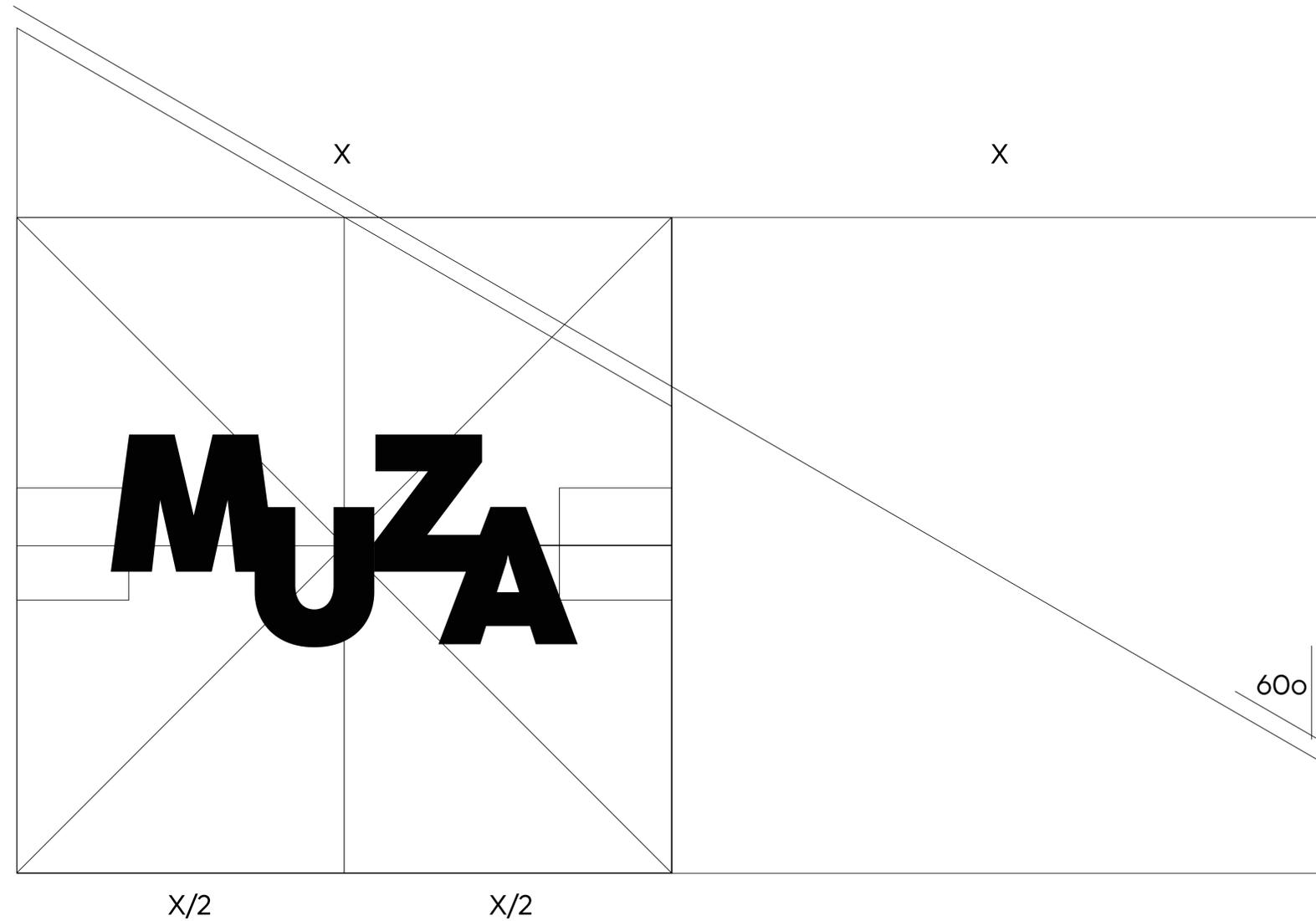
The flag can be white or in indigo. Flagpole size, location and colour are a suggestion based on architectural surroundings and the permissions of locations. Flagpole colour dark grey.



RAL 9016



RAL 7012





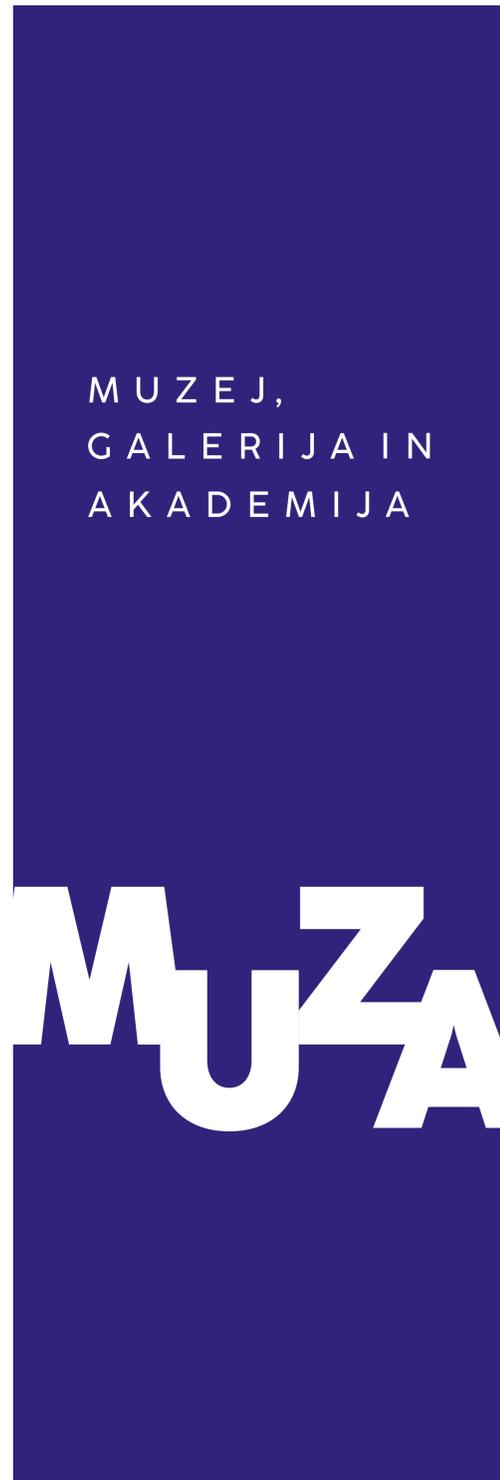
**MUZA**

LONGCHAMP

PAUL & SHARI

# M U Z A F L A G S

Two colour combinations are prepared, positive and negative. In both cases, highlighting the logotype and name is important; the position of the logotype follows the positional rules of the manual.



# M U Z A B R A N D I N G S I G N

Blackboard sign on architecture is based on a loved permissions of urbanistic law and of aesthetic of design that is posible on specific location.

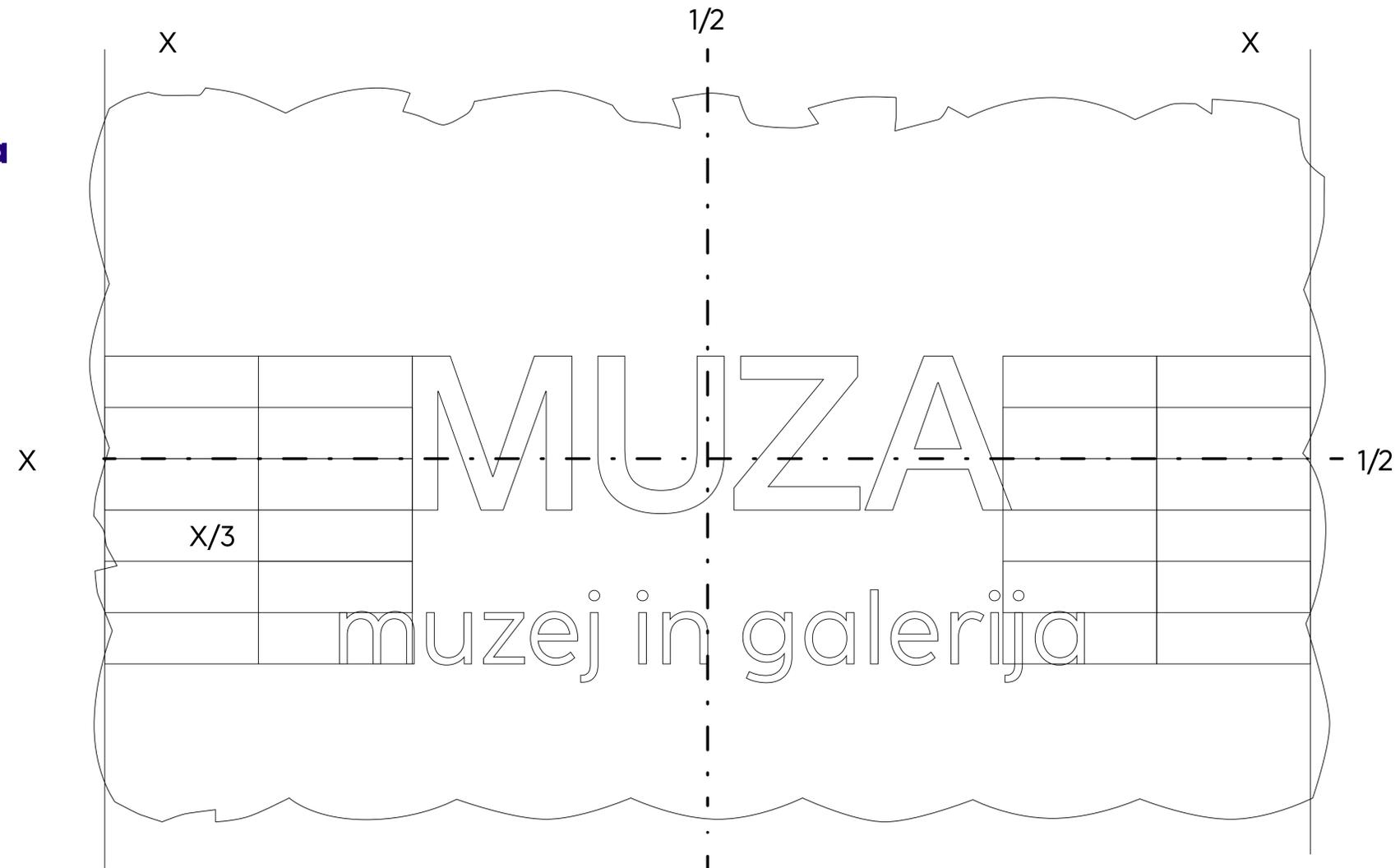
**Location: Čopova street, Ljubljana**



RAL 6004



RAL 1001





**MUZA**

muzej in galerija

# M U Z A B L A C K B O A R D S

## Technical data 1:

- it is made of transparent tempered glass/ Plexiglass under which a sticker with the graphic is attached
- the board is attached to the wall with appropriate brackets
- it is illuminated with LED lighting (an option)



RAL 290 20 35



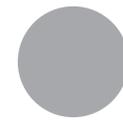
RAL 7012



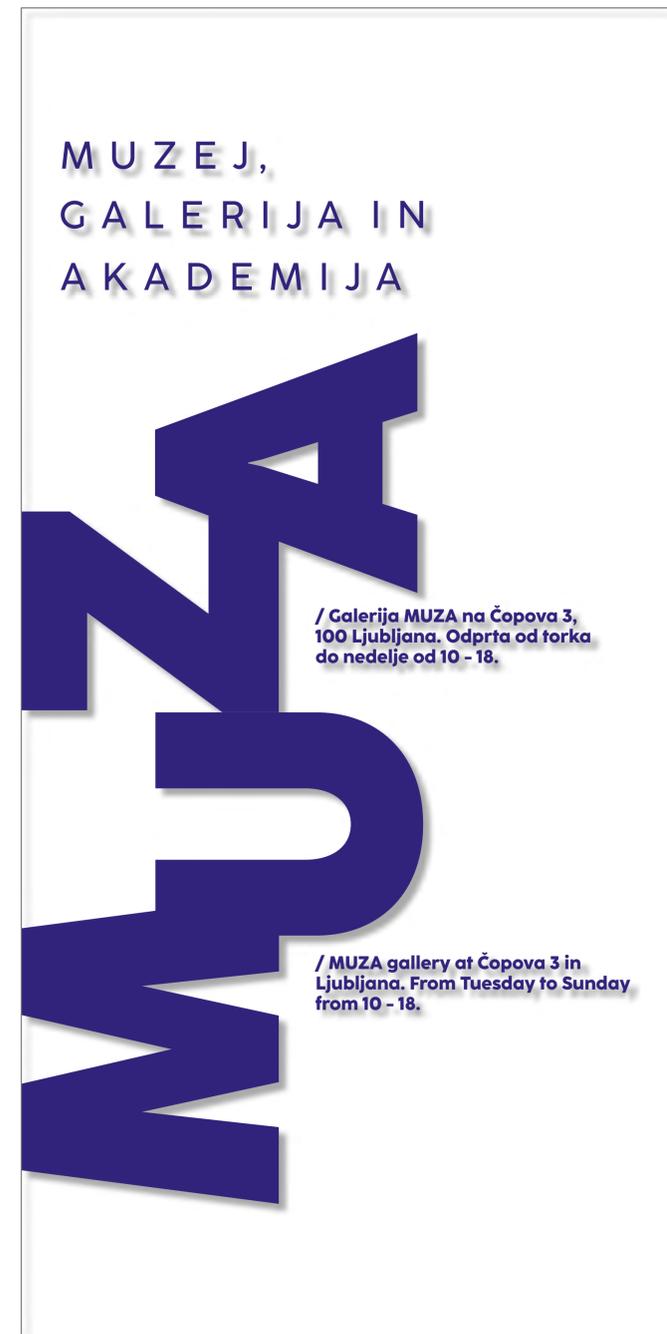
RAL 9006



MACal  
9888-05  
PRO

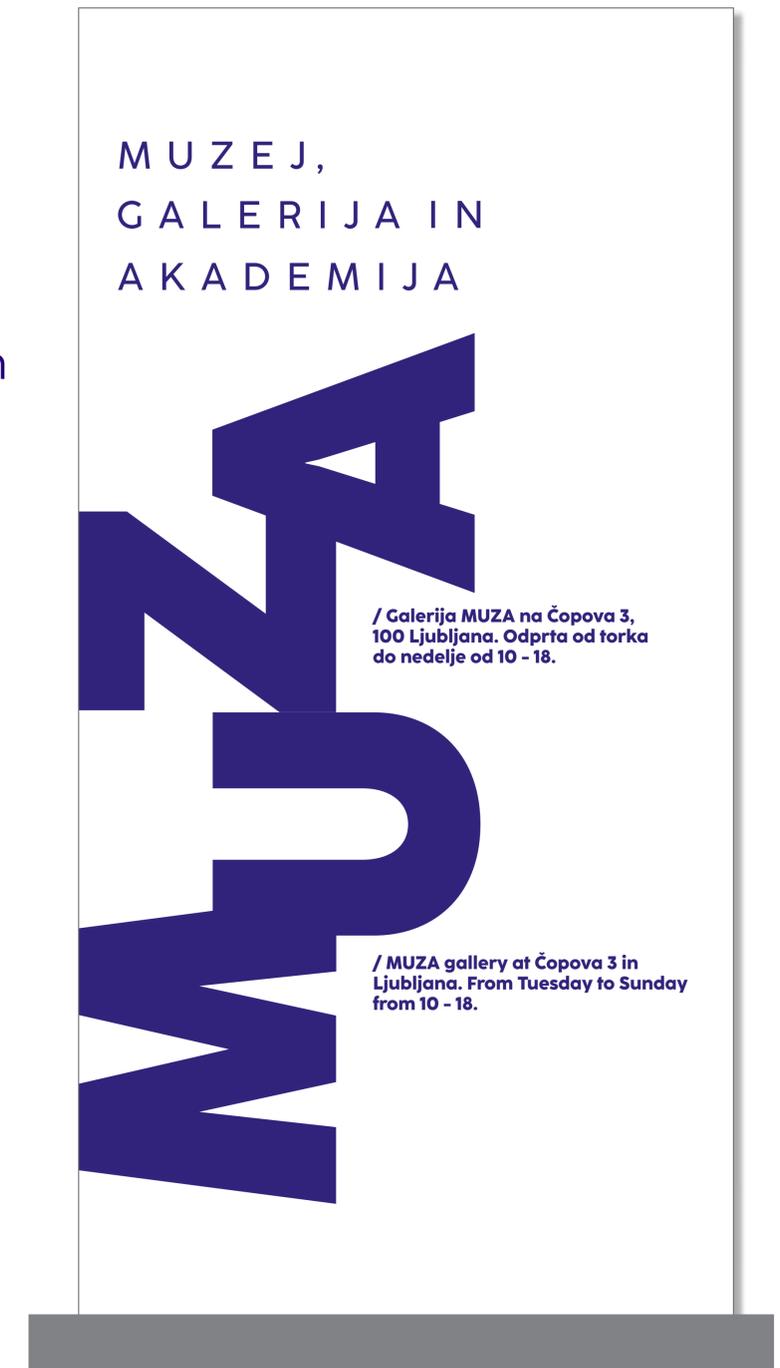


MACal  
8988-15  
PRO



## Technical data 2:

- suggestion of pop up blackboard 1000x2000mm
- used material is forex or tarpaulin + pingvin technical equipment for outdoor



MUZEJ,  
GALERIJA IN  
AKADEMIJA

MUZA

/ Galerija MUZA na Čopova 3,  
100 Ljubljana. Odprta od torka  
do nedelje od 10 - 18.

/ MUZA gallery at Čopova 3 in  
Ljubljana. From Tuesday to Sunday  
from 10 - 18.



# M U Z A E X T E R N A L S I G N A T T H E S E R V I C E E N T R A N C E

## Technical data:

- version with invisible substructure, where the fastening elements are not visible
- version with cut-out self-adhesive foils on a white base, dark grey RAL 7012, light grey RAL 9006



RAL 7012



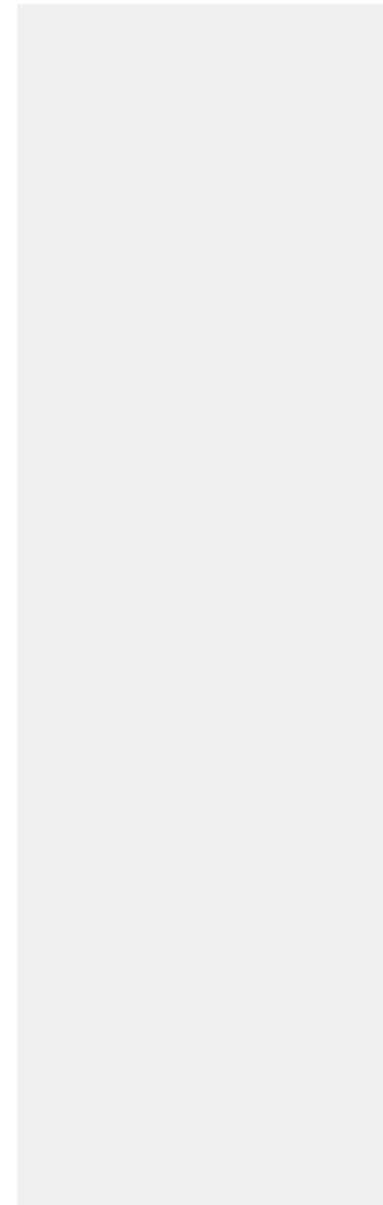
RAL 9006



MACal  
9888-05  
PRO

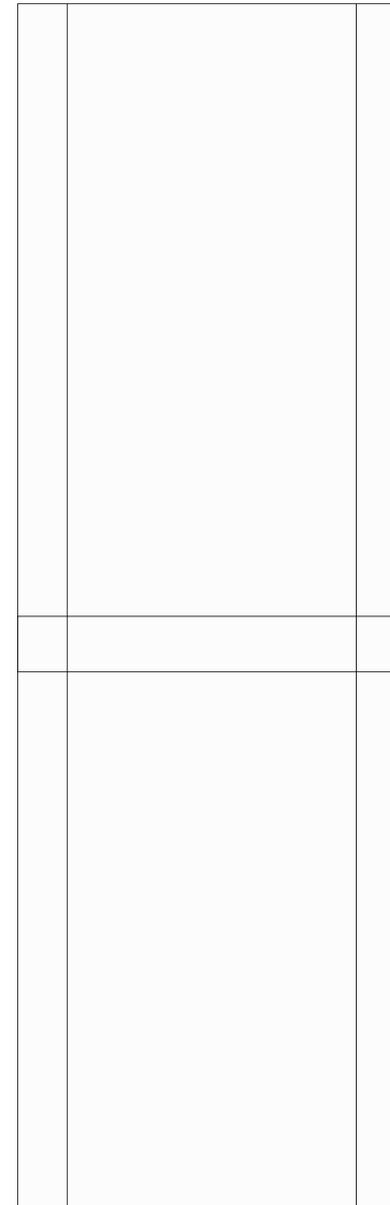


MACal  
8988-15  
PRO



500 mm

1550 mm



M U Z E J,  
G A L E R I J A I N  
A K A D E M I J A

# MUZA

Službeni vhod  
Service Entrances

Vhod za invalide  
Disabled Access

Informacije: 01 476 43 12  
Contact: +386 1 476 43 12

NLB MUZA  
Čopova ulica 3  
1000 Ljubljana

# M U Z A O U T D O O R O P E N I N G H O U R S S I G N

## Technical data:

- version with invisible substructure, where the fastening elements are not visible
- version with cut-out self-adhesive foils on a white base, dark grey RAL 7012, light grey RAL 9006



RAL 7012



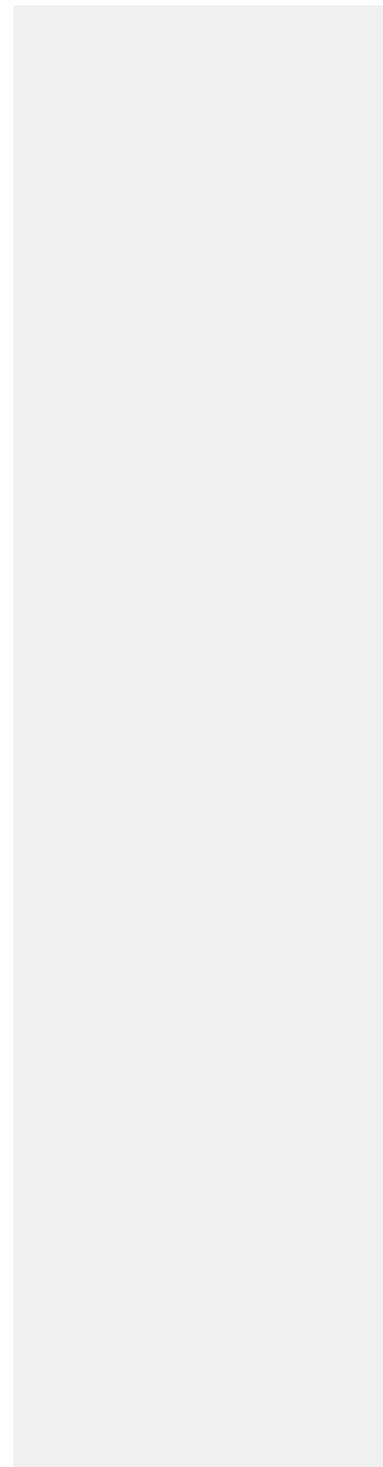
RAL 9006



MACal  
9888-05  
PRO



MACal  
8988-15  
PRO



600 mm

2300 mm



# M U Z A I N D O O R B R A N D I N G

## Technical data:

### Execution 1:

- the position and composition of the inscription is defined according to the flat part of the wall background
- the object is cut out of 8mm thick Plexiglass, attached directly to the wall, covered with sandblasted foil

### Execution 2:

- the position and composition of the inscription is defined according to the flat part of the wall background
- the object is cut out of 10 mm thick aluminium, attached directly to the wall, painted in dark grey RAL 7012



RAL 7012



RAL 9006



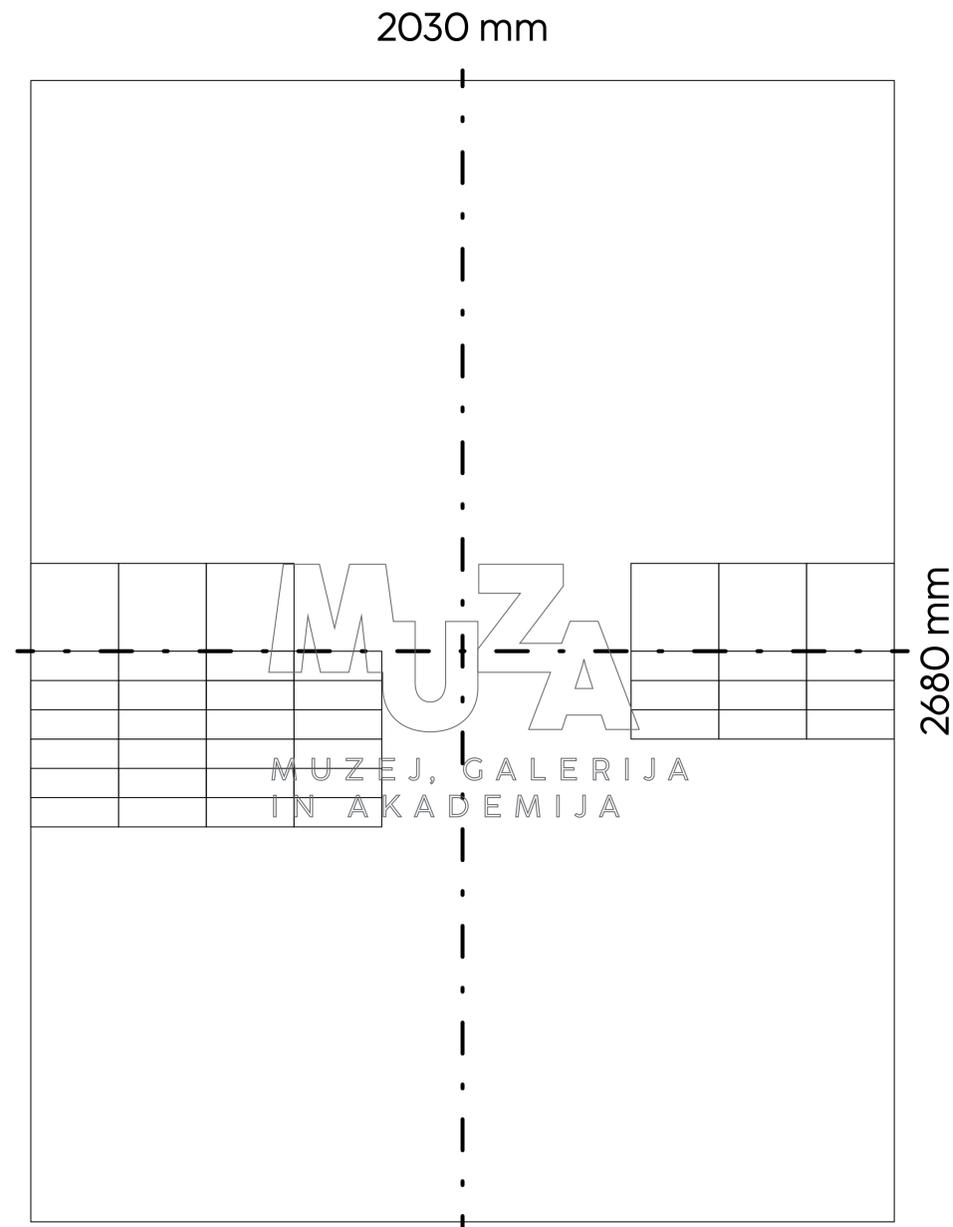
Sandblasted  
foil on  
Plexiglass



MACal  
9888-05  
PRO



MACal  
8988-15  
PRO



M U Z A   W A L L   I N   Č O P O V A   L O C A T I O N

MUZA

MUZEJ, GALERIJA  
IN AKADEMIJA

M U Z A I N D O R B R A N D I N G

**MUZA**

MUZEJ, GALERIJA  
I IN AKADEMIJA

# M U Z A L O C A T I O N B I L L B O A R D

## Technical data:

- Design:
- 5mm hard base (e.g. MDF), glued
- to an existing furniture element
- design with cut-out stickers on a matt
- white base, dark grey RAL 7012, light grey RAL 9006



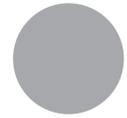
RAL 7012



RAL 9006



MACal  
9888-05  
PRO



MACal  
8988-15  
PRO

2160 mm



3710 mm

# MUZA

→ Recepcija  
Reception

← Muzej  
Museum

← Galerija  
Gallery

← Akademija  
Academy

# MUZA LOCATION BILLBOARD

**MUZA**

→ Recepcija  
Reception

← Muzej  
Museum

↙ Galerija  
Gallery

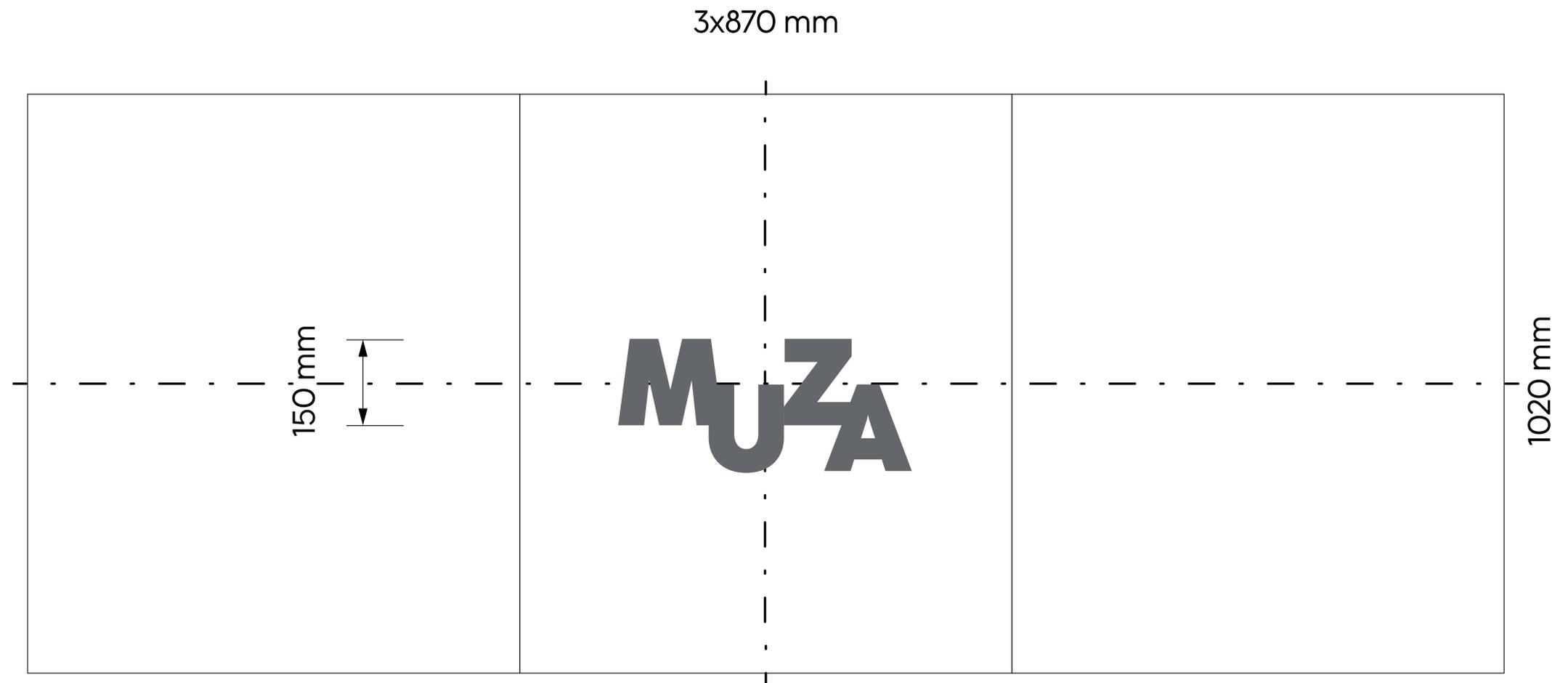
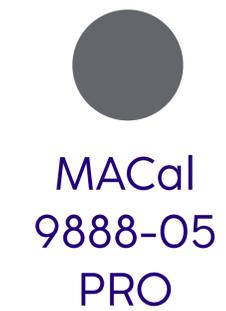
↙ Akademija  
Academy

# M U Z A B R A N D I N G R E C E P T I O N D E S K

## Technical data:

Design:

- cut-out aluminium, 10 mm thick,
- attached to existing veneer furniture, painted in matt dark grey RAL 7012



**MUZA**



# MUZA

**NLB MUZA ZAVOD ZA UPRAVLJANJE KULTURNE DEDIŠČINE**  
Čopova ulica 3, 1000 Ljubljana, Slovenia