the signature.

Relay is the three-layer mark beside the mutuol name. Keep the lettering, open eye, and space between layers together.





the mark

logos/relay-spread-mark.svg



the lettering

logos/mutuol-wordmark.svg

placing the logo

Use the full signature where people need to read the name. At small sizes, the mark can stand alone. Scale each master proportionally. The SVGs have transparent backgrounds and the lettering is outlined.

four colors.

Clay is the front face. Ink sits in the middle and draws the name. Olive forms the rear layer.



clay #bd593e

front face



ink #292824

middle layer and lettering



olive #8d805f

rear layer

paper #f8ebcc

ground

the eye stays open

The sloped opening cuts through all three layers. On paper it shows paper. On another light surface it takes the color of that surface.

three typefaces.

Display carries headlines. Book sets paragraphs and controls. Mono marks labels and technical details.

Mutuol Display

bold / 700

build something intimate at scale.

Drawn from the original identity lettering. Use the supplied wordmark outlines when placing the logo.

Mutuol Book

regular–bold / 400–700

you get logins before you get a toothbrush spot. there are retros, there are docs, and the house runs the same way everything else does.

Adapted from Stephen Nixon’s Recursive. The t has a rising crossbar, the l has a curved foot, and the dots on i and j share a slight slant.

Mutuol Mono

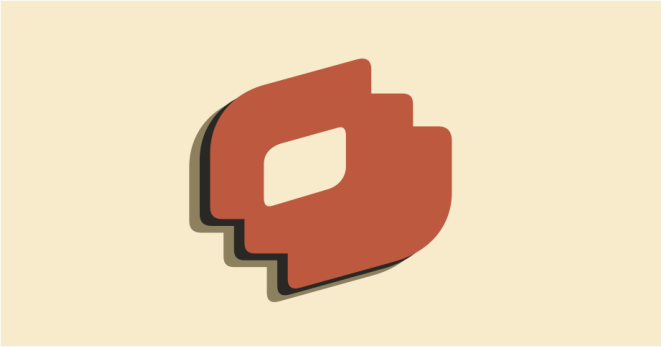
regular–bold / 400–700

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clay / ink / olive / paper
0123456789 < = >
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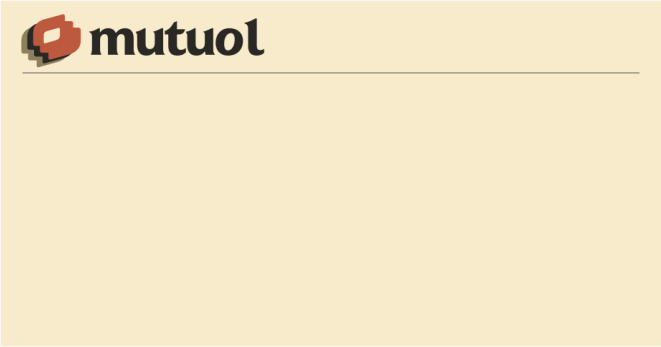
Adapted from Stephen Nixon’s Recursive. The dotted zero, sloping punctuation, and cut ends of the equals sign distinguish this cut.

Relay in motion.

The clay face anchors the mark. The two layers behind it travel down and left along the same diagonal.



0.70 s / open eye



3.00 s / docked

opening The eye opens on a large mark. The mark docks into the header as the lettering appears and the layers spread.

layer cycle The rear layers draw in, pause, and open again. The eye and face hold their position throughout.

Use the spread signature as the still for reduced motion. The editable vector player and both GIFs are in the motion folder.