Brand and logo usage guidelines

Guidance for publishers and media partners using the MUSE Event Awards name, logo and official assets in editorial coverage.

Award identity

Element	Correct wording
Award name	MUSE Event Awards
Competition year	2027 MUSE Event Awards
Positioning line	The Global Awards for Events and Experiences
Organizer	International Awards Associate (IAA)
Category terminology	Award Category → Category Group → Subcategory

Official logo

Official logo supplied through the Press & Media page. Use the downloadable original for reproduction; this illustration is a reference.

Use the MUSE Event Awards logo to identify this competition. Keep the complete artwork, wording, proportions, spacing and original colors intact. Preserve transparency where supplied.

Placement and legibility

- Scale the logo proportionally and leave sufficient space around it so text, photographs and other marks do not compete with or touch the artwork.
- Use a background that keeps every part of the logo clearly visible. Request a suitable official variant if the supplied version does not suit the background.
- Use a file with sufficient resolution for the intended output. Check legibility at the final display or print size. Request production artwork for large print applications.

Logo integrity and editorial accuracy

Do not alter the logo

- Do not redraw, retype, recolor, stretch, compress, rotate or crop the logo.
- Do not separate, rearrange or remove parts of the artwork.
- Do not add shadows, outlines, gradients, filters or other effects.
- Do not combine the logo with another mark or create a new logo lockup.

Names and recognition claims

Use Award Categories in media copy. Retain the published category names and the official recognition titles Platinum Winner, Gold Winner and Silver Winner. Use MUSE Grand Distinctions only for the separate honors awarded at the jury's discretion.

Identify the MUSE Event Awards as a founding competition in 2027. The wider MUSE identity dates to 2016; that history must not be presented as past participation or results of the MUSE Event Awards. Attribute work, entrants and winners to the award program in which they actually participated.

Asset use and affiliation

Media assets are provided for accurate editorial coverage and remain subject to accompanying brand, credit and usage guidelines. Use does not imply endorsement, partnership, sponsorship or affiliation with the MUSE Event Awards, IAA or members of the Grand Jury.

Use juror portraits, company names, logos and other third-party materials according to the credits and restrictions supplied with each asset. For advertising, merchandise, co-branding or other use beyond the stated editorial purpose, request written permission.

Media contact

MUSE Event Awards Press & Media Team
International Awards Associate (IAA)
info@museeventawards.com
https://museeventawards.com/press-media

Approved media logo files

The complete media logo package contains the five files shown below. Use the supplied originals and preserve each asset's colors, proportions and transparency.



Top row: Primary Logo Black; Alternate Logo Black.
Bottom row: Primary Logo White; Alternate Logo White.

Standalone MUSE icon



File: MUSE Icon.png

Use the complete MUSE Event Awards logo where the competition must be identified. The standalone icon does not include the award name.

Black variants are shown on a light background and white variants on a dark background for legibility. These backgrounds are presentation panels, not part of the supplied logo artwork.