

Brand Guidelines



Museum of
Neon Art

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Brand History

01

Founding: MONA was founded in 1981 by artist Lili Lakich and business professional Richard Jenkins. It is the first museum in the world dedicated exclusively to **neon and electric art**.

The Museum of Neon Art (MONA) fosters curiosity, creativity, and learning through the preservation and exploration of neon, electric, and kinetic art.

Mission:

MONA's mission is to celebrate and preserve neon art, showcasing its historical significance and contemporary relevance.

Evolution:

Over the years, MONA has grown from a small gallery to a recognized institution, relocating several times to accommodate its expanding collection and audience. Its current location is in Glendale, California.

Goals:

Short-term:

Expand educational programs, boost community engagement, and curate dynamic exhibitions on historic and contemporary neon art.

Long-term:

Strengthen preservation efforts, grow the collection, and establish MONA as a leading institution for electric and kinetic art globally.

Brand Voice

02

Illuminating Creativity, Inspiring Wonder

At the **Museum of Neon Art (MONA)**, our voice is as **bold and electrifying** as **the art we celebrate**. We exist at the intersection of art, technology, and history, championing neon as an ever-evolving medium that transforms spaces and ignites imagination.

Our tone reflects the **excitement, craftsmanship, and cultural significance** of neon art. Whether we're guiding visitors through an exhibition, sharing stories of master neon benders, or inspiring new generations of creators, our words should be **vibrant, engaging, and full of energy**.

Personality

We use these tone pillars to create **dynamic, inspiring, and accessible language** that connects people to the world of neon art.

Bold

Bright lights, daring designs, a craft that defies time.

- Neon isn’t subtle, and neither are we.
- We illuminate ideas, shining light on stories, history, and artistic innovation.

Approachable

A museum for everyone, glowing with possibilities.

- We make neon art feel accessible, exciting, and alive.
- Our tone is warm, welcoming, and inclusive, making visitors feel at home in our glowing world.

Creative

A spark of inspiration. A line of light that shapes a story.

- We embrace playfulness and imagination.
- Our language encourages experimentation, curiosity, and hands-on discovery.

Authentic

The craftsmanship of neon deserves respect. So do its artists.

- We honor the rich history and craft behind neon art.
- Our language reflects genuine admiration for the makers, thinkers, and risk-takers who shape this world.

Audiences

Our voice adapts slightly depending on who we're speaking to, but it always stays **bold, creative, approachable, and authentic.**

Our Words Matter

Language shapes how we're seen—and how we see each other.

At the Museum of Neon Art (MONA), we use language that reflects our values: **inclusive, respectful, and accessible**. Just like neon, words carry power. They can brighten someone's day—or cast shadows if used carelessly.

Thoughtful Language Matters

Words help shape how people feel at MONA. We choose language that is **clear, kind, and respectful**. Like neon, words can light up or cast shadows. We use language that includes everyone.

- Use **simple words** and short sentences. Speak like you're talking to a friend.
- Say “**we**” instead of “they.” It helps people feel part of the story.
- **Avoid gendered terms.** Use “everyone,” “friends,” or “folks.”
- **Use names**, not titles like Mr. or Mrs.

Don't Say	Say Instead
Guru	Expert or guide
Spirit animal	Icon or “reminds me of”
Inner city	Use the name of the place

Talk About Disability With Respect

- Say “**disabled,**” not outdated terms.
- **Don't use medical terms casually.** Words like “OCD” or “bipolar” are not for jokes.
- **Speak with care.** Use real terms for real experiences.

Do's & Don'ts

Do

Be welcoming

Use friendly, open language that makes visitors feel at home—whether they're first-time guests or lifelong neon fans.

Example

Step inside and explore the glow of LA’s electric past.

Keep it clear and direct

Use simple, action-based language. We speak to people from all walks of life.

Example

Discover how neon signs shaped the streets of LA.

Share the impact of neon

Talk about how neon connects art, history, and everyday life. When possible, highlight community or cultural relevance.

Example

These glowing signs once lit up diners, drive-ins, and jazz clubs across Los Angeles.

Don’t

Sound overly enthusiastic

Avoid exclamation marks unless the moment really calls for it. Let the content shine on its own.

Example

Come see the show of the year!

Use spiritual or abstract language

Steer clear of vague phrases that may confuse or exclude.

Example

Let your inner light find harmony in the glow.

Make claims we can’t prove

Avoid exaggerating the value of a piece or exhibit. Let the facts and visuals speak for themselves.

Example

This is the most important neon work ever made.

Colors

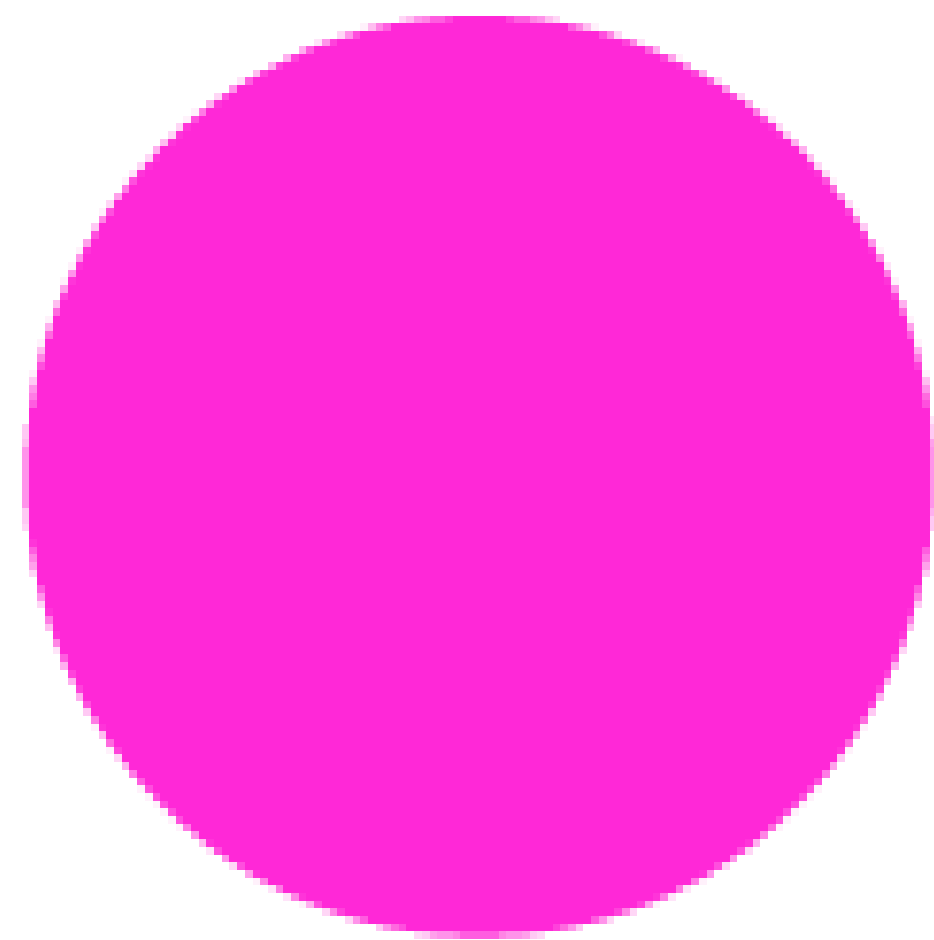
03

Color Brings the Glow

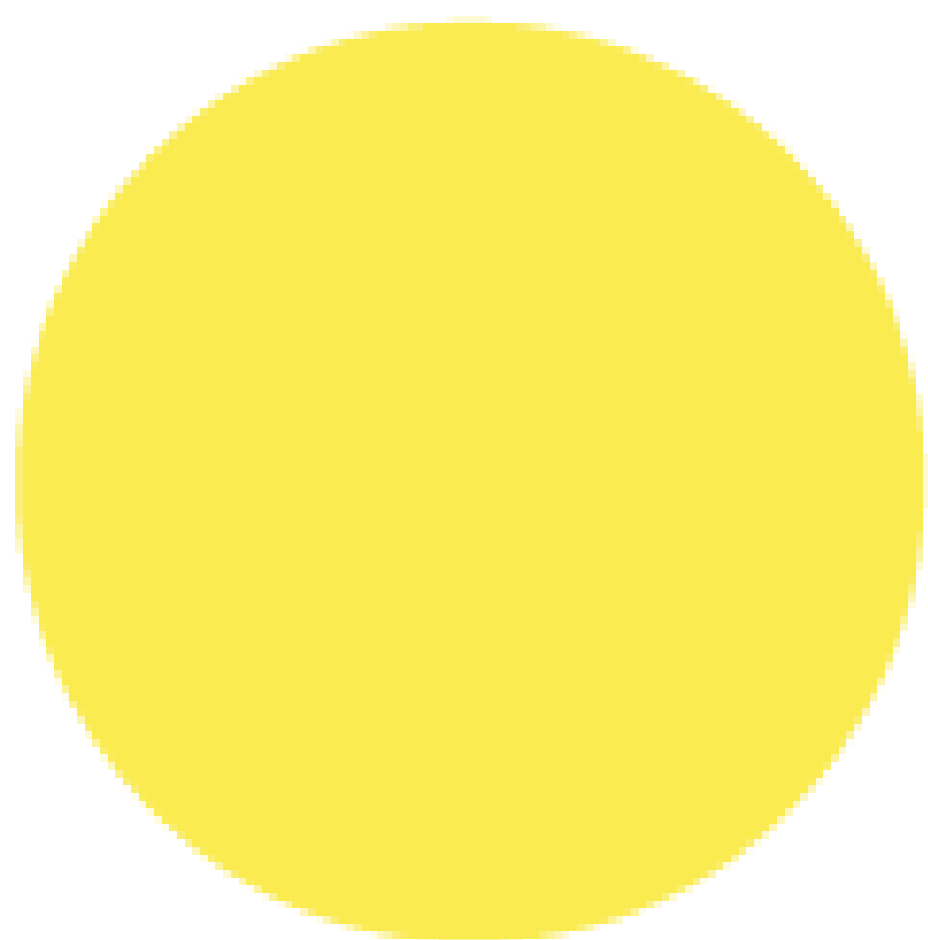
Our palette is inspired by the radiant energy of neon lights—**bold, electric, and full of life.** These colors reflect the vibrancy, innovation, and creativity that define the Museum of Neon Art.

Each hue in our color system serves a distinct purpose, ensuring that our brand remains **recognizable, dynamic, and accessible** across all mediums.

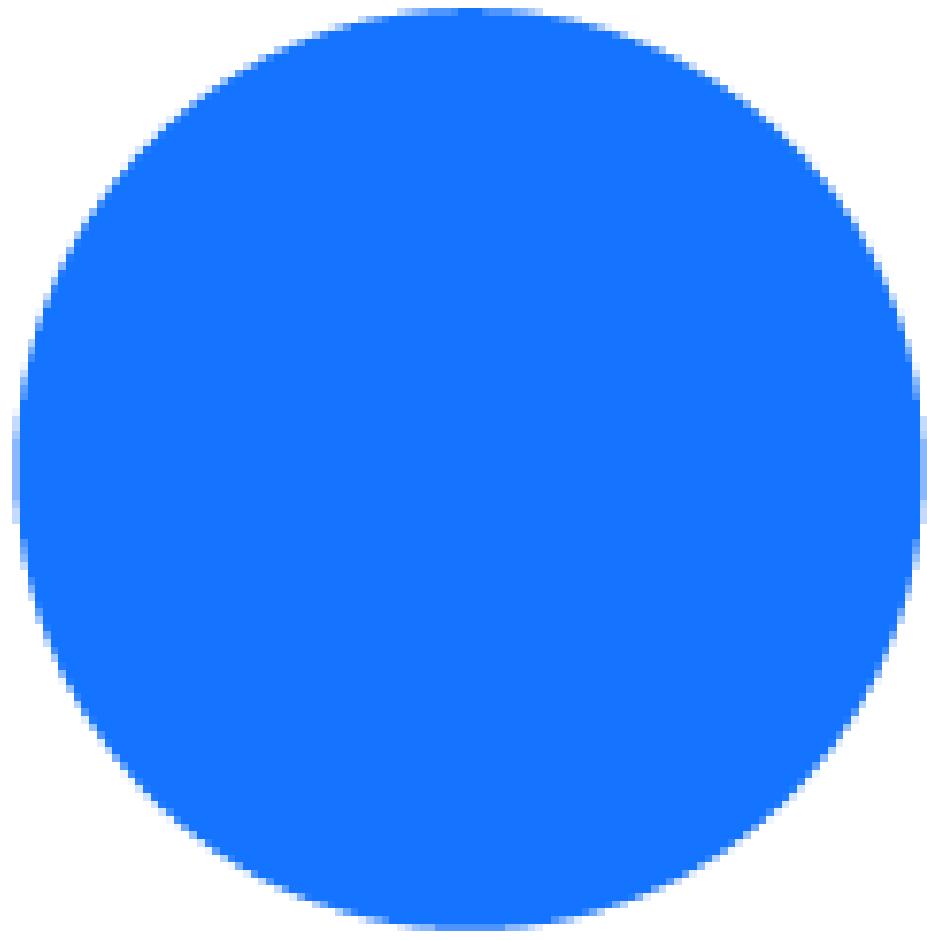
Primary Colors



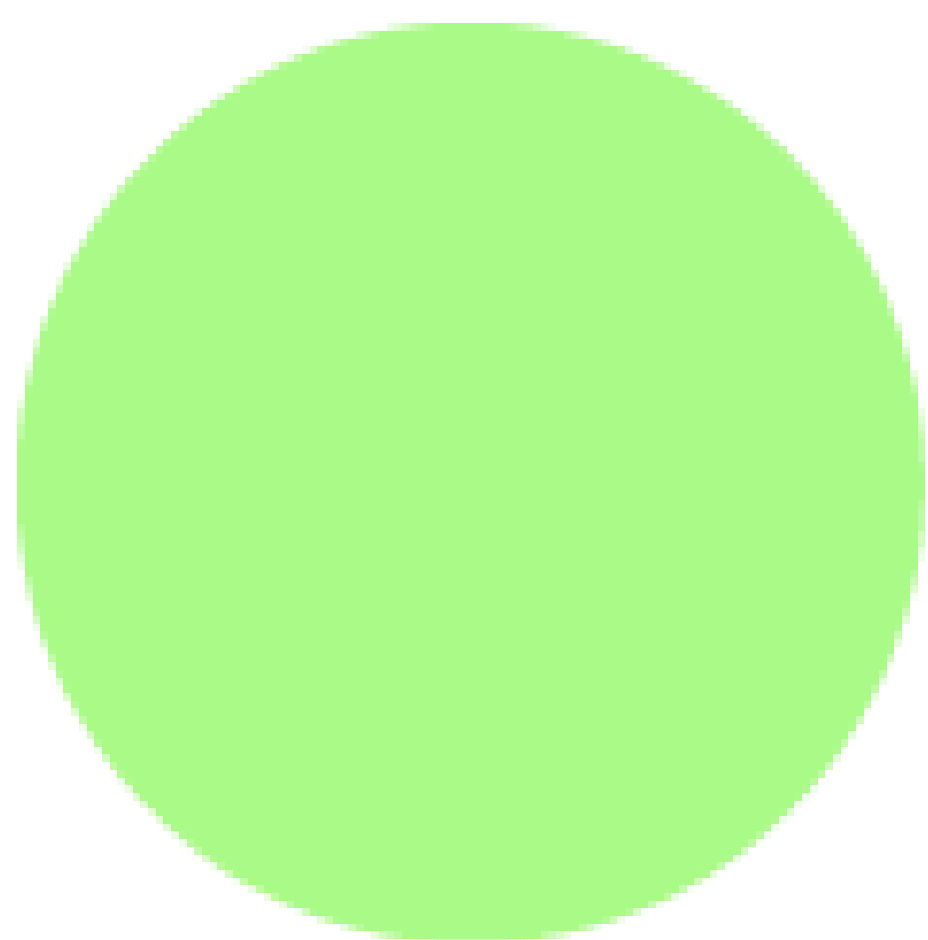
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CMYK: 10/87/0/0
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HEX:FF2CD7



NAME: NEON YELLOW
CMYK: 3.88/0/93.01/0
RGB:253/239/82
HEX:FDEF52

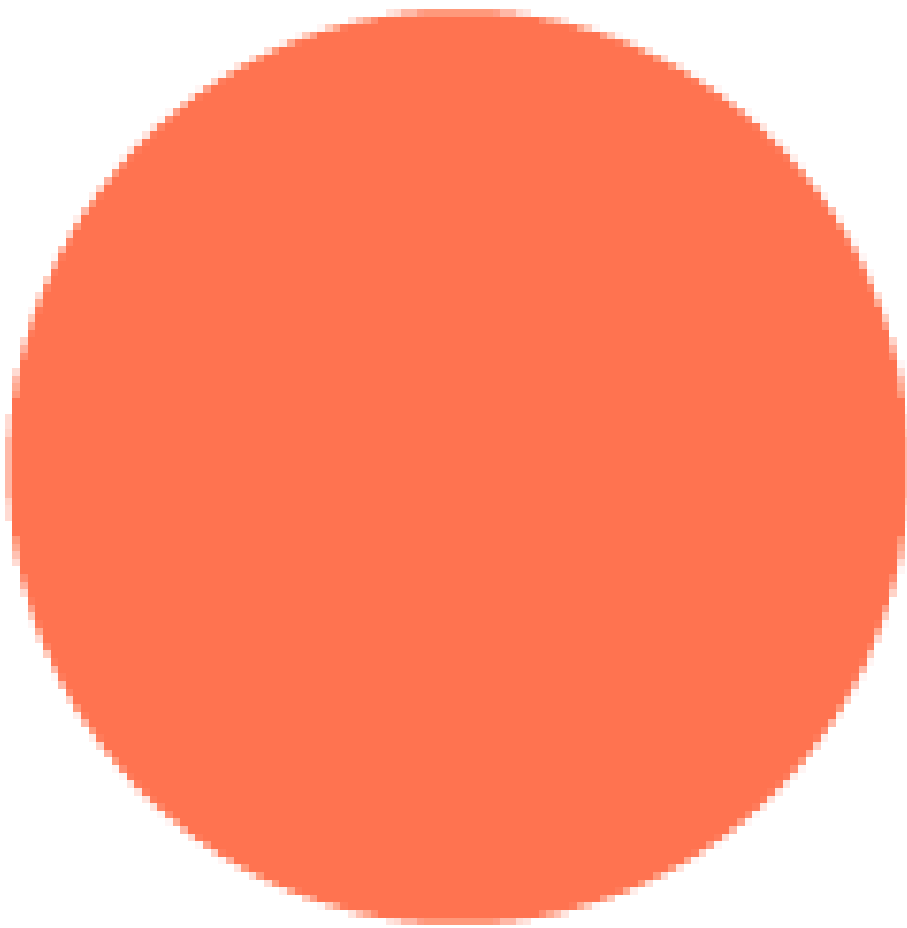


NAME: NEON BLUE
CMYK: 80.47/56.59/0/0
RGB:21/16/255
HEX:1574FF

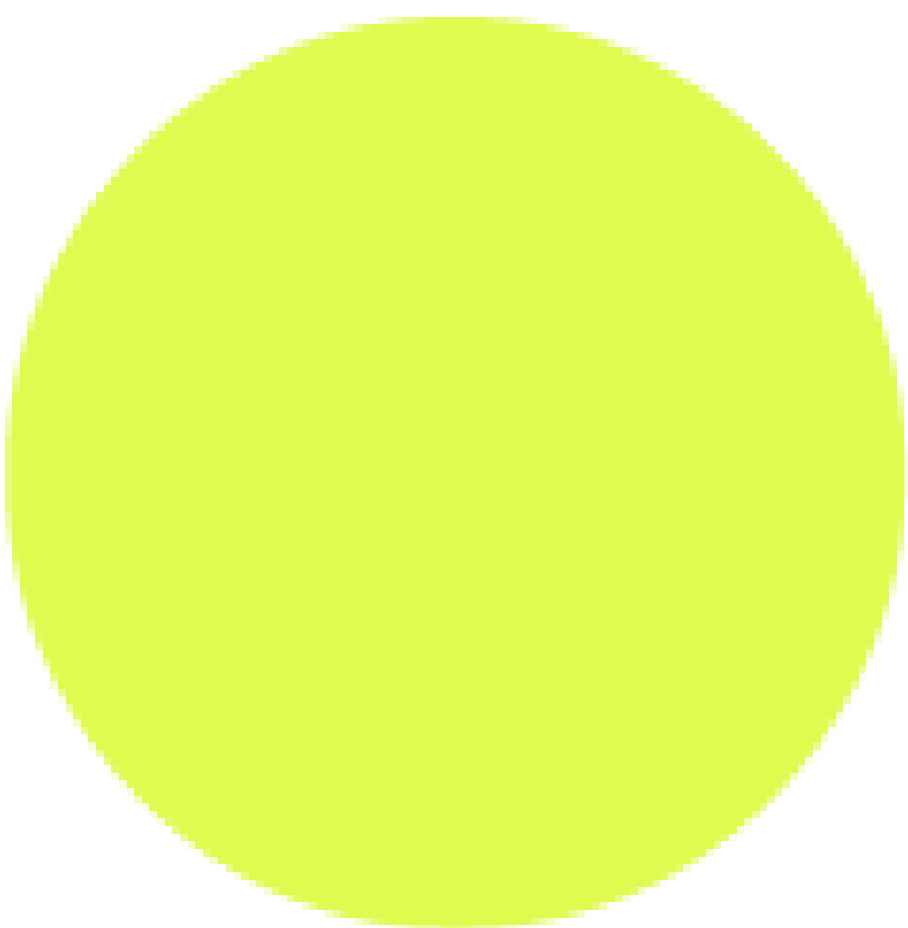


NAME: NEON GREEN
CMYK: 39.24/0/76.66/0
RGB:173/252/136
HEX:ADFC88

Secondary Colors



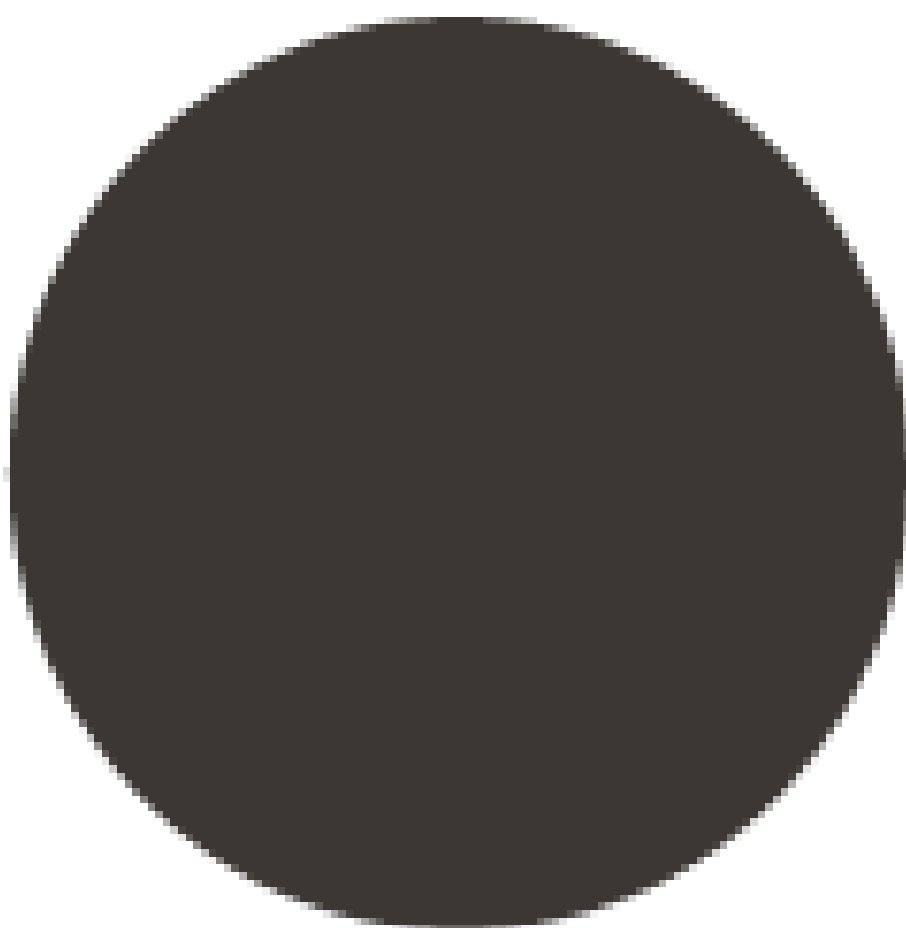
NAME: NEON ORANGE
CMYK: 0 / 72 / 73 / 0
RGB: 255 / 119 / 82
HEX: FF7752



NAME: NEON LEMON
CMYK: 18 / 0 / 100 / 0
RGB: 229 / 252 / 83
HEX: E5FC53



NAME: WARM BEIGE
CMYK: 1 / 4 / 7 / 0
RGB: 249 / 241 / 233
HEX: F9F1E8



NAME: WARM BLACK
CMYK: 73 / 67 / 65 / 80
RGB: 22 / 22 / 22
HEX: 161616

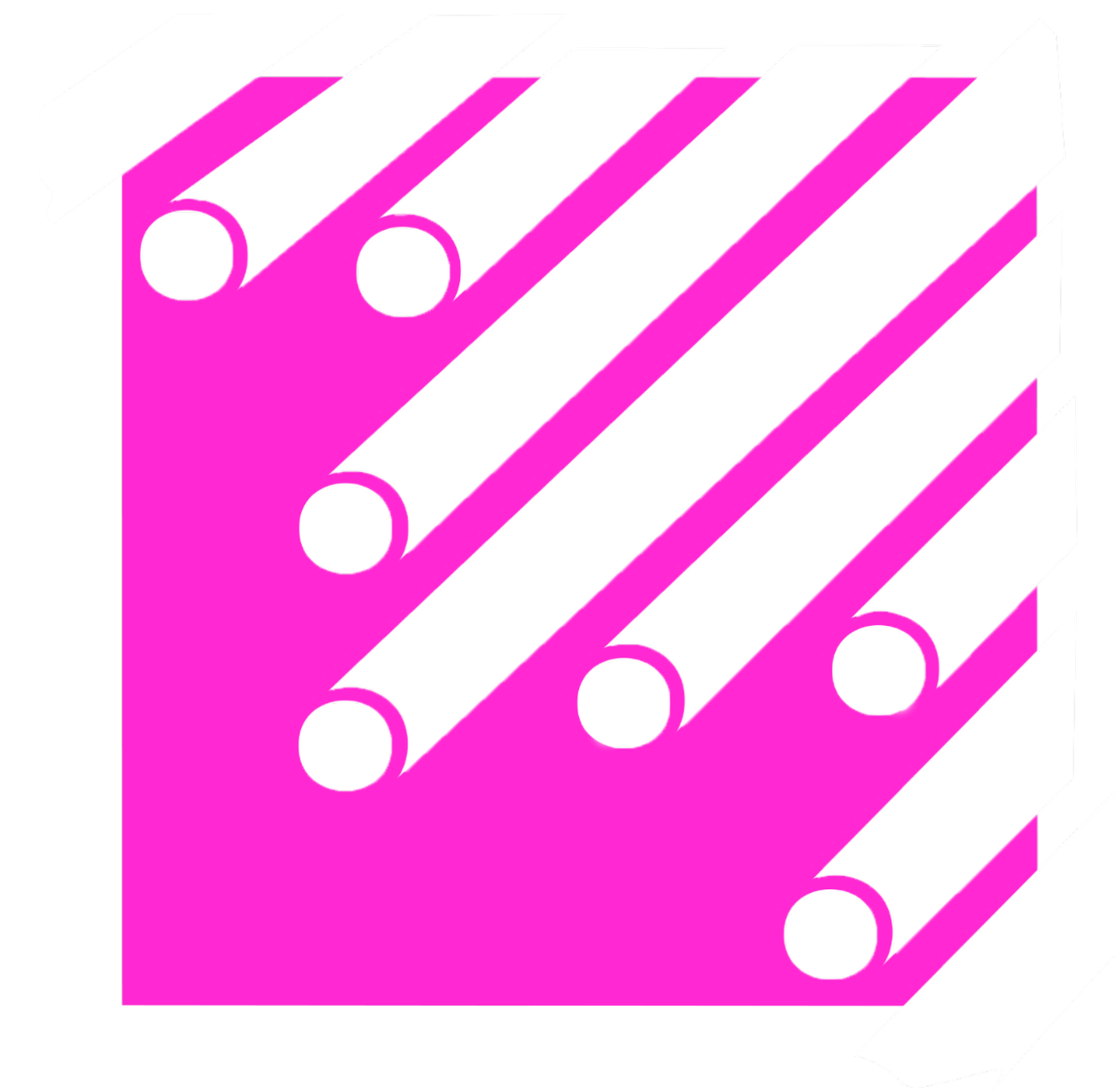
Logo

04

Our Logo

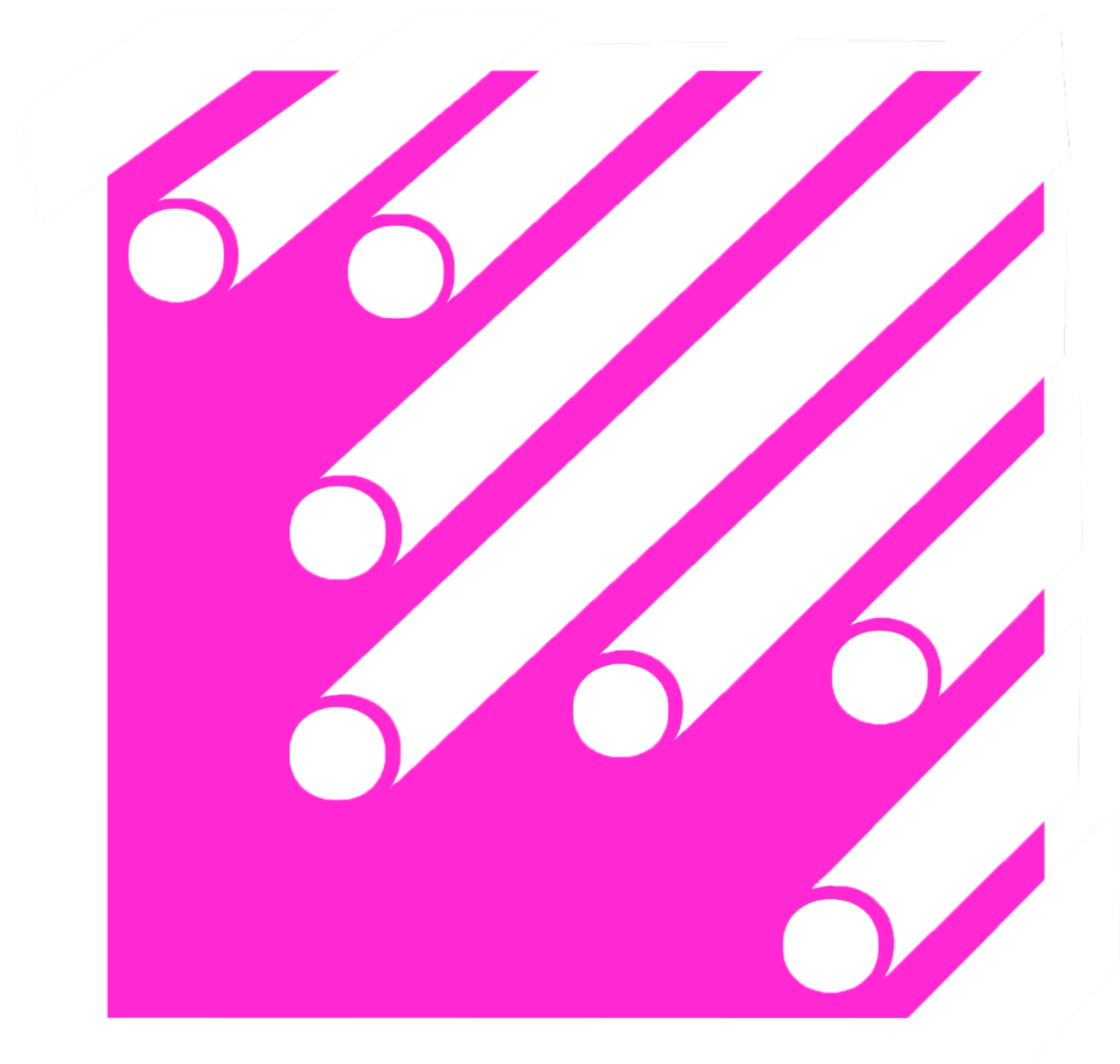
Our logo is a visual symbol of our brand. We're invested in its message, its legacy, and the emotional connection it creates for our audience.

As a representation of the Museum of Neon Art (MONA), the logo embodies the fusion of modularity, light, and artistic expression that defines our institution.



Museum of Neon Art

The MONA Brand Mark — a modular composition reflecting the geometric structure of neon tubes.



The MONA Wordmark — a clean, modern typeface that complements the brand mark.

Museum of
Neon Art

Structure

The proportions of the logo are intentional and should not be altered.

The spacing and alignment between the brand mark and wordmark are carefully calibrated for balance and legibility.

The modular system using “M” letter in design ensures flexibility while maintaining structural integrity.

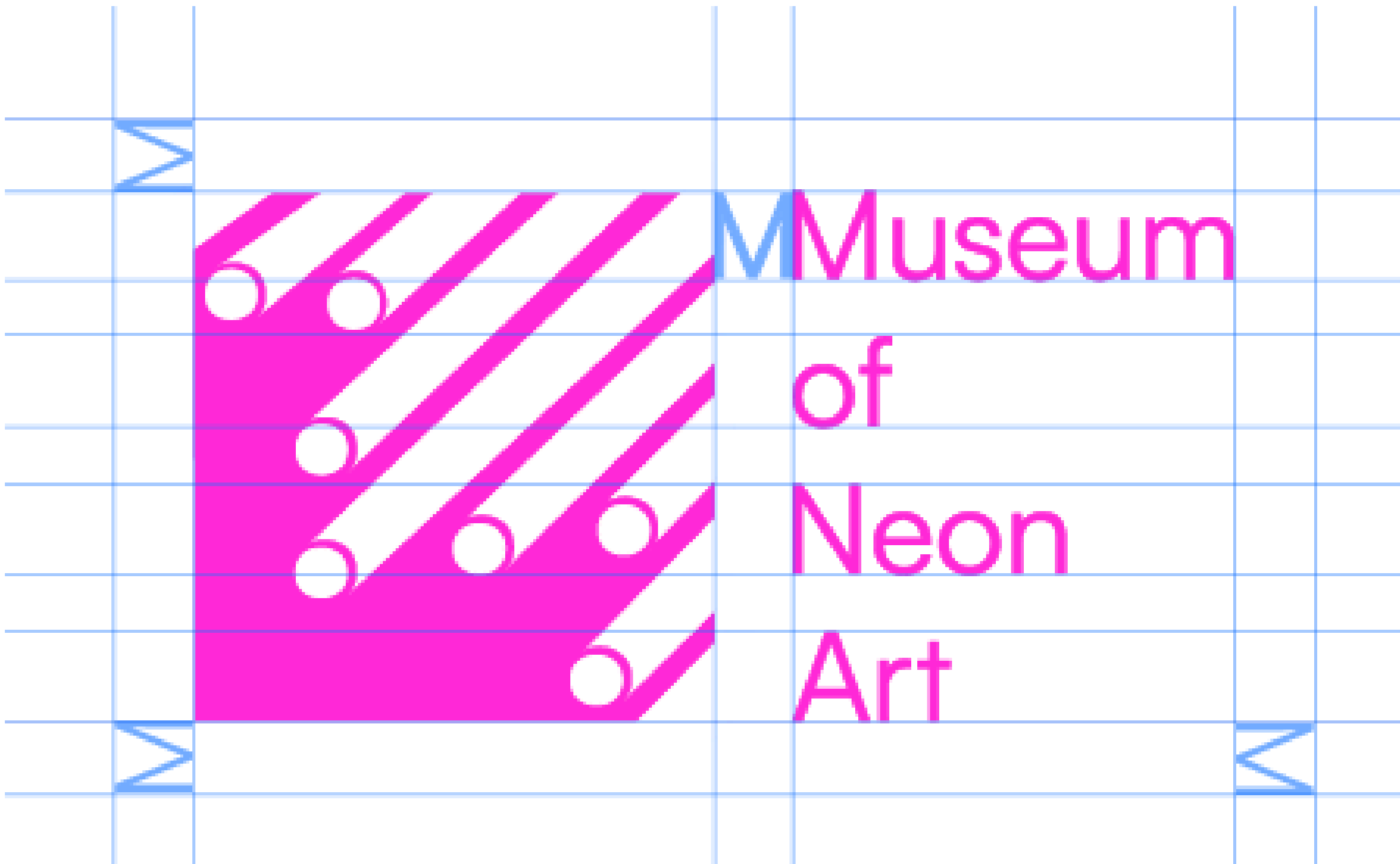


Clear Space

When using the logo, be sure to give it enough room to breathe.

A **minimum** clear space equal to the width of the brand mark should be maintained around all four sides.

This ensures the logo remains legible and visually distinct in all applications.

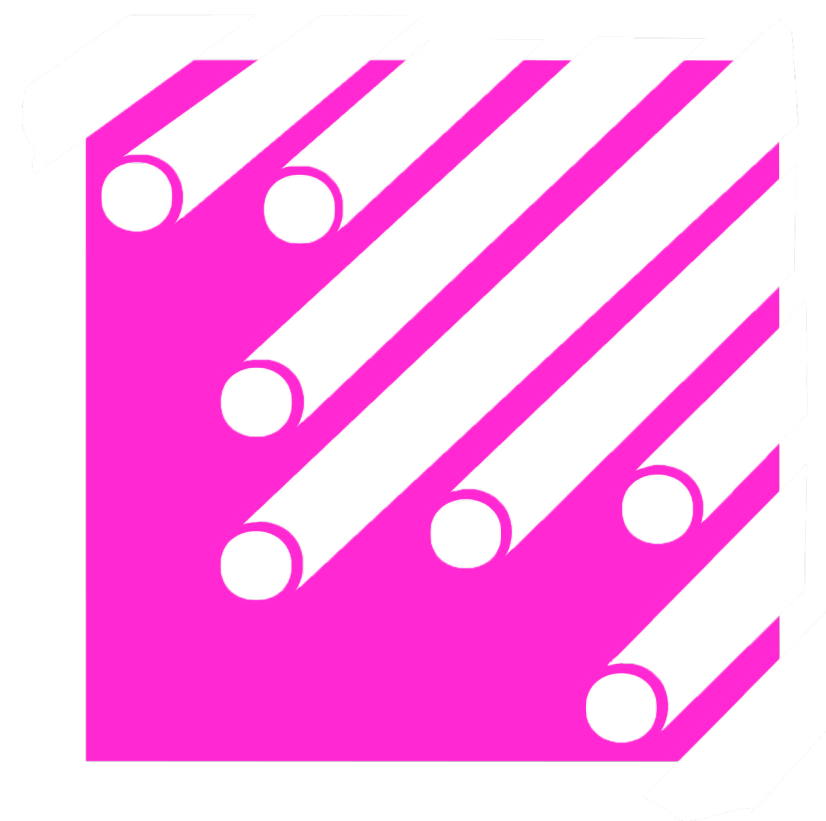


Color Alternates

Different versions of the logo are available to ensure maximum visibility across varying backgrounds.

Primary Logo

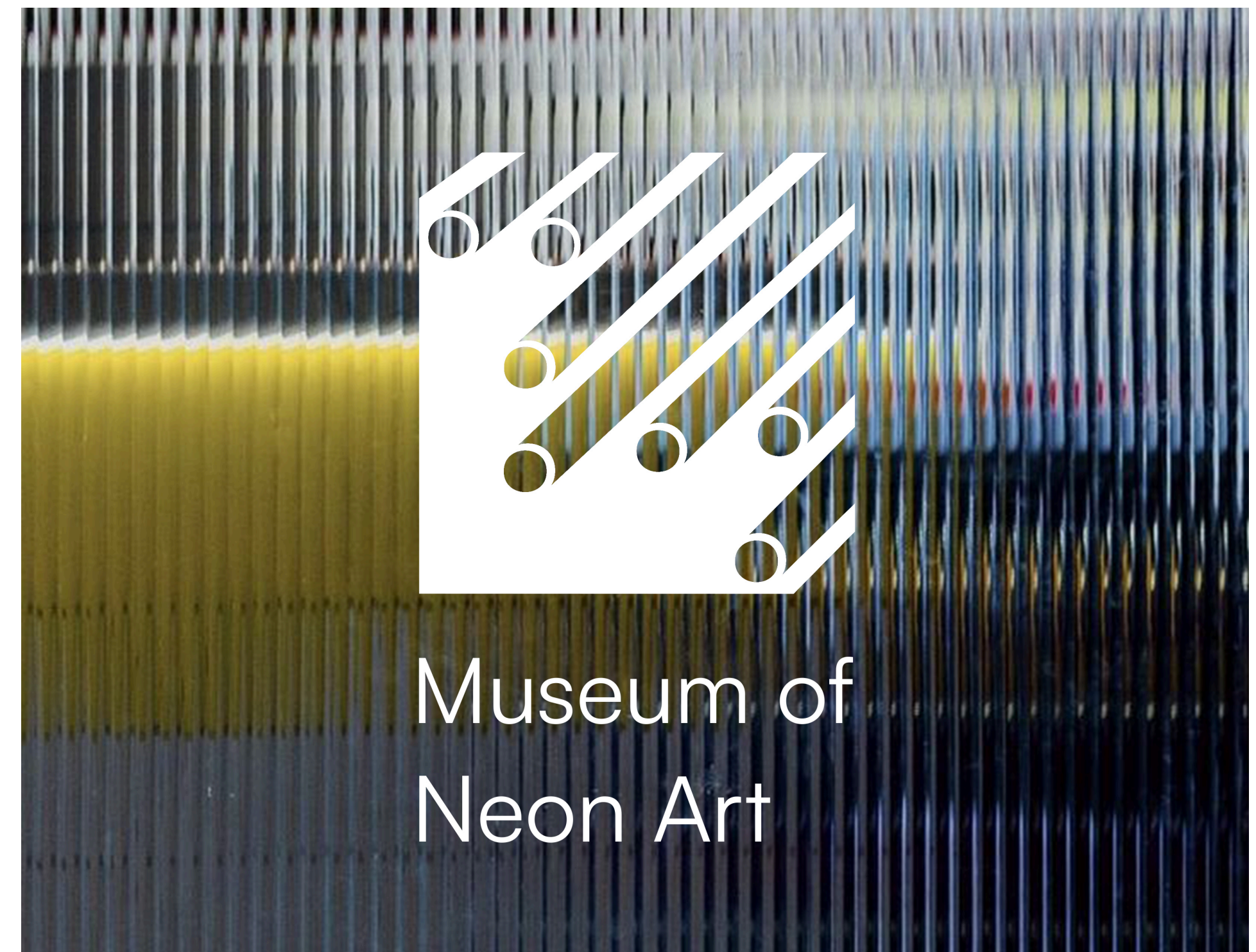
The black logo should be used on light backgrounds for optimal contrast.



Museum of
Neon Art

Inverted Logo

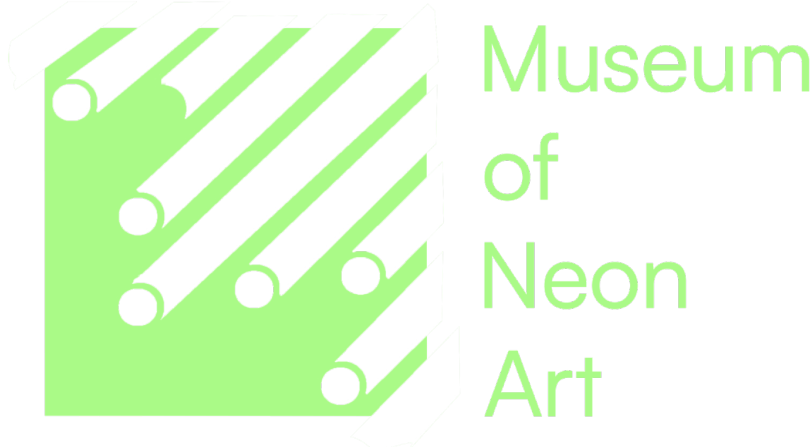
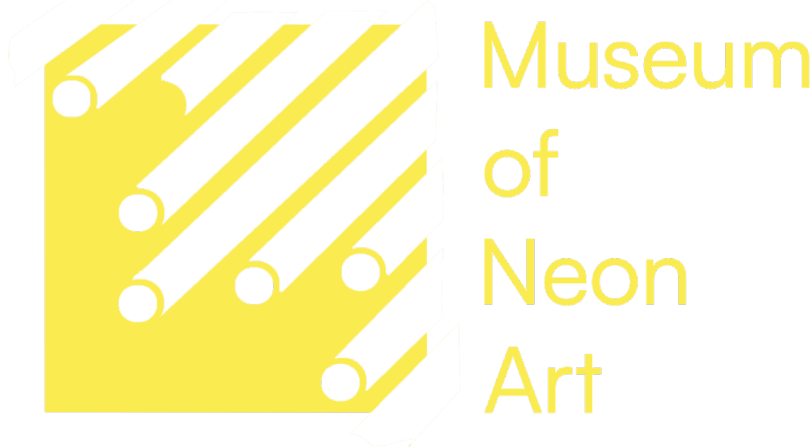
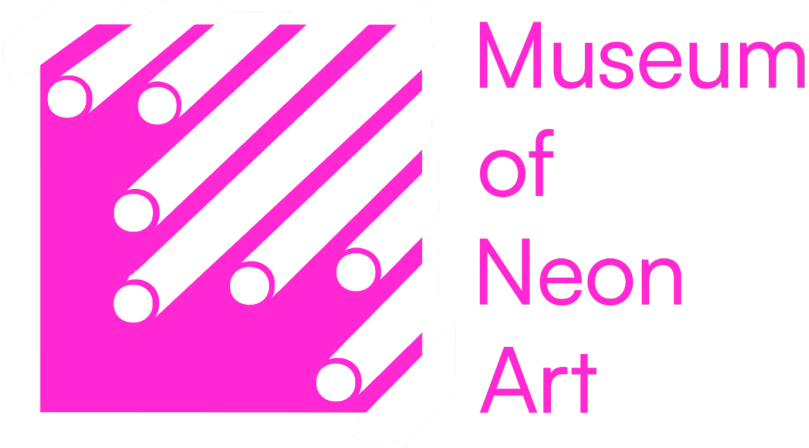
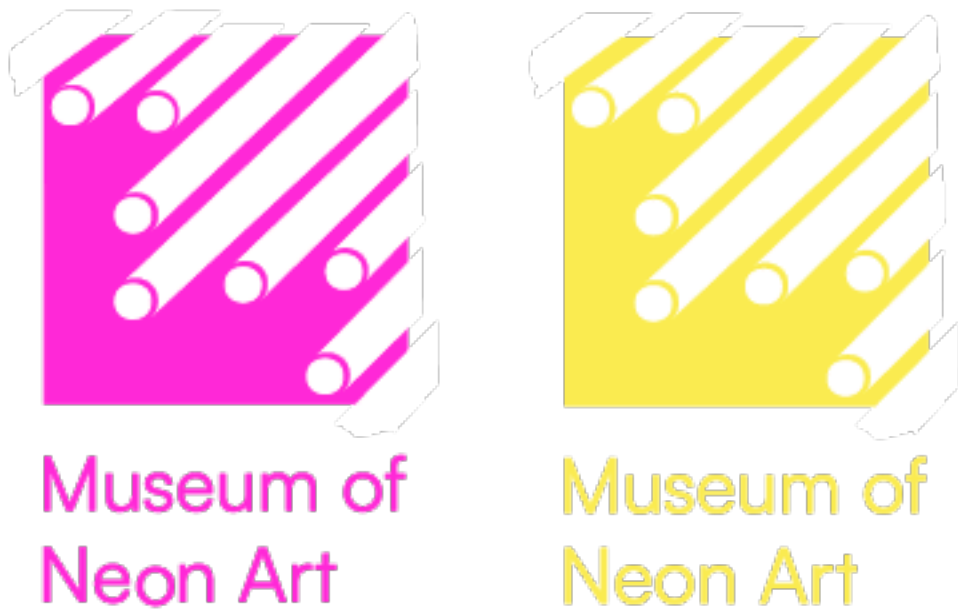
The white logo should be used on dark backgrounds to enhance readability.



Museum of
Neon Art

Neon Color Variations

Neon-inspired color variants may be used in select branding applications.



App Icon

The brand mark should be used on its own for app icons, social media avatars, and favicons.

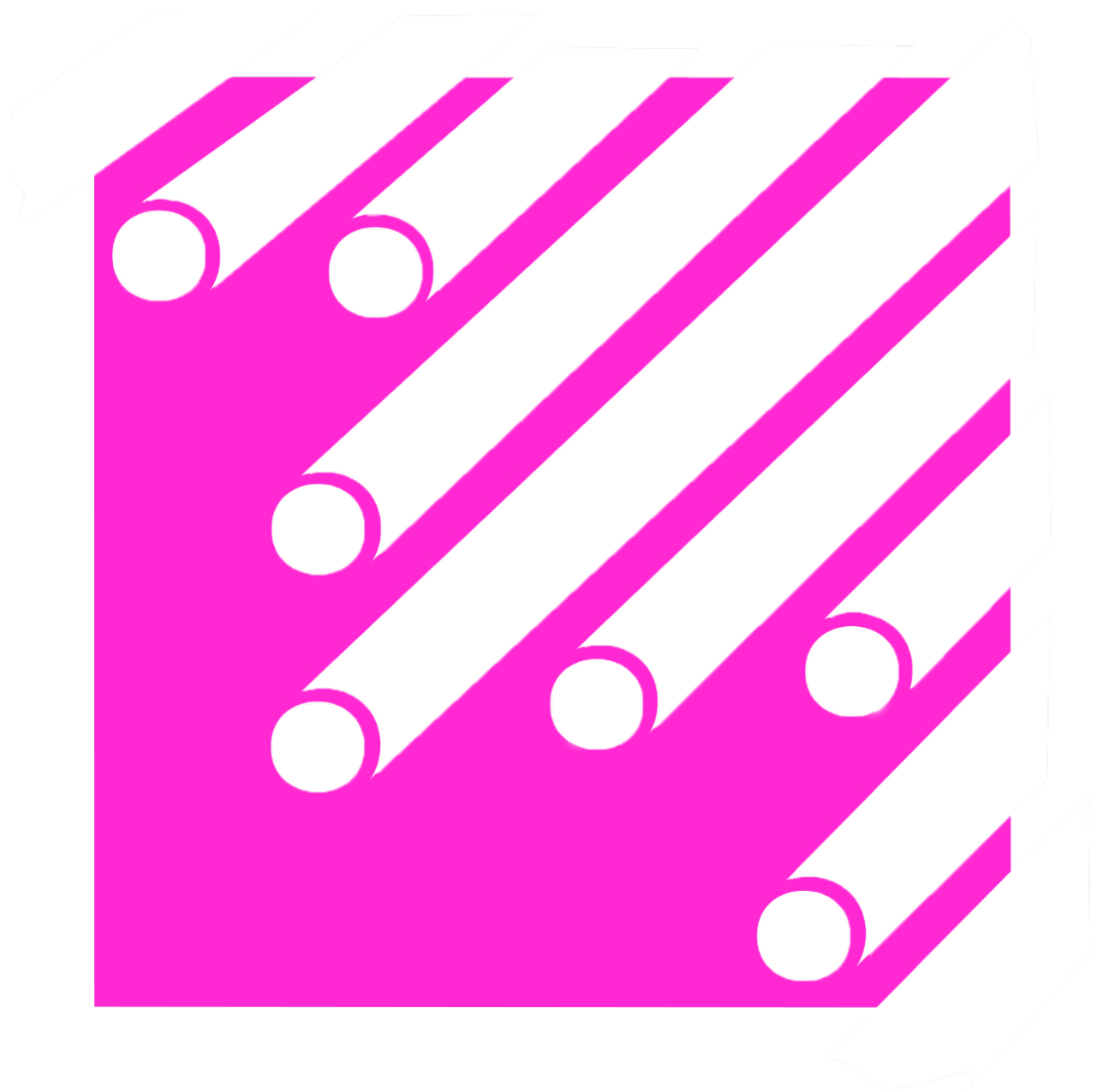
- The wordmark is removed to maintain clarity at small sizes.
- The icon should only be used in approved MONA brand colors to maintain consistency.



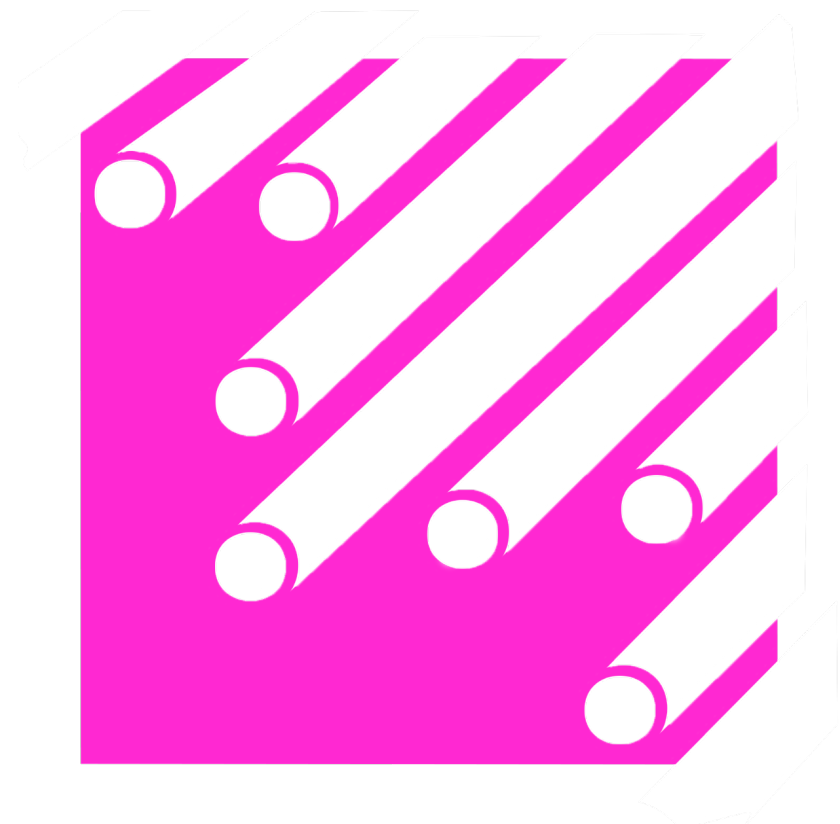
Scale

Our logo is designed to maintain clarity at different sizes, but there are minimum size requirements for legibility.

- Minimum Digital Size: 120 px wide
- Minimum Print Size: 1.25 in wide



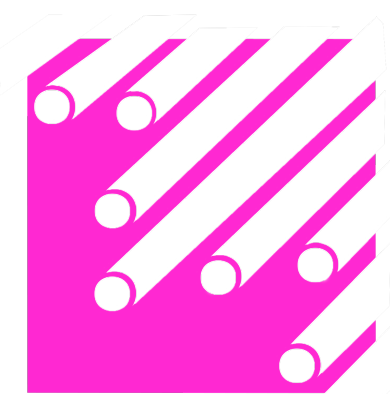
Museum of
Neon Art



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Neon Art

Typography

05

MONA Satoshi

For the Museum of Neon Art, we use a single type family—Satoshi—to maintain consistency and clarity across all communications.

Satoshi is a modern, geometric sans-serif typeface that feels clean, minimal, and versatile—perfectly reflecting the structured modularity and luminous energy of neon.

Its range of weights allows us to create a clear hierarchy and visual rhythm that supports everything from bold titles to informative body copy.

Weights

Each weight of Satoshi serves a specific function in MONA’s brand system.

Bold

Use for headlines and large display text. It reflects the bold energy of neon light—confident, striking, and attention-grabbing.

AaBbCcDdEe123!?!%

Medium

Use for subheads, pull quotes, or secondary headers. It carries emphasis without overpowering.

AaBbCcDdEe123!?!%

Regular

Use for body copy, captions, and supporting text. It's clear, balanced, and easy to read across all screen sizes and print formats.

AaBbCcDdEe123!?!%

Light

Use sparingly for subtle details, annotations, or fine print. Best used where elegance and restraint are needed.

AaBbCcDdEe123!?!%

Hierarchy

Typography hierarchy helps communicate information with clarity and purpose. The contrast between sizes, weights, and spacing creates structure—whether we’re shouting something big or whispering something thoughtful.

Headline

Satoshi Bold

Color: Warm Black or Neon Colors

Size: 80—120px

Tracking: -30

Leading: 100%

Case: Sentence

See the world in neon

Subhead

Satoshi Medium

Color: Warm Black or Neon Colors

Size: 32—40px

Tracking: -15

Leading: 140%

Case: Sentence Case

Art, technology, and culture—illuminated through glass,
gas, and imagination.

Body Copy

Satoshi Regular

Color: Warm Black or Neon Colors

Size: 18—32px

Tracking: -10

Leading: 140%

Case: Sentence Case

Annotation / Detail

Satoshi Bold

Color: Warm Black or Neon Colors

Size: 12—22px

Tracking: -10

Leading: 140%

Case: Sentence Case

The Museum of Neon Art celebrates the vibrant legacy and contemporary evolution of neon. From iconic vintage signs to cutting-edge installations, we make neon accessible to everyone, whether you're an artist, enthusiast, or first-time visitor. Our exhibitions, workshops, and archives shine a light on the craftsmanship behind the glow. We honor the hands that bend the tubes, the communities shaped by signage, and the stories that flicker through time.

With a commitment to preservation and innovation, MONA inspires future makers while protecting a luminous past. We're here to keep neon burning bright for generations to come.

Principles

Do this

- Use sentence case for all headers and body text
- Maintain generous line spacing for readability
- Use weight contrast (not just size) to show hierarchy
- Align consistently and use consistent margins

Don't do this

- Use ALL CAPS for long blocks of text
- Mix in unrelated typefaces
- Stretch or distort letterforms
- Use too many different weights on one layout

Accessibility

Typography should be as inclusive as it is expressive.

- Use at least 18px for web body copy
- Maintain high contrast between text and background
- Avoid using Light weight on small or low-contrast backgrounds
- Use clear visual hierarchy to support users with cognitive differences

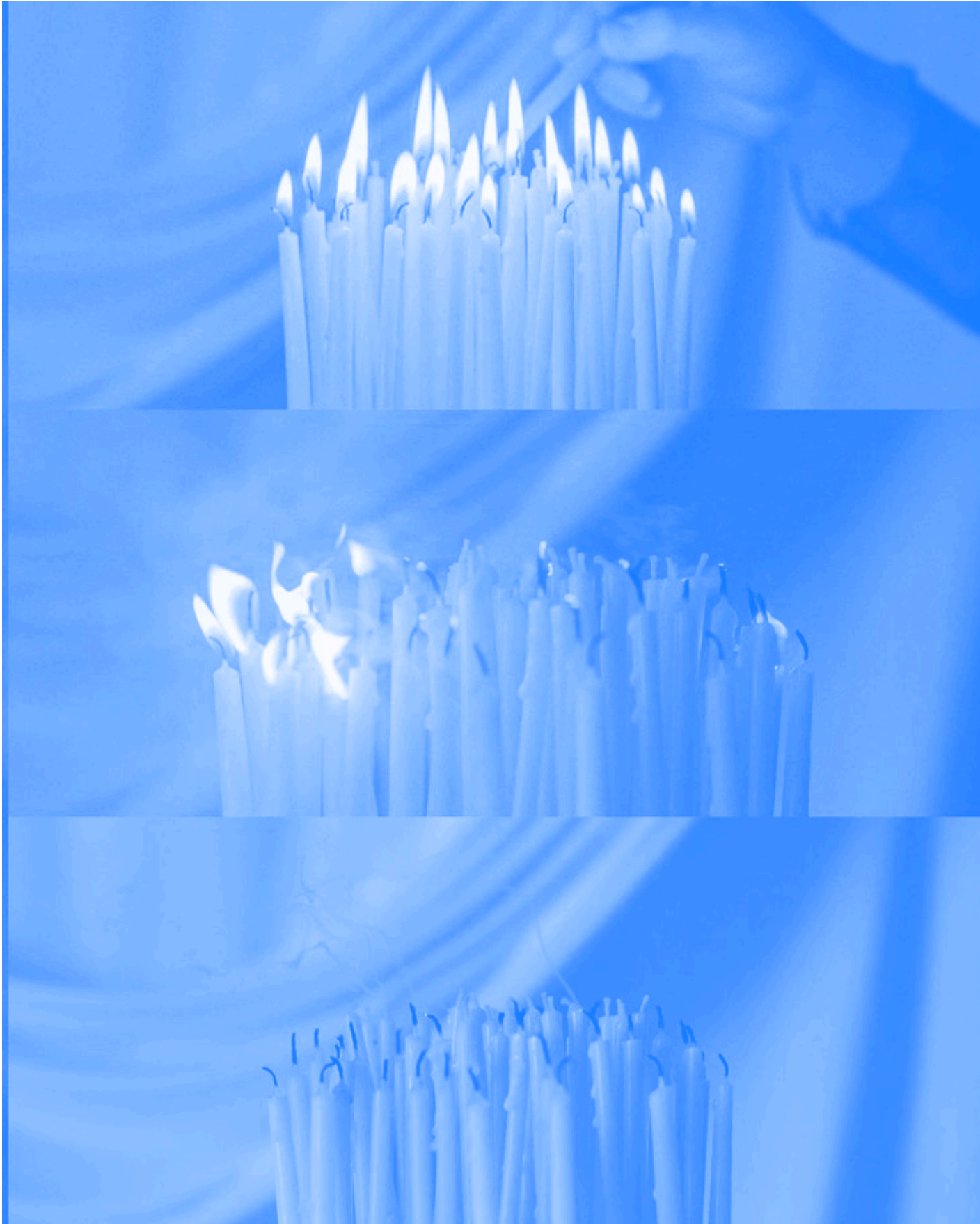
Imagery

06

Photography

This photography series embraces a **monochromatic color** style inspired by the visual language of the Museum of Neon Art (MONA). By bathing each image in a single, saturated hue, the photos evoke the synthetic glow of neon, with minimal style. The use of flat lighting, digital grain, and color abstraction echoes MONA's celebration of nostalgia, spectacle, and the artificial, turning light into both subject and atmosphere.

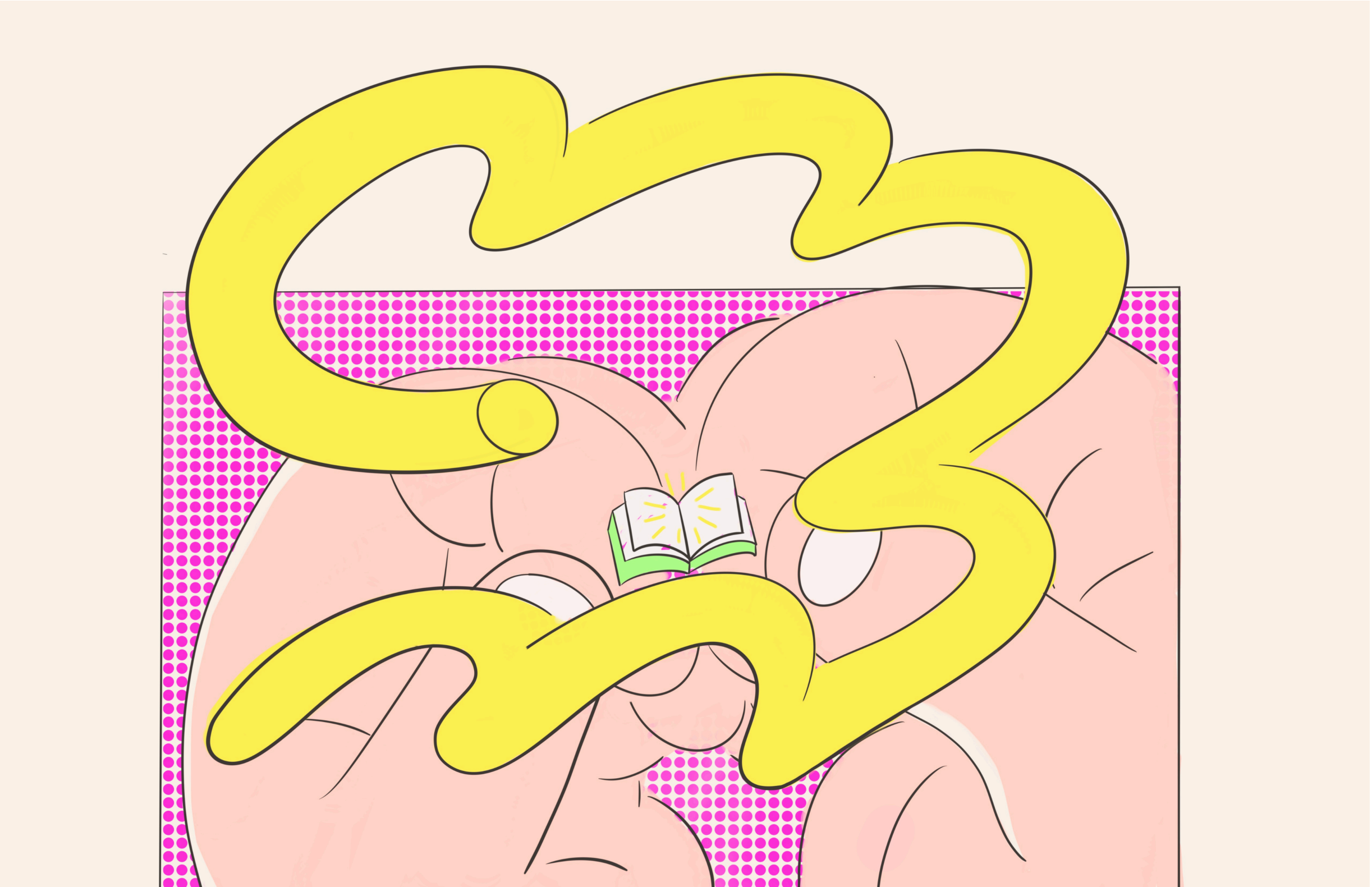
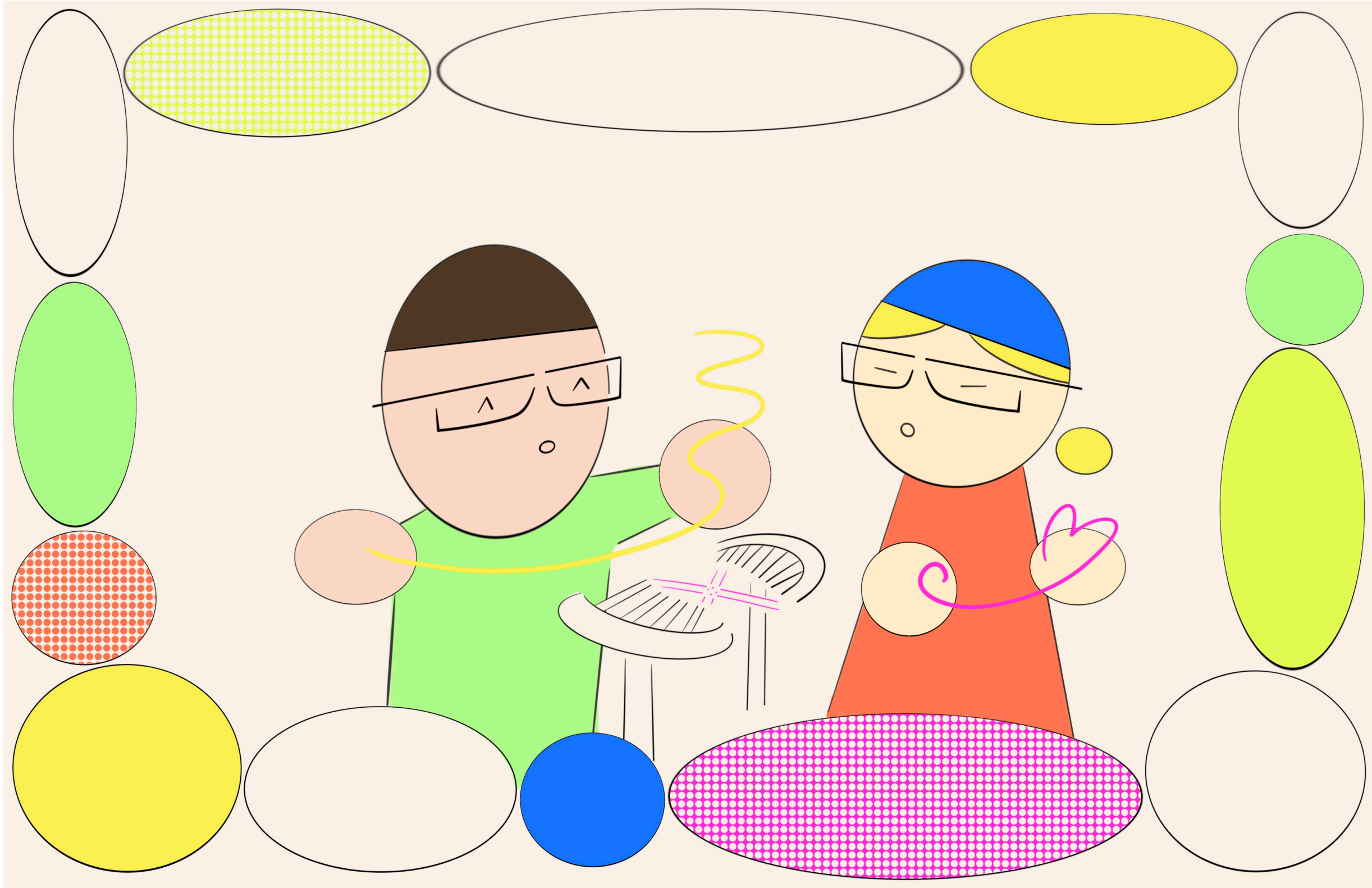


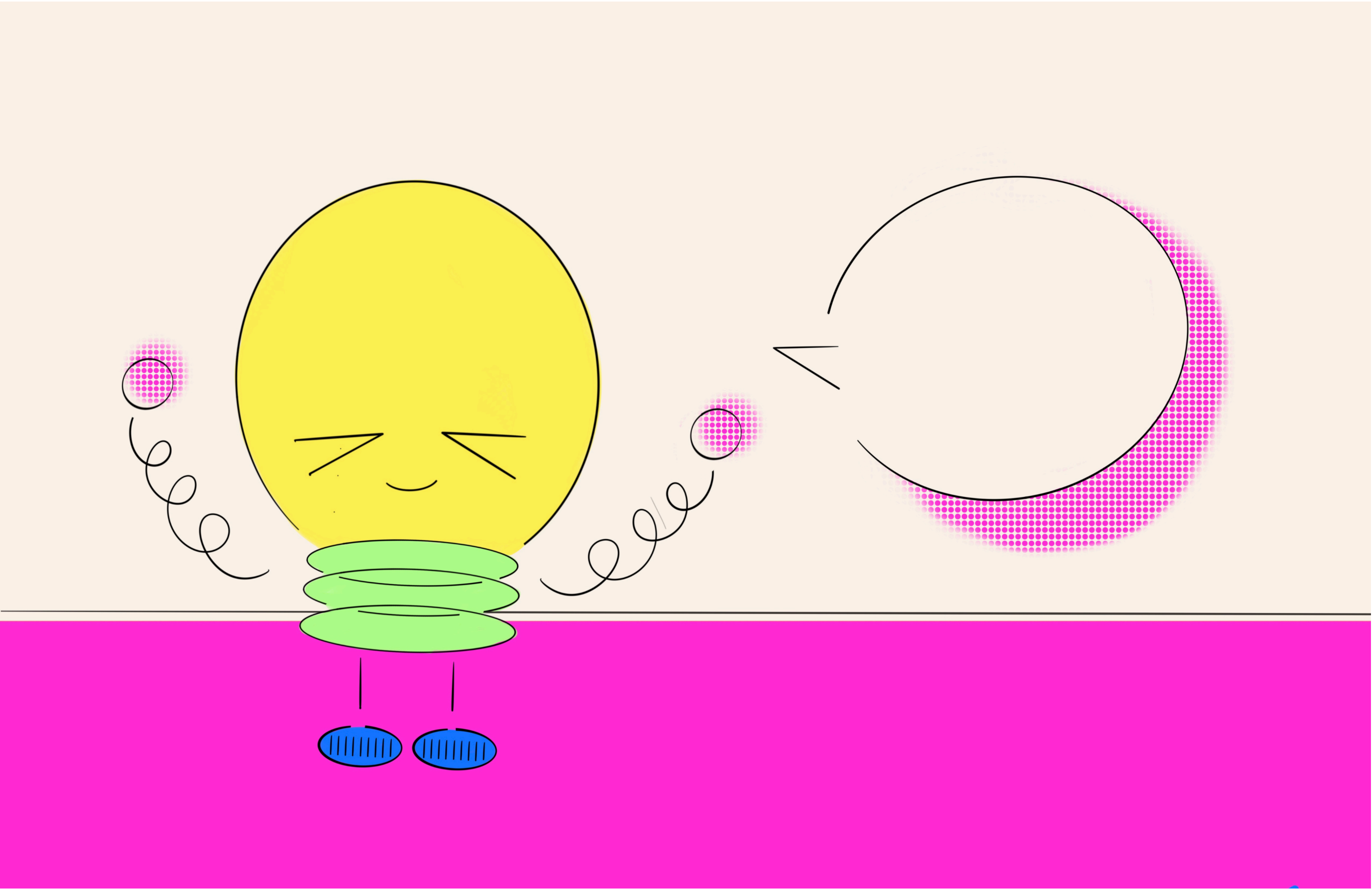
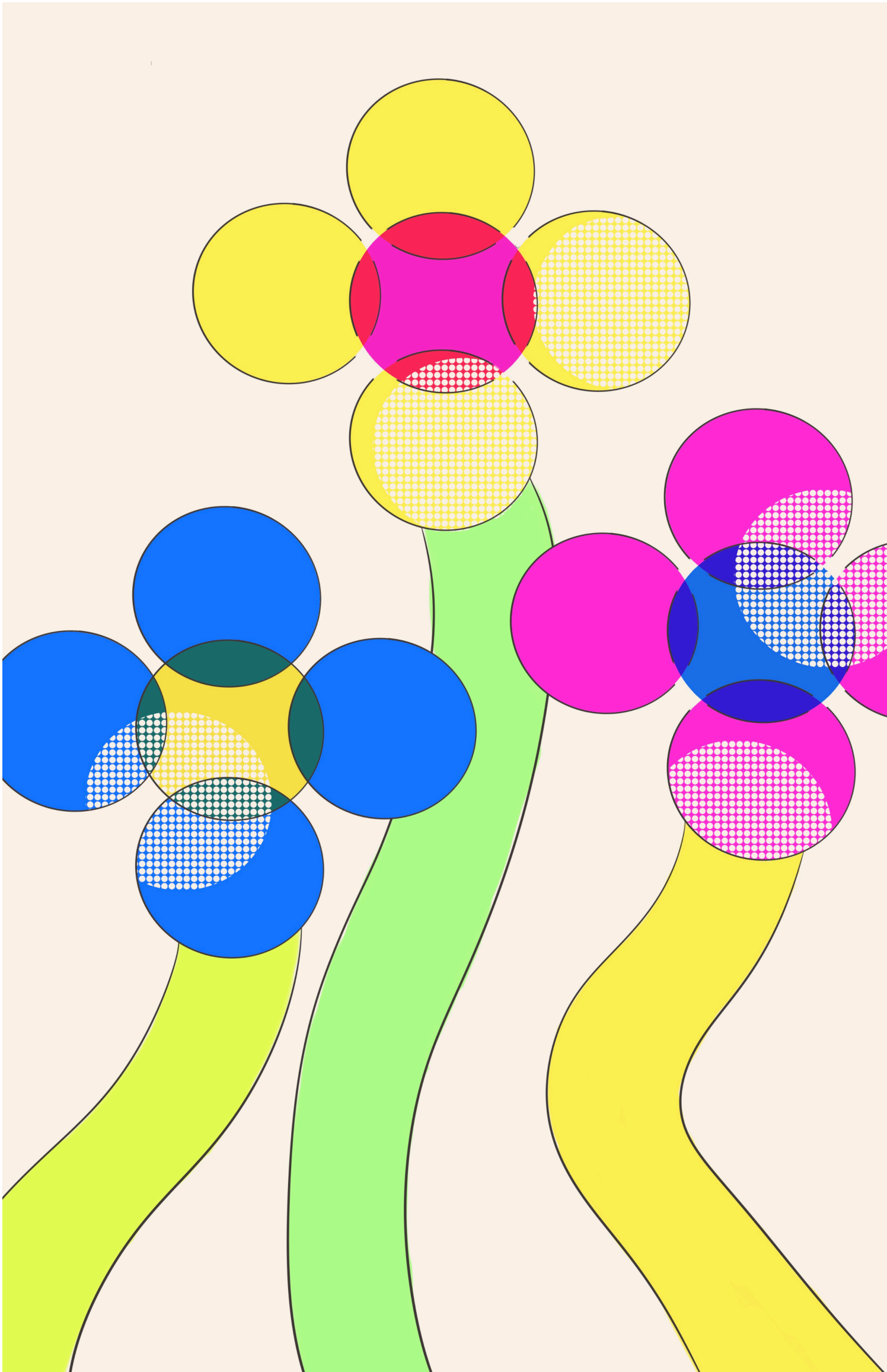


Illustration

The illustration design is geometric and bright. It uses simple shapes and a flat drawing style. Bold colors like pink, yellow, and blue are common.

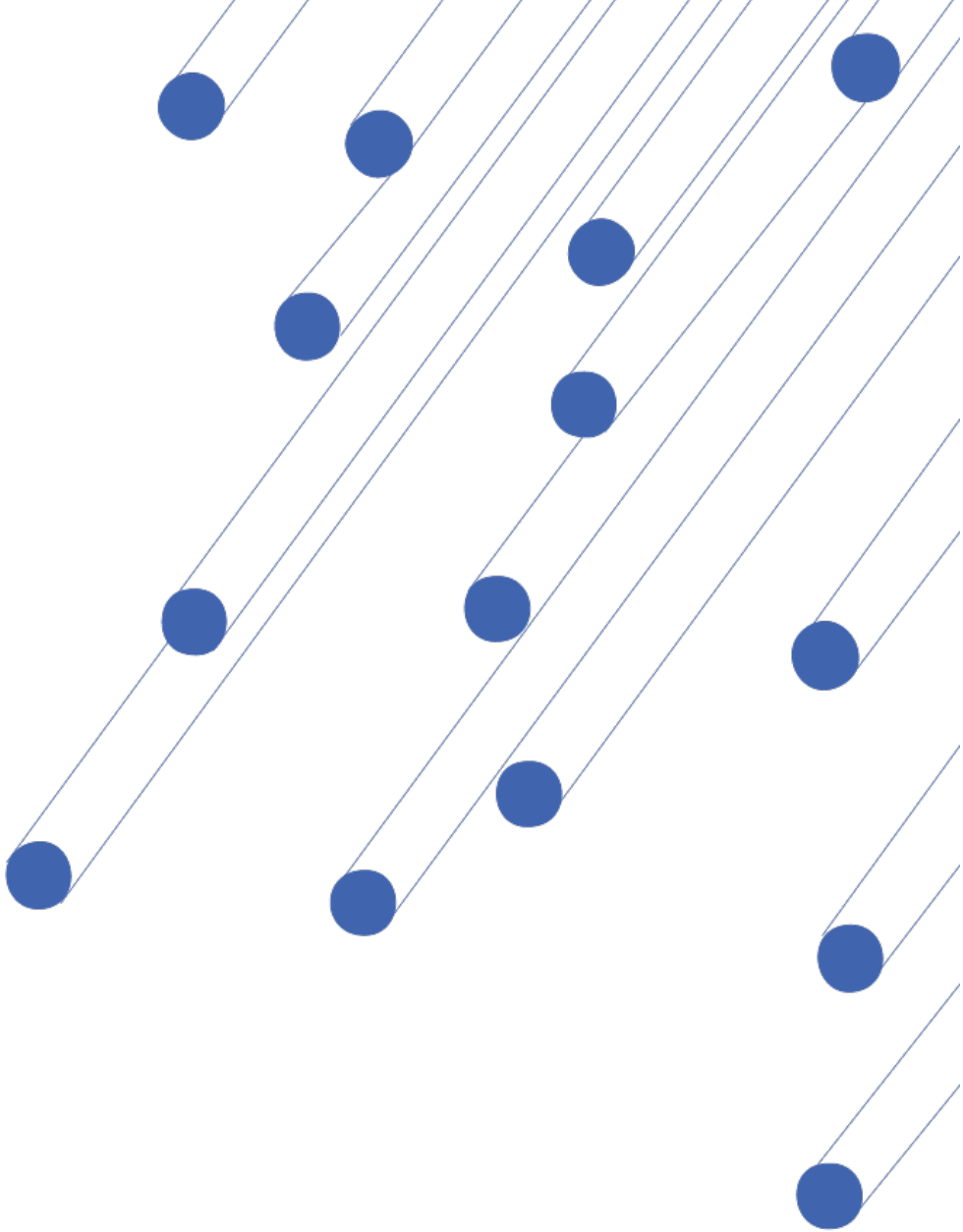
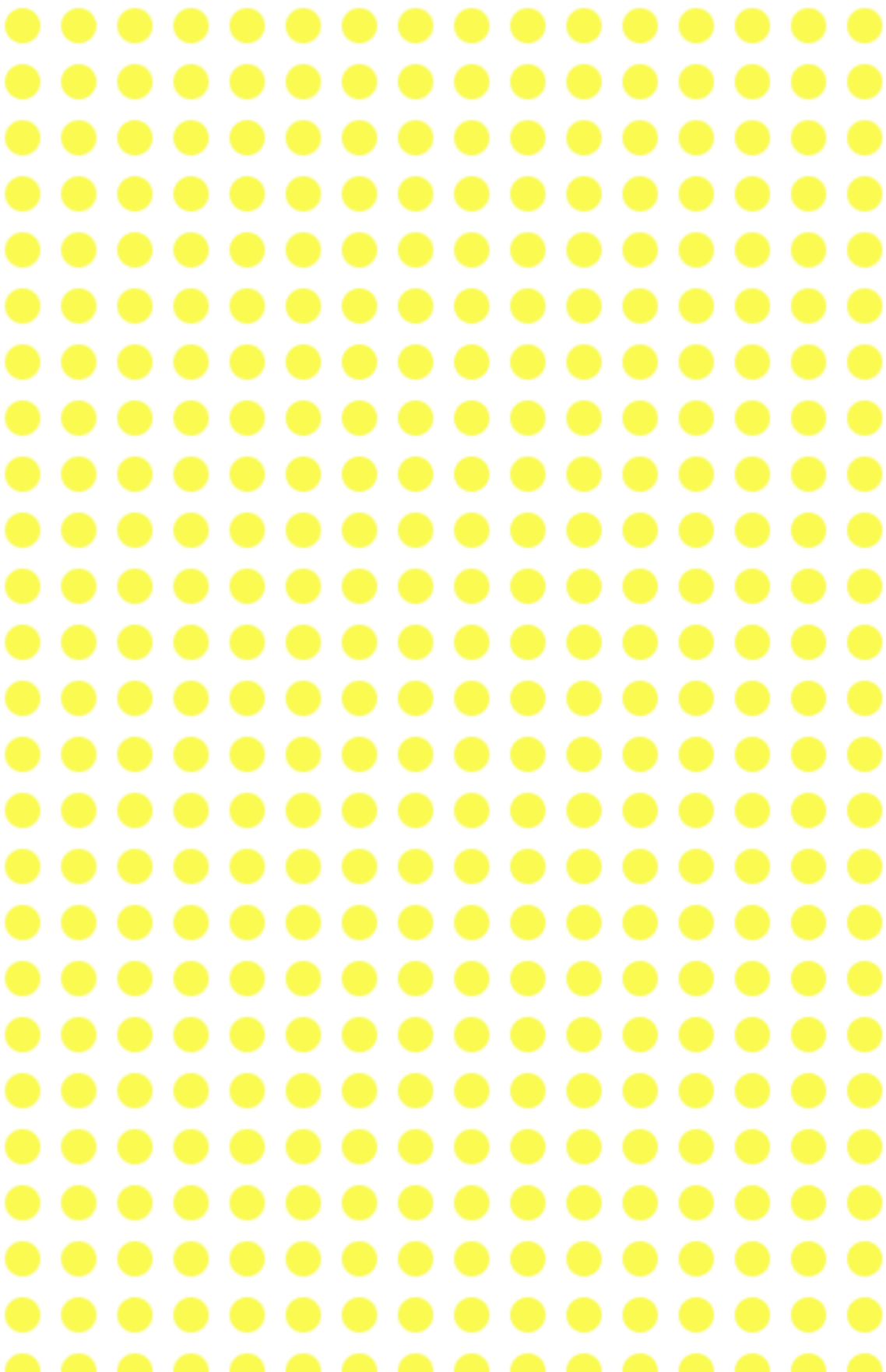
Objects appear friendly and expressive. The visuals give MONA's stories a sense of movement and personality.





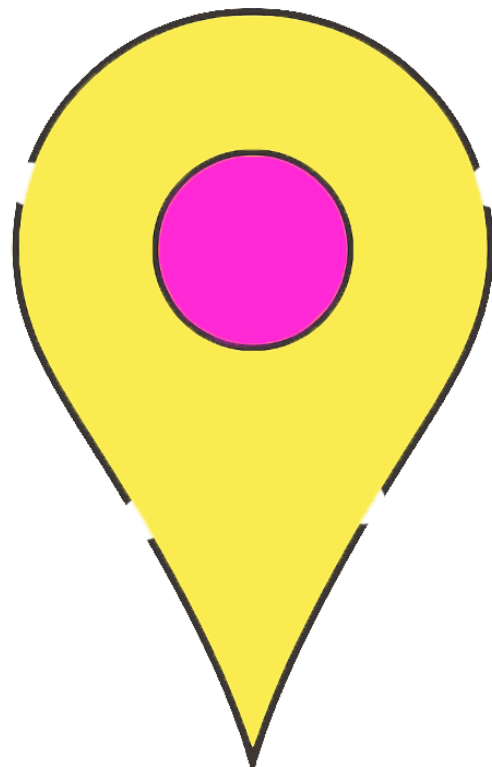
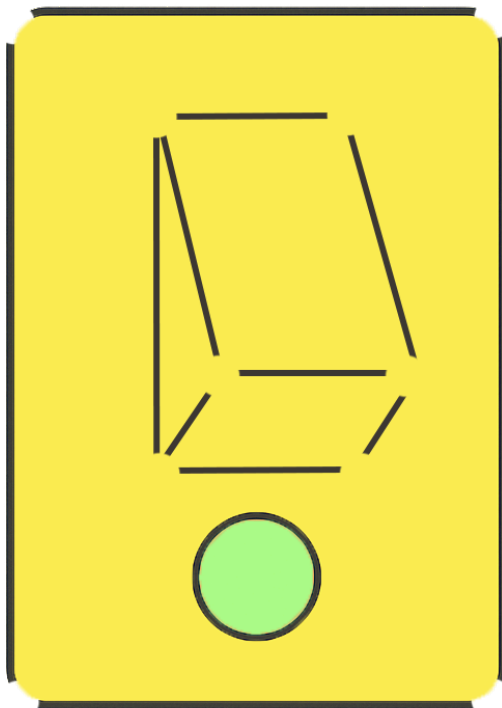
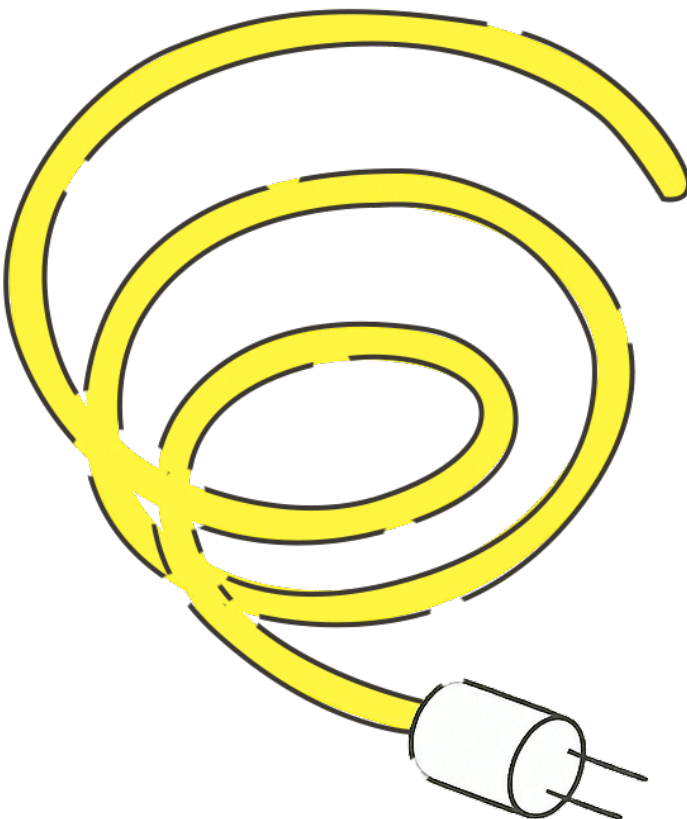
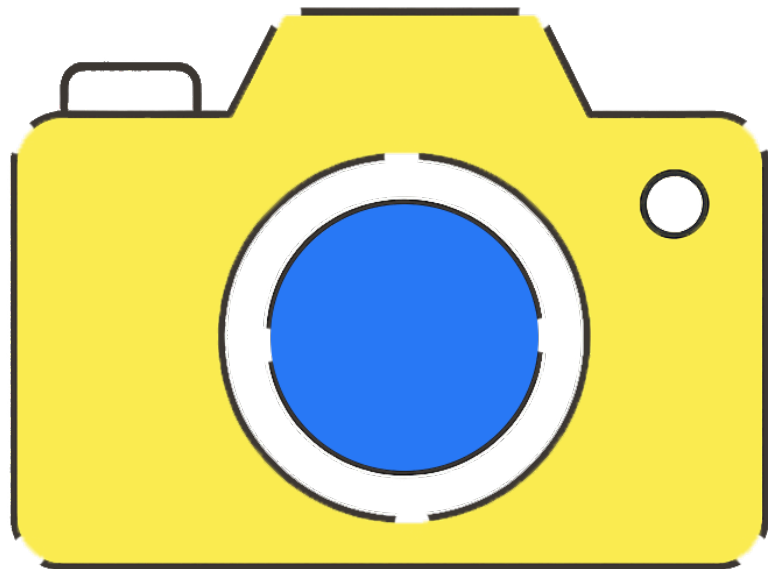
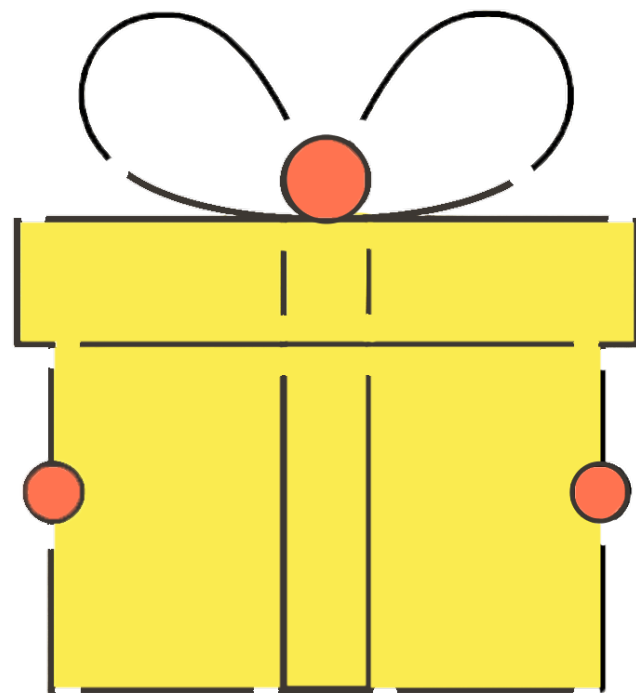
Graphic Assets

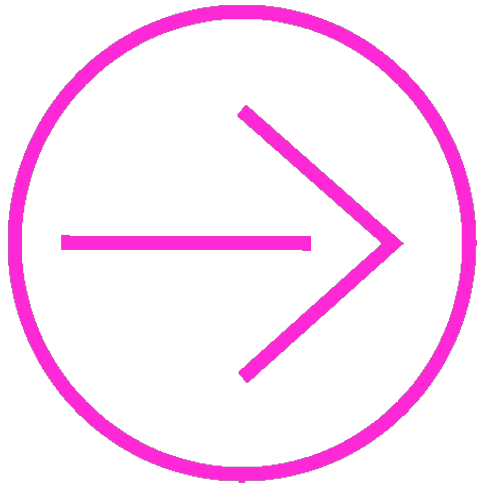
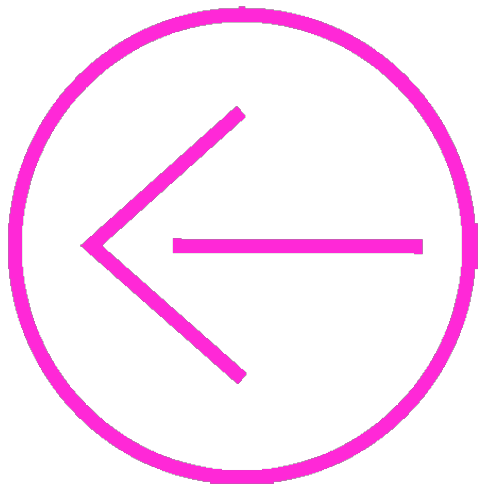
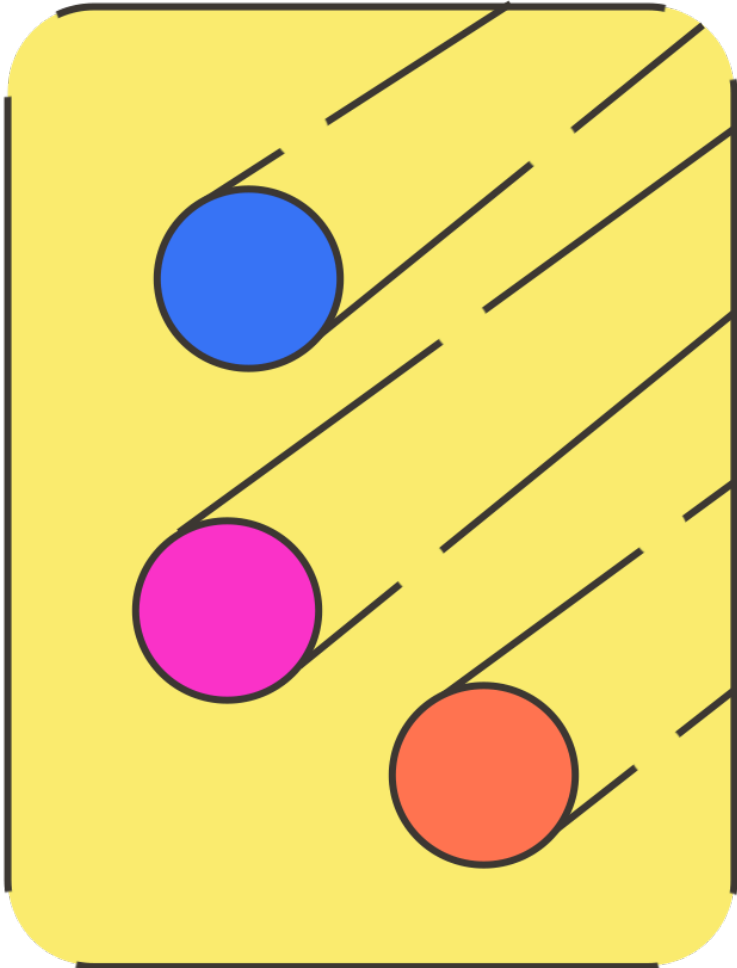
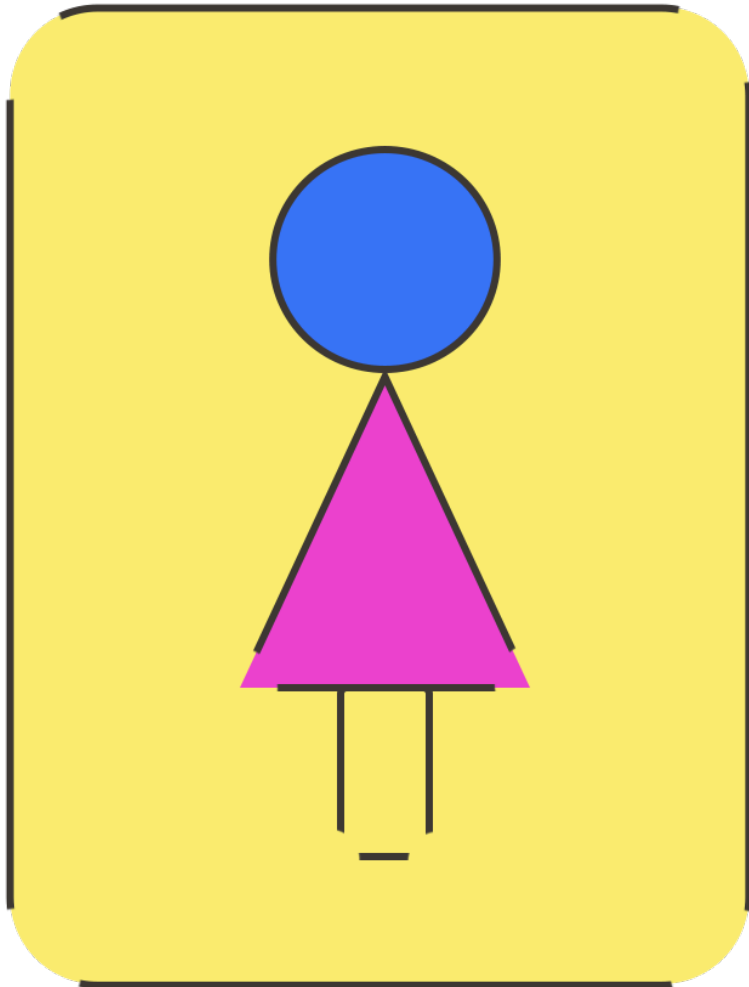
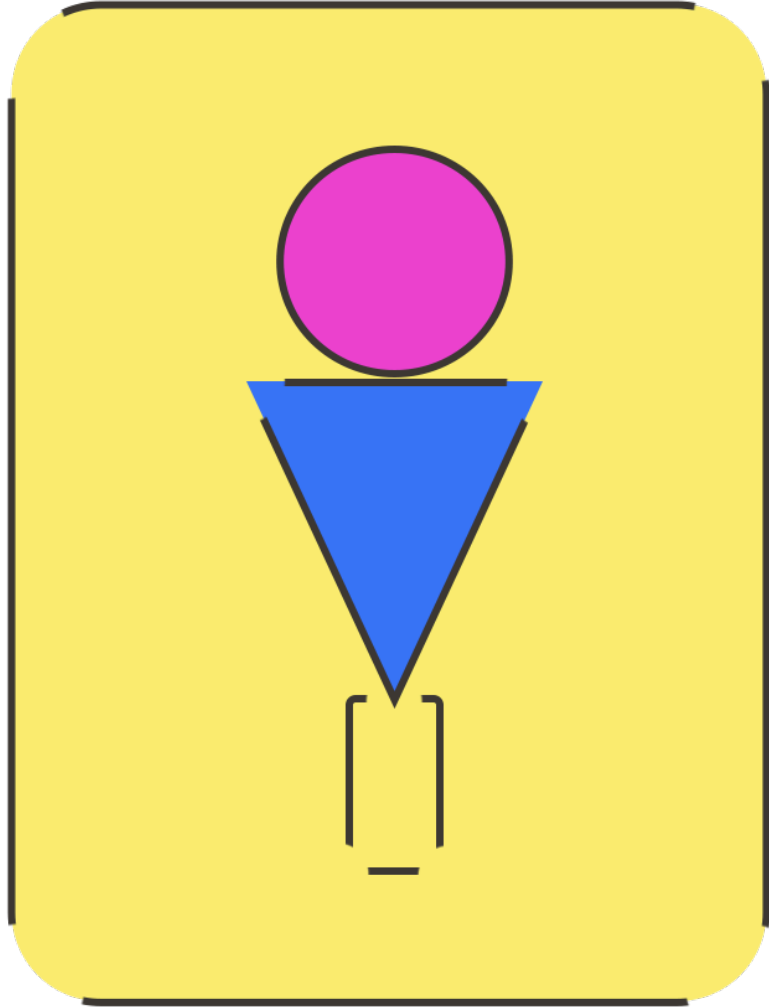
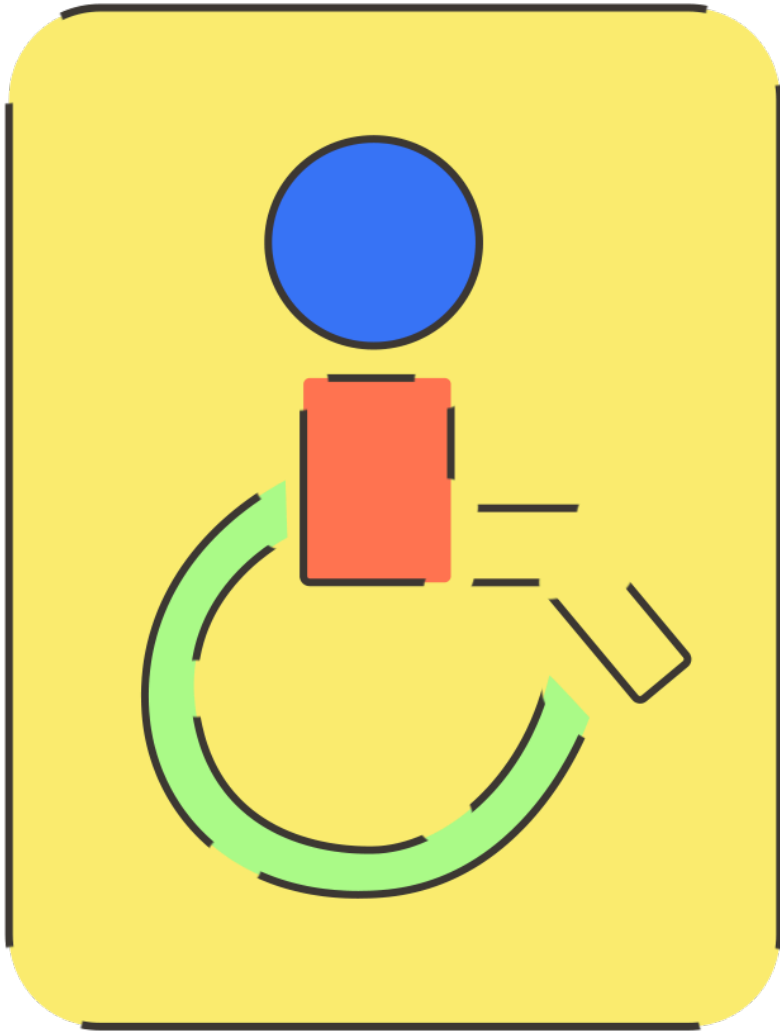




Iconography

This icon collection was created for easy navigation. Each icon is easy to spot and read, both in print and on signs. The design uses minimal details, which makes the icons work well on maps, labels, and directions around the museum.

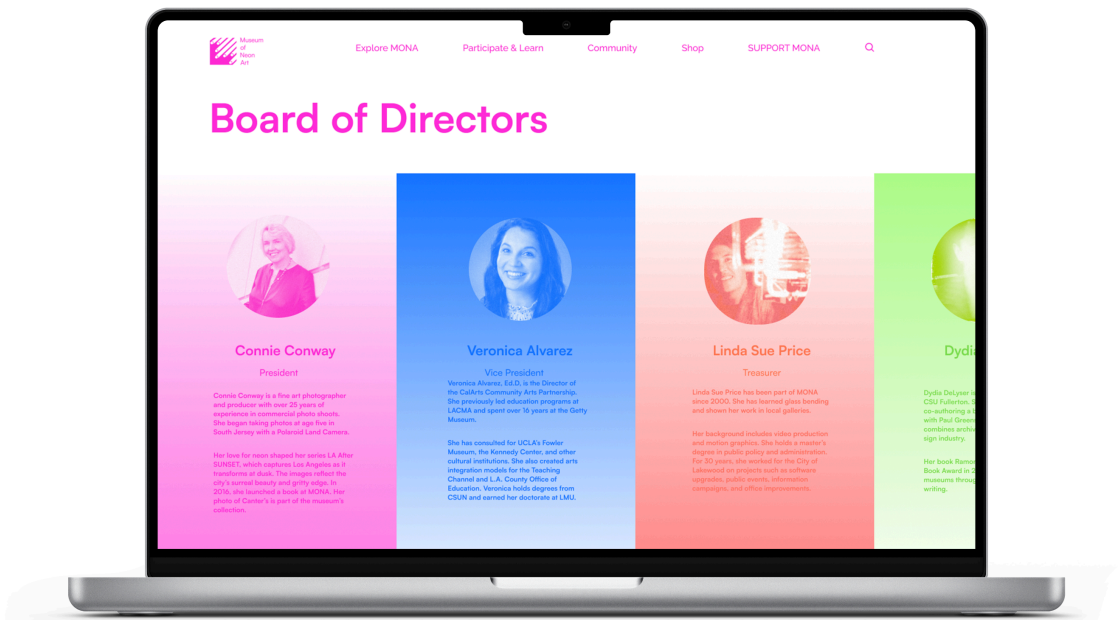
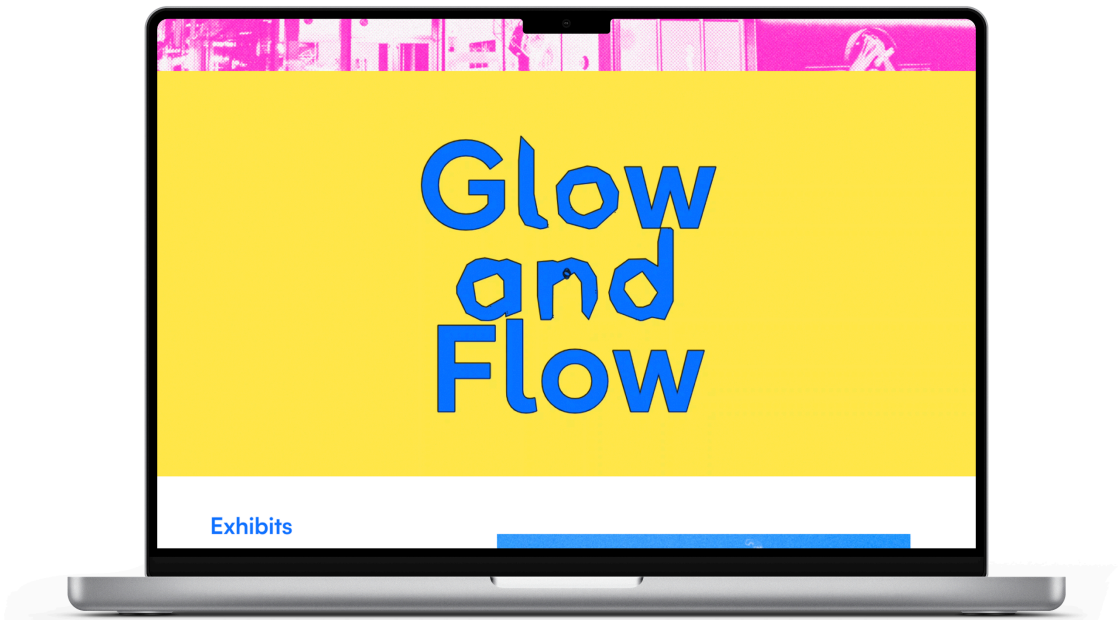
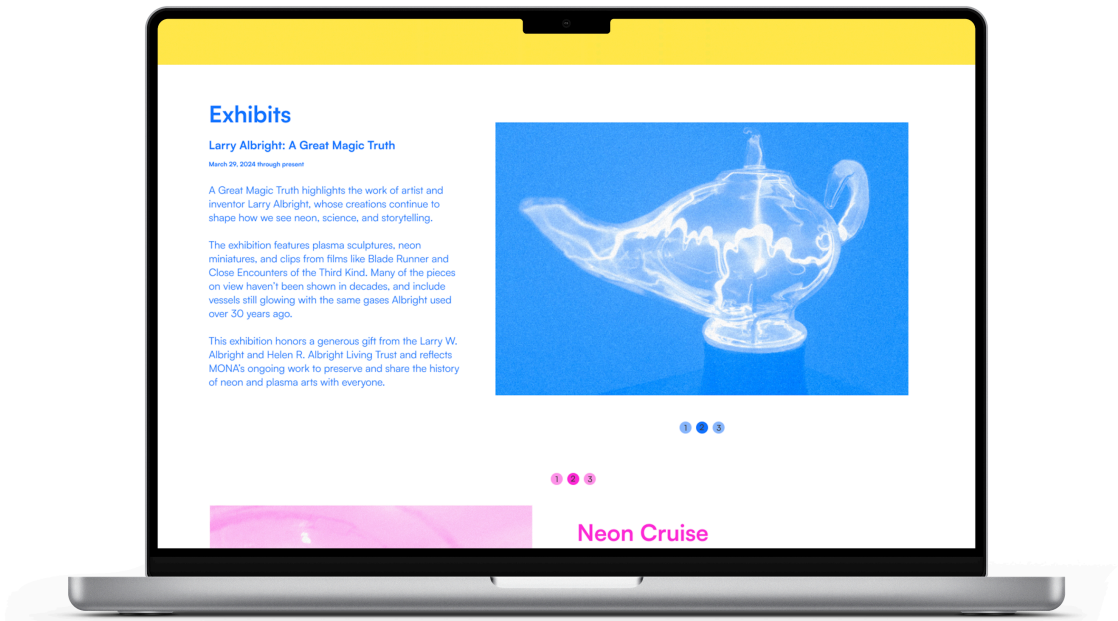
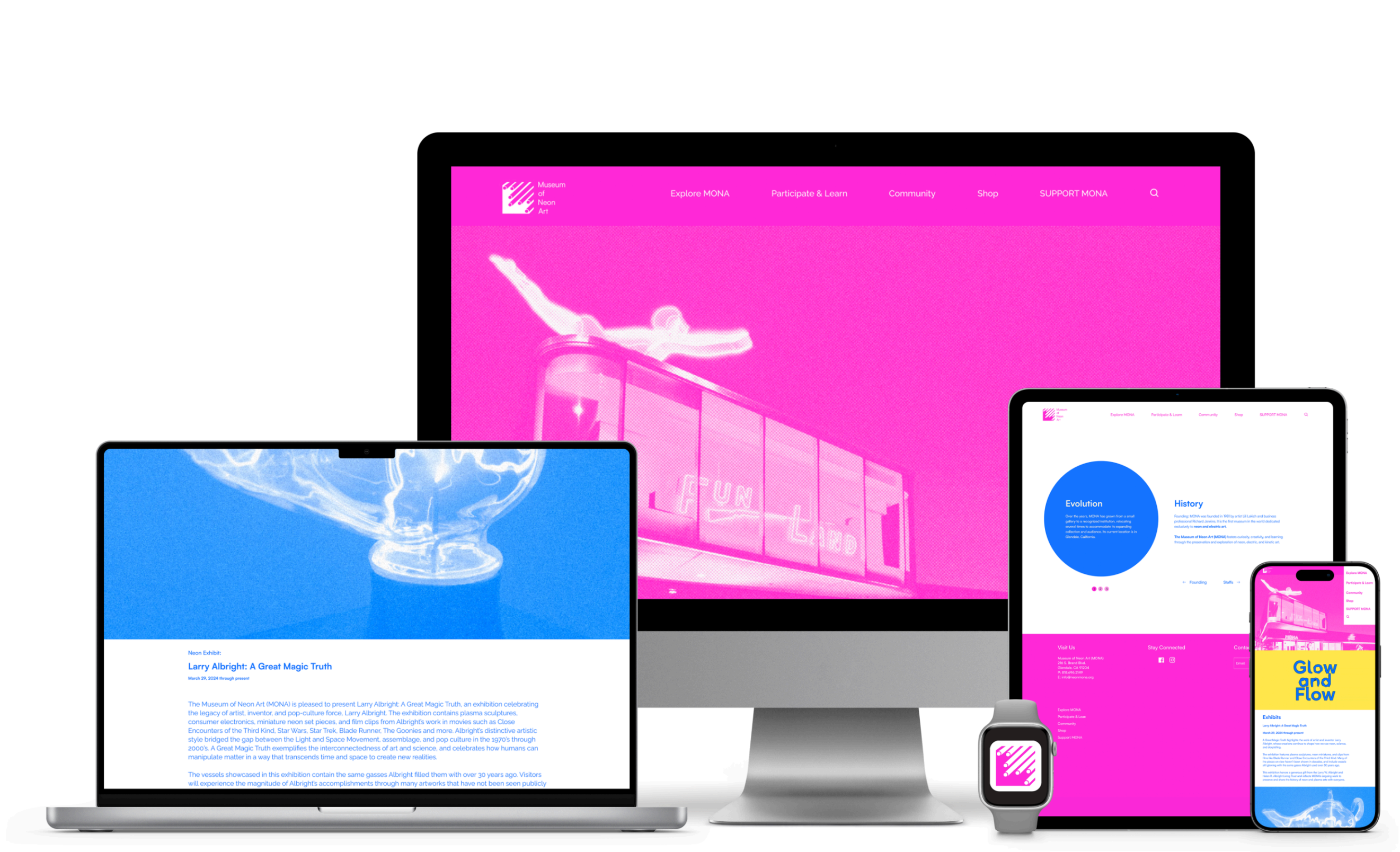




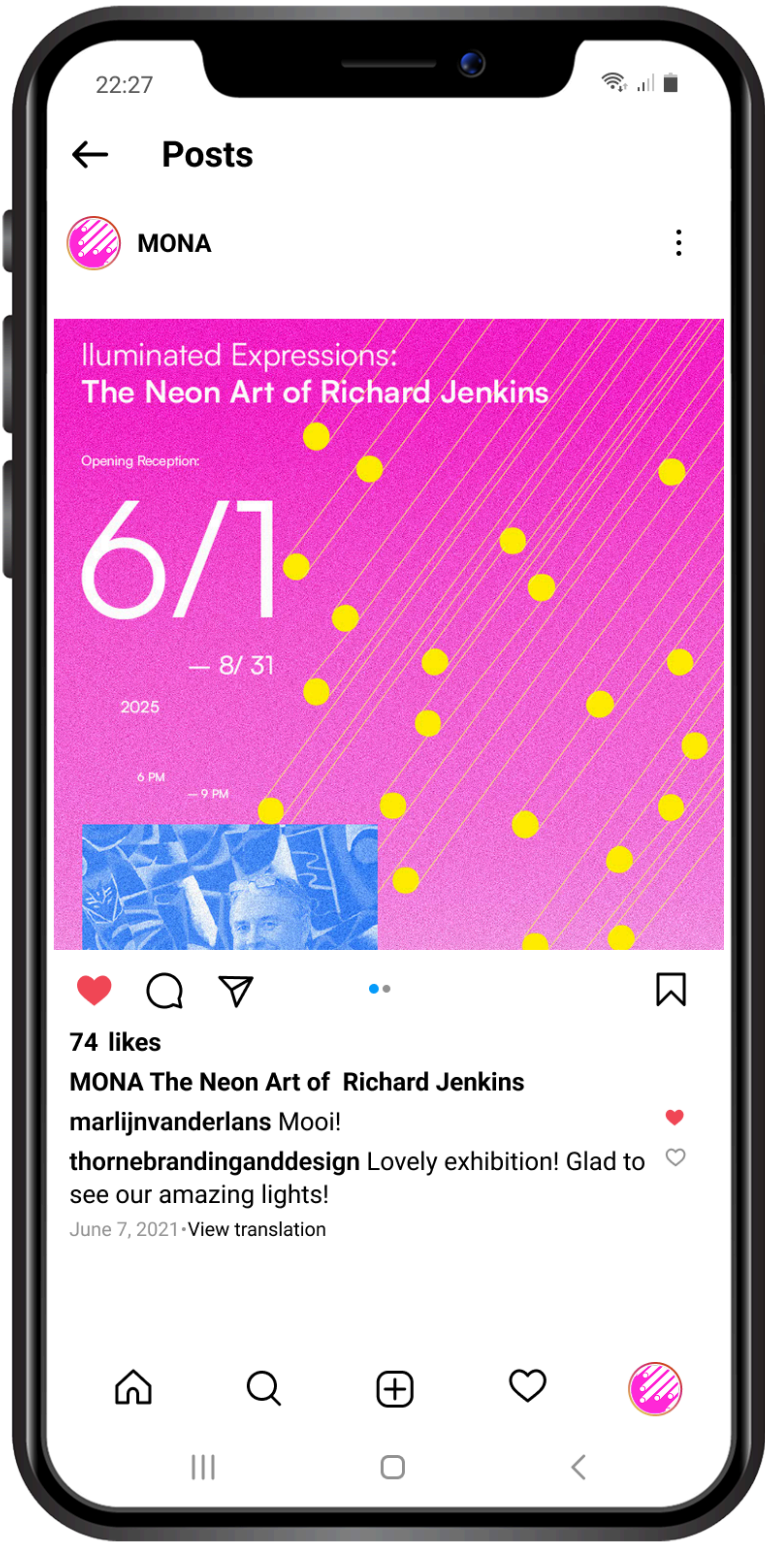
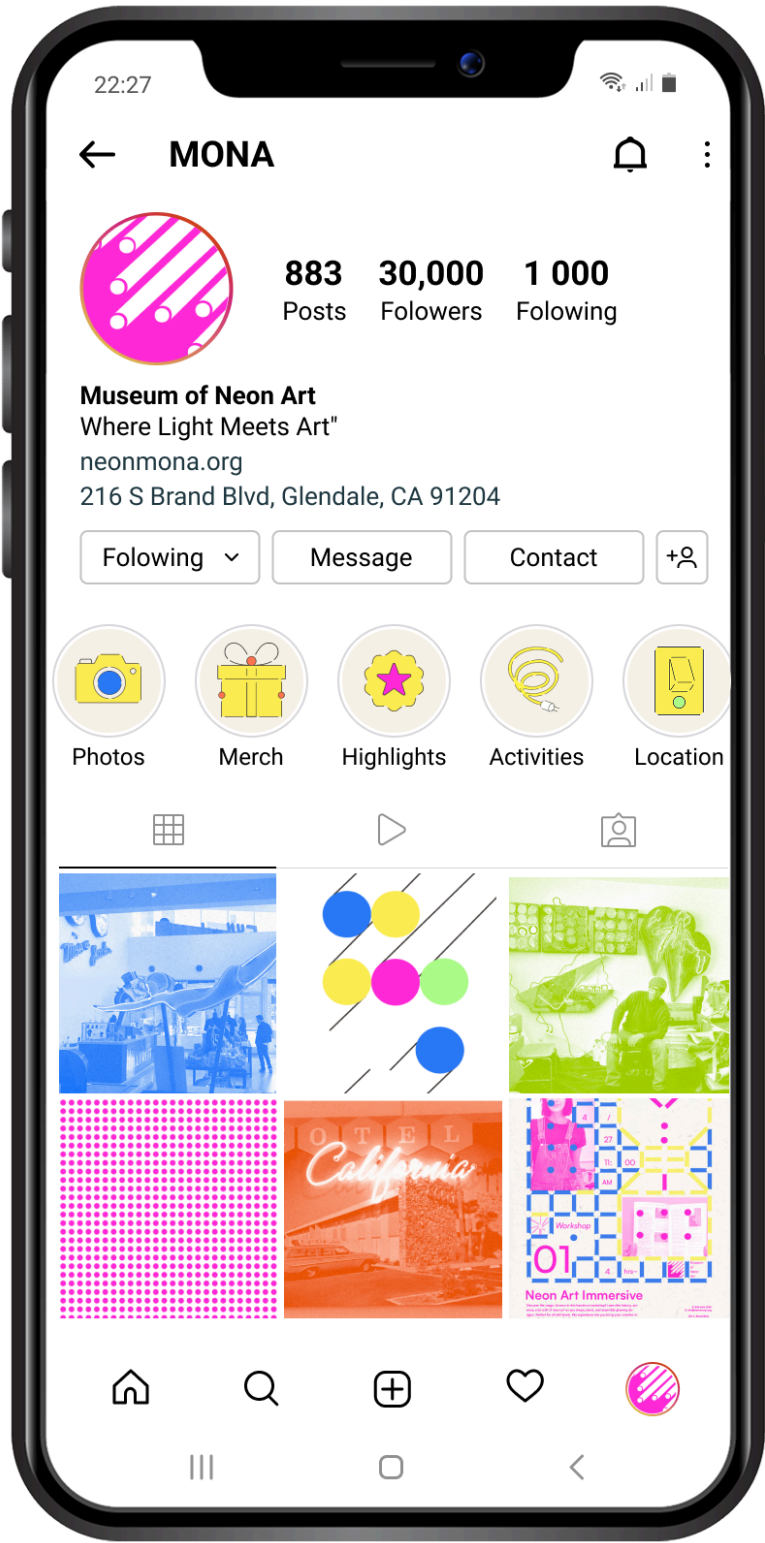
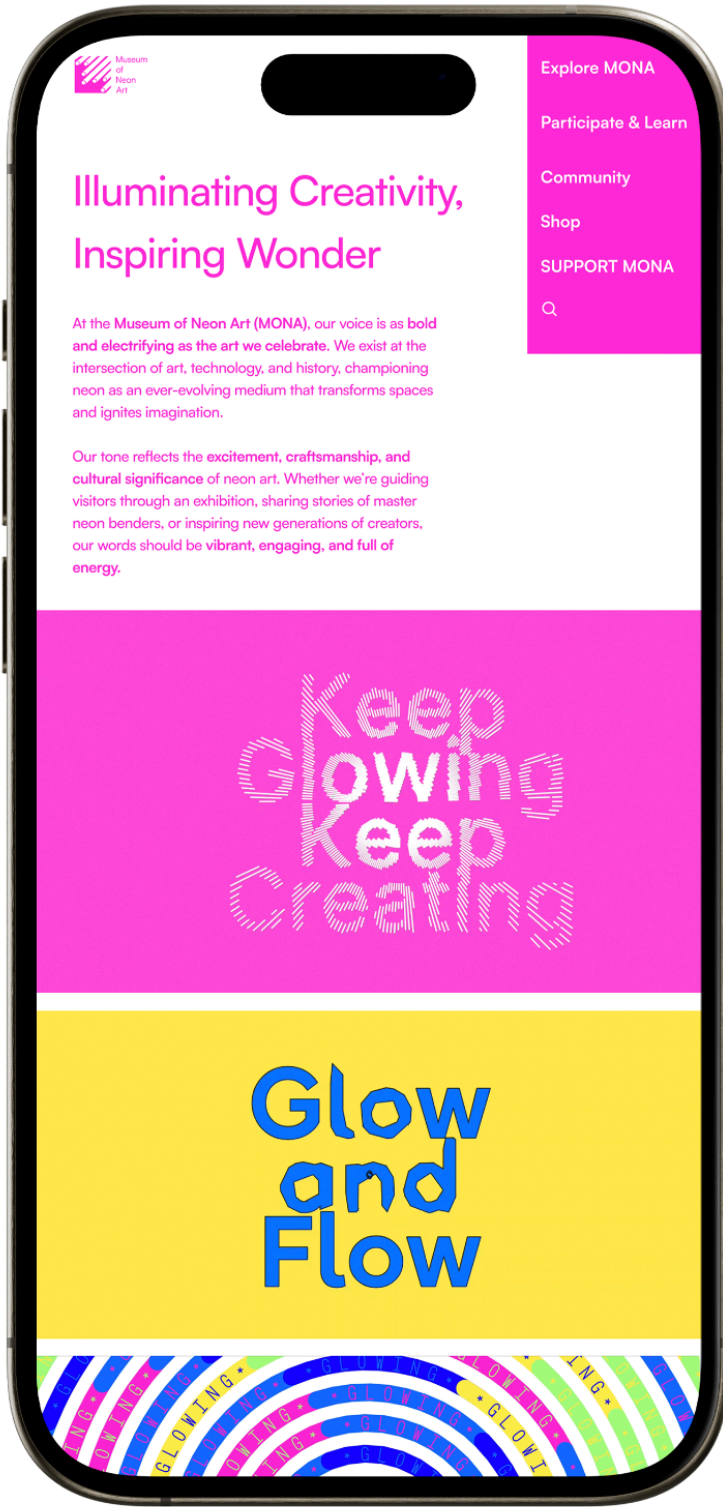
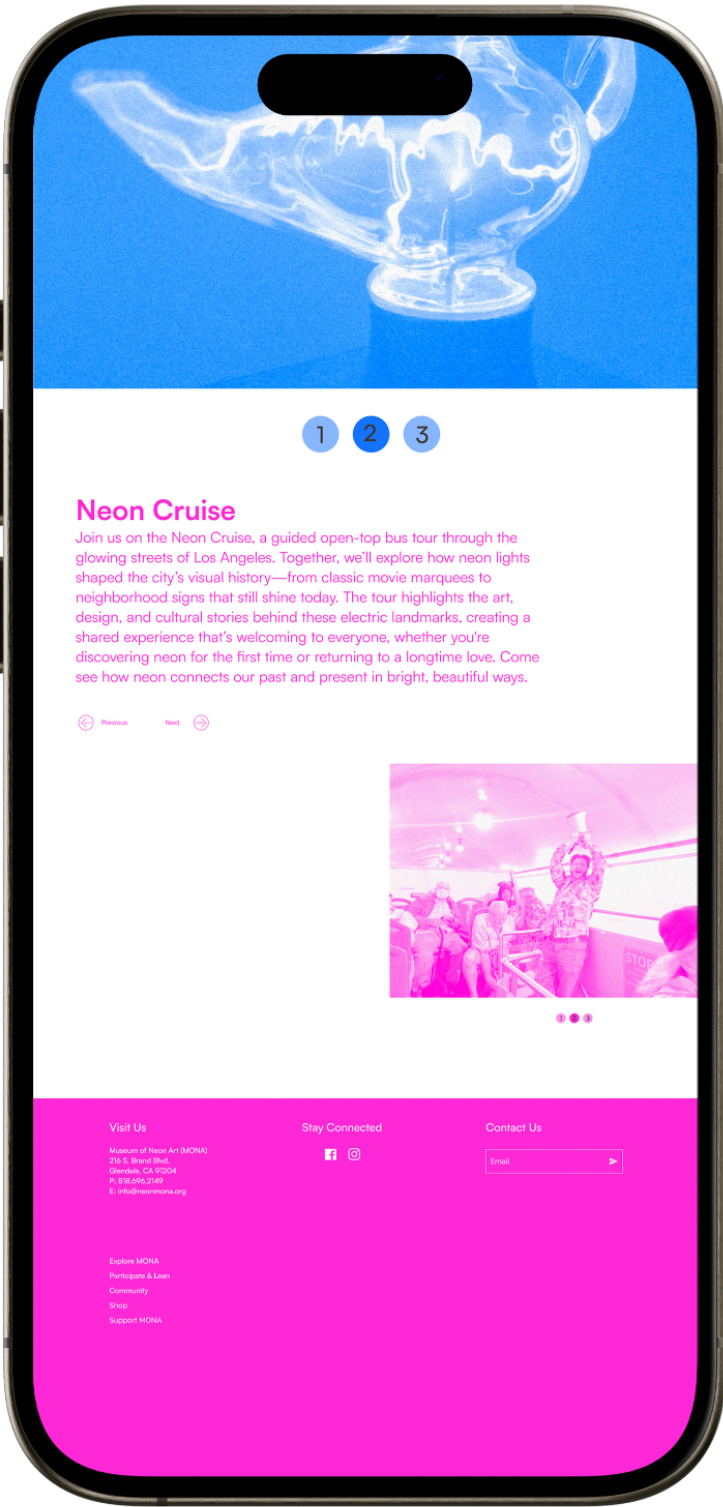
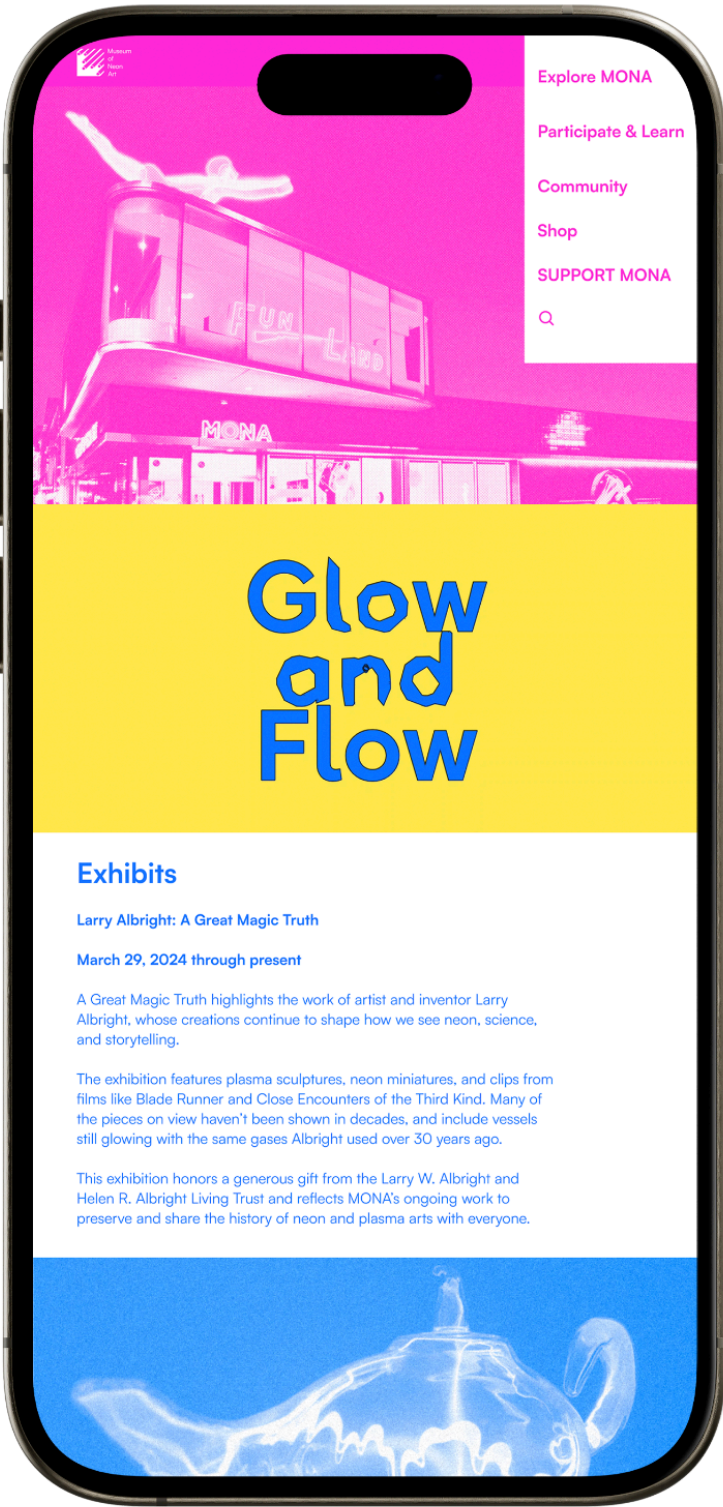
Apps



Websites



Phone



Motion

Glow
and
Flow

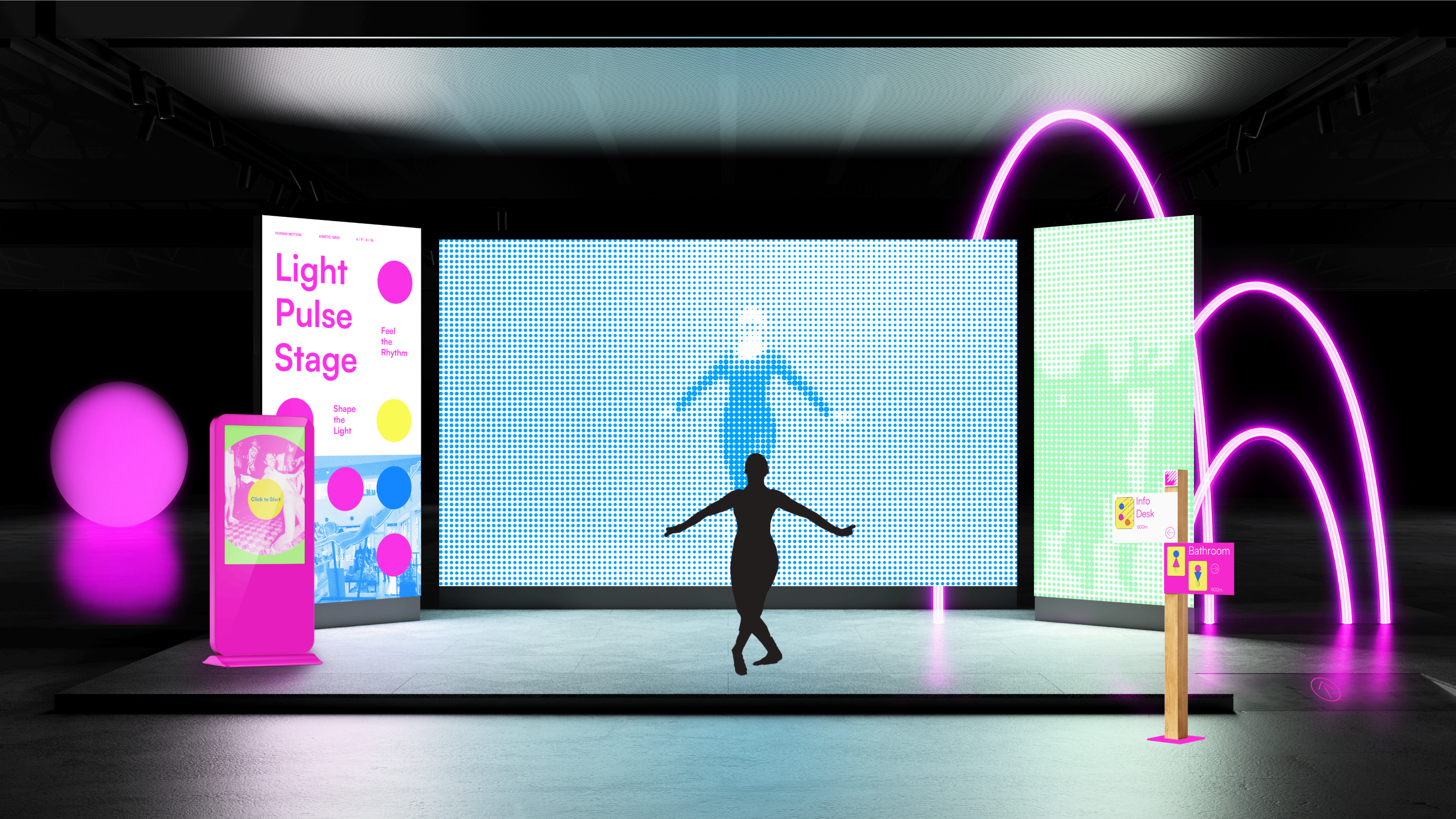
Environment Design

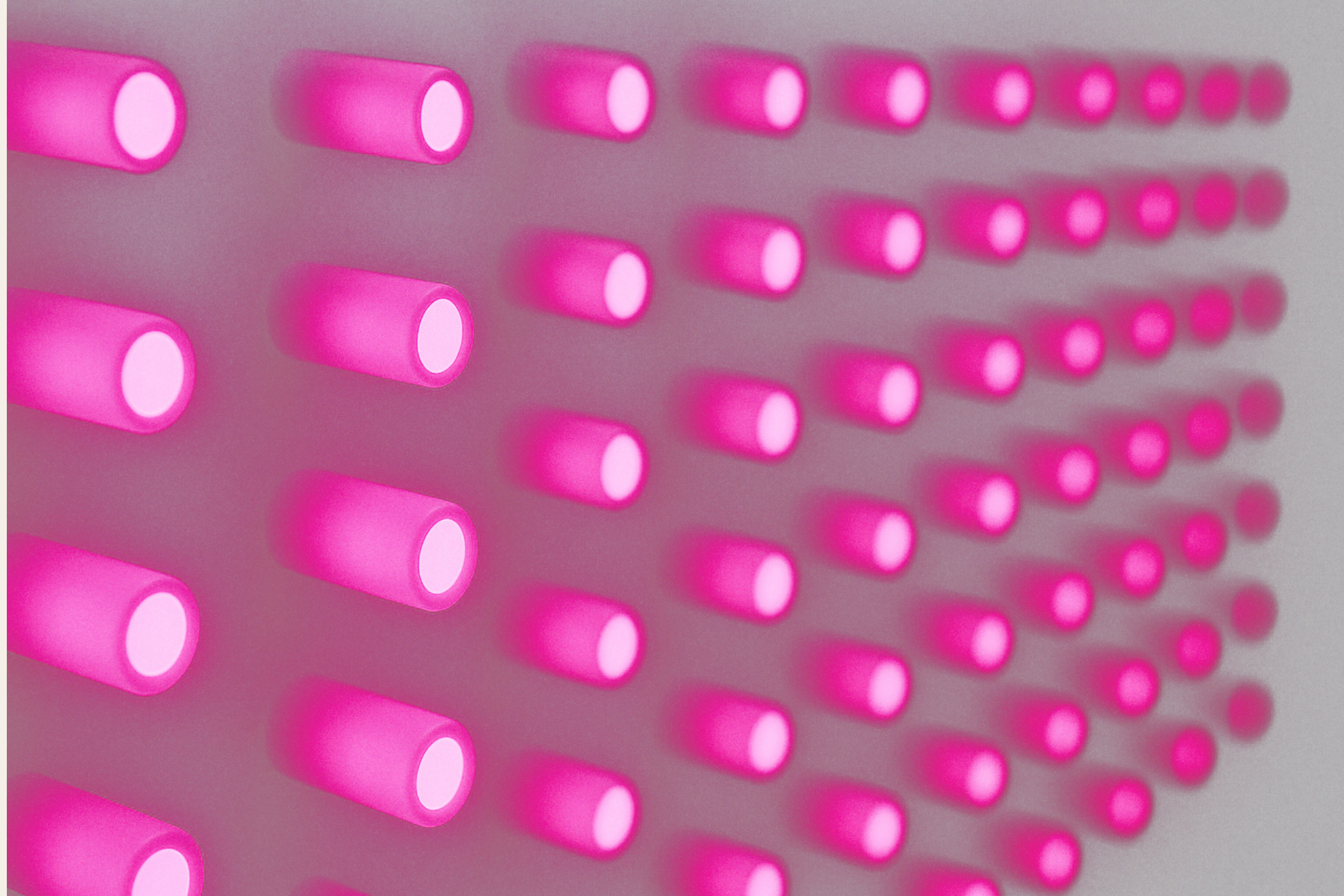


Interactive Installation

The installation features a grid of mechanical light tubes that move forward or backward to create varying pixel sizes—larger, brighter dots represent protruding tubes and deeper visual intensity, while smaller, dimmer dots indicate retracted tubes and visual background. These dynamic light patterns are controlled in real time by motion capture data, allowing performers' movements to sculpt glowing, three-dimensional visuals on the stage wall.







Light Tube Matrix System

Each light tube works like a single pixel, and together they form a large screen on the stage wall.

The tubes can move forward or backward—when they move forward, the light dot looks bigger and brighter; when they move back, it looks smaller or disappears.

Wayfinding

The installation features a grid of mechanical light tubes that move forward or backward to create varying pixel sizes—larger, brighter dots represent protruding tubes and deeper visual intensity, while smaller, dimmer dots indicate retracted tubes and visual background. These dynamic light patterns are controlled in real time by motion capture data, allowing performers' movements to sculpt glowing, three-dimensional visuals on the stage wall.



Merchandise

10







