

Metron Brand Assets

Final logo files — Medium vs Wide comparison

Brand Colors

Primary
#1a1a1a

Accent
#E8734A

Background
#FAFAF8

Horizontal Logo

MEDIUM — BLACK



WIDE — BLACK



MEDIUM — WHITE



WIDE — WHITE



Stacked Logo

MEDIUM — STACKED



WIDE — STACKED



MEDIUM — STACKED WHITE



Metron

WIDE — STACKED WHITE



Metron

Favicon & App Icon (Coral)

Medium vs Wide at Icon Sizes

MEDIUM — ALL SIZES



64px



48px



32px



24px



16px

WIDE — ALL SIZES



64px



48px



32px



24px



16px

In Context

BROWSER TAB (FAVICON)



Metron - Fitness Intelligence

Medium icon — Coral

IOS APP GRID



Exported Files

File	Use Case
icon-medium-black.svg	Icon only, light backgrounds
icon-medium-white.svg	Icon only, dark backgrounds
icon-medium-coral.svg	Icon only, accent usage
icon-wide-black.svg	Icon only, light backgrounds
icon-wide-white.svg	Icon only, dark backgrounds
icon-wide-coral.svg	Icon only, accent usage
appicon-medium-coral.svg	512x512 app icon template
appicon-wide-coral.svg	512x512 app icon template

Recommendation

For icon/favicon, I recommend: Medium

The Medium version has slightly more visual weight and holds its shape better at small sizes. The Wide version works great for the full logo but can feel a bit thin as a standalone icon.