

METAGRAM

Brand Guidelines

METAGRAM

DISCOVER YOUR UNIVERSE



BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

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LOGO



Logo Name: **METAGRAM**

Tagline: **DISCOVER YOUR UNIVERSE**

Always keep enough space around the logo to maintain its presentable look and feel. Find more unpreferable usage examples of the logo on page 06.

COLOR VARIATIONS



Color logo on a white background



Color logo on a black background



Color logo on a transparent background

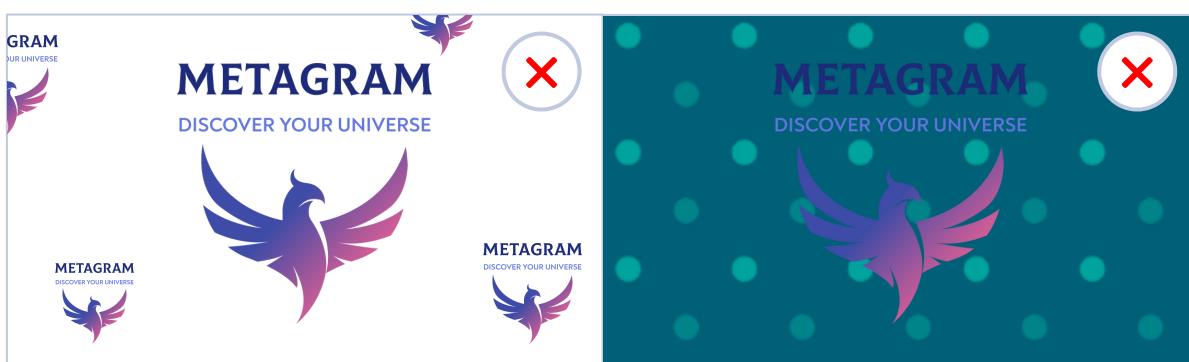
DON'TS

INCORRECT WAYS TO USE THE LOGO



Do not tilt or rotate the logo in any direction.

Do not reverse or flip the logo.



Do not put irrelevant shapes and texts around or on the logo.

Do not put disturbing or low-contrast backgrounds behind the logo.



Do not crop the logo in any way.

Do not stretch or change the original shape of the logo.

COLOR PALETTE

TYPOGRAPHY COLORS

Logo name color

HEX #1e2b7a



Tagline color

HEX #6277dd



SYMBOL COLORS

HEX #3e4ca7



HEX #ff6391



TYPOGRAPHY

AA

METAGRAM

Colus-Regular

AA

DISCOVER YOUR UNIVERSE

Noah Bold

MOCKUPS

BUSINESS CARD MOCKUP



A4 MOCKUP



MOCKUPS

SMARTPHONE MOCKUP



ENVELOPE MOCKUP





A large, light gray dashed circle is centered on the page, partially overlapping a grid of small, light gray dots arranged in a regular pattern. The circle's diameter spans approximately two-thirds of the page width.

THANK YOU

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