

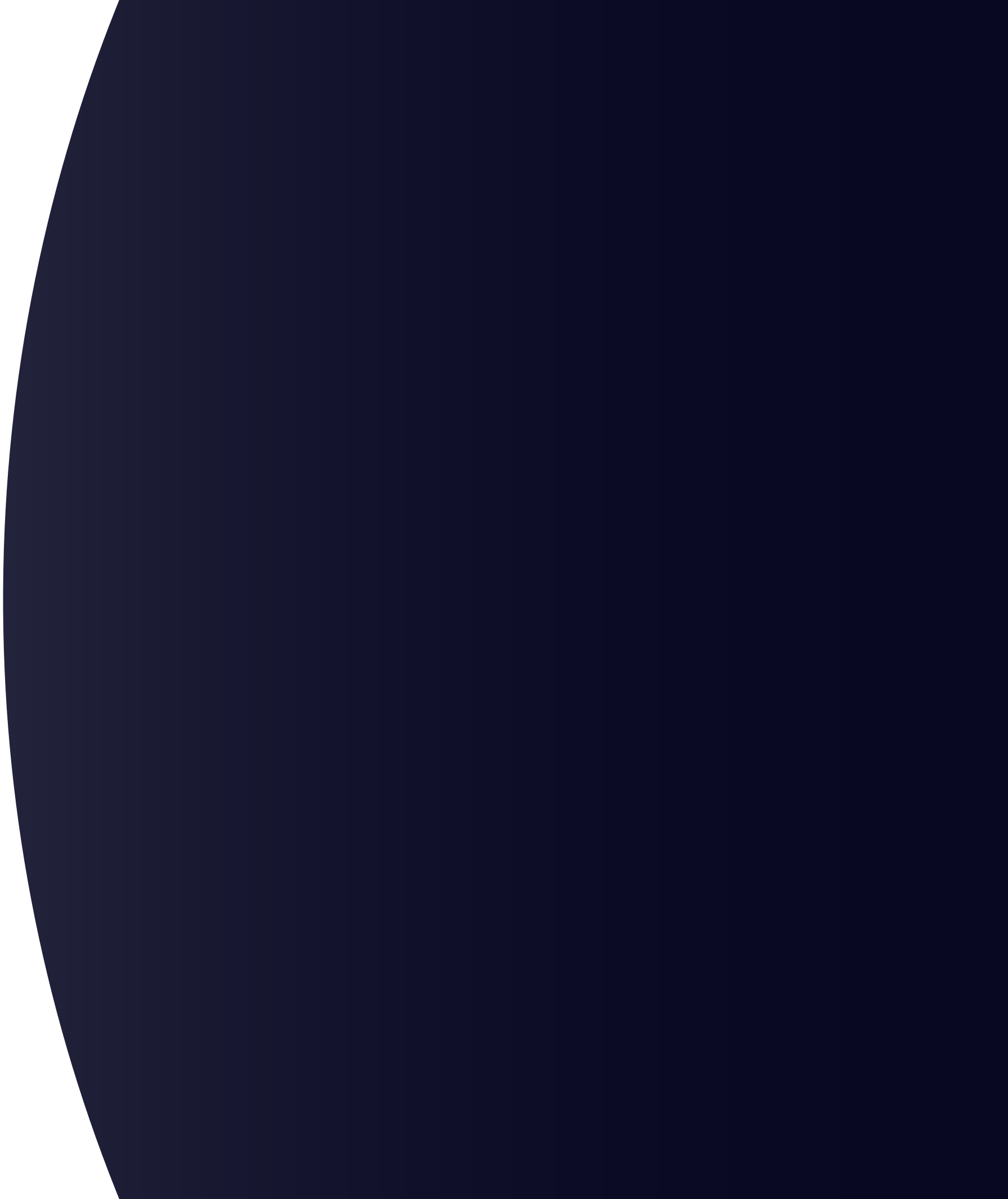


Brand Guidelines

2023

Identity Manual

MetaGate





01

The Logo



Primary Logo

MetaGate’s simple logo concept is composed of MetaGate written in lowercase, emphasizing the “Meta” with Energetic gradient color with highlighted variations representing the future of Metaverse and the levels of depth from within this subject.





Logo Clear Space

Clear space is the specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.





Logo Variations

The MetaGate logo comes in 2 slightly different variations, The main variation includes “International Metaverse Summit” as the secondary text, the other variation is a clean style logo only for speciality artistic use.





Logo Misuse

Any alteration of the logo or any of its components is considered misuse. It is important to ensure the logo is not distorted and care should be taken to maintain the proportion of the entire logo artwork when scaling. It is also important to maintain the correct spacing relationship between the symbol and logotype.



Tampering with Colors

Do not tamper with colors that is not apart of the color palette.



Removing Design Elements

Do not remove elements of design from the logo.



Tampering with Elements

Do not tamper with the designed elements of the logo.



Use of Outlines

Do not use outlines for the logo.



Tampering with Text

Do not tamper with the text font / style of the logo.



Distortion of logo

Do not distort or warp the logo in anyway.



O2

Colour Palette

Brand Colours

As the key component to a MetaGate's visual identity. The color palette represented in this gradual blending from Blue color to Purple illustrate energy, technology, trust & Intelligence. The blend of both represents the smoothness of these characteristics





03

Typography



Primary Typeface

The main typeface used on the MetaGate logo is a rounded & lowercase, Custom made sans-serif typeface.

Bespoke Round





Secondary Typeface

The secondary typeface used on the MetaGate logo for “International Metaverse Summit” is a straight & uppercase, sans-serif typeface.

Visby Round All Weights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1234567890

!@#\$%^&*()



Title **Font**

It's a clean, contemporary, sans-serif typeface that works well for display copy, body text, and everything between.

Visby Round DemiBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

1234567890

!@#\$%^&*()



Body **Font**

Same as the title, this is the regular version of Visby Round. Works great as body text, preserves the contemporary feel of the brand

Visby Round Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

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