XMETA

GATEWAY TO THE METAVERSE

XMETA Brand Book

Contents

Introduction

Welcome to the official brand guidelines of the XMETA brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the XMETA brand.

It is important that we all share a basic understanding of how and when to use our identity. These Identity Standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate XMETA in all media formats while respecting our brand and legal/licensing restrictions.

Note that by using these resources, you accept our Terms of Service. Usage of these resources may also be covered by the XMETA End User Agreement and our Privacy Policy.

Vision

We consistently work on our development process to provide an informative, user-friendly experience for the end user. This development process is tailored made for any client size.

Mission

Helping the world migrate from web 2.0 to web 3.0

Core Values

Company values matter. Every successful company has a set of company values to assist their employees in achieving their goals as well as the company`s. They are the essence of the company`s identity and summarises the purpose of their existence. Company values are a guide on how the company should run and they are normally integrated in the company`s mission statement. Companies should try to establish their company values as a team instead of just the leader or management. By doing so, everyone in the company would feel belong and they would feel needed and not neglected.

Intuitive
We aim to keep things as simple as possible.

We practice open, real communication.
We don't sweep problems under the rug. We are open and real with one another.

Responsibility
Meeting the deadline, otherwise contributing more time not to let the client down.

We listen, learn and serve.
We serve best when we listen to the needs of others and learn from their experience.

We invest in our communities.
We will be catalysts for positive, long-term growth in the communities we serve.

Brand Archetype

The brand archetype is the character of a brand: a live representation that is created taking into consideration all the nuances of the target audience and the brand's concept. A character that the audience can relate to. Once the archetype is defined, you will now know how people will see, and comprehend the brand. You will know what the brand will sound, look, and behave in certain situations. You will understand its values, and views on life. Knowing an archetype allows you to create a full-fledged personality, and structure further brand strategy.

The Creator

The Creator are nonconformists, driven by a desire for the self-expression. They have their own vision, and try to create something truly unique. With their project, they aim at uncovering the true potential and creativity of their audience.

Think of Pharrell Williams, Adobe or Lego.

The Hero

The Hero leads the way. They are impressive in their courage, and always do as they deem right. The Hero is always up for a challenge, and likes to challenge others as well. They fight villains, and aspire to make the world a better place.

Think of Martin Luther King, Nike or Duracell.

Our Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

Masterbrand logo & slogan

Logo Versions

The XMETA Logo should be used mostly with the Ecstasy and Alloy Orange colors. The negative XMETA Logo can be used on dark image backgounds with high contrast between them.
The Monochrome version logo should be used on documents that are printed in black & white.

XMETA
GATEWAY TO THE METAVERSE

XMETA
GATEWAY TO THE METAVERSE

Alternative Logo

XMETA
GATEWAY TO THE METAVERSE

White & Colors

XMETA
GATEWAY TO THE METAVERSE

White & Colors

Main Icon & Favicon

The XMETA icon should be used as the official Favicon only in Ecstasy. The negative icon should be used for social as user/company image such as Whatsapp, Facebook, LinkedIn etc.

White Negative on Primary in Square

White Negative on Primary in Circle

White Negative on Secondary in Square

White Negative on Secondary in Circle
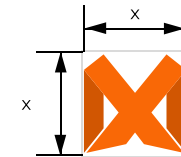
White & Colors on Secondary in Square

White & Colors on Secondary in Circle

1:1/3.4 Ratio

Logo & Icon Proportions

The XMETA Logo has a neat proportion of 1:1/3.4 width. These proportions were chosen carefully and they are not to be changed. The Icon has a perfect square proportion of 1:1 Square Ratio and acts as the Favicon as well.
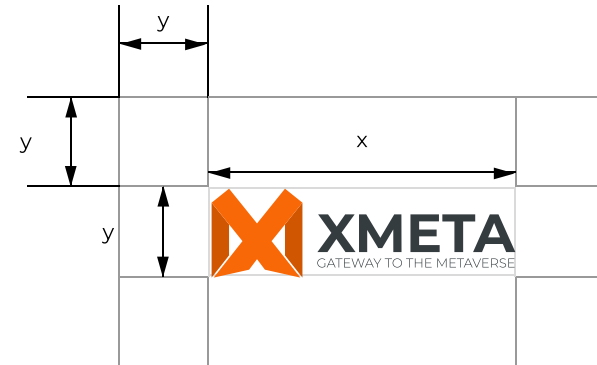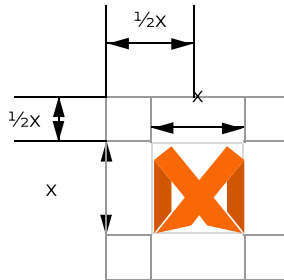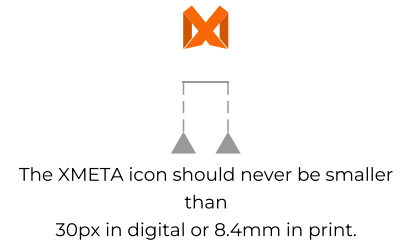
Clear Space

Clear space is the area surrounding the global signature and Icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum clear space required for the preferred global signature is equal to "x", or the height and width of the XMETA Icon

½x

½x

x

y

y

x

y

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

214px / 60mm

The XMETA logo should never be smaller than
214px in digital or 60mm in print.

The XMETA icon should never be smaller than
30px in digital or 8.4mm in print.

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Do not distort or alter the proportions of the logo

Do not add contours to the logo

Do not add a drop shadow to the logo

Do not make the logo bolder

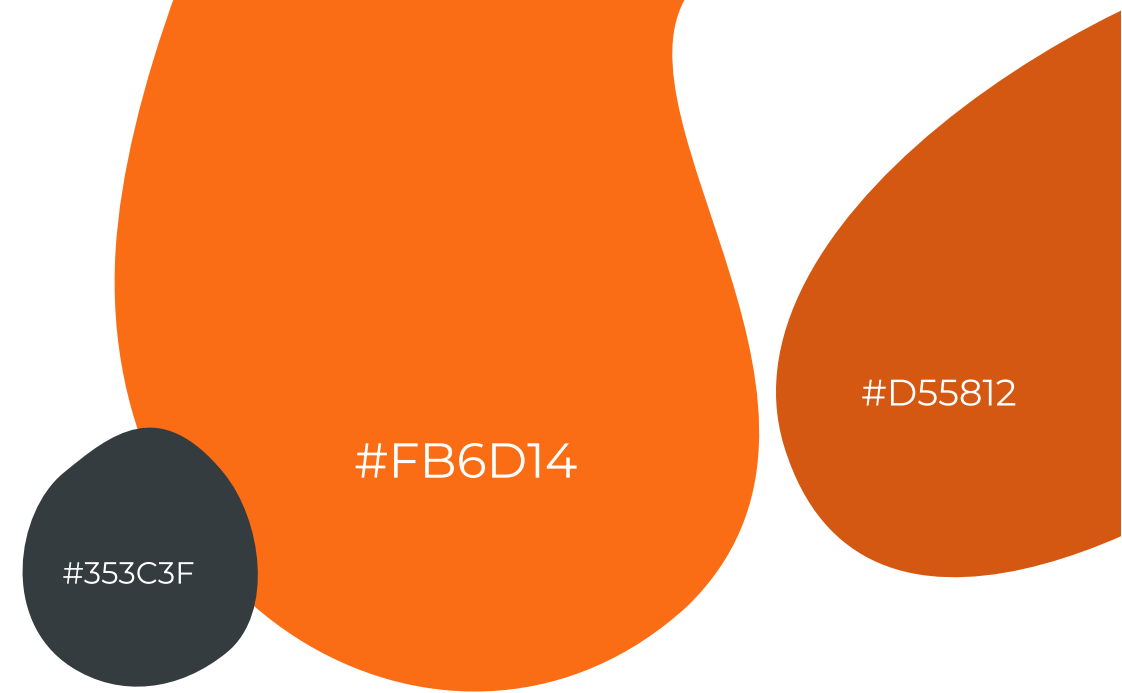Do not change any elements respective to each other

Do not rotate the logo to any angle

Feature Icons

Icons are the visual expression of our products, services or tools.
Simple, light, sophisticated and friendly, they communicate the
core
 idea or component of the brand. While each icon is visually
distinct,
 all icons should have consistent line weights and visual
style.

Icon

Primary Color
#fb6d14

Secondary Color
#d55812

Tertiary Color
#353c3f

#353C3F

#FB6D14

#D55812

Our Color Palette

The colors selected for the XMETA signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance.
For Printing instances, a Rich Black should be used for text with C40 M10 Y0 K100.

Instead of the colors referred to on this page, you may use the PANTONE® colors listed above, the standards for which can be found in the current edition of the PANTONE COLOR FORMULA GUIDE. The colors shown on this page and throughout this guideline have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of PANTONE, Inc.
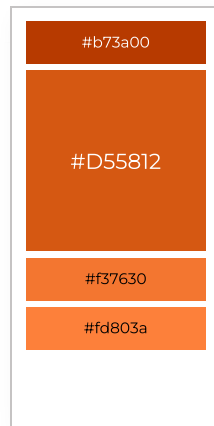
#dd4f00	#b73a00	#171e21
#FB6D14	#D55812	#353C3F
#ff8b32	#f37630	#535a5d
#ff953c	#fd803a	#5d6467

Ecstasy

Hex#FB6D14
RGB251 109 20
CMYK0 57 92 2
PantoneBright Orange

Alloy Orange

Hex#D55812
RGB213 88 18
CMYK0 59 92 16
Pantone1385

Onyx

Hex#353C3F
RGB53 60 63
CMYK16 5 0 75
PantoneBlack

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Montserrat

#FB6D14

Montserrat Regular 70 Pt

Montserrat

Montserrat Bold 120 Pt

Our Fonts

The primary font is Montserrat and it has 2 weights: Regular .

Primary Font

Montserrat

Aa
XMETA

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa
XMETA

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890