

DESIGN AND BRANDING

GUIDELINES

INDEX

WHO WE ARE

Our Mission	4
Our Vision	4

OUR BRAND

Our Brand	6
Logo	7
Dimensions	8
Variations	9
Co-Branding	10
Logo Dont's	11

OUR COLOR

Palette	13
Combination	14

TYPOGRAPHY

Main Font	16
Secondary Font	17
Pairings - Size	18

BRAND VOICE

Brand Voice	20
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KEY VISUALS

Additional Guidelines	22
Metis Girl Usage	24
Metis Girl Customization	28
Metis Girl Poses	31
PPT Slides	35
Advertising	39
Events	40
Merch	41

WHO WE ARE

Metis is a democratic system to empower the crypto community through a secure, transparent, and user-friendly network.

Unlike anything in crypto, we developed a solution around the system's essential part - the user.

Our goal is to make people see the blockchain/crypto/DeFi space as a place of freedom and endless possibilities. Anyone with any computer skills can create your very own entity and become part of the future.

OUR VISION

Advance blockchain technology to accelerate the world's transition to an open, fair, and decentralized economy.

OUR MISSION

Create a decentralization platform for anyone, from startup to enterprise, to build, run, and grow a company or community.

OUR BRAND

OUR BRAND

Our logo is our soul. The minimal representation of our very own desire to represent a friendly face to millions of DeFi users worldwide, waving the flag of democracy and developing a simpler and smarter process to the crypto world.



Metis in ancient Greek religion was a mythical Titaness belonging to Titans' second generation and represents wisdom and skill (on a craft).

We choose a Goddess to name our company because we believe that women have their own space inside the crypto industry, and because - after democracy, justice and freedom get a woman as a symbol - we need to play this important part in the market and be the woman that represents all these aspects inside the decentralized finance world.

Metis Pronunciation:

<https://www.youtube.com/watch?v=idLsV6PWAao>

LOGO

Logo = Symbol + Logotype

The logo has two components: the symbol and the logotype that uses the Gotham Bold typeface.

The symbol must be used as part of the logo in all communications.

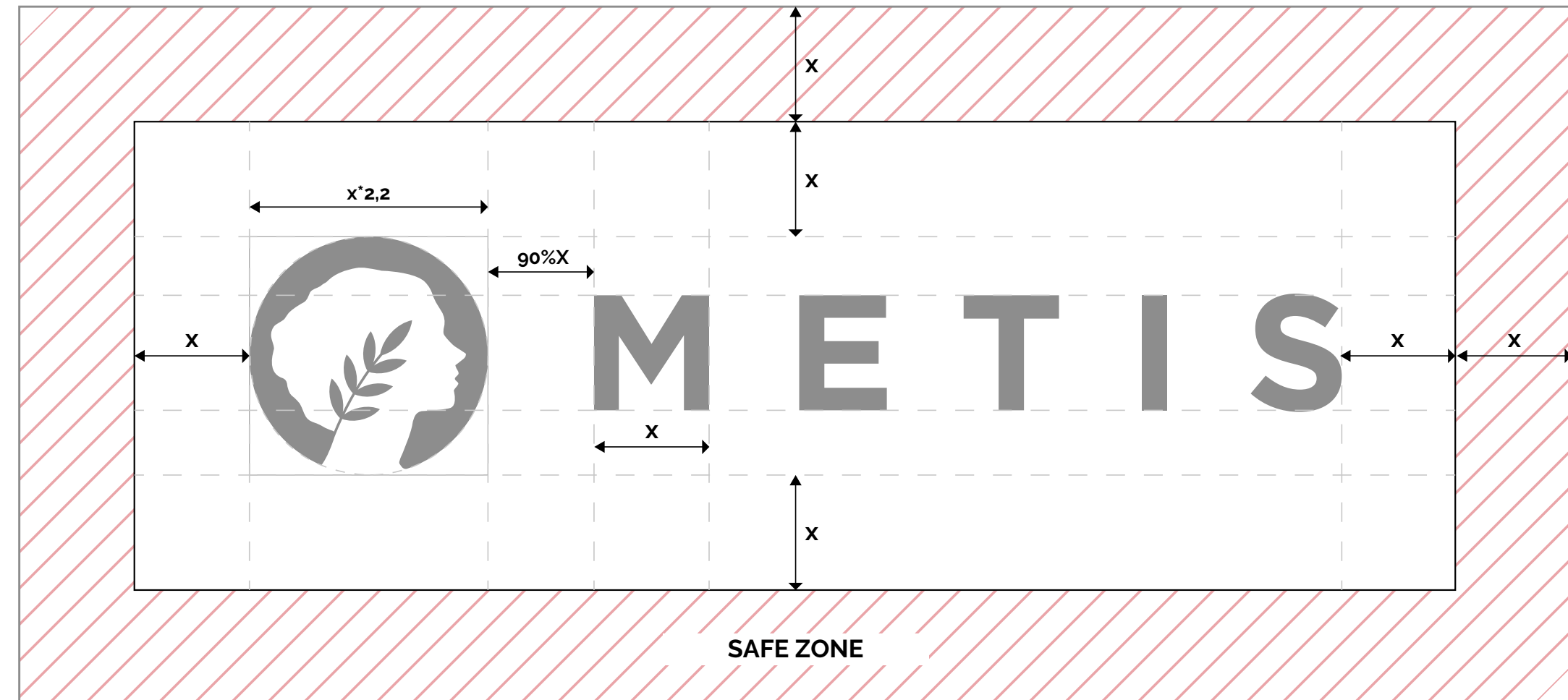


The symbol alone is only used as icon, illustration, and corporate sites: Twitter, Youtube, etc.

DIMENSIONS

and Safe Zone

- a. The minimum Safe Zone that must surround the logotype is equivalent to the width of its letter M.
- b. In print, the logo should never appear smaller than 1,2" (30 mm). On-screen, it must appear at least 250 pixels wide.



Print: 1,2" (30 mm).
On-screen: 250 pixels.

LOGO VARIATIONS



M E T I S

Main Composition



M E T I S

Secondary Composition



Token

LOGO CO-BRANDING

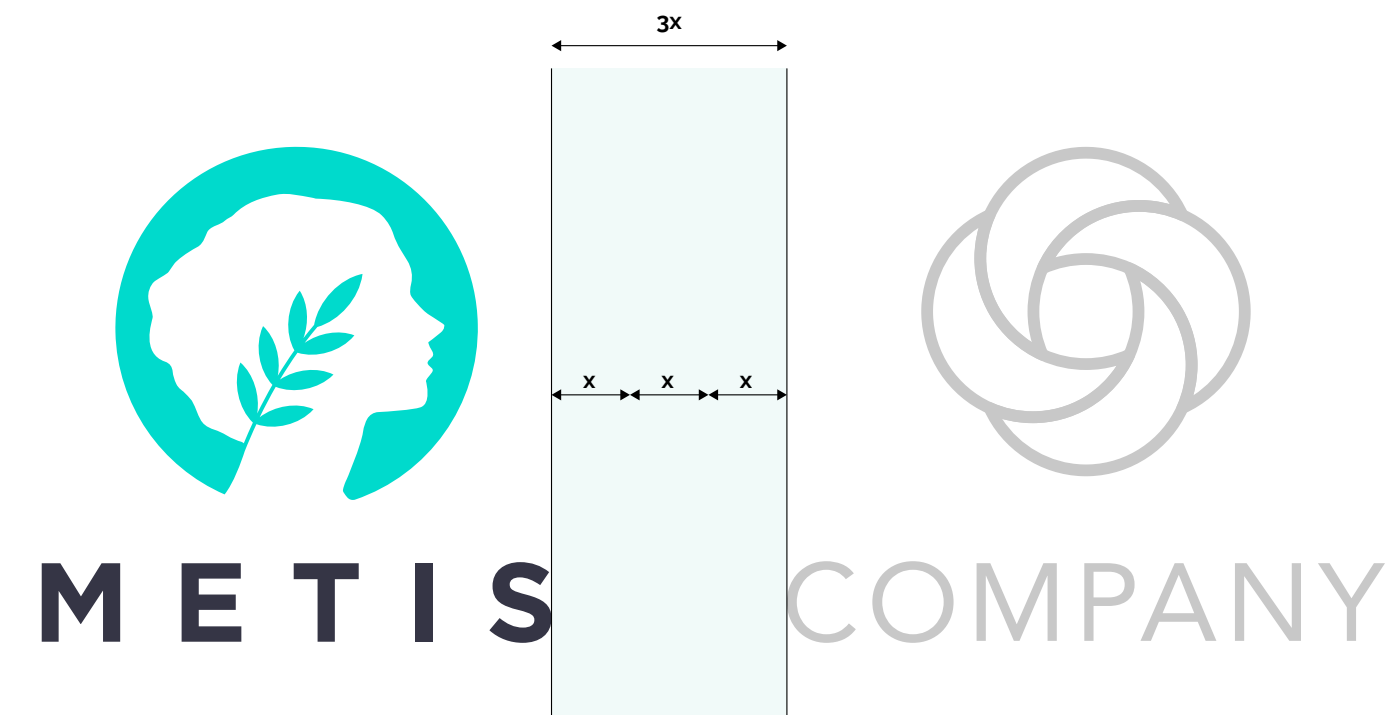
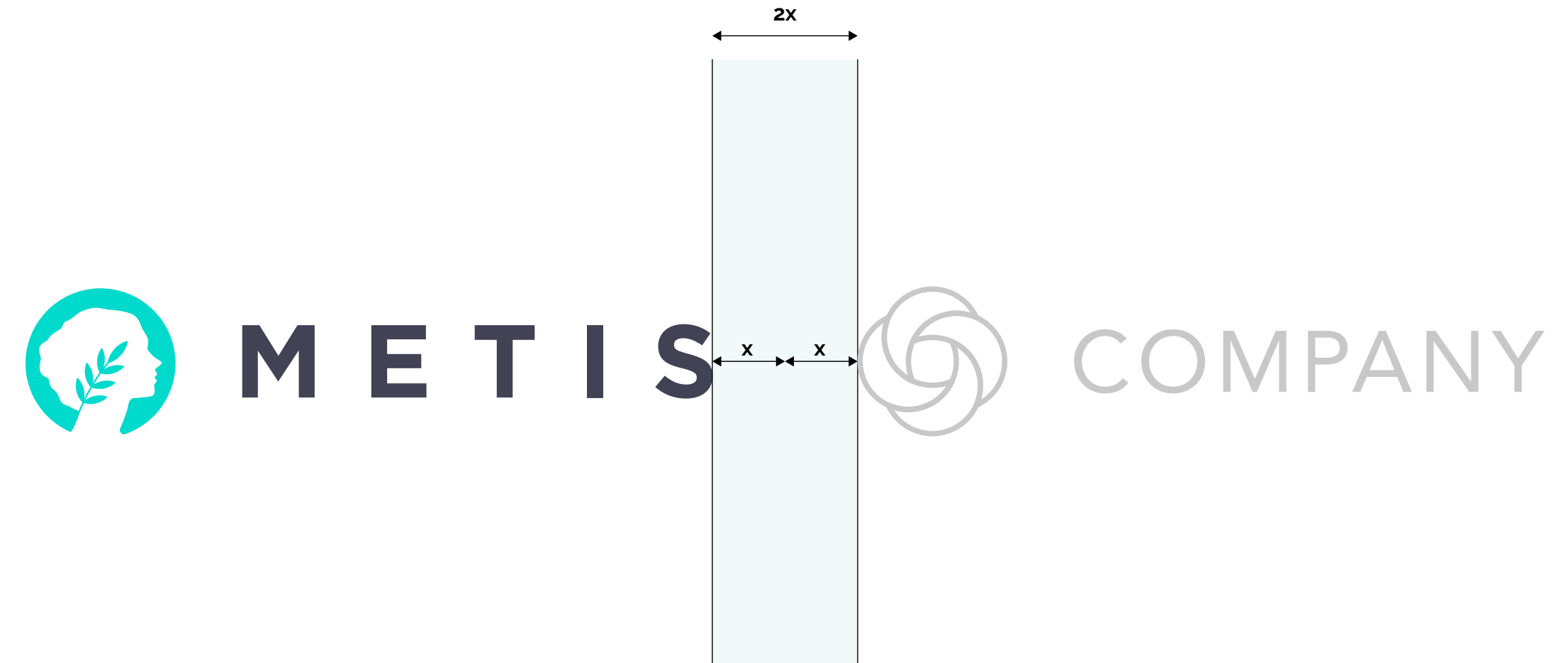
Relationship with partnership logotypes

Aligning partnership logos should follow Metis Safe Zone rules.

Taking this into account, the minimum separation of the logo in its main composition will be **2x**.

In the case of the secondary composition, the minimum separation will be **3x**.

This applies for both left and right as well as top and bottom.



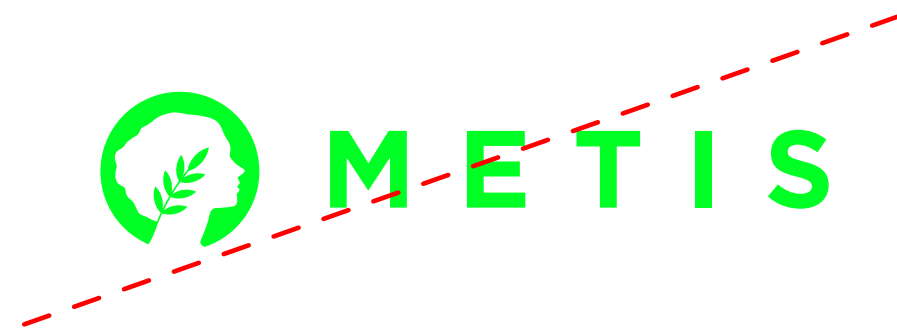
LOGO DONT'S

What not to do

Designer not allowed to change Metis Logo colours



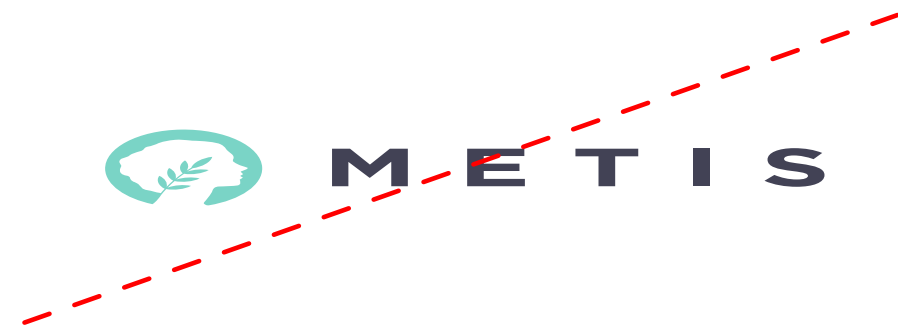
Don't change the size relationship of the symbol to the logotype.



Don't alter the color specifications within the symbol or the logotype.



Don't attach text of any kind to the symbol.



Don't stretch or compress the logo.



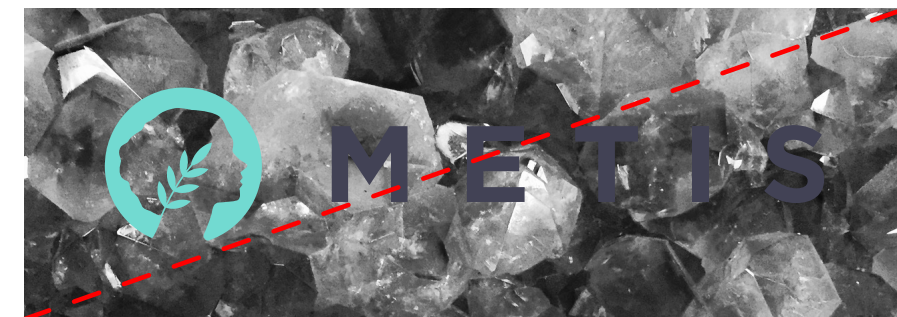
Don't tilt the logo.



Please respect Safe Zone.



Don't place the logo on backgrounds that provide insufficient contrast.



Don't place the logo over busy photographic or texture backgrounds.



Don't use background colors out of the approved palette.

BRAND COLOR

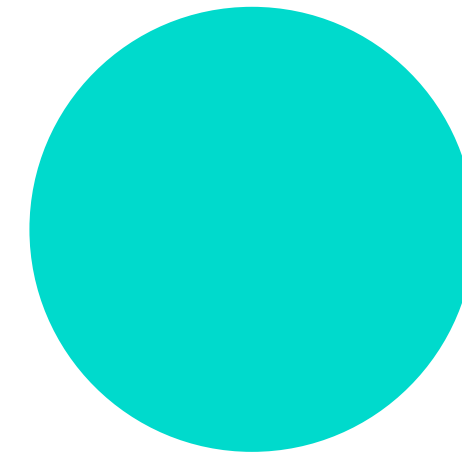


COLOR PALETTE

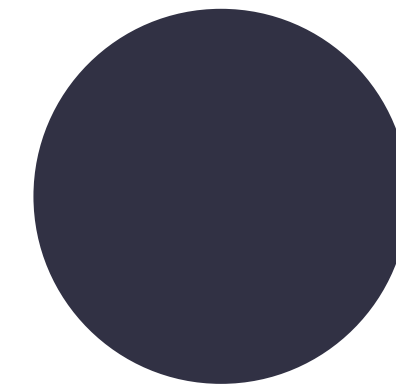
Green is the main color used in the Metis icon, accompanied by the supporting gray color.

In addition, there is a wide palette of secondary colors based on green and purple that serves as a support, carefully selected to enhance the visual impact and ensure the legibility of the texts; and three gradient palettes set to be used in backgrounds.

Primary Colors

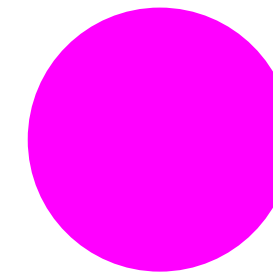


Main Green
#00DACC

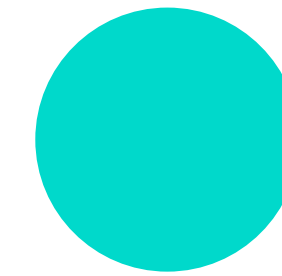


Gray Support
#313144

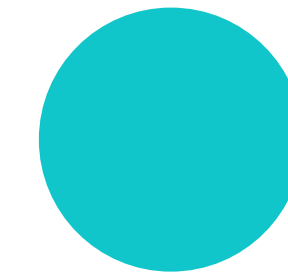
Support Colors



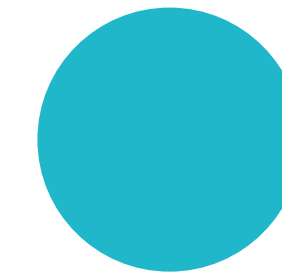
Flare Color
#FF00FF



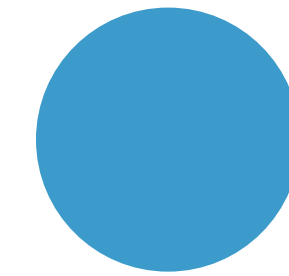
01
#00DACC



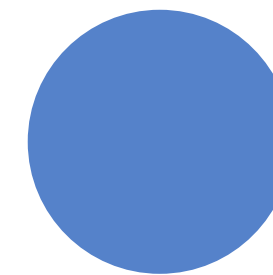
02
#11C9CD



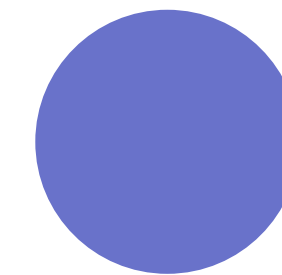
03
#20BACD



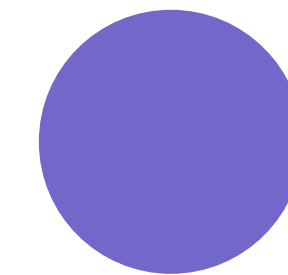
04
#3C9ECD



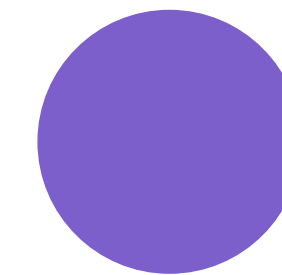
05
#5585CD



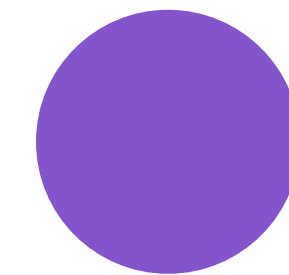
06
#6972CD



07
#7368CD



08
#7C5FCD



09
#8755CD

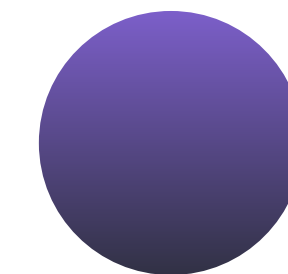
Gradient



#00DACC
to
#7C5FCD



#00DACC
to
#FF00FF



#7368CD
to
#313144

COLOR COMBINATION

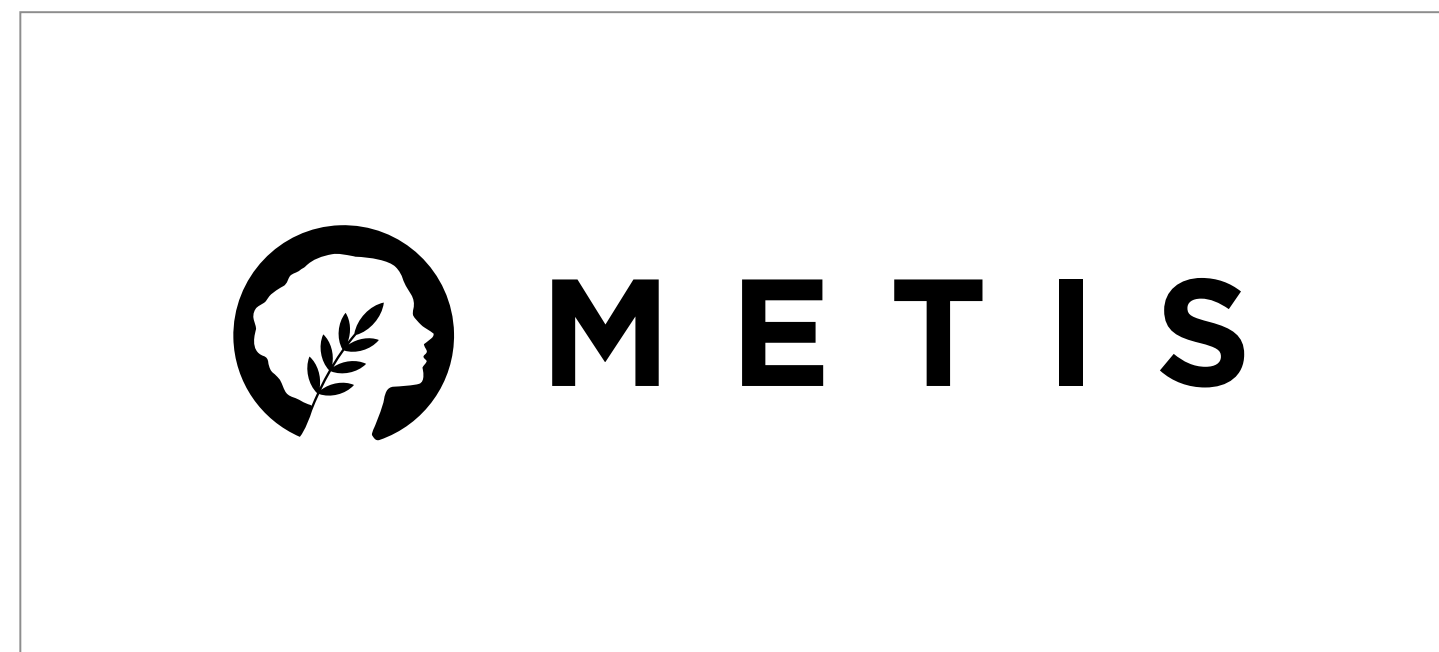
Logo Alternatives



Alternative



Alternative - Reverted



Single Color Black



Single Color White

TYPHO- GRAPHY



TYPOGRAPHY

Main Font

Main corporate font is **Gotham**. It is used for titles and standalone texts.

Using this font in our communication, the text should be the main focus of the content and needs to be the most prominent text in the composition, like titles or highlights.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

Secondary Font

The secondary corporate font is **Raleway**. It is used in support texts, like large text bodies (full page of text), small comments, subtitles, etc.

We can use the whole set of variations (light, bold, semi-bold) to help us set tone and mood in our communication.

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

Pairings - Display - Size

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

	Size	Tracking
Main Text	36 - 72 pt+	0
Support Text	14 - 36 pt+	0
Body Text	8 - 14 pt+	0

Option 1

Medium
Light

Title
Support

Option 2

Bold
Regular

Title
Support

Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

Limit type to no more than three sizes.

Use Semi-bold for large headlines.

Use Bold for increased legibility at small sizes or over backgrounds.

Bold or Semi-bold weights should be used sparingly.

Use Regular or Light for subheads, but not for headlines.

BRAND VOICE



BRAND VOICE

Characteristic	How it applies to us	Do	Don't
Democratic	We speak for each and every one of you, respecting and supporting interests of every individual on our platform.	We seek to understand our public. We take decisions over data and not by individual opinions; we are open to collaboration; we also act as a moderator, rewarding and encouraging positive behaviors and fighting any act that disrupts the good relationship between the group or fuels harmful ideas against individuals.	Hide facts or information. Exclude people or groups. Act in pro of minorities when it undermines the majority.
Diverse	Each individual is unique and plays an important role in the crypto universe. A mix of people forms us as a company - and each one contributes to the whole.	Highlight the individuals and their values. Show the things that unify as a bigger group. Speak about the individual and how it impacts the system as a whole.	Overdo, overexpose the individual, or set apart the individual of the context. Don't focus on a single subject, or person, or object.
Informal	Having a relaxed, friendly, or unofficial style, manner, or nature. Be simple, be direct, and smile.	Highlight the bright side of life & business, make people smile. Use smaller sentences, cohesive and don't use jargons or technical worlds unless it is essential.	Lost touch with reality, overdo or overplay. Never step into sensitive content.

KEY VISUALS

KEY VISUALS

Additional Guidelines



Don't use more than one metis logo on a banner



If needed, backgrounds should be clear, monochromatic or with a hint of texture.



For complex textured backgrounds use the logo with background.



Use the stencil to incorporate colour to the composition - but restrict the colours to a related pallet.

KEY VISUALS

Metis Girl

Additional Notes

The Metis Girl can be used in graphic communication directed to the web3 environment;

The use of the Metis Girl in communication aimed at businesses is not allowed, this means that it should not be used in social networks such as linkedin and B2B work environments

To download the artwork of the Metis Girl please visit this link <https://www.metis.io/assets/merisgirl.zip>

TARGET	Web 2 Environment	Web 3 Environment <small>It is not necessary that the Metis Girl is present in all the graphics</small>	Business and VC
	✗	✓	✗
	✗	✓	✗
	✗	✓	✗
	✗	✗	✗
Internal Communications	✗	✓	✗
External Communications	✗	✓	✗
Metis Fest	✗	✓	✓
Web Site	✗	✓	✗
Merch/Swag	✗	✗	✗
Community Posts	✗	✓	✗
Tech Doc/PPT	✗	✗	✗

EVENTS	Asia	Other Regions
Stickers	✓	✓
Rollup	✓	✓
Flyer	✓	✓
Booth	✗	✗

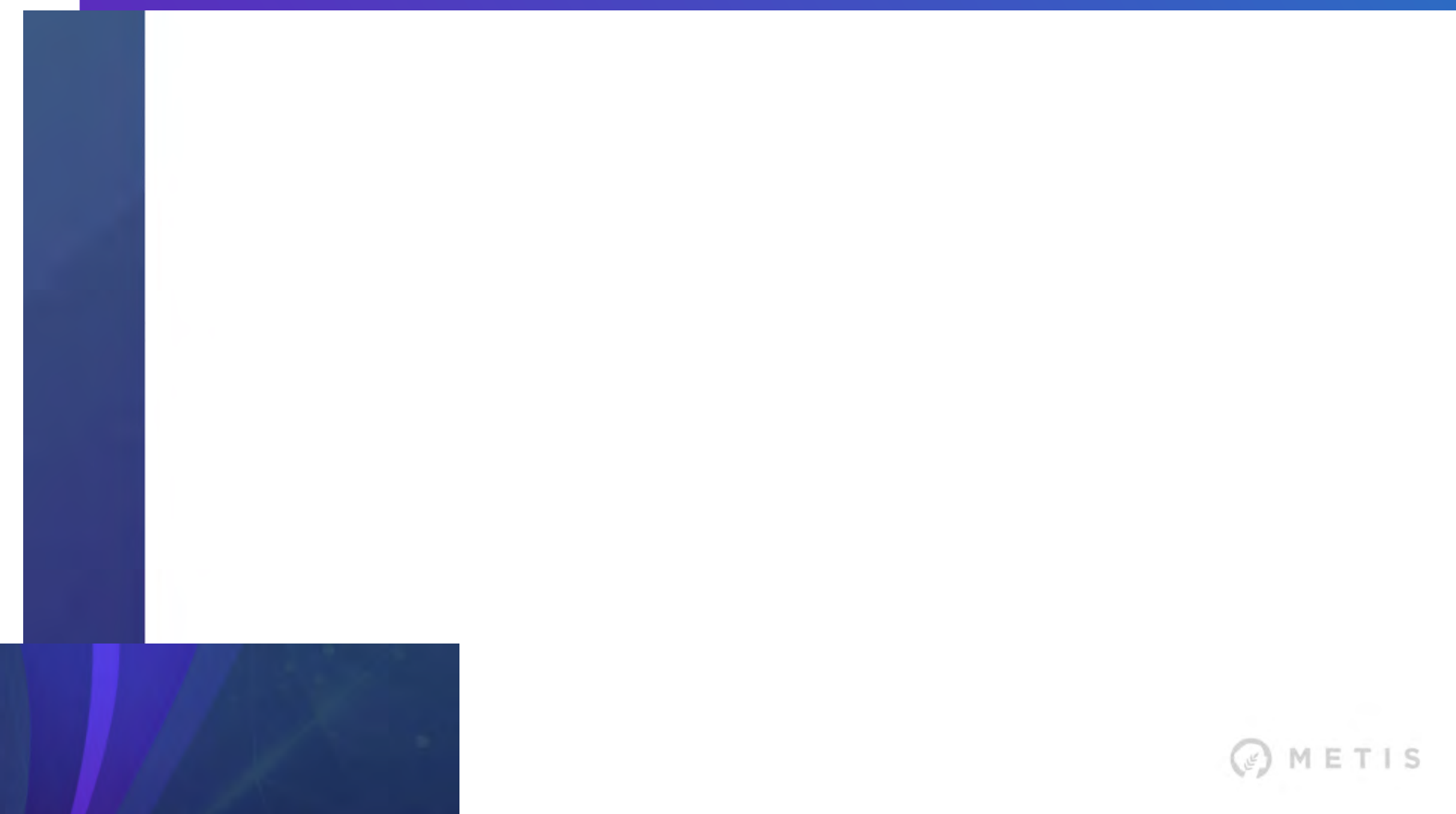
KEY VISUALS

PPT Slides
Closing and
Front page



KEY VISUALS

PPT Slides
Tech



KEY VISUALS

PPT Slides
Inner Pages
White and Dark



KEY VISUALS

Advertising



KEY VISUALS

Events



KEY VISUALS

Merch





Created by: badcryptomarketing.com