

STYLEGUIDE



METaverse
MONDAY

LOGO

Logo Variations



METAVVERSE
MONDAY

vertical arrangement



METAVVERSE
MONDAY

vertical arrangement
black



METAVVERSE
MONDAY

vertical arrangement
white



METAVVERSE
MONDAY

horizontal arrangement



METAVVERSE
MONDAY

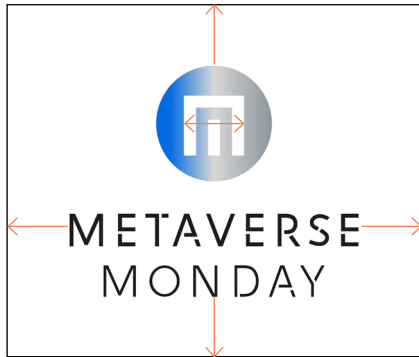
horizontal arrangement
black



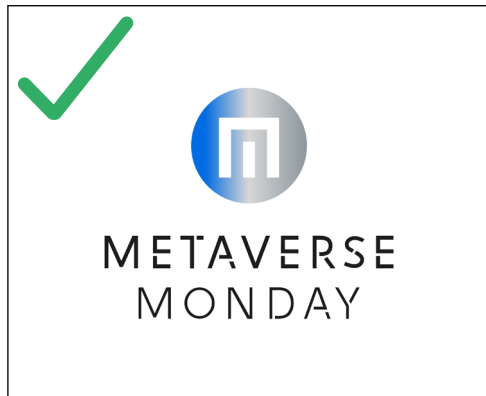
METAVVERSE
MONDAY

horizontal arrangement
white

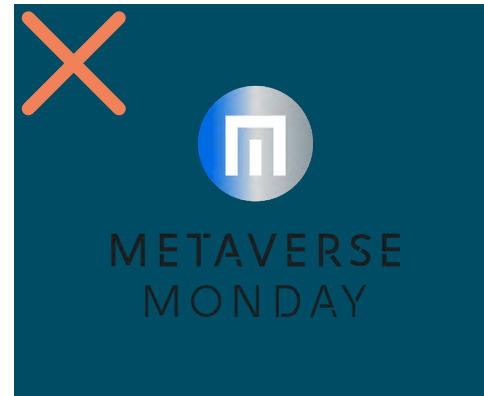
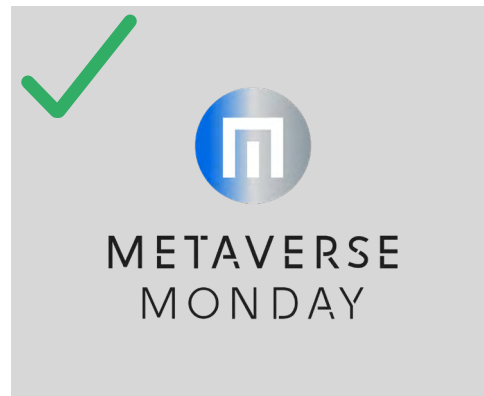
Logo Usage



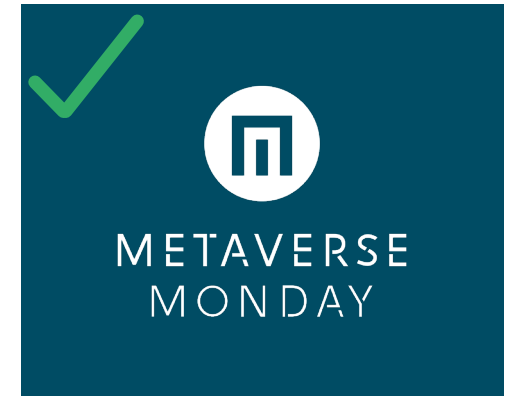
A minimum clear space between the logo and other elements must be maintained



use white or light coloured backgrounds

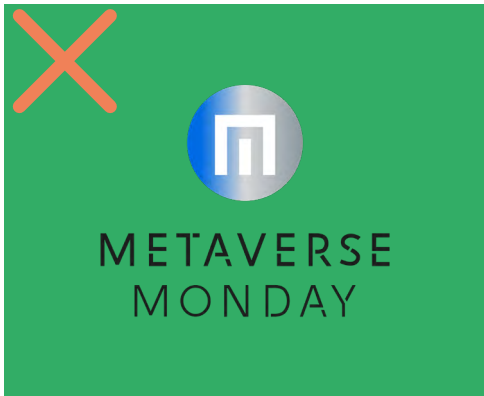


do not use the main logo on black or dark coloured background

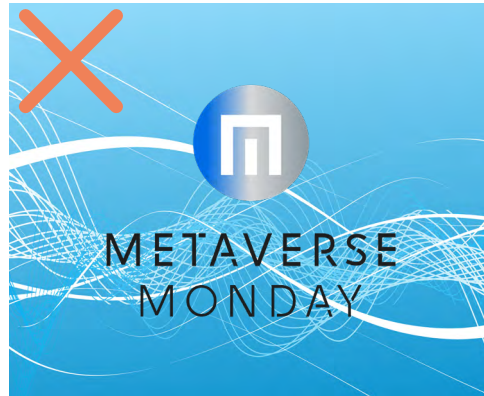


on black or dark coloured backgrounds use the white logo instead

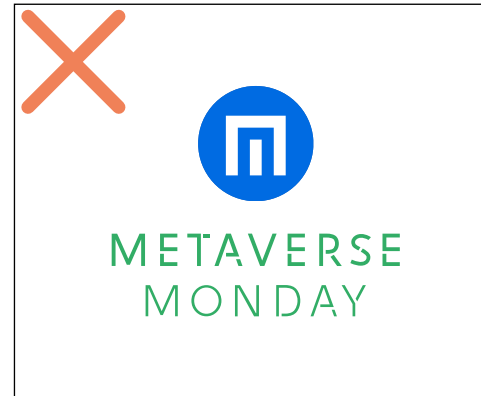
Logo Usage



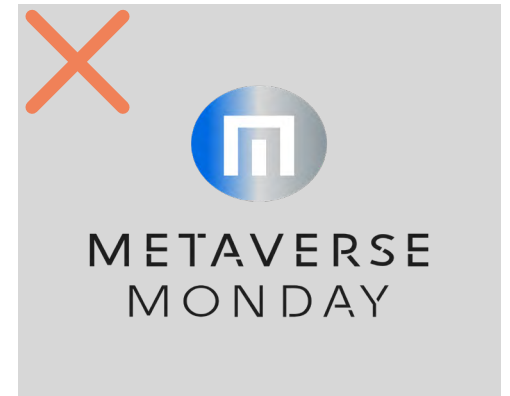
do not use the main logo on colourful backgrounds



do not use the main logo on patterned backgrounds



do not colorize the logo or parts of it



do not distort the logo

Logo Signet (Icon)



main signet



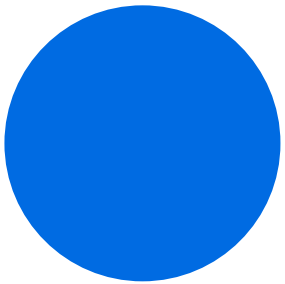
signet black

The Logo Signet can be used as an icon for example in social media.

Colours

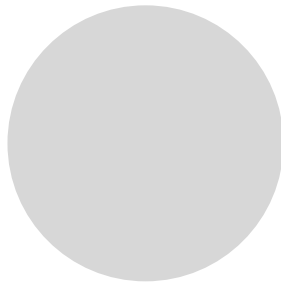
main colours

Blue



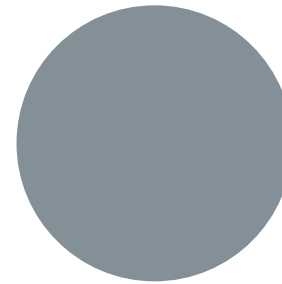
006be2
RGB 0 107 226
CMYK 85 55 0 0

Silvergrey



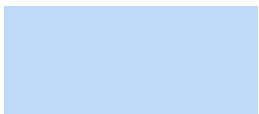
d7d7d7
RGB 215 215 215
CMYK 18 12 14 0

Darkgrey



839097
RGB 131 144 151
CMYK 50 35 30 10

further colours



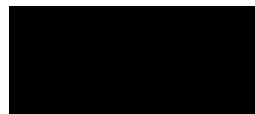
25 % Blue



50 % Blue



75 % Blue



black



white



accent colour

f08158
RGB 235 84 0
CMYK 0 60 65 0

Colour Gradient

Colour Gradient

Colour Gradient from Blue over Silvergrey to Darkgrey



Examples

The Colour Gradient is an important design element in the Metaverse Monday Corporate Design and is used in the Logo Signet. It is also used in backgrounds such as title pages or in webdesign.

Typograhhy

Typography

Source Sans Pro
semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 € \$ % & ? ! # \$ „ “

Source Sans Pro
light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 € \$ % & ? ! # \$ „ “

further typefaces that can be used

Source Sans Pro regular

Source Sans Pro italic

Source Sans Pro bold

Source Sans Pro semibold italic

The font Source Sans Pro is a very linear and modern one and is well readable on all devices.
There are many typefaces that can be used to accentuate parts of your text.