



BRAND GUIDEBOOK

A manual for **visually** representing
the Metopia brand.

All of Metopia's brand features are proprietary.

If you opt in to use any trademarks, logos, designs and / or other brand features, you acknowledge **your acceptance** of the terms in the brand guidelines.

Overview

Metopia is the first native virtual real estate investment trust. We have developed a simple, quick, secure, and internationally syndicated method for investing in metaverse lands. This is achieved by combining the buying and selling of virtual properties with harnessing the advertising and promotional potential of the locations during traffic heavy periods.

As an ambitious company operating in a quickly growing industry, we have developed a brand that allows for experimentation and growth. Nonetheless, basic visual identity elements do exist for Metopia. This Brand Guidebook will explain how to use the logo and style elements correctly.

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01

BRAND LOGO



Primary Logo

The primary logo consists of a wordmark enclosed by two graphical elements. The wormark is minimal and sharp. It stands for precision and technology.





Logo Variations

The primary logo has multiple variations that are can be used – a colored version, white version, and digital green version. Use on light backgrounds will be displayed in following chapters.



Icon

The Metopia icon is a reduction of the primary logo. Only the first letter is kept, enclosed within the iconic enclosing green corners.





Icon Variations

Same as the primary logo – the icon has multiple variations that are can be used – a colored version, white version, and digital green version. Use on light backgrounds will be displayed in following chapters.



Clear Space

For better readability and recognizability, the logo and icons should have a certain clear space around them. The distance of the clear space should be equal to the X height of the lettering of the logo.



Inverted Logo & Icon

In cases where use on dark background is not possible, these backup options can be used. All black versions are preferred. Colored versions can be used on only pure white backgrounds.

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metopia

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Dont's

Incorrect use of the Metopia logo hurts the image of the brand and dilutes the sharp visual identity of Metopia, making it less recognizable over time.



Don't disproportionately stretch the logo



Don't place logo on images that don't create contrast with all logo elements.



Don't change the original solid color



Don't change letter spacing for logo



Don't use drop shadows on logo



Don't use gradient with logo



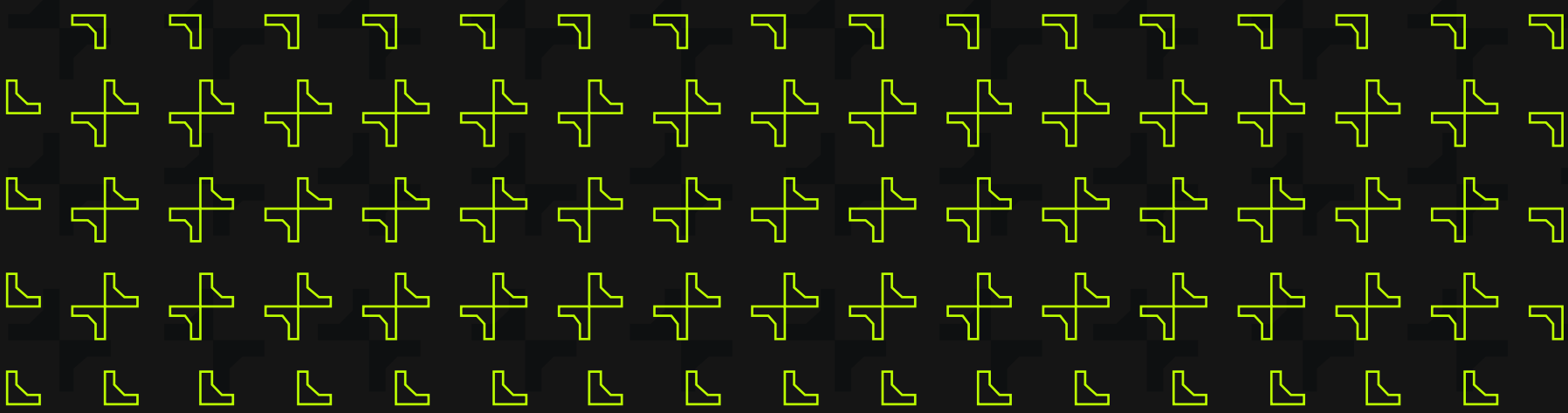
02

BRAND ASSETS



Brand Patterns

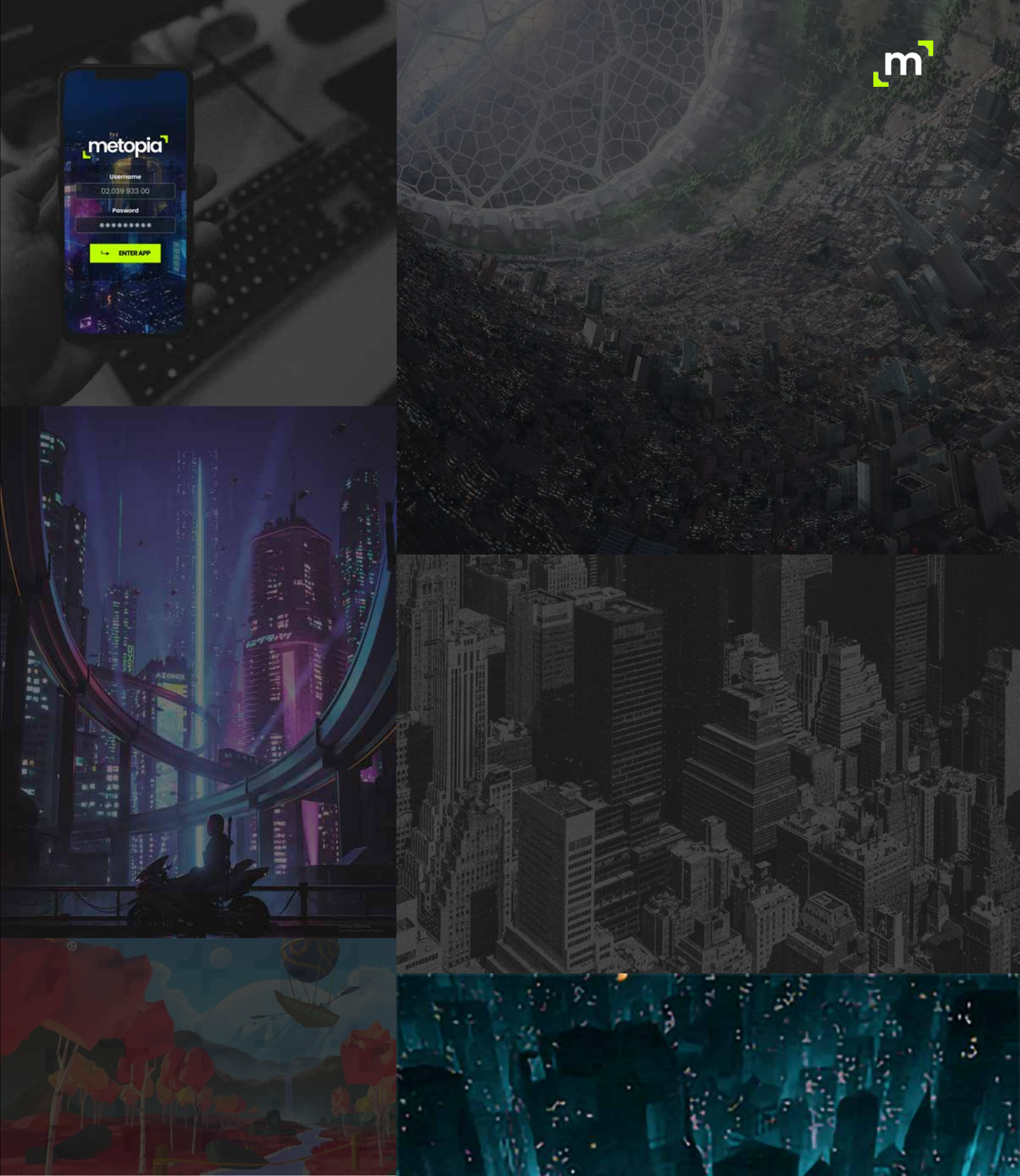
Our brand patterns can be used as accents for various designs. In addition to the patterns, we use noise textures to add complexity to the design and help create a more cohesive brand.





Brand Imagery

Metopia uses concept images that inspire thoughts about the future, and borrow from the popular cyberpunk aesthetic. As for photography, we use natural, modern images that convey simple emotions with and understated palette.





03

TYPOGRAPHY





Poppins

Our main typeface is poppins, for both web use and presentational materials.

Metopia

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

1 2 3 4 5 6 7 8 9 0

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Metopia	<i>Metopia</i>
Metopia	<i>Metopia</i>
Metopia	<i>Metopia</i>
Metopia	<i>Metopia</i>
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Metopia	<i>Metopia</i>





Space Mono

Our secondary typeface is Space Mono. It is used for numbers, as well as for the purpose of breaking up design and adding typographical contrast.

Metopia

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

1 2 3 4 5 6 7 8 9 0

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Metopia Metopia

Metopia Metopia



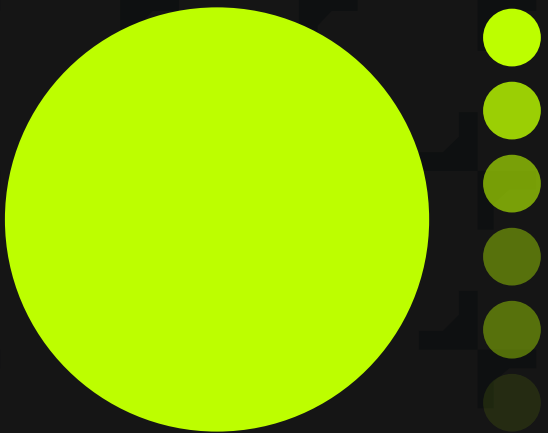
04

BRAND COLORS



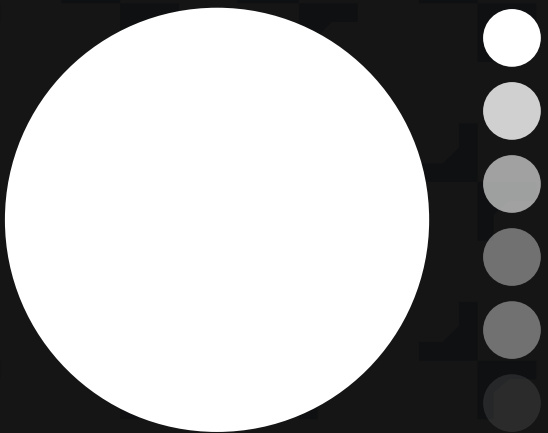
Color Palette

Metopia employs a simple color palette. Three colors and their shades are used: pure white, pure black, and the iconic digital green.



Digital Green

HEX: #BDFE00
RGB: 189 254 0
CMYK: 30 0 100 0



Pure White

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0



Pure Black

HEX: #000000
RGB: 198 198 198
CMYK: 75 68 67 90

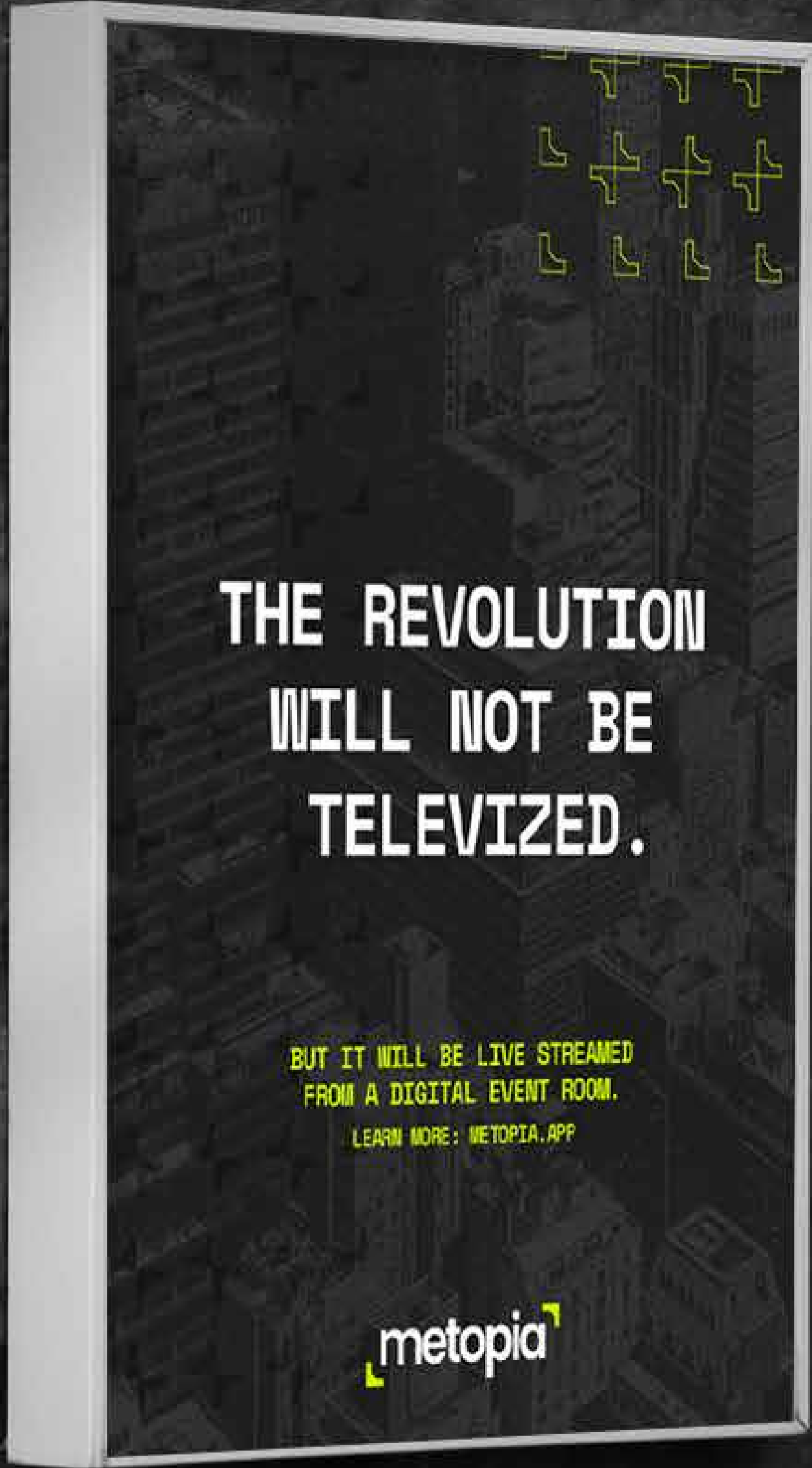


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BRAND USE EXAMPLES









WORK TOGETHER →
→ BUILD YOUR WEALTH



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