

Metazoa Brand Guide



Metazoa Logo

MEDALLION LOGOS

Medallion With Name

Use this logo when it will be the main graphical element on the page. It works best at larger sizes.

The Medallion With Name should never be smaller than 1.5" in diameter. At smaller sizes use the Medallion Without Name

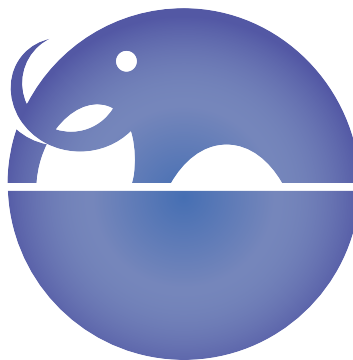


Medallion Without Name

This logo can be used large, like its counterpart with the company name, when you want an option without any text to distract (e.g. as a watermark behind text).

It can also be used at very small sizes where the text in other logos would be unreadable, such as at the end of a piece of text that spans multiple pages 🌐

It should not, however, be used as bullet points.



Metazoa Logo

PRIMARY LOGOS

The following examples show proper usage of the Metazoa Logo in full color.

The Metazoa Logo can not be redrawn or recreated from separate graphic and type elements. Reproduction of the Metazoa Logo can only be achieved by using the official master artwork files.

The full-color Metazoa Logo will always appear on white background.

The Metazoa Logo must appear at least once on all communication media.

Changes to the Metazoa Logo are not allowed (e.g., graphic effects, shadows, inner-glows or other graphic elements).

Vertical

Whenever possible, use the vertical treatment of the Metazoa Logo.



Horizontal

The horizontal treatment should be used whenever the available space prohibits the vertical treatment, such as banners, page headers or footers.



Metazoa Logo

ONE-COLOR TREATMENTS

The following examples show proper usage of the Metazoa Logo in one-color treatments.

It is essential that the Metazoa Logo be placed on the correct background. When placing the Metazoa Logo against darker backgrounds, the Logo should be white. Against lighter backgrounds, the Logo should be in a color that stands out well against the background.

Pantone 7670 C



Pantone 7683 C



Pantone 426 C



Reverse Treatment



Metazoa Logo

INCORRECT LOGO USAGE

Avoid backgrounds that dilute the readability and effectiveness of the Logo.

Never re-draw the Metazoa Logo, alter its shape with filters or other software, or try to re-create it using a font.

It would be impossible to list in this guide all of the accepted uses and all of the misuses for the Metazoa Logo. Use common sense and the basic principles of this style guide when representing the Metazoa Logo. The following examples show some common misuses of the Metazoa Logo.



Do not skew the Logo



Do not place the Logo on a similar color background



Do not angle the Logo



Do not stretch or squish the Logo



Do not place the Logo on a busy pattern



Do not rearrange the Logo



Do not place the Logo over a shape that cuts through the Logo

Metazoa Logo

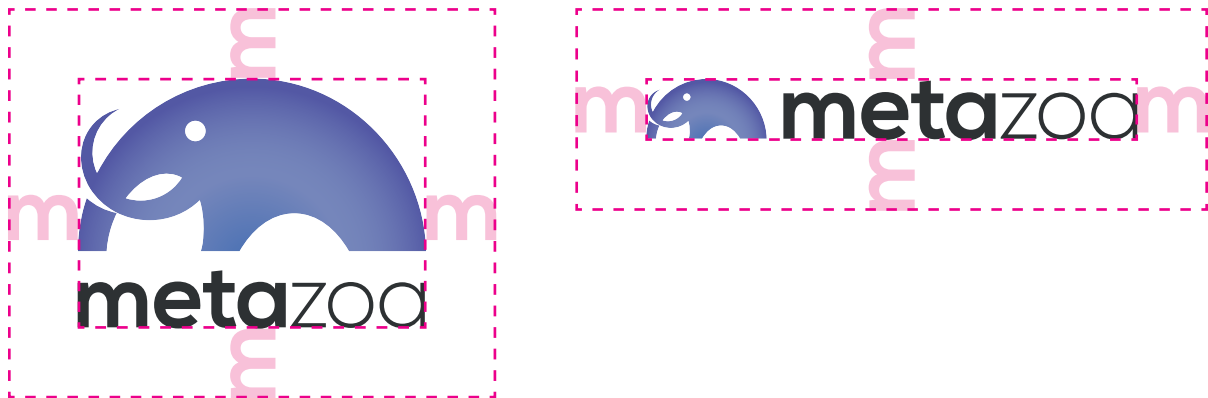
CLEAR SPACE REQUIREMENT

The minimum clear space around the Logo should equal the width of the letter “m.”

The clear space requirements displayed on this page are intended to maintain the integrity of the Metazoa Logo by ensuring an appropriate amount of space around the logo. No other elements should infringe on the clear space of the Logo.

The clear space requirements act as a ratio. The larger the Logo, the larger the minimum clear space around it should be.

Clear space requirements for the Logo are shown here:



MINIMUM SIZE REQUIREMENT

The letters in the Metazoa Logo should never be smaller than the main body text in the document.

Product Logos

SNAPSHOT LOGO

The following examples show proper usage of the Snapshot Logo in full color.

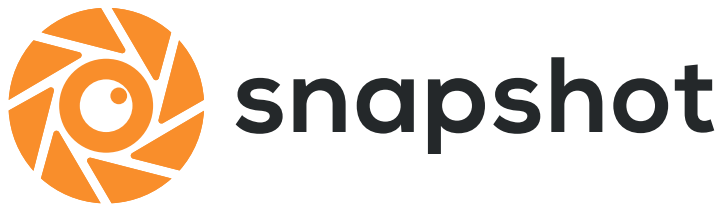
The Snapshot Logo can not be redrawn or recreated from separate graphic and type elements. Reproduction of the Snapshot Logo can only be achieved by using the official master artwork files.

The full-color Snapshot Logo will always appear on white background.

Changes to the Snapshot Logo are not allowed (e.g., graphic effects, shadows, inner-glows or other graphic elements).

Horizontal

Whenever possible, use the horizontal treatment of the Metazoa Logo.



Vertical

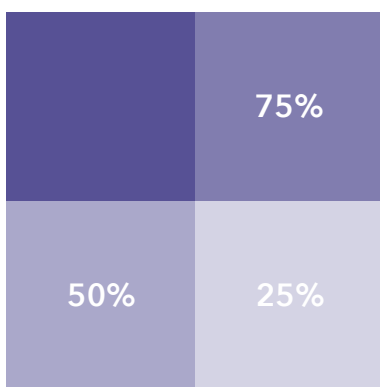
The horizontal treatment should be used whenever the available space prohibits the horizontal treatment.



Metazoa Colors

PRIMARY COLOR PALETTE

The primary colors for the Metazoa color palette are Red (Pantone 2035), Dark Green (Pantone 370), Light Green (Pantone 367), Blue (Pantone 2915) and Gray (Pantone 423).

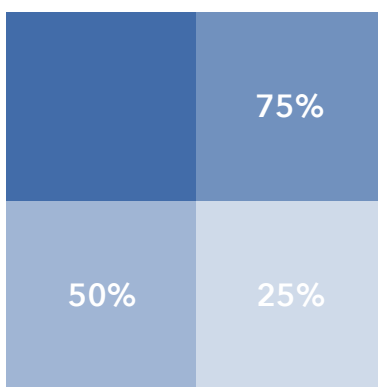


Purple

Pantone 7670 C

#5256a5

r: 82 g: 86 b: 185
c: 78 m: 78 y: 10 k: 1

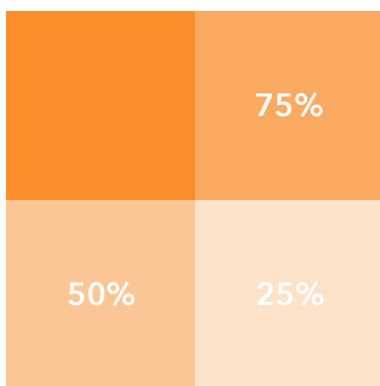


Blue

Pantone 7683 C

#3e69b2

r: 62 g: 105 b: 178
c: 81 m: 59 y: 7 k: 0

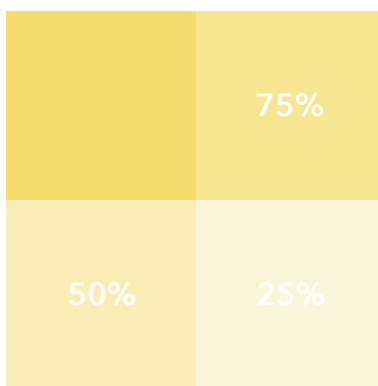


Orange

Pantone 715 C

#ff913a

r: 255 g: 145 b: 58
c: 0 m: 67 y: 100 k: 0

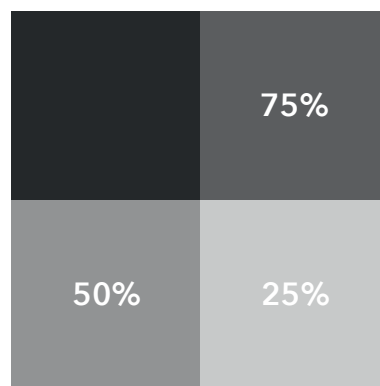


Yellow

Pantone 127 C

#ffe27b

r: 255 g: 226 b: 123
c: 5 m: 9 y: 70 k: 0



Charcoal

Pantone 426 C

#24272a

r: 36 g: 39 b: 42
c: 73 m: 64 y: 61 k: 59

Metazoa Typography

Typography is an important part of The Metazoa Logo system. Consistent use of typefaces in all Metazoa communications will demonstrate Metazoa's commitment to consistency and professionalism.

PRIMARY FONT

Avenir Next

The primary font for Metazoa is Avenir Next. This font family was designed by Adrian Frutiger in collaboration with Monotype Type Director Akira Kobayashi. It was an expanded reworking of the original font family Avenir and received considerable acclaim upon its publication by Linotype in 2004.

Use Avenir Next in both internal and external Metazoa communications.

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Avenir Next Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Avenir Next Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Metazoa Typography

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SECONDARY FONT

Libre Baskerville

Libre Baskerville is a web font optimized for body text (typically 16px.) It is based on the American Type Founder's Baskerville from 1941, but it has a taller x-height, wider counters and a little less contrast, that allow it to work well for reading on-screen.

Use Libre Baskerville sparingly alongside Avenir Next as a body type for long blocks of text in a formal document (e.g. contracts), footnotes, attributions, or other "fine print."

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%~&*()

Libre Baskerville Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%~&*()*

Libre Baskerville Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%~&*()**