



Brand Guidelines



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).

[Click here for logo folder](#)



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.

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.

[Click here for logo folder](#)

Pantone 7670 C



Pantone 7683 C



Pantone 426 C



Reverse Treatment



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 recreate 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 stretch or squish the 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.

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

[Click here for logo folder](#)



Product Logos

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).

[Click here for product logo folder](#)



Vertical

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



Horizontal

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

Primary Colors

These colors should be the dominant color in all collateral.. They can be combined with one another, or with a secondary color.

Use of white space is important for the Metazoa brand. Do not overuse the colors.



Purple

PANTONE 7670 C
RGB: 85 84 149
CMYK: 78 72 7 0
HEX: #6870b0



Dark Gray

PANTONE: 2380 C
RGB: 40 51 74
CMYK: 89 75 43 44
#28334a



Blue

PANTONE 7683 C
RGB: 62 105 178
CMYK: 81 59 7 0
#3e69b2



Orange

PANTONE 715 C
RGB: 255 145 58
CMYK: 0 67 100 0
#ff913a

Secondary Colors

These colors should only be used if a primary color is already present. They are designed to complement the primary colors.

Use of white space is important for the Metazoa brand. Do not overuse the colors.



Charcoal

PANTONE 426 C
RGB: 36 39 42
CMYK: 73 64 61 59
HEX: #24272a



Indigo

PANTONE: 2757 C
RGB: 0 26 87
CMYK: 100 91 37 35
#001A57



Deep Blue

PANTONE 2140 C
RGB: 62 105 178
CMYK: 81 59 7 0
#405481



Yellow

PANTONE 127 C
RGB: 255 226 123
CMYK: 5 9 70 0
#FEE182

Color Exceptions

It is permissible to alter the shade of colors so that they stand out on their background. Use the following example as a guideline for how to do this.

Explore the ultimate **end-to-end** org management solution

The text in Metazoa orange is hard to read on the sky-blue background.

Explore the ultimate **end-to-end** org management solution

The orange has been darkened to improve readability.

Explore the ultimate **end-to-end** org management solution

The text in Metazoa purple is hard to read on the sky-blue background.

Explore the ultimate **end-to-end** org management solution

The purple has been darkened to improve readability.

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

Nunito Sans

Our primary font is Nunito Sans. Use bold or black weight for headings, Normal weight for body text.

Ag

[Download Here](#)

Designed by Vernon Adams, Jacques Le Bailly, Manvel Shmavonyan, Alexei Vanyashin

Typography Usage

Metazoa typography should always utilize the dark, neutral colors in the palette.

Headings should use our primary dark gray. Certain words can be highlighted using our primary purple.

In cases where you need a stronger color, our secondary indigo shade can be used.

Large, main headings should use the black font weight. Smaller and secondary headings can use bold or extra bold.

Headings should always be written in title case.

Body copy should always use the normal font weight and our primary dark gray.

What's in Your Org?

Metazoa Snapshot For Salesforce Developers

Streamline Metadata Deployment

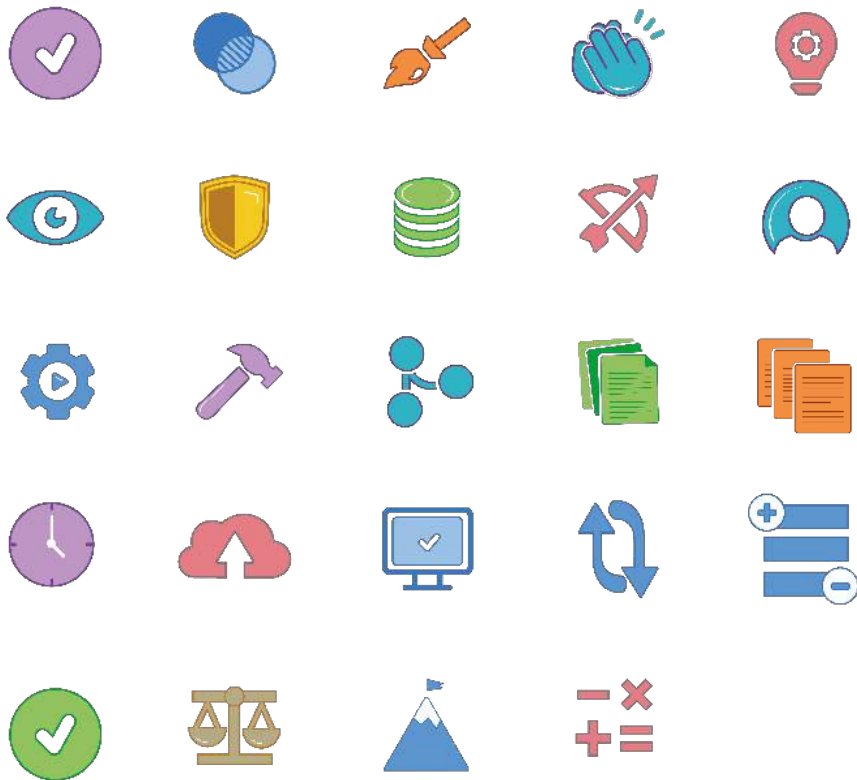
Snapshot enables developers to deploy metadata assets between Salesforce DX. Support includes the ability to push and pull metadata changes from scratch Orgs. Snapshot even provides unique Salesforce-aware comparison reports.

Icons

Metazoa's icons are colorful with soft edges and complementary or contrasting outlines.

The icons are designed to complement other graphic elements and text on a page and should never be used as the primary graphic element.

Icons should aid in the communication and understanding of Metazoa messaging. Always choose an icon that illustrates the copy. Do not choose an icon and pair it with text at random, or for a purely visual effect. If a fitting icon does not exist, you may create a new one in keeping with the same style.



Icon Colors

Metazoa's icons depart from the primary and secondary color palettes at times. This allows them to remain interesting and eye-catching.

The following are the colors, and color pairings used for Metazoa's icons. Use these color combinations when creating new icons for Metazoa.

The lighter color should always be used as the fill or accent. The darker color should be used as the outline. This should never be reversed.

Icons should always be created and edited in vector format to allow for crisp visuals and infinite scaling.

[Click here for icon folder](#)

Icon Colors



Light Lilac: #BE96C4
Deep Lilac: #7B4694



Coral: #E67D84
Mauve: #917275



Light Blue: #5C94CE
Deep Blue: #3978BC



Teal: #52FB2C3
Deep Purple: #70398C



Yellow: #F3CB20
Mustard: #B87A24



Orange: #F18E40
Burnt Orange: #963A15



Green: #80BE58
Deep Green: #04A239

Incorrect Icon Usage

Avoid backgrounds that dilute the effectiveness of the icons. Use icons in a structured way. Do not scatter 'randomly' on the page. Do not reverse the colors in an icon. Do not use an icon as the main graphic elements on a page or piece of collateral. Do not place unrelated icons beside chunks of copy.

It would be impossible to list in this guide all of the accepted uses and all of the misuses for the icon. Use common sense and the basic principles of this style guide when using them.

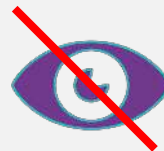
[Click here for icon folder](#)

Do not use icons unrelated to copy

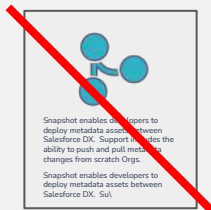


Snapshot enables developers to deploy metadata assets between Salesforce DX. Support includes the ability to push and pull metadata changes from scratch Orgs.

Do not reverse icon colors

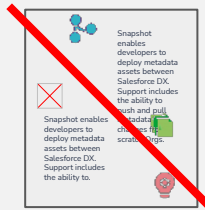


Do not use icon as main graphic element



Snapshot enables developers to deploy metadata assets between Salesforce DX. Support includes the ability to push and pull metadata changes from scratch Orgs.

Do not scatter icons in an unstructured way



Snapshot enables developers to deploy metadata assets between Salesforce DX. Support includes the ability to push and pull metadata changes from scratch Orgs.

Do not place icons on busy backgrounds



Woolly

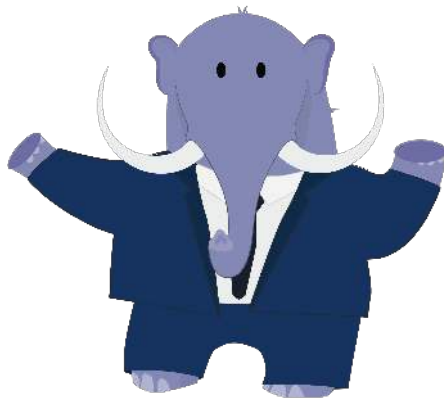
Woolly is Metazoa's mascot. He is a mastodon, not an elephant.

Use Woolly to showcase Metazoa's brand personality. He should always be shown in a positive light.

Woolly is always the same color, and unlike the Metazoa icons, he is always drawn with no outlines.

Woolly most-often appears wearing a blue Metazoa t-shirt and carrying a Snapshot camera. However, he can also be dressed up to illustrate particular professions or special events.

Woolly is often depicted alongside other Metazoa illustrative assets, such as a blue sky, rolling hill, forrest etc.



[Click here for Woolly folder](#)

Incorrect Woolly Usage

Do not change Woolly's color.

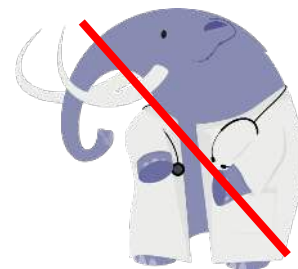
Never depict Woolly with his trunk curled in.

Never depict Woolly engaging in illegal or unsavory activities.

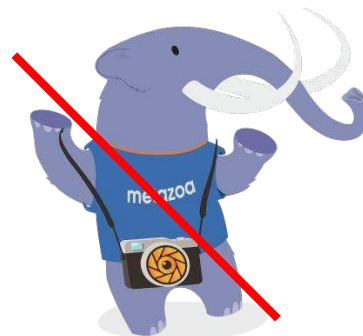
If you are creating a new Woolly position or outfit, be careful not to change his proportions.



Do not change Woolly's color



Do not depict Woolly with his trunk curled in



Do not change Woolly's proportions

Metazoa Illustrations

Illustrations help to tell Metazoa's story and communicate our brand. They can be paired together or layered to create a scene, or used solo to add some interest to a page or piece of collateral.

Use realistic proportions when pairing Metazoa Illustrations. For example, unless Woolly is far away, the monarch butterfly should not appear larger than Woolly. Woolly should not appear larger than a nearby tree etc.

Metazoa's library of illustrations is always growing. If you are creating some new additions, be careful to retain the Metazoa style: flat illustrations, no outlines, soft edges, use of basic shading.



[Click here for Illustration folder](#)

Metazoa Illustration Examples

The following slides include some examples of Metazoa Illustrations.

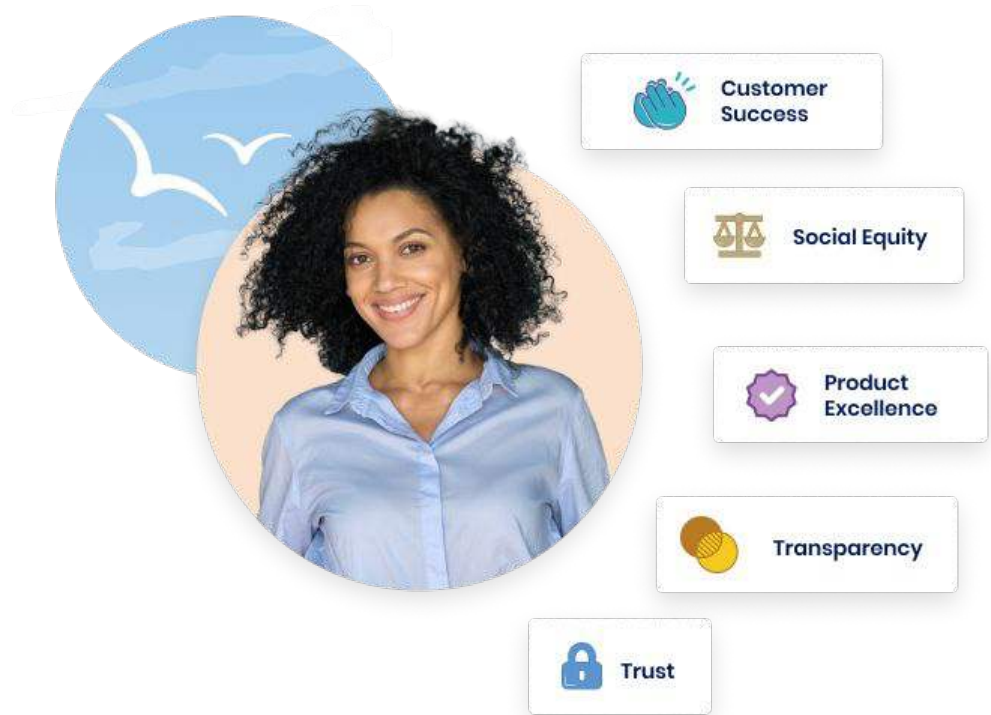


[Click here for Illustration folder](#)

Metazoa Illustration Examples

The following slides include some examples of Metazoa Illustrations.

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[Click here for Illustration folder](#)

California Panorama

Metazoa has created a series of 11 graphics that seamlessly connect along the bottom of a screen or slide. These graphics are numbers, and should always be used in sequence.

These graphics can be used plain, or on a light sky-blue background gradient. When designing with the panorama, keep other graphics to a minimum to avoid clutter. See the following examples for some Dos and Don'ts

[Click here for Panorama folder](#)



What's in your org?

Find it. Fix it. Maintain it.



Give the panorama a finished look by add a sky-blue gradient.

Keep text and graphics per slide minimal, and make use of white space.

Discover the ultimate end-to-end org management solution



Technical
Debt Removal



User
Management



Security &
Compliance



Relational
Data Migration



Change
Impact Analysis



Release
Management



Profile
Management



Metadata
Comparison

Always use the panorama frames in the correct order.

If necessary, use icons to illustrate your points

Technical Debt Removal

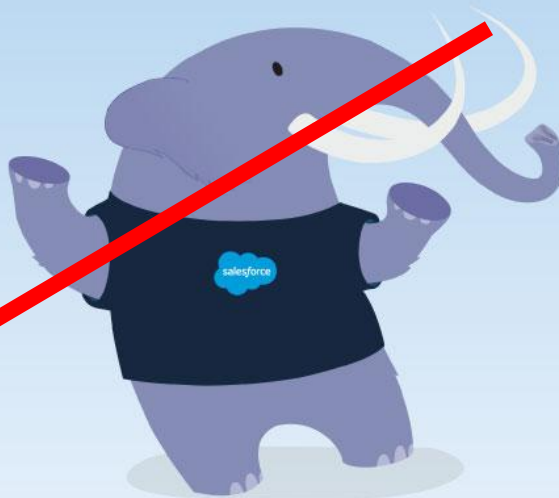
- ✓ Delete forgotten metadata
- ✓ Discover unused fields and picklists
- ✓ Clean up inactive user connections
- ✓ Optimize security permissions
- ✓ Stale reports and dashboards
- ✓ Code coverage and quality

Keep your content clean and clutter-free



Technical Debt Removal

- ✓ Delete forgotten metadata
- ✓ Discover unused fields and picklists
- ✓ Clean up inactive user connections
- ✓ Optimize security permissions
- ✓ Stale reports and dashboard
- ✓ Code coverage and quality



DON'T

Don't add additional graphics that clutter the page, draw attention away from your messaging, or that appear to be floating in space.

Thank You

If you have further questions regarding this brand guide, please
contact Jill Hourani, VP Marketing: jillhourani@metazoa.com

