Brand Guidelines

Metafic

Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of Red
- White space as the continent
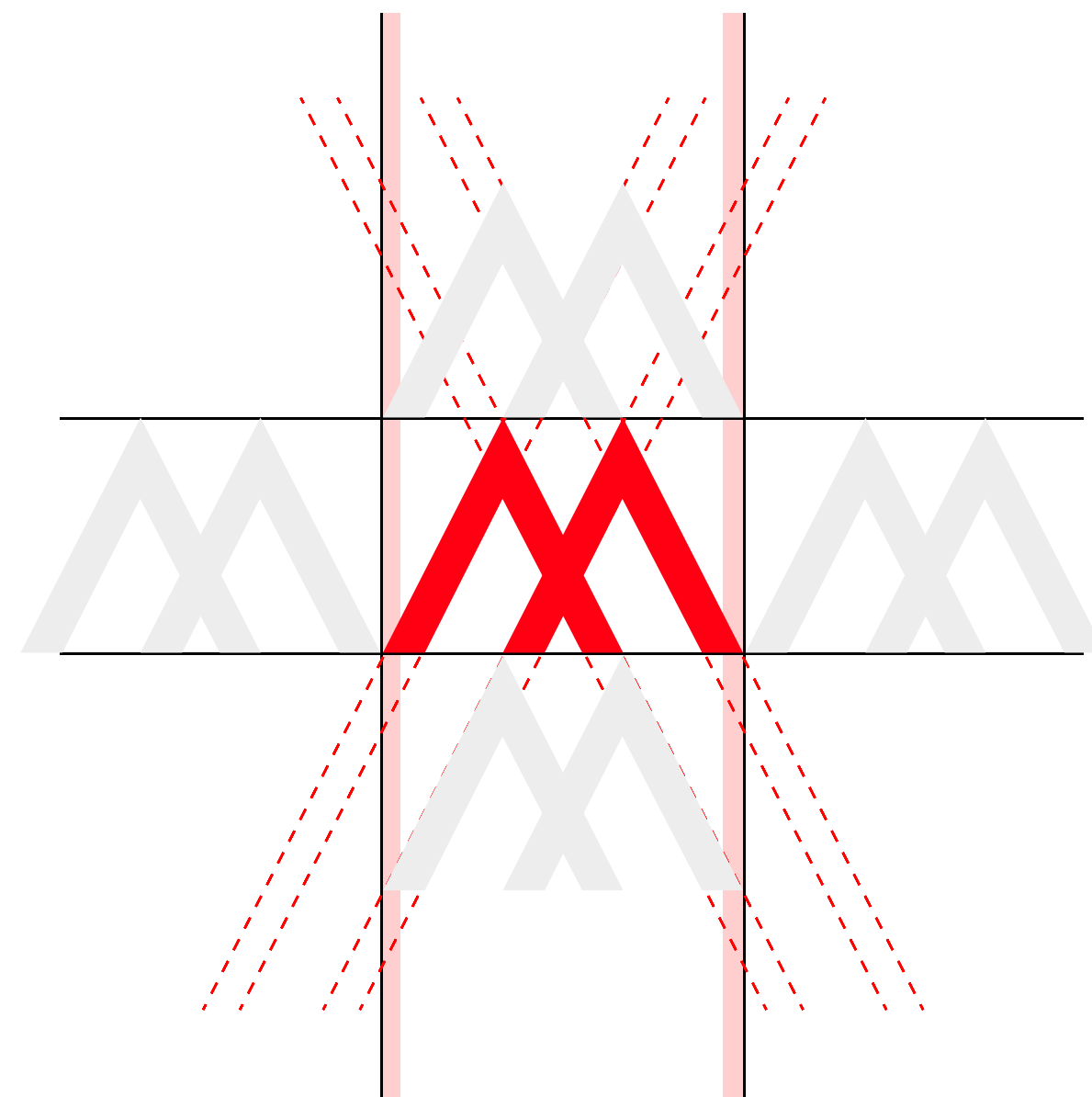
Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.

Logo

Clearspace

- Simplicity rules

- Consistent experience

- Embrace the power of Red

- White space as the continent

Clear space around the logo is equal to the cap height of the "M". Nothing breaks the limit of this space that the M's create

M Lockup Clearspace

- Simplicity rules
- Consistent experience
- Embrace the power of Red
- White space as the continent

Clear space around the logo is equal to the cap height of the "M". Nothing break the limit of this space that the M's create

Color

The logo should be white on darker backgrounds and black on lighter backgrounds
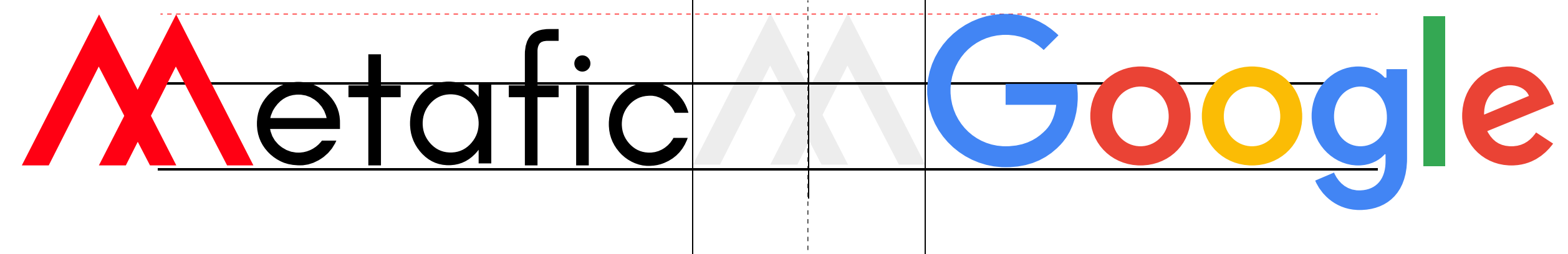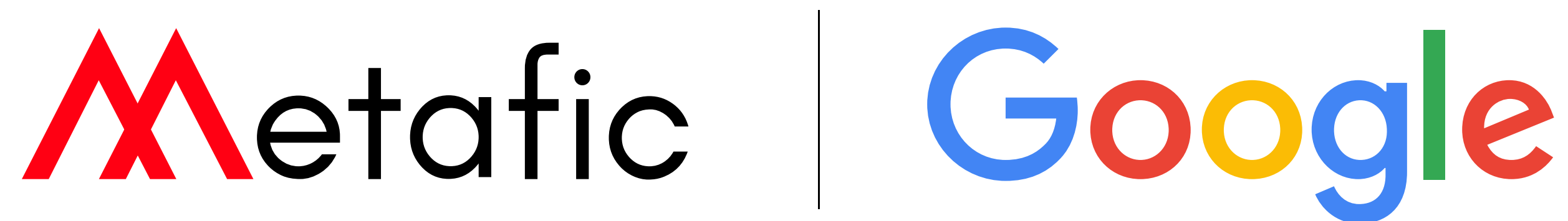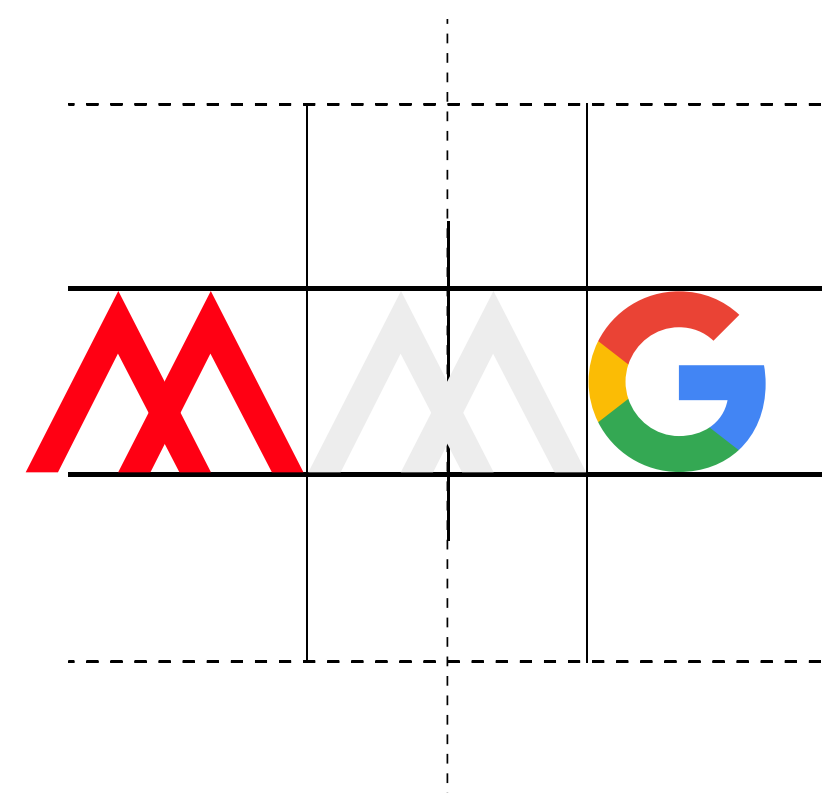
White: #FAFAFA

Black: #11111

Scale

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.

124 px	Metafic
64 px	Metafic
32 px	Metafic
16 px	Metafic

Partnership

Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the "M" of the Metafic logo. Partnership logos font height should extend to the red dotted lines which line up to the top of the "M".
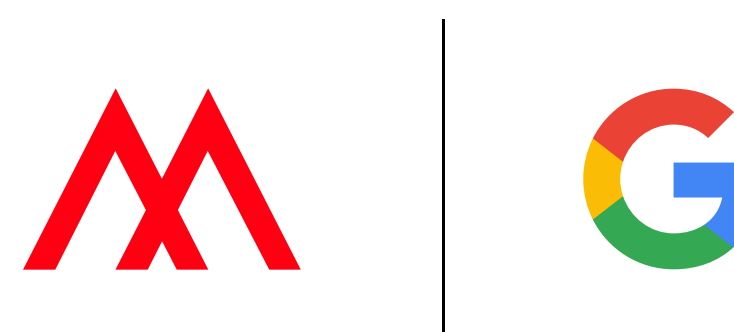
Partnership

Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the "M" of the Metafic logo. When only the "M" lock up partnership logo stays within the height of the "M" Logo.

Do not Use the Metafic font in other weights/ typefaces

Don't stretch or manipulate the logo
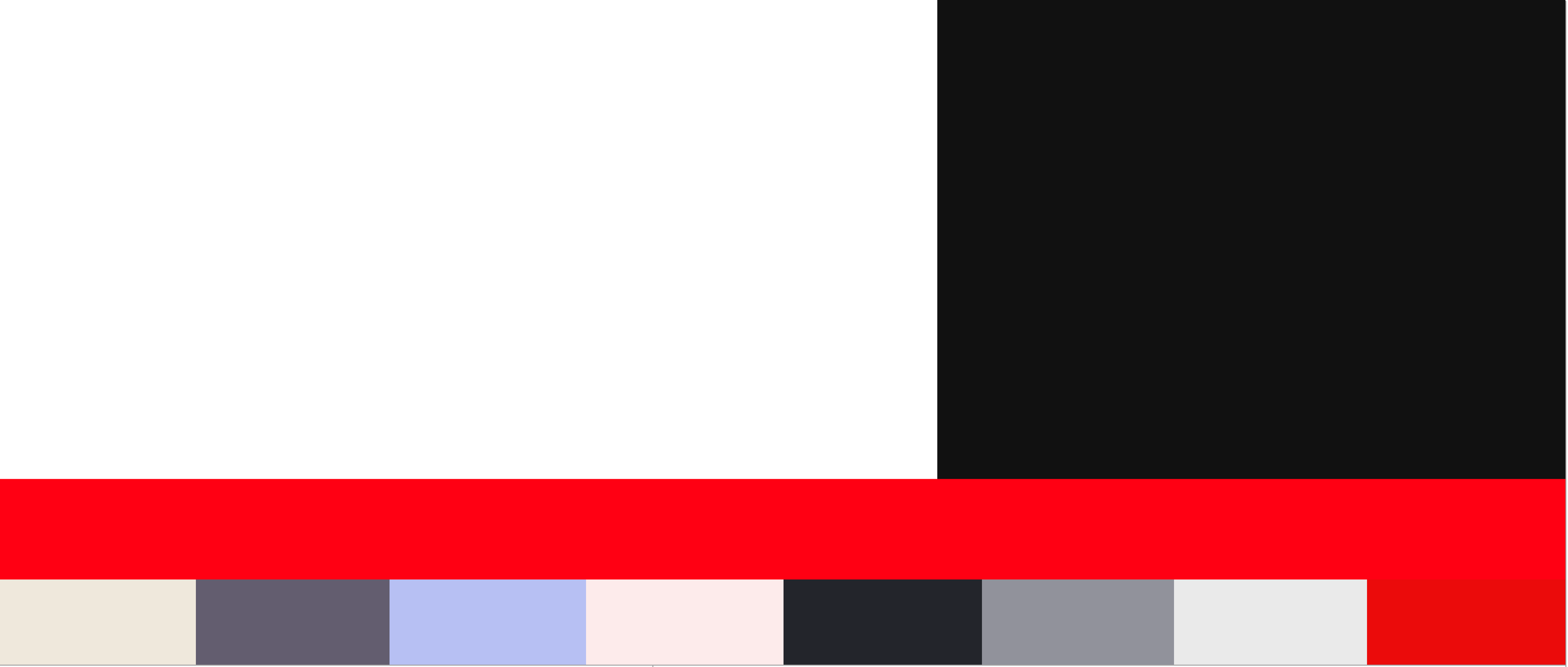
Don't pair logo with icons that may be confused as logos

Restricting use to only Red , black or white affords us the highest contrast ratio, aiding accessibility.

White: #FFFFFF

Black: #161519

Red: #FF0013

Palette

Our core palette which is white and black. The core pallette is used to provide accessibility, simplicity, and consistency throughout all brand communications.

Usage Proportions

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people. White plays a very important role in all brand communications and should provide balance with black.

Lexend Deca

Light
Regular
Medium
Bold

General Use Font

- Print + Digital intertwined
- swiss bank sensabilities
- strong
- safe
- unique

Light
Regular
Medium
Bold

Metafic Brand Guidelines

Typography

Light
Regular
Medium
Bold

DM
Sans

Secondary Font

- Subheadings
- Captions
- clean
- modern
- readable

Light
Regular
Medium
Bold