



BRAND GUIDE

LOGO APPLICATION

Your brand architecture—the way all your offerings and entities present themselves to the world in relation to one another—is the cornerstone of sustainable brand development.

— Alan Siegel, siegel+gale

CORPORATE LOGO

The corporate logo consists of a tear drop symbol and wordmark lock-up. It is the symbol of our brand and always appears as shown on this page.

APPROPRIATE APPLICATIONS

The primary application of the logo is shown at right. This application should be used whenever possible. Alternate applications are listed below.



1 color black

Only for black and white output



White reversed on blue

1 color output



White reversed over dark gray

2 color output



Black and white reversed on black

Only for black and white output





ALLOW CLEAR SPACE

For the logo to communicate effectively and distinctively, clear space surrounding it should always be maintained. This minimum clear space is equal to the height of the lower case type in MetaGeek.

OVER SIMPLE BACKGROUNDS

The logo may be used in blue or reversed over simple background images.



THE SYMBOL

The teardrop symbol can be used as brand iconography and should be accompanied by the wordmark or primary logo when possible.



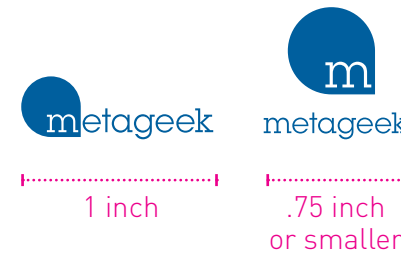
STACKED LOGO

The stacked logo is an ideal alternative logo for small or vertical spaces.



WORDMARK AND URL

The stand alone wordmark or URL may be used on marketing materials and should be accompanied by the MetaGeek symbol when possible.

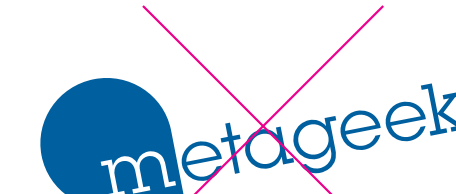


MINIMUM SIZE

The preferred minimum size for the logo is 1 inch. Use the stacked logo for spaces smaller than .75 inches wide to ensure proper and legible reproduction.



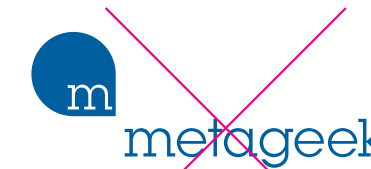
Do not use the old logo. Note the difference in the "m" and the wordmark.



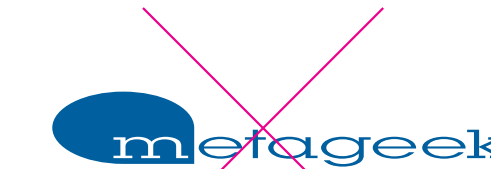
Do not rotate.



Do not change the color.



Do not rearrange the logo lock-up.



Do not distort or stretch the logo.



Do not add drop shadows or effects to the logo.



Do not use blue color logo on dark background.



Do not use logo on colored backgrounds.



Do not use logo over busy photography.

COLOR PALETTE

BRAND COLORS

Colors have been assigned to MetaGeek logos and identities, and should be used consistently within those product lines.

PMS

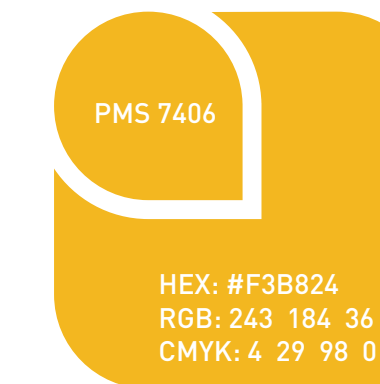
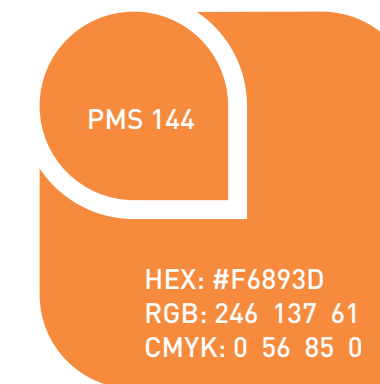
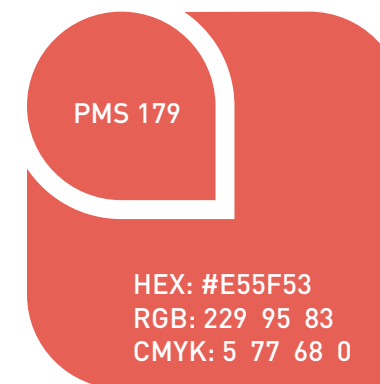
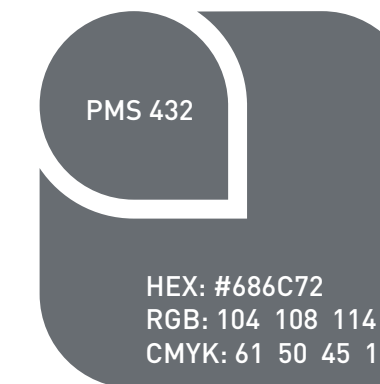
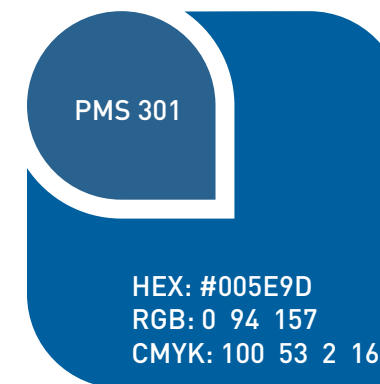
The Pantone Matching System (PMS) colors are used in printing for pure reproduction of the PMS color.

RGB/HEX

RGB and HEX colors are used for online/on screen reproduction of the specified color.

CMYK

CMYK color builds produce the closest match to the PMS color using traditional offset color builds.



TYPOGRAPHY

PRIMARY FONT

Din Light:

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

Din Regular:

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

Din Medium:

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

Din Bold:

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

SECONDARY FONT

Rockwell Regular:

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

Rockwell Bold:

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

BRAND FONT

ITC Lubalin Graph Std:

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

ITC Lubalin Graph Std Demi:

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

AWESOMENESS HAPPENS.

Awesomeness happens here!

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Use DIN for headlines and body copy

Use Rockwell sparingly for call-outs such as subheads or quotes

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

– Mark Twain



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