

# Brand identity

# Style guides



Company

Meta-tag

Date

15/5/2024

Design

Logo & Brand Identity Guidelines

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Brand design

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## The basics

*Meta-tag* brand was created by designer Spades as a modern and simple design



## Brand design

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# META-TAG

Meta-Tag. We are an independent immersive studio, we specialise with AR, VR, Web3 and Metaverse design capability. We help brands transform their customer engagement. Our brand personality is innovative, captivating and authentic.



Brand design

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## Brand identity system

Our brand identity was created using a complex methodology that combines a unique value proposition, expert design thinking, and the best color combination for the tech industry. It serves as the skin that binds our corporate body together.



# META-TAG

Brand design

## Logomark

Our logo serves as the face of our global presence, representing our identity and signifying our broad reach as a global company.



## Primary Logomark



META-TAG



## Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter



## Logo variation

The choice of logo variation for an application often depends on the background and production method. When using the logo on a white background, you can opt for either the full-color version or a monochrome logo.



**Primary Logo white background**



**Primary logoblack blue background**



**additional colour**










**Bright colour background**



# Primary colors

Primary colors help consumers to quickly identify a brand. These are the core colors of the brand. Commonly, primary colors are incorporated into a company's logo.

		
RGB	0 255 255	0 204 255
HEX	#00FFFF	#00CCFF
CMYK	98 3 0 2	100 20 0 0
		
RGB	153 0 204	0 51 153
HEX	#9900CC	#003399
CMYK	20 80 0 20	60 40 0 40
		
RGB	255 0 255	9 42 81
HEX	#FF00FF	#092A51
CMYK	0 100 0 0	12 15 0 68
		
RGB	11 28 53	
HEX	#0B1C35	
CMYK	16 10 0 90	

## The Typeface Family

Only one font styles are used for

### When to Use:

Conthrax sb is the primary font used for the logotype/logo wording.

### When to Use:

Flexo is the additional used for the default font on website and documents marker

### When to Use:

Monsterrat is the additional used for the default font on website and documents

### Conthrax sb

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### Flexo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### Monsterrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Logo Best Practice

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**Do Not: Logomark**

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Do not resize or change the position of the logomark.

**Do Not: Fonts**

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Do not use any other font, no matter how close it might look to Conthrax

**Do Not: Sizing**

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Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not: Colour**

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Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



META-TAG



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META-TAG



META-TAG

