metapolitans

Brand Guidelines

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Brand Overview

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At Metapolitans, we aim to create a virtual environment where users can create, share, and trade unique digital assets using our proprietary token, MAPS. Our decentralized autonomous organization (DAO) will govern the use of MAPS and facilitate transactions within the virtual world, creating a fair and transparent economy. By participating in various activities within the platform, users can earn MAPS and contribute to the growth and success of the virtual environment.

In Metapolitans, our play-to-mint virtual world allows users to earn MAPS or other rewards by participating in various activities such as creating or sharing content or completing tasks. This creates a sense of ownership and incentive for users to engage with the platform and also helps to create a vibrant, dynamic economy within the virtual world. Users can use MAPS to buy and sell digital assets such as avatars, virtual real estate, and other virtual goods and trade with other users for various goods and services within the virtual world.

MAPS may also have the potential to be converted into real-world currency, allowing users to potentially earn real money by participating in our economy. Additionally, using MAPS as a form of payment within Metapolitans can increase security and trust as these transactions are secured using blockchain technology. If the Metapolitans project is successful, it may be adopted by many users, creating a large, active community within the virtual environment.

Some benefits that MAPS, our token, may offer include increased engagement within Metapolitans, a dynamic economy, increased security for transactions, widespread adoption, and the opportunity for users to earn real money. MAPS may also offer additional benefits to the creators of the virtual world, such as the ability to generate revenue for the company

Logo Explanation

Used hexagon shape with letter "M" of brand name initial in the logo icon. Very sharp and clean shapes used for make the letter "M" and hexagon is most related shape in virtual world and cryptocurrency project.

Logo
Construction

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. When using the logo, maintain a clear space the same size as the "X" all the way around.

X

X

X

X

149 px

129 px

41 px

653 px

Brand Logo Typeface

Text Typeface

Typography

Brand Logo
Typeface

BR Candor bold is the main font style used for the brand name. All the fonts are bold type and very easy to read. Especially on small screens, devices, or apparel where the amount of space is much smaller to work with.

Also, this font style can be matched with any type of document related to the brand and this font has a bold font style as well.

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Aa BR Candor

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

Thin-BR Candor
Thin Italic-BR Candor
ExtraLight-BR Candor
ExtraLight Italic-BR Candor
Light-BR Candor
Light Italic-BR Candor
Regular-BR Candor
Regular Italic-BR Candor
Medium-BR Candor
Medium Italic-BR Candor
SemiBold-BR Candor
SemiBold Italic-BR Candor
Bold-BR Candor
Bold Italic-BR Candor
Black-BR Candor
Black Italic-BR Candor

Text
Typeface

This is recommended for stationery designs, website content, app content, etc. "BR Candor" font has a professional-looking style and fits well in all positions and has different sizes for headers and subheaders.

HEADLINES _____

It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use a background shape or color behind the text.

This is headline

BR Candor Bold

HEADING _____

It should be used in multipage documents and websites to denote a new section.

This is heading

BR Candor SemiBold

SUBHEADLINES _____

It should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

This is subheading

BR Candor Medium

BODY COPY _____

It should be used for supportive messaging

This is body copy

BR Candor Regular

Button

Get start

Get start

Link

Learn more

Learn more

Brand Logo Icon

App Icon

Favicon

Iconography

Brand Logo
Icon

The brand icon should be compatible usage with the right elements and size without confusing people. When seeing the icon, it should be recognized better and more accurately.

Favicon

A favicon is a small icon that appears at the top of a web browser. It serves as the branding of your website and a convenient way for visitors to locate your page when they have multiple tabs open on their devices.
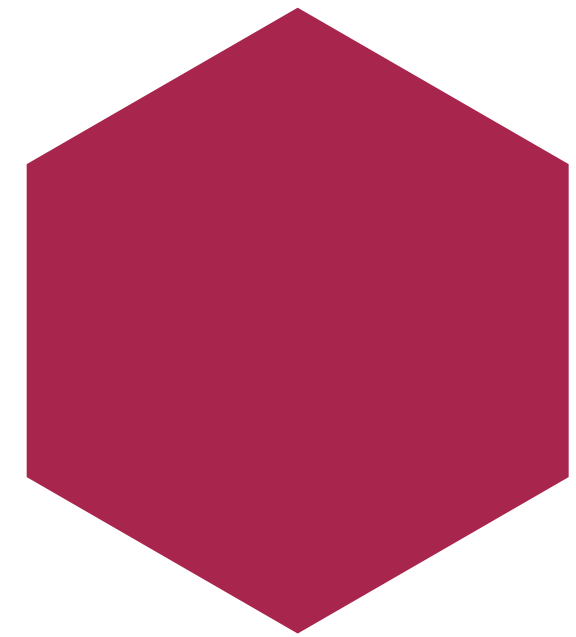
Website

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Get start
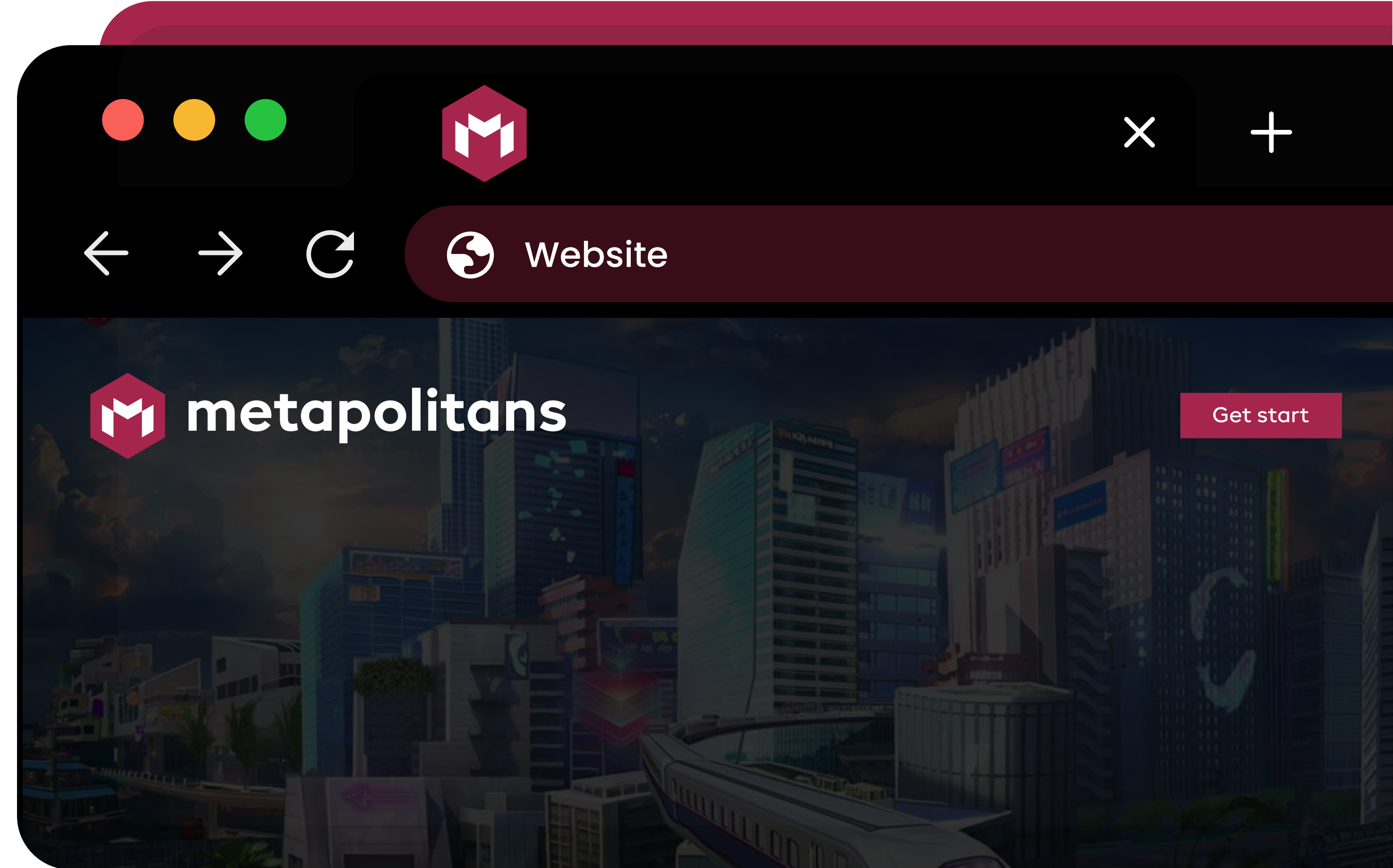
Brand Logo Colors

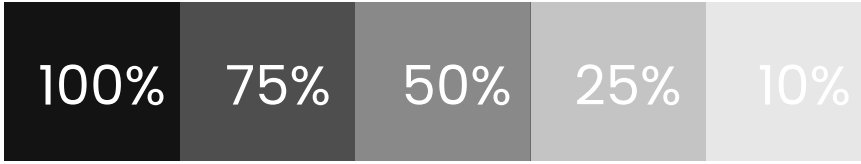Full Color

Logo Grayscale

Solid Color

Color Palette

Primary Colortype

100%	75%	50%	25%	10%

Dark gray

Rgb r   gb(19, 19, 19)
Hex   #131313
Hsl   hsl(0, 0%, 7%)
Hwb   hwb(0, 7%, 93%)
Cmyk   cmyk(0%, 0%, 0%, 93%)
Ncol   R0, 7%, 93%

100%	75%	50%	25%	10%

Red

Rgb   rgb(171, 37, 77)
Hex   #ab254d
Hsl   hsl(342, 64%, 41%)
Hwb   hwb(342, 15%, 33%)
Cmyk   cmyk(0%, 78%, 55%, 33%)
Ncol   M70, 15%, 33%

Brand Logo
Colors

Brand colors for the mark consist of carefully selected colors designed to stand out from the competitive set.

The mark and logo shall never be displayed in colors other than those shown here.

180° gradient angle

Full
Color

This is the main logo that uses the original brand colors. Use the original brand color logo whenever possible to print or display correctly.

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Logo
Grayscale

This is the gray scale of this brand logo.
Grayscale should be used in all markets when color printing is not available.

Solid Color

This is black, white, or solid color for use when color or grayscale printing is not available.

Logo Do's
Logo Don'ts

Do's and Don'ts

Logo **Do's**

The correct brand logo should be used everywhere and the brand logo needs to be published correctly at all times. These are all variations of the brand identity.

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Yes

Use original logo colors for all locations

Yes

Use the logo in the right background that is relevant to the brand and not misused

Yes

Use the logo in the right background that is relevant to the brand and not misused

Logo **Don'ts**

Incorrect use of the Logo compromises its integrity and effectiveness. Our logo is more dynamic and flexible than most corporate identities, however, some things are not allowed:

No

Don't change the elements place of the logo

No

Do not rotate the logo.

No

Do not change logo color or tone outside of brand colors.

No

Do not use shadows for any part of the logo.

No

Do not outline or create a keyline around the logo.

No

Do not distort or warp the logo in any way.

Sizing

Although it can be reproduced in a variety of sizes, do not reduce the logo smaller than the minimum size shown on this page . Doing so will compromise its legibility and reproduction quality of the logo .

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1 inches wide @ 300DPI
This logo image is at the minimum size for print .
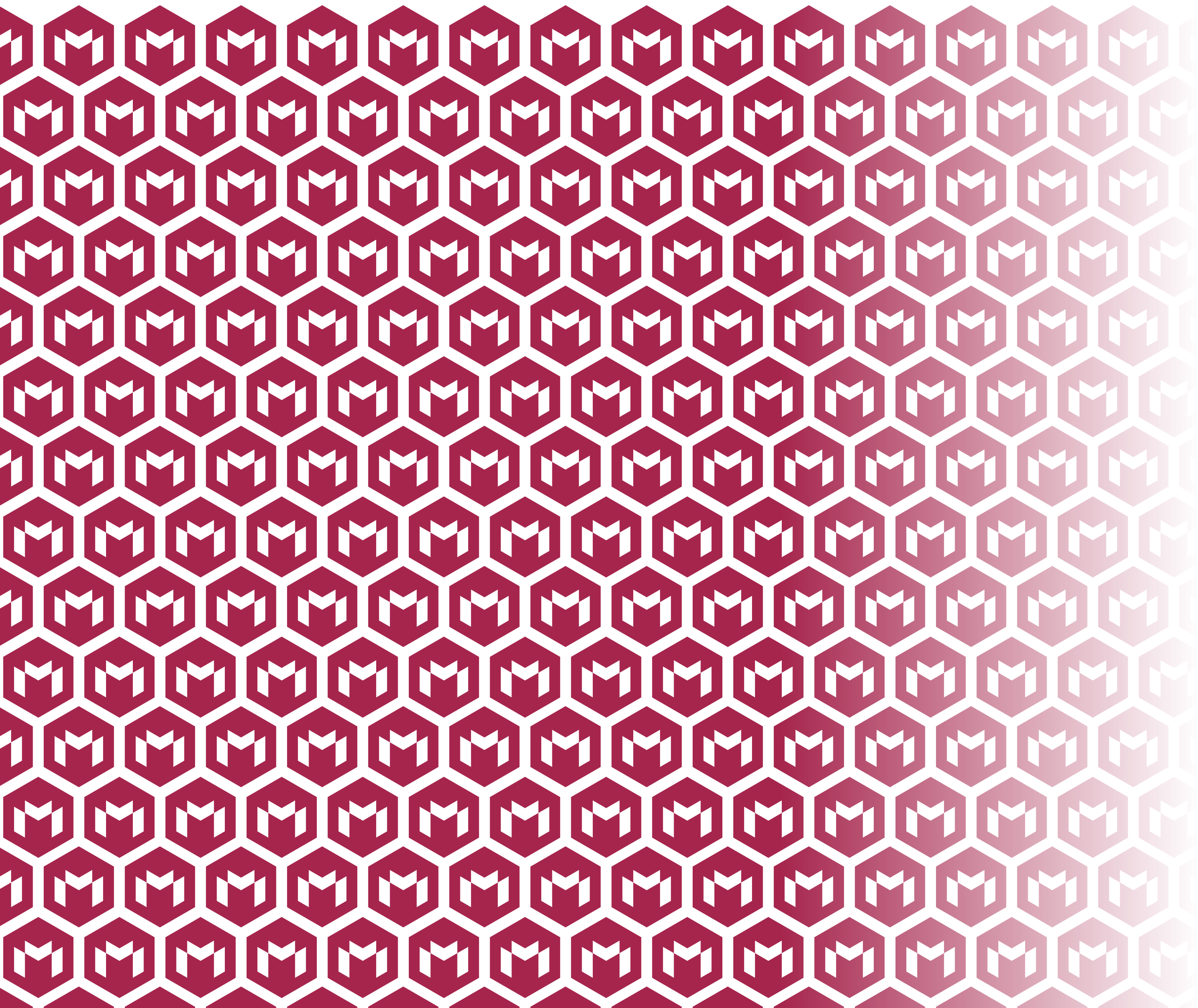
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100 pixels wide @ 72DPI
This logo image is at the minimum size for web/screen .

Logo Variations

All logos allowed to be used are variants based on this brand.

Pattern

The pattern is one of the elements of brand identity. It's designed to be repeatedly used in wide applications. And it's based on the main logo.

A pattern is a repetition of different shapes and forms used to create a logo composition. This repetitive shape can create a harmonious connection with a brand and create a sense of familiarity with the audience.

15% opacity

Watermark

A brand logo watermark is a transparent image with reduced opacity for use in some documents or images.

15% opacity