

By

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Meta Launchers

Brand Guide

Brand Introduction

MetaLaunchers is a system - it's a machine. It moves as a monolith working to help people in this dangerous space; to educate people in an area filled with false prophets; to provide value in the midst of disinformation; to show transparency when so many people wear masks. Above all else we are a family who emphasizes our core values, and we always look out for each other no matter the community we are in.

Our Vision

Lets turn our shared passion for NFT projects into profit with longevity! Let me introduce to you MetaLaunchers, our team has many different talents such as Server Developers, Artists, Crypto Day Traders, and a lot of very knowledgeable and professional members, who can be valuable assets to your project! Let's turn our shared passion for NFT projects into profit with longevity!

Usage Guidelines

01

Logo Usage

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

02

Brand Assets

Please do not use, display, mirror or frame (including metatags or hidden text) for our company assets.

03

Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

Space Grotesk

A a

Typography

The **Space Grotesk** is our company font. We always use it for every kind of written text as well as for presentations.

About The Font

Space Grotesk is a proportional sans-serif typeface variant based on Colophon Foundry's fixed-width Space Mono family [2016]. Originally designed by Florian Karsten in 2018, Space Grotesk retains the monospace's idiosyncratic details while optimizing for improved readability at non-display sizes.

Space Grotesk

Aa

Bold

ABCDEFGHIJ
01234567890

Regular

ABCDEFGHIJ
01234567890

Light

ABCDEFGHIJ
01234567890

Typography

Space Grotesk

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Typography

Headline

Space Grotesk

Bold

34 px

130% line height

0% tracking

Paragraph

Space Grotesk

Regular

16 px

150% line height

0% tracking

A little bit of history about this amazing font. According to the Google font website, it was designed to illustrate the unique relationship between mankind and machine. Are you feeling that when you look at this font? Because we are.

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Primary: Dark, Grey



Color Palette

Our primary color is a strong black. We use variances ranging from grey to almost white. It depends when and where we use the colors.

#5C6BEB

80%

Our Accent Color

Our accent color is a nice light blue. We use variances ranging from stronger to very light, depending on how tangy we feel.

The Effect

It is the typical business color, as it appears sober, businesslike and trustworthy. It cannot convey too much emotion. Above all, blue is considered cool, restrained and calming. An effect that comes not least from the blue sea and blue sky.

60%

40%

20%

#0A0A0A0A

#5C6BEB

#8A8A8A

#FFFFFF

Color Palette

Our brand uses colors purposefully to communicate how things function in the interface. This helps us create visual patterns that can make interacting with our product easier and more predictable.

The goal

We strive to achieve and give every user, that uses our products a seamless and user-friendly experience.



Main Logo

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.



Typography Logo

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Logo

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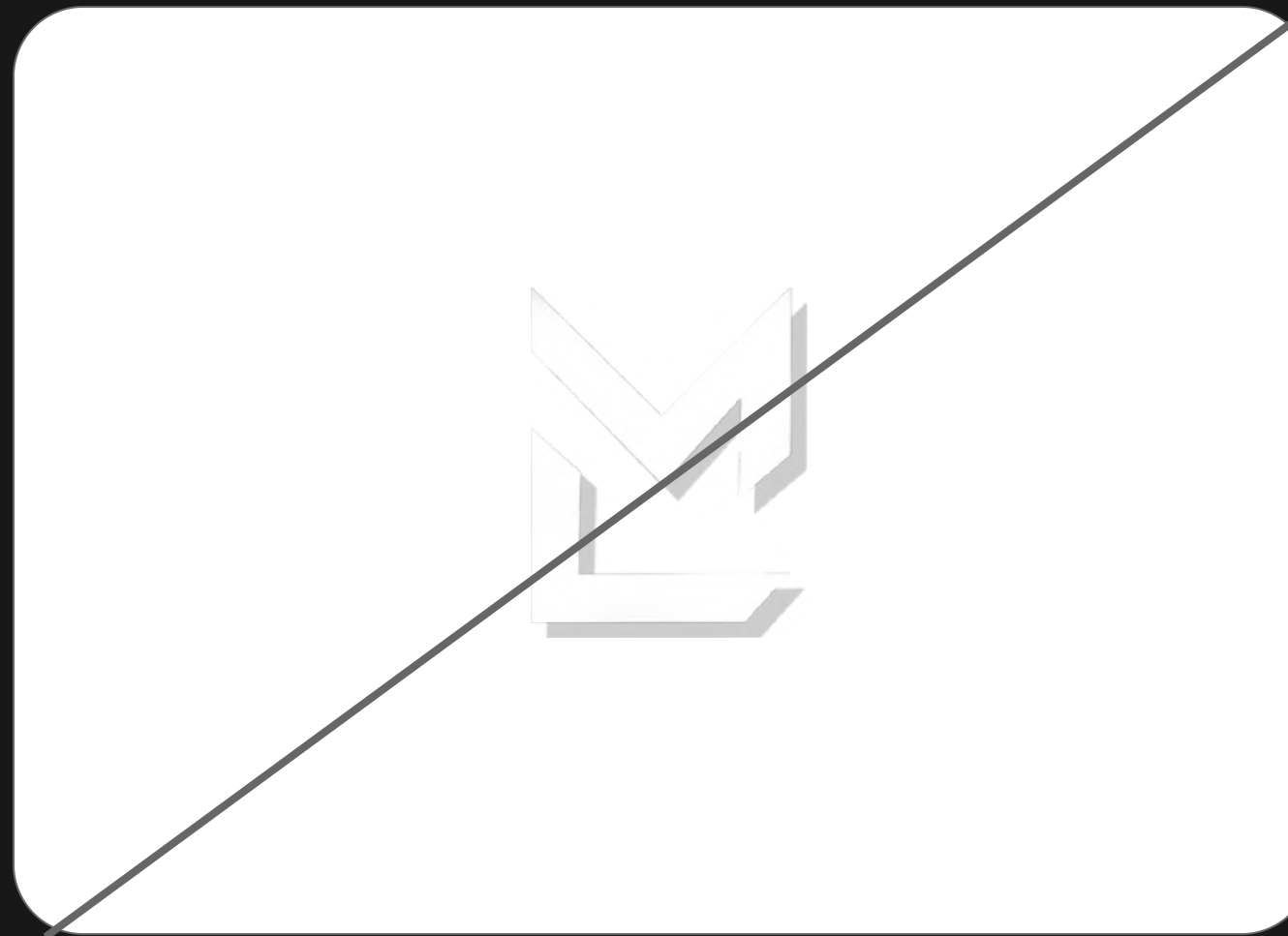
META
LAUNCHERS



META
LAUNCHERS

Logo: Incorrect Usage

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Photography / Content Material

Commercial Usage Policy

All company photography may be used for editorial purposes only. Any other use of our media assets for commercial use is strictly prohibited. Using company photography downloaded from the site or acquired by other means for commercial use is strictly prohibited.

Personal Usage Policy

Personal use is allowed under limited circumstances.

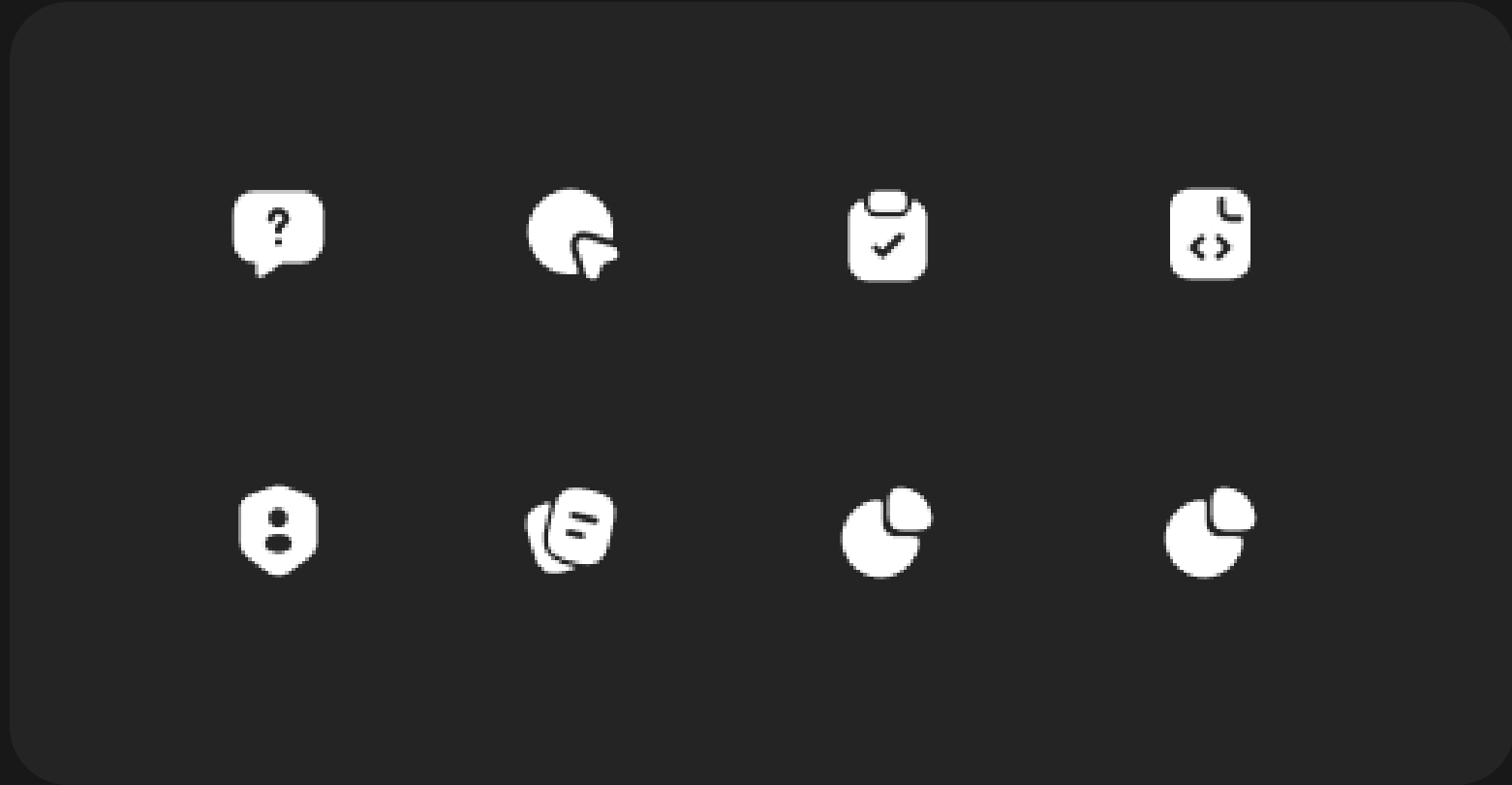
12-Column Grid System



Grid

Some companies use 9-column grid systems, but we don't. We use twelve. Twelve-column grids. Every day of the week.

Sometimes on Fridays, we like to move it move it (but always inside the grid)



Iconography

Our iconography is connected to our typography at a fundamental level. It, too, was designed to illustrate the unique relationship between mankind and machine.

Icons and their usage principles enable you to communicate quickly and effectively across all touchpoints.

