

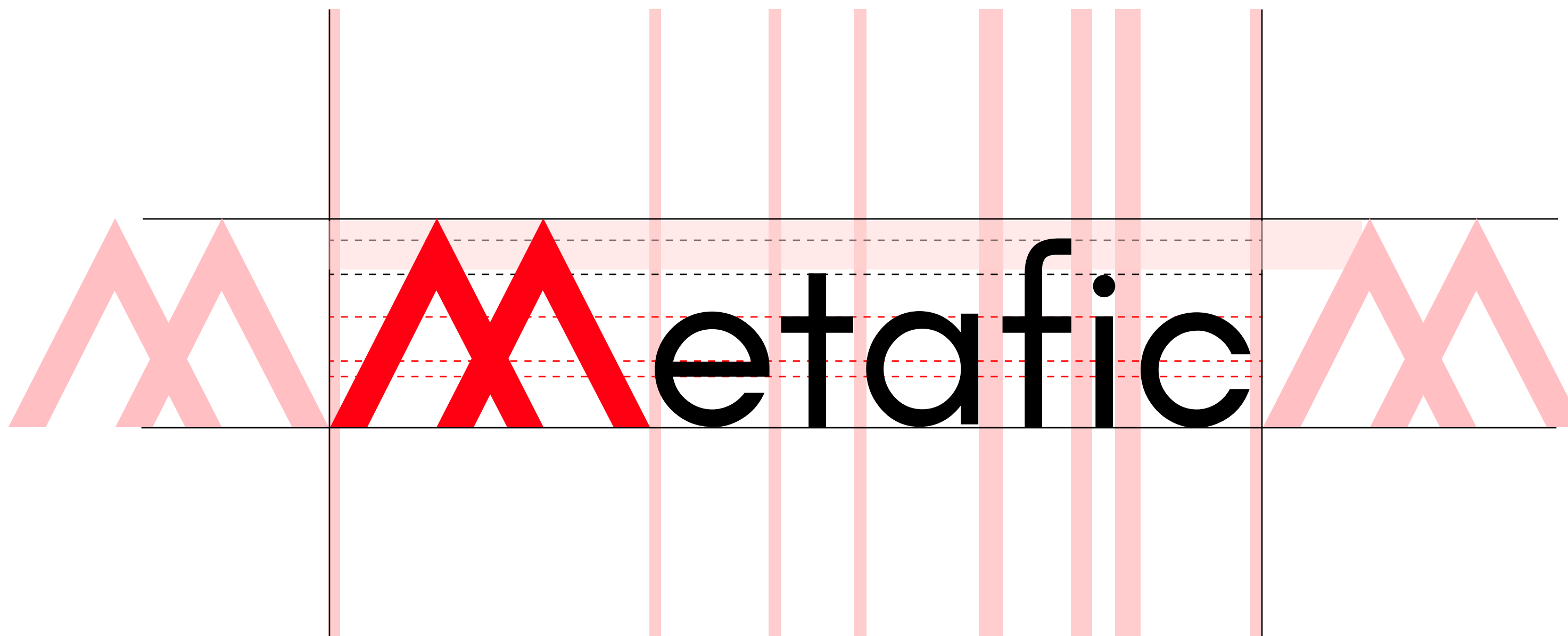
Brand Guidelines

Metafic

Single-line Lockup

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

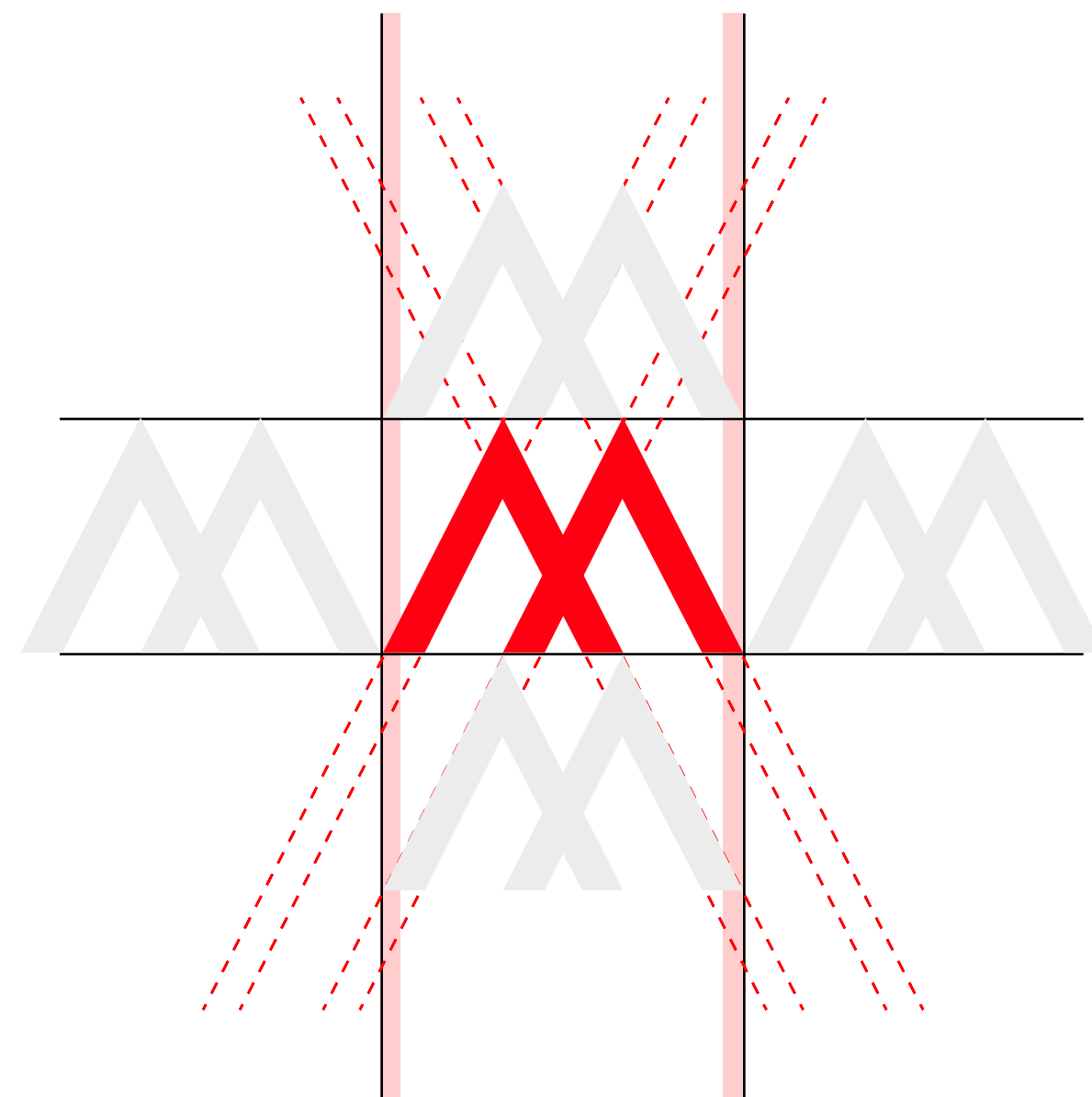
Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.



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: #111111



124 px



64 px



32 px

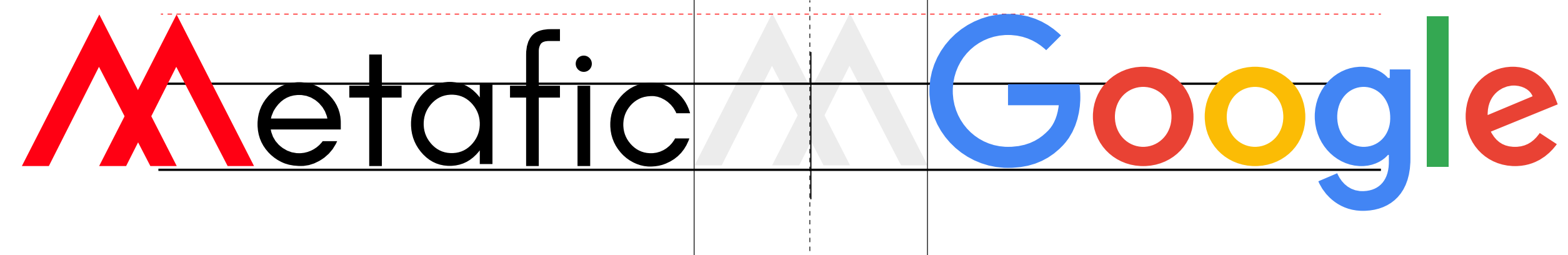


16 px



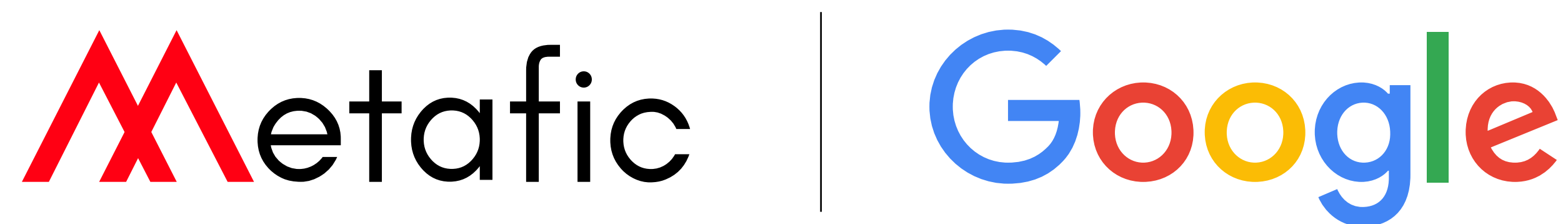
Scale

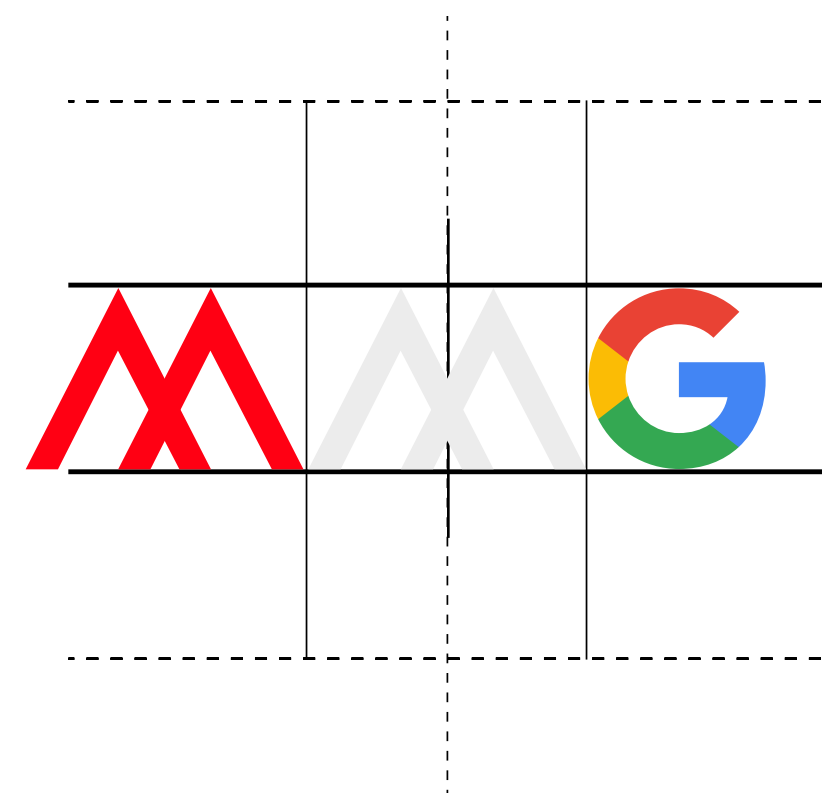
Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.



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.





Metafic

Do not Use the Metafic font in other weights/
typefaces



Metafic

Don't stretch or manipulate the logo



Metafic

Don't pair logo with icons that may be confused
as logos



Metafic

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 palette is used to provide accessibility, simplicity, and consistency throughout all brand communications.			
Metafic Brand Guidelines	Color		010	



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 sensibilities
- strong
- safe
- unique

Light
Regular
Medium
Bold



Light
Regular
Medium
Bold

DM
Sans

2026

Secondary Font

- Subheadings
- Captions
- clean
- modern
- readable

Light
Regular
Medium
Bold