

m

©

metaplay

Visual Identity



Logo



Logotype

Primary brand device. It can be black, green and white.
When needed, it also can be shown in shades of grey.

metaplay

Logotype alignment

Due to its capital letter, the best alignment is on the left and in the center. Always horizontal.



Padding is needed to make sure surrounding content does not interfere with logotype’s visuality.

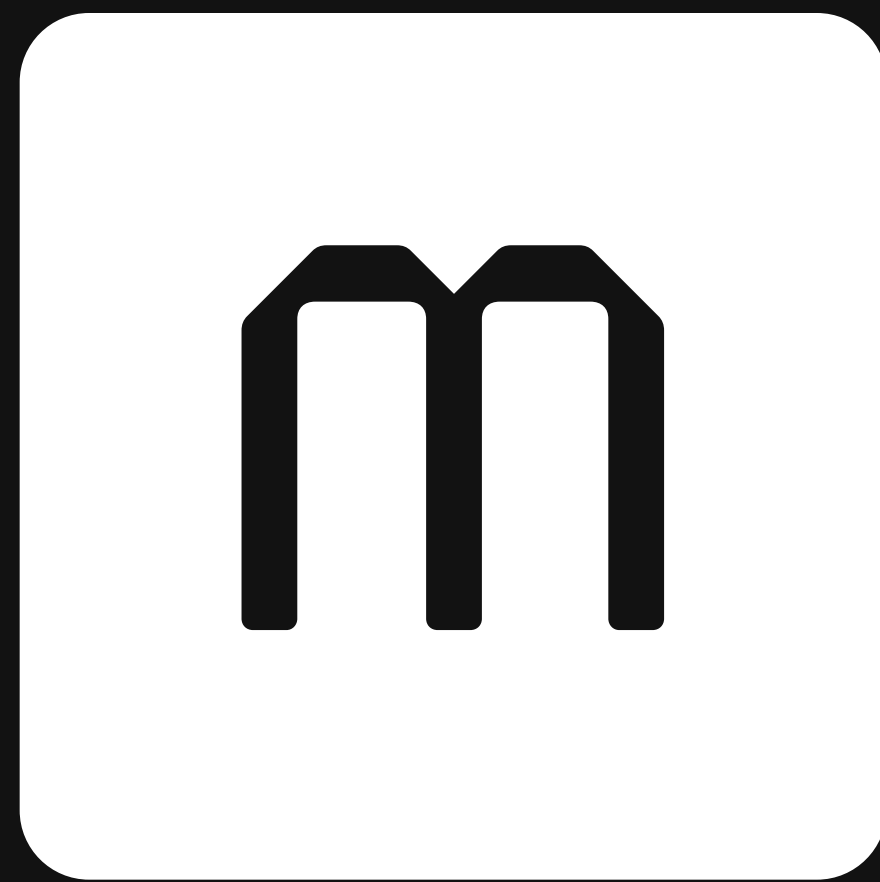




Logomark

Secondary brand device. For limited spaces, small sizes and footers.

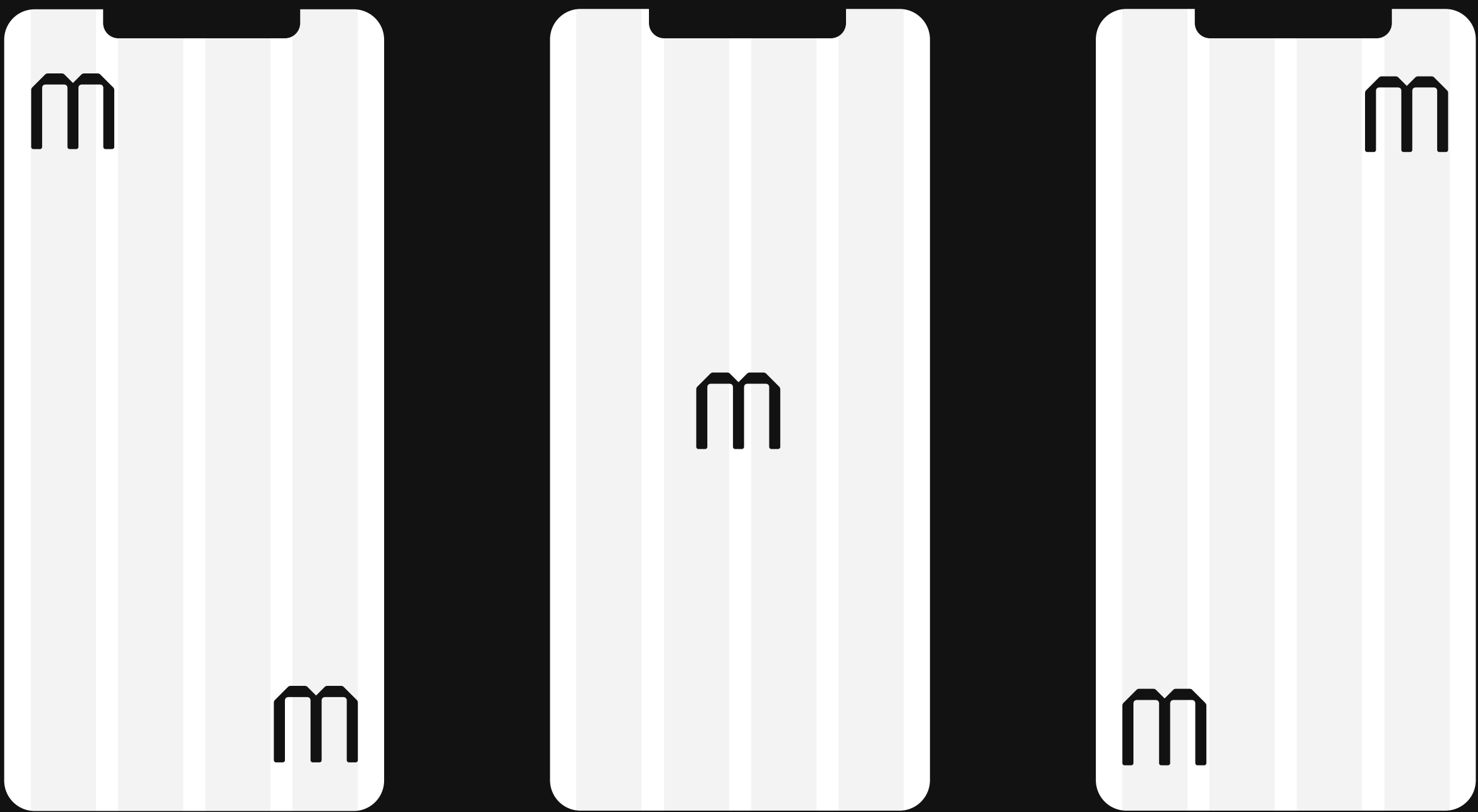
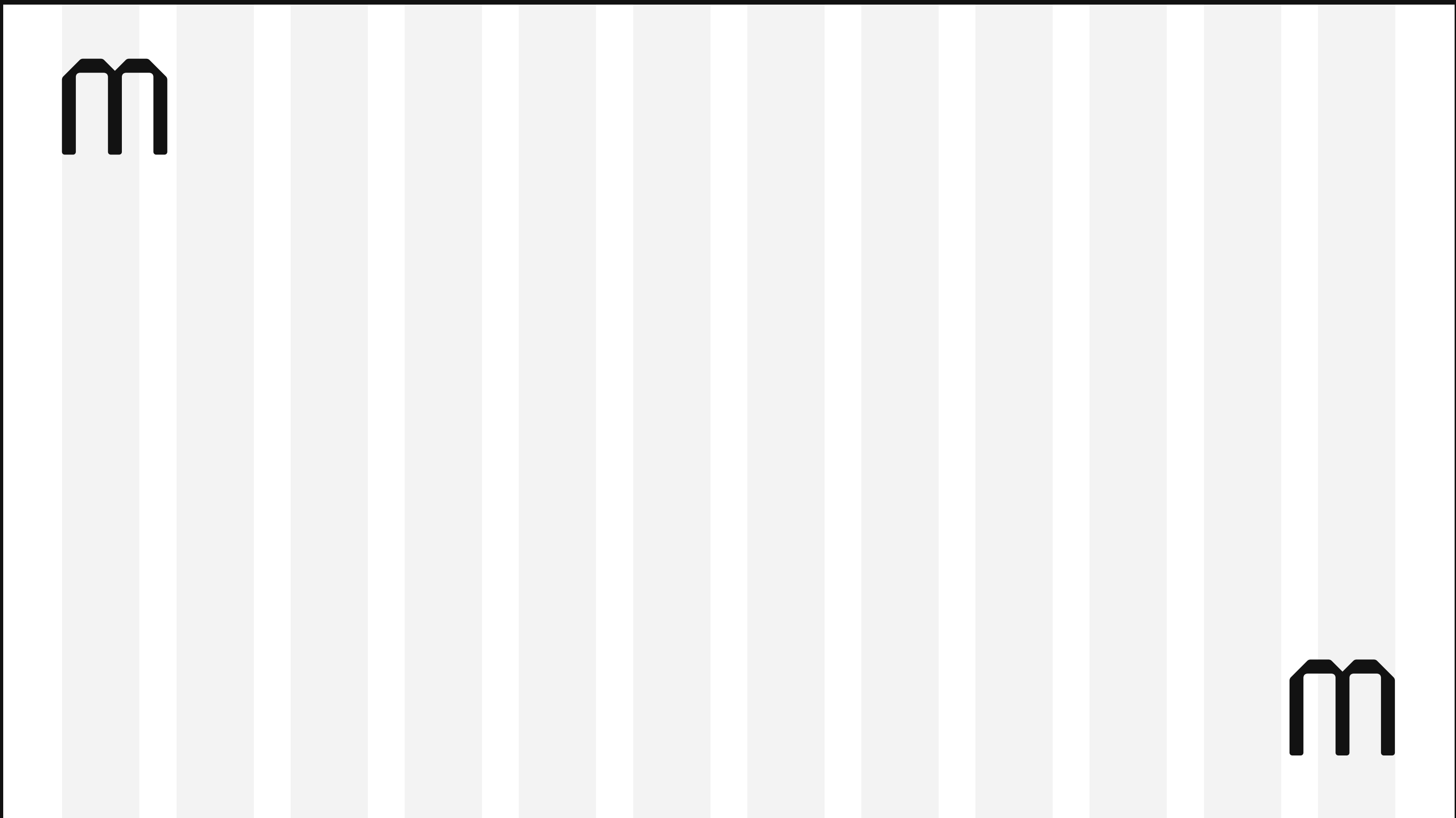
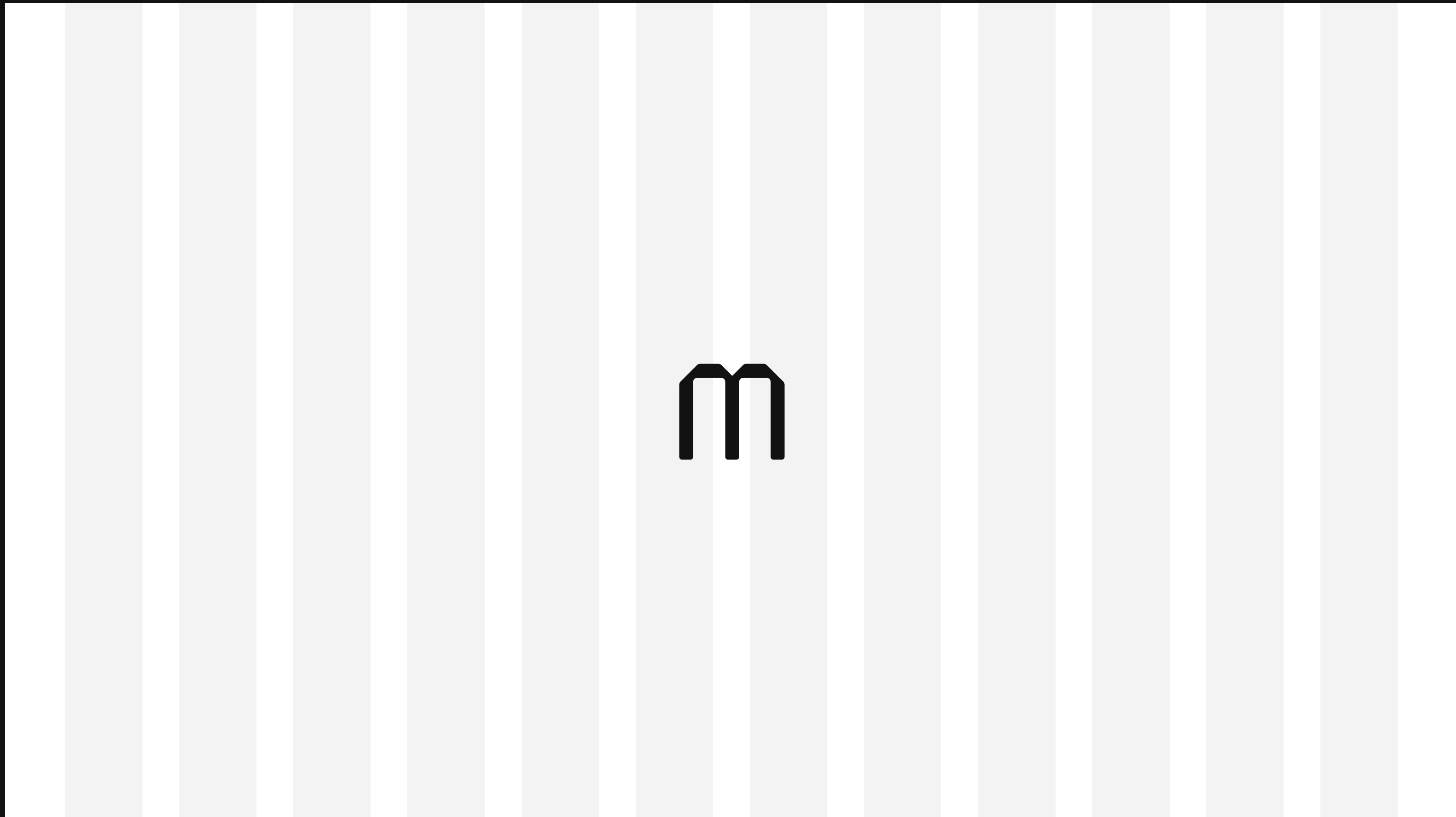
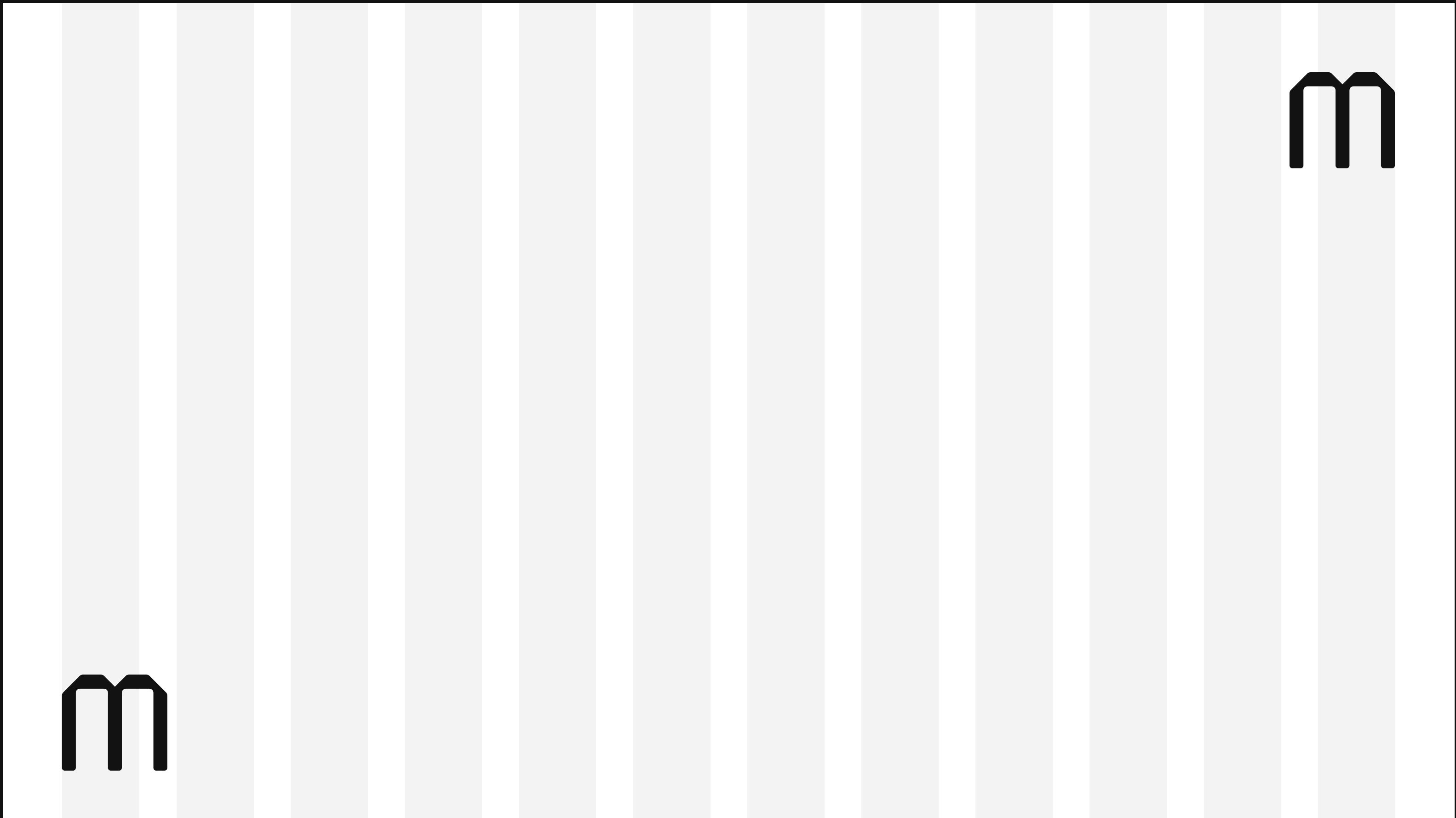






Logomark alignment

As a simple horizontally symmetrical mark, the M can be used anywhere, in any size and location.



In most cases, the logomark needs proper padding to make sure surrounding content does not interfere with it's visuality.





Colors



Brand colors

These are the core colors that make the brand what it is.

(HIGHLIGHTS ONLY)

MP GREEN

#3F6731

RGB (63, 103, 49)

CMYK 76/37/100/28

PANTONE 7743 C

MP ORANGE

#FF7A00

RGB (255, 122, 0)

CMYK 0/65/100/0

PANTONE 1505 C

Neutral

Universal greyscale colors can be used to build hierarchy and balance in branded layouts.

(DARK MODE ONLY)

(LIGHT MODE ONLY)

BLACK

#121212

RGB (18, 18, 18)

CMYK 73/67/66/82

GREY 5

#212121

RGB (33, 33, 33)

CMYK 72/66/65/73

GREY 4

#545454

RGB (84, 84, 84)

CMYK 64/56/56/32

GREY 3

#B1B1B1

RGB (177, 177, 177)

CMYK 32/25/26/0

GREY 2

#E1E1E1

RGB (225, 225, 225)

CMYK 10/8/8/0

GREY 1

#F2F2F2

RGB (242, 242, 242)

CMYK 4/2/2/0

WHITE

#FFFFFF

RGB (255, 255, 255)

CMYK 0/0/0/0

Primary colors - fine elements and backgrounds

Primary colors can be used anywhere, large objects, small objects, as backgrounds, typography etc.



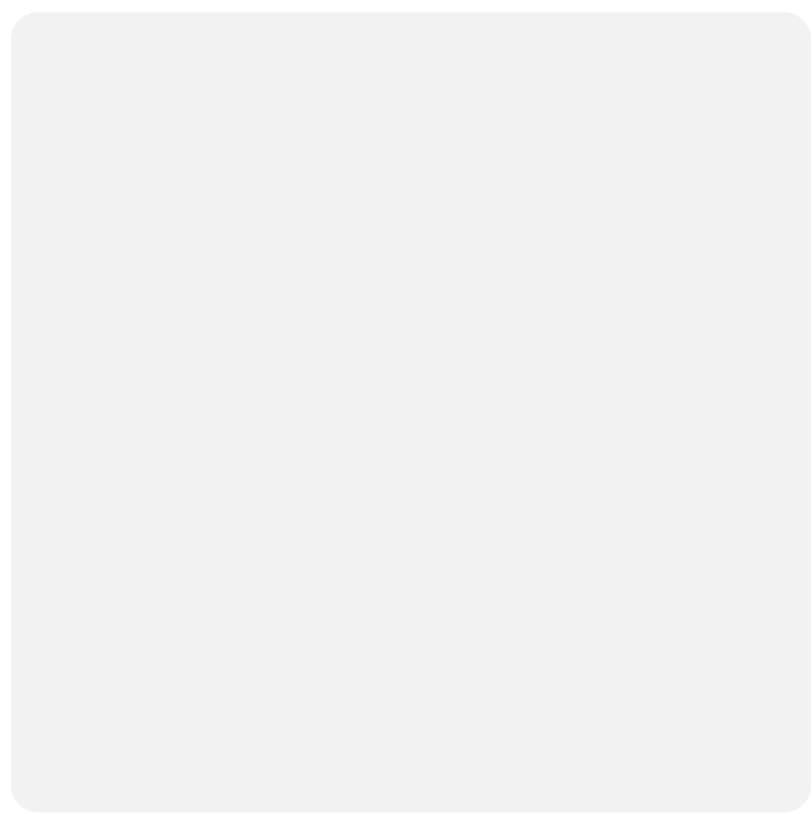
MP GREEN



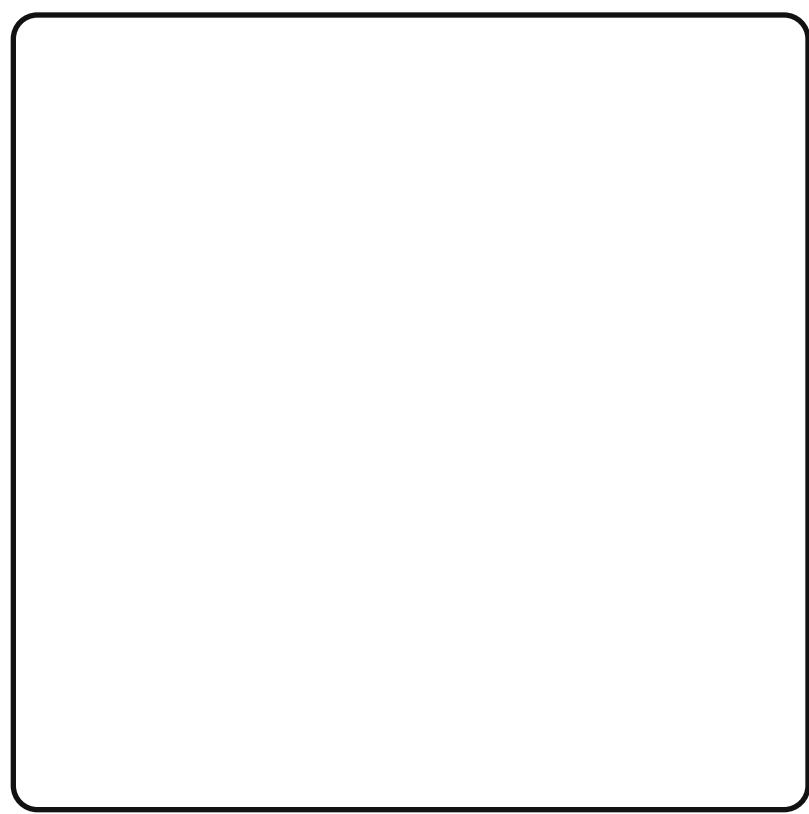
BLACK



GREY 5



GREY 1



WHITE

(DARK MODE ONLY)

(LIGHT MODE ONLY)

Secondary colors - fine elements only

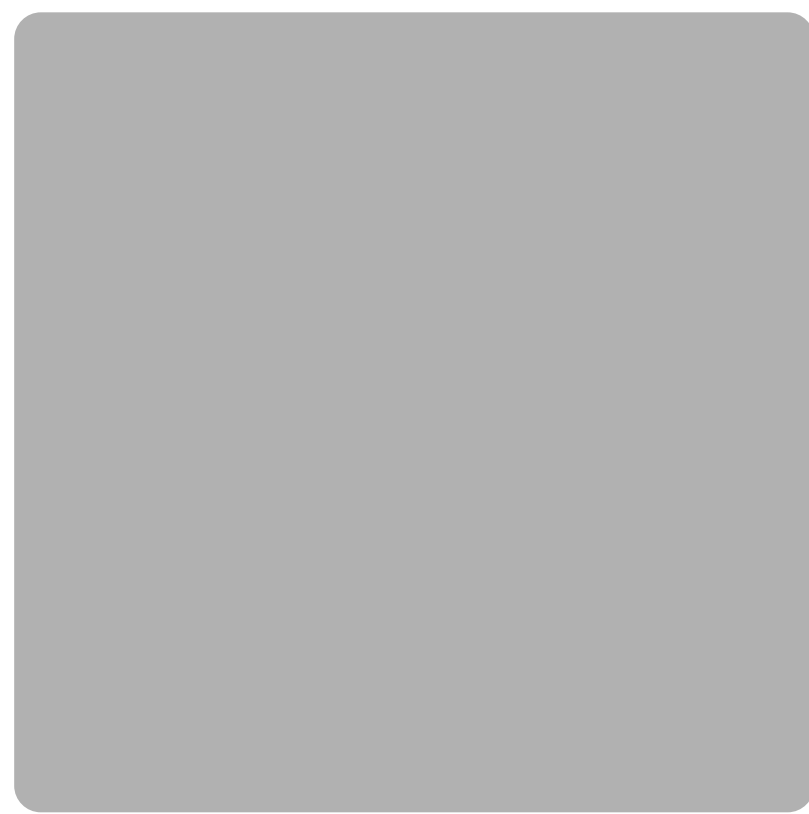
Used only on typography, lines, icons, illustrations etc.
Never backgrounds or larger components.



MP ORANGE



GREY 4



GREY 3



GREY 2

(HIGHLIGHTS ONLY)

Typography

m



Fonts in use

1 family, 4 styles.

Meta

FK Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZAAO
abcdefghijklmnopqrstuvwxyzaa
1234567890!?"#%&/(:;.,)

Meta

FK Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZAAO
abcdefghijklmnopqrstuvwxyzaa
1234567890!?"#%&/(:;.,)

Meta

FK Grotesk Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZAAO
abcdefghijklmnopqrstuvwxyzaa
1234567890!?"#%&/(:;.,)

Meta

FK Grotesk SemiMono Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZAAO
abcdefghijklmnopqrstuvwxyzaa
1234567890!?"#%&/(:;.,)

Type Hierarchy

A simple and classic FK Grotesk is used for most of the text. It comes in Regular, Medium and Italic. An additional weight FK Grotesk SemiMono Regular is used for smaller annotations and technical drawings and interfaces. All type is given plenty of negative space, making the textual layouts look and feel airy.

Main Headline

FK Grotesk Regular
spacing -2%

Secondary Headline

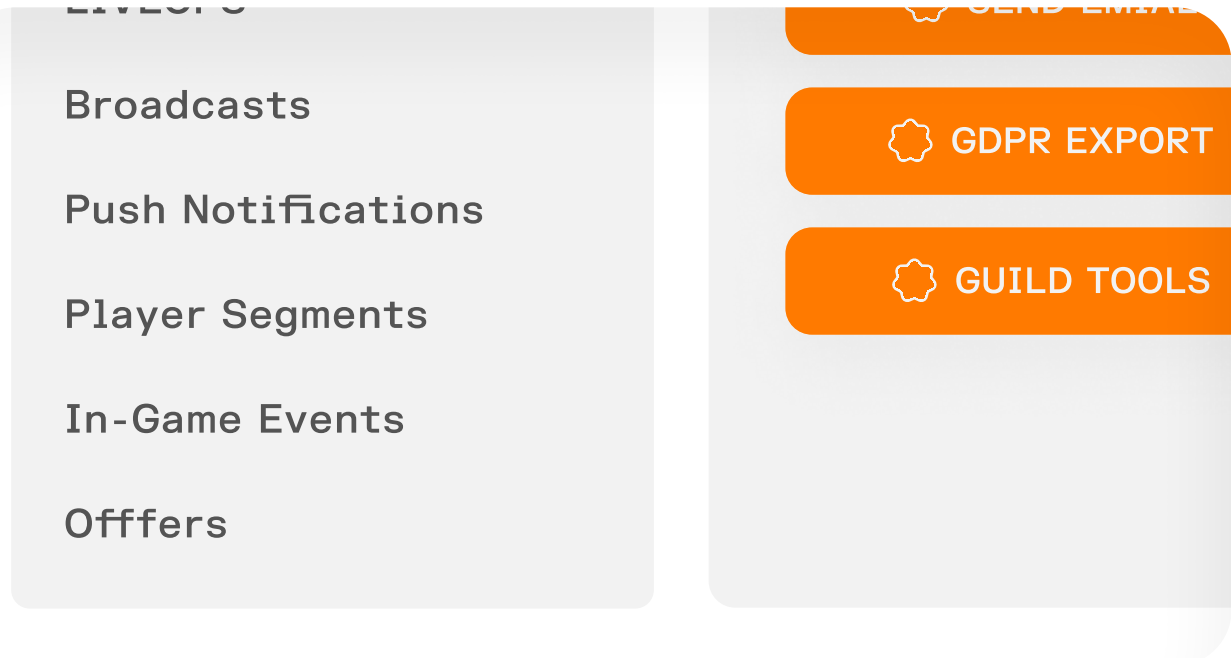
FK Grotesk Medium
spacing -1%

Regular information rich paragraph looks *like this*. Free up the time you need to focus on what matters: making trailblazing **mobile games**.

FK Grotesk Regular
only in-text quotations *FK Grotesk Italic*
only highlights **FK Grotesk Medium**
spacing +1%

Get started

FK Grotesk Medium
spacing 1%



This is for technical documentation and annotations

FK Grotesk SemiMono Medium
spacing 2%



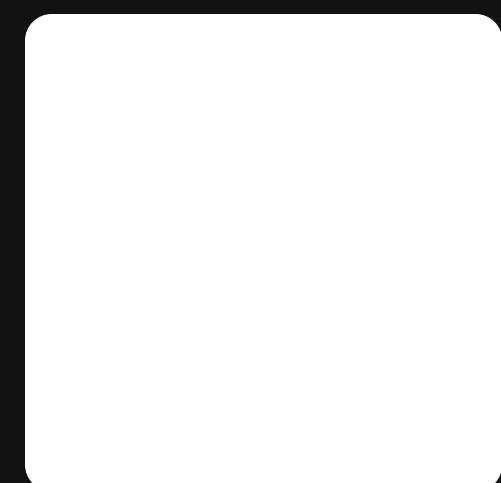
Main Headline

Secondary Headline

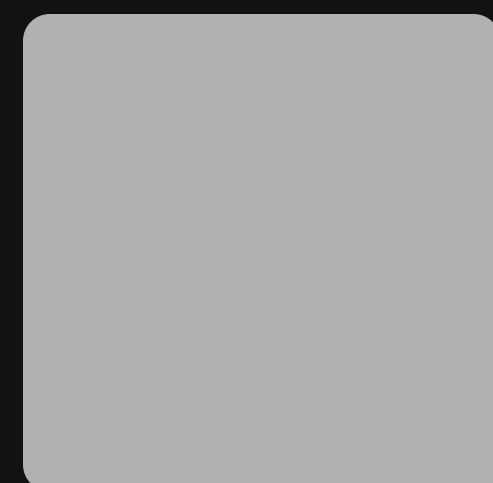
Regular information rich paragraph looks like this. Free up the time you need to focus on what matters: making trailblazing mobile games.

Get started

This is for technical documentation and annotations



WHITE



GREY 3

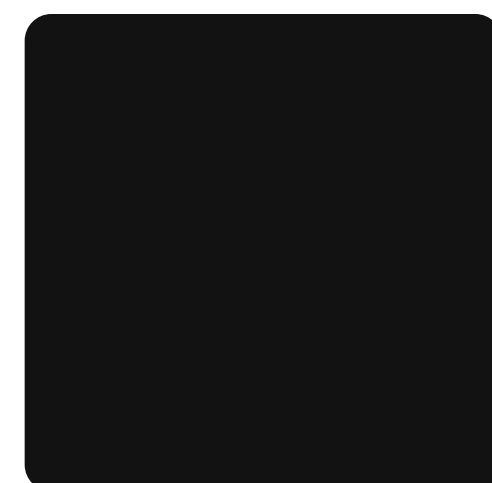
Main Headline

Secondary Headline

Regular information rich paragraph looks like this. Free up the time you need to focus on what matters: making trailblazing mobile games.

Get started

This is for technical documentation and annotations



BLACK



GREY 4



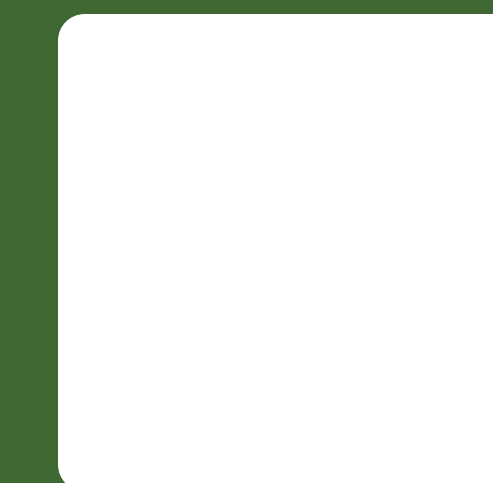
Main Headline

Secondary Headline

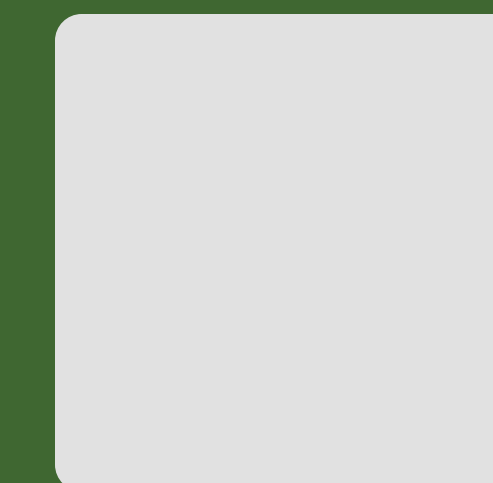
Regular information rich paragraph looks like this. Free up the time you need to focus on what matters: making trailblazing mobile games.

Get started

This is for technical documentation and annotations



WHITE

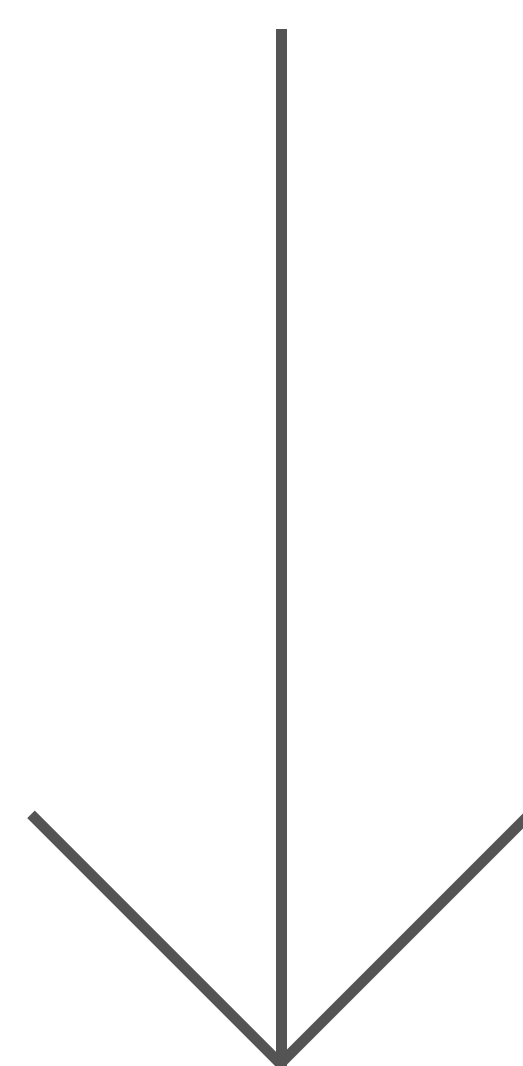


GREY 2

Textural annotations

Readibility of the component is not relevant. It is more of a filling
and a playful visual to be used as texture on web and in print.

// layout_tabbedhighlights_byfunction 02



// table_02

Most pressing
concern right now

Day-to-day focus

m

