



Logotype, colours,
images & typefaces

Logotype

Main version is colored sign plus script.
Please pay attention that sign is partly
transparent.



Black & white versions also could be used. Logotype should always contrast with the background.



Clear space around the logotype on all sides should be equal to the height of the M letter from Metashape word.



Logotype should never be printed smaller than 15 mm wide and less than 60 pixels wide in digital formats.

15mm / 60 px



Logotype cannot be distorted in any way.

Applying filters or visual effects to the logotype is unacceptable.

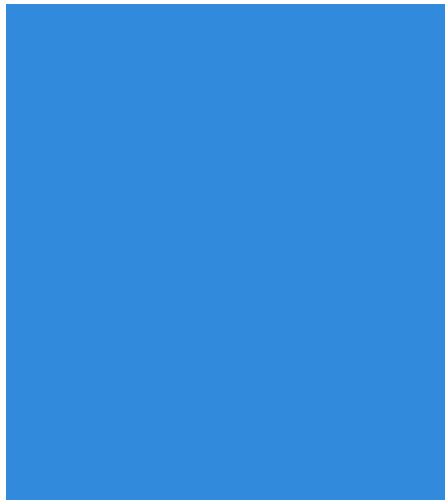


Colours

Main colours are Green, Blue & Black.
Green-blue gradients are acceptable.



R50 G220 B105
C65 M0 Y82 K0



R50 G138 B220
C74 M39 Y0 K0



R0 G0 B0
C0 M0 Y0 K100

Images

Stylized green land & blue waves is the base image for Metashape style. This image & some photomaterials attached to this guideline.



Typefaces

Strongly recommended to use [Lato](#) typeface for Metashape materials & [PT Sans](#) as the alternative font.

Lato *Typeface*

Quick brown fox jumps over the lazy dog

3 899 721 6045

The five boxing wizards jump quickly

5)

Just amazing!

Keep it simple & clear