
Metallicus

BRAND MANIFESTO

We have a saying that one week in Web3, is like one
year in the real world.

Our landscape changes daily, and we adapt to it.

This document is always a work in progress.

Like Metalicus.

Metallicus

Metallicus

What's in this NFT?

Brand Manifesto

Hi from Marshall

We Are Metallicus

Design Elements

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Partnerships

The End.

(YES, WE MINTED OUR BRAND MANIFESTO ON THE BLOCKCHAIN)

Brand Manifesto > Brand Guidelines

Brand guidelines are generally in place to prevent logo misuse, ensure the correct use of color, and protect a brand when used by an employee or third party.

It is not in our spirit to give marching orders at Metallicus, and we are a lot more than a logo and color palette, which is why we consider the *why* more important than the *how*.

We want you to know why we look the way we look, why we talk the way we talk, and most importantly, why we value the things we value.

This document is a Brand Manifesto and it was created to tell our story first and protect our brand second. If you know the *why*, the *how* comes naturally, and becoming a guardian of our brand is second nature.

Either way, please don't mess with our logo.

Marshall Hayner

CO-FOUNDER & CEO OF METALLICUS

Hi from Marshall

My Co-Founder Glenn and I had the vision to change the world of finance through blockchain technology, and in 2016 we formally named that vision, Metallicus.

As we began to build our company, we noticed the landscape around us continuously shifting, and what originated as the need for a single solution, turned into many.

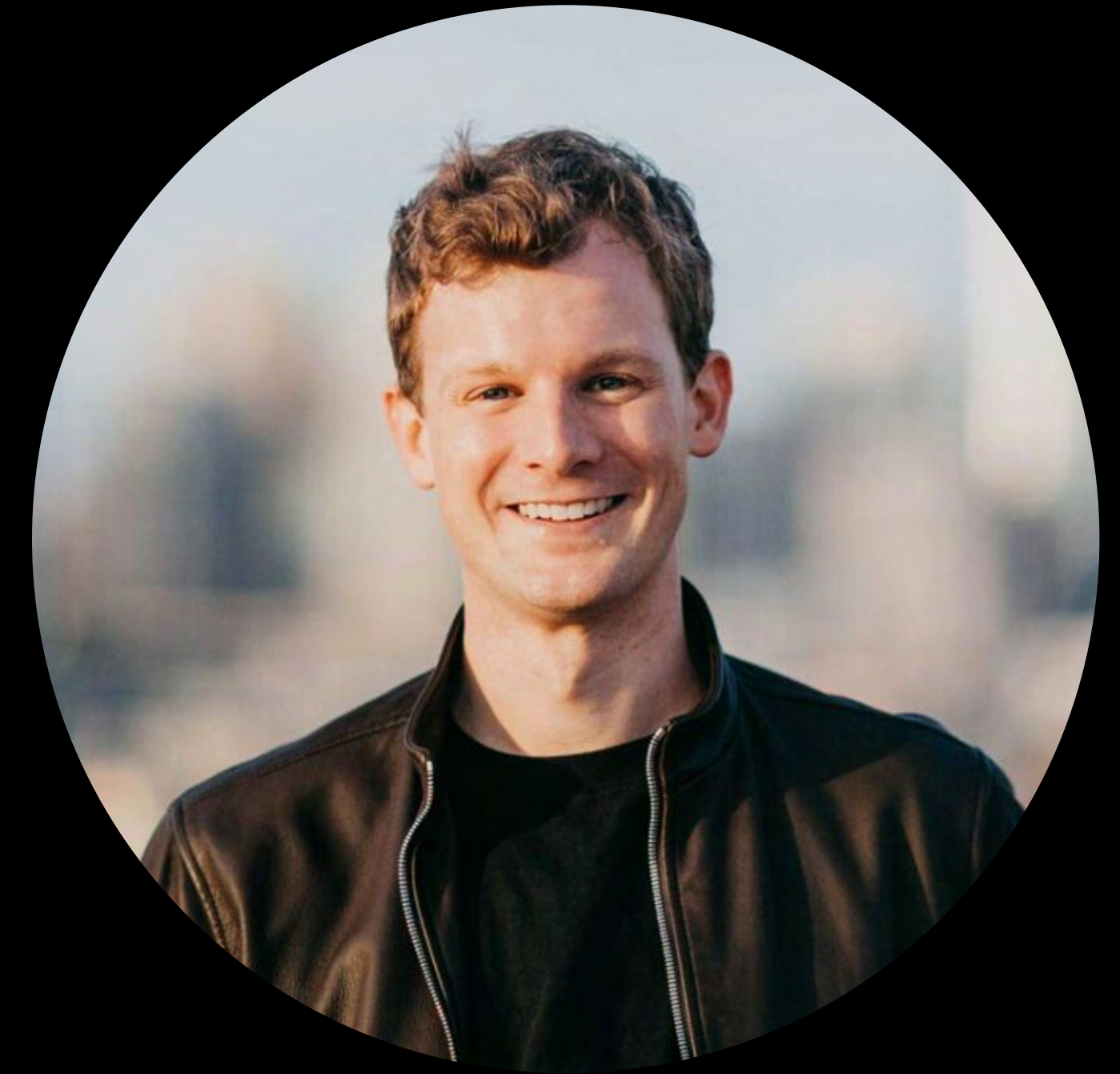
Fast forward to today, and our vision is becoming a reality, as we now have multiple products under the Metallicus umbrella, which are already ahead of the industry's needs.

As we continue to bring these revolutionary products to market, we knew that Metallicus needed a visual identity to showcase what is ours.

In June 2022, we brought the Metallicus name to life.

The brand we introduce throughout this manifesto showcases our history, product DNA, and above all, our unwavering spirit.

We are Metallicus.



We Are Metallicus

OUR MISSION

Metallicus

To empower global access to
traditional banking and digital assets

OUR VISION

Metallicus

To build the most customer-centric digital asset banking network supporting retail and corporate clients

OUR VALUES

We do not look at our values individually; we look at them holistically, and we believe they must be applied in this order to fulfill our Vision and accomplish our Mission.

Trust Willingly



We believe that trust is where everything begins. We want our prospects to trust our products, our clients to trust us with their assets, and our employees to trust us with their welfare.

We create this trust by acting with integrity and in good faith.

Build Relentlessly



We say that 'one week in Web3, is like one year in the real world'.

In a constantly developing industry, we are driven to relentlessly build products that break down barriers, improve access to financial freedom globally, and provide partners with tools to build themselves.

Inspire Tenaciously



Anyone can inspire – not just a leader, and a leader is not defined by a title. We believe a leader is a dreamer that takes an idea, shares it freely, and allows it to flourish.

When we build, we empower others to become inspired, and with the right tools every idea can become a reality.

Unite Globally



When our employees, clients, and partners are galvanized in a trusting, inspirational, and well equipped environment, we create limitless opportunities to build the future. As we build that future together, we unite our community globally.

OUR PERSONA AND PERSONALITY

We are trustworthy,
tenacious,
compassionate,
relentless, and kind; we
are smart, modest,
creative, and visionary.

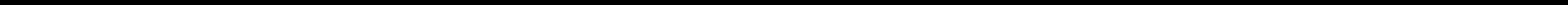
Our culture influences our work, our work informs our products, our products create communities, and our communities build our brand.

Our brand (external) is a reflection of our culture (internal), and with trust and transparency at the heart of everything we do, our brand is a true reflection of who we are. There is nowhere to hide, a bit like a blockchain.

We are human first at Metallicus, and we treat our community, partners, and employees with an equal level of respect.

Our friendliness doesn't negate our tenacity. We know what we're doing, and we will break down every barrier that is in the way of our goals.

We often compare that tenacity to a Japanese Sushi Bar. Shouting in unison, delivering the best in the world, but always with a smile on our face.



OUR VOICE AND TONE

To sound like Metalicus,
be precise with your
speech; informative, but
always with a spark.



When we talk to our customers, our transparency informs our tone.

We aren't a cold, faceless corporation; we are human, and our customers are human, too. We have families, and so do they; we have hopes and dreams, and so do they.

We always speak with intellect but never judgment and efficiently but with patience.

Web3 can be confusing, but it doesn't have to be.

We break things down. We guide you, step by step, and use some humor when it's appropriate - because a little smile when reading about crypto never hurt.

We take customer funds seriously, but we don't take ourselves too seriously. Our partners see us as professionals, but "professional" doesn't have to mean "boring."

Most importantly, we recognize that we are building the world a better financial system, and we're not afraid to shout that from the rooftops.

Design Elements

DESIGN ELEMENTS

Logo

The Block

The Metallicus logo, or as we refer to it, the 'Block', was born in June 2022 when we launched the visual identity of our parent company, Metallicus Inc, which itself was originally founded in 2016.

The Block consists of two core design elements: the text and its encompassing border, each with its own purpose.

In the center of the Block is 'Metallicus' in written form, representing the engine behind everything we build. Our team, our partners, and the community are all part of this engine. Hence the weight.

Surrounding 'Metallicus' is a vibrant border, built from colors in our existing products, and the colors that are synonymous with our values. "Trust Willingly" is our first and most important value and is illustrated with *Proton purple*, representing over half of the border.

The border around Metallicus begins with purple, as everything we do at Metallicus begins with trust.



The Brick

The Brick is the avatar version of the Block.

The Brick contains all of the same design principals that built the Block, but provides a logo variation when the Block cannot be used.

The Block is legible at most sizes, however in some instances the Brick is more appropriate, such as social media profile pages, and favicons.



The Block Safe Space

The Block is our primary logo, and should be used in most instances.

Whenever using the Block, ensure that all safe space is respected. That means do not crowd it, and give it room to breathe.



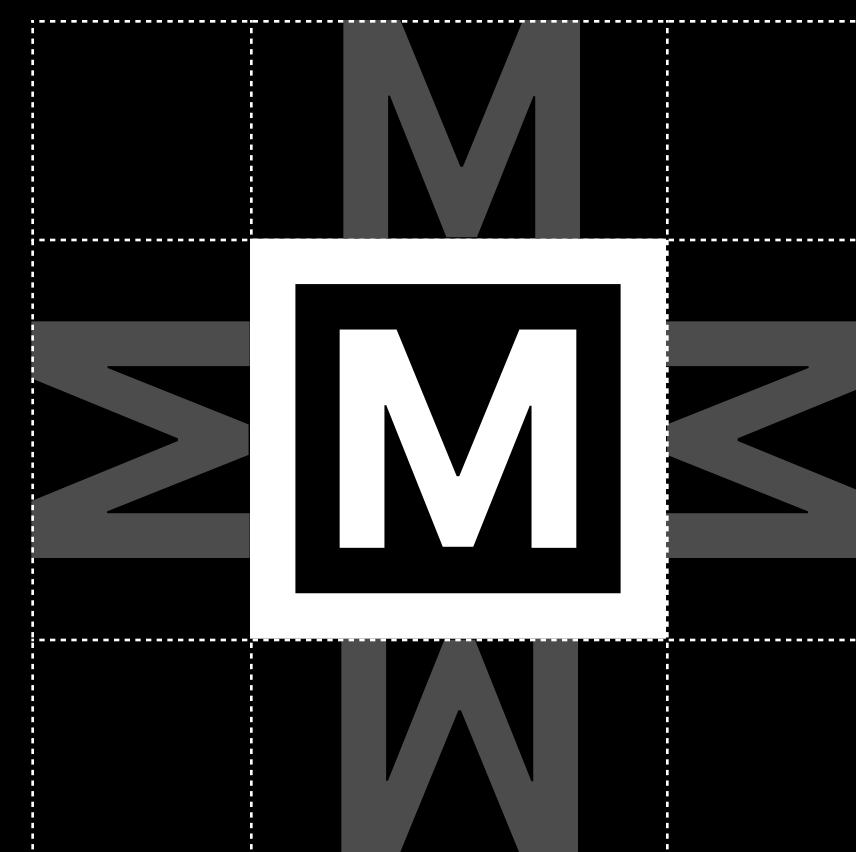
Metallicus

The Brick Safe Space

Whenever using the Brick, the same geometric safe space as the Block should be respected.

When using the the Brick as an avatar, there should be 10% free space between the outside edge of the Brick border and the inside edge of the avatar.

The black version of the full colour Brick should always be used in this instance.



The Block Geometry

The Block is geometrically constructed using the font *Inter Extra Bold*.

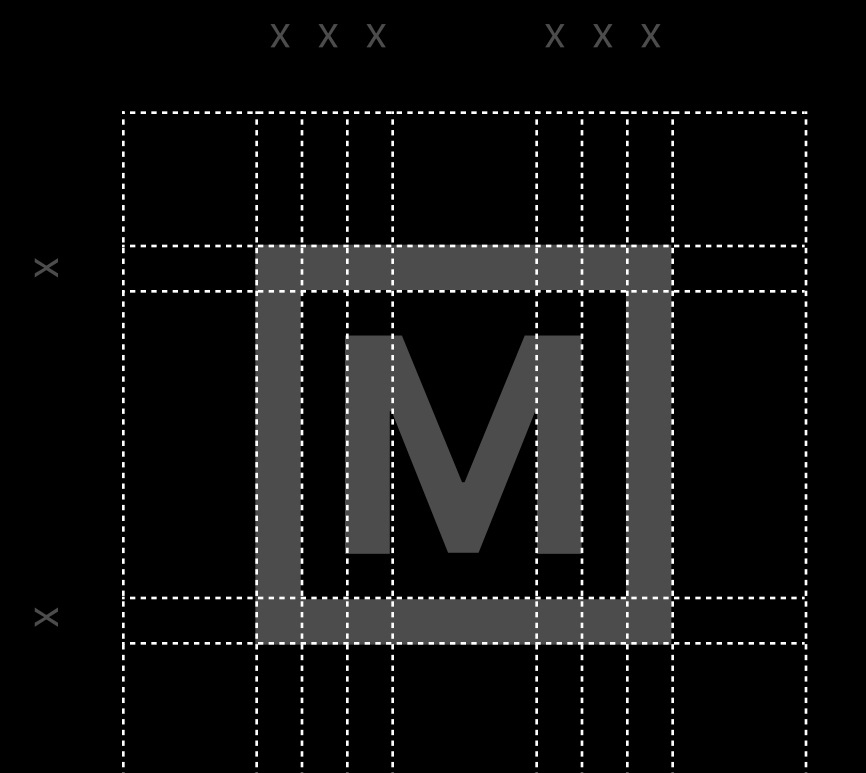
The font and its weight informs the empty space between **Metallicus** and its border, and also the weight of the border.



The Brick Geometry

The Brick is geometrically constructed using the font *Inter Extra Bold*.

The font and its weight informs the empty space between the 'M' and its border, and also the weight of the border.



Small Logo Usage

100px Height



There are specific logo files available in our brand pack for small logo usage, and they should be used when rendering logos between 100px height and 30px height.

50px Height



Anything smaller than 30px should use small use version of the Brick.

30px

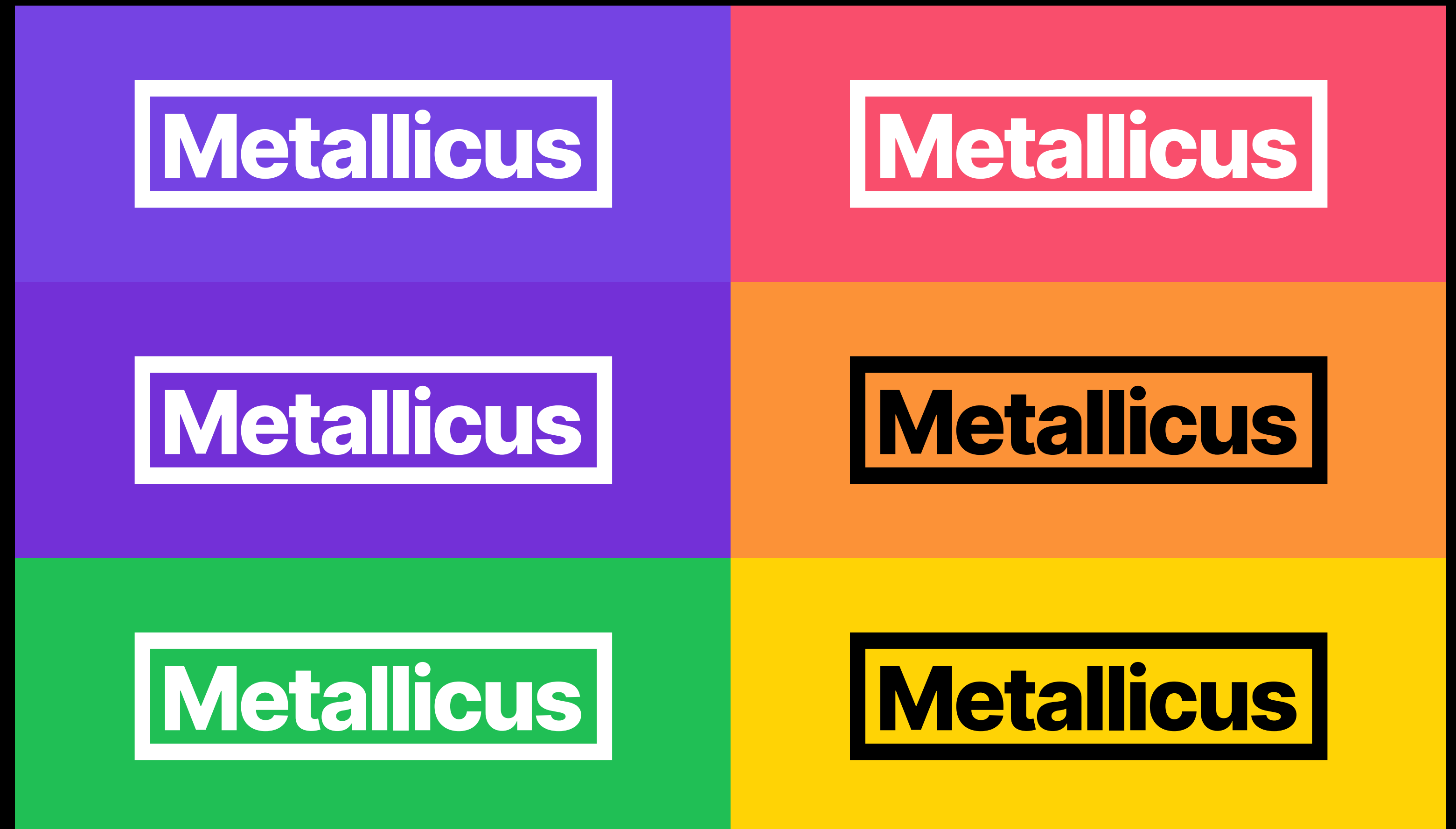


Under 30px



One-color Logo use

The one-color Block should only be used on color backgrounds within the Metallicus color palette. The one-color Block should be used in black and white colorways. When using orange and yellow, the black Block should be used.



Full-color Logo use

The full-color Block should be used only on white, black, or photography backgrounds.

Depending on the photography, either the black text or white text version of the Block can be used.



DESIGN ELEMENTS

Logo Misuse

Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not shuffle around the colors of the gradient



Do not re-create using any other typeface



Do not use different colors



Do not outline



Do not change the size or position of the box and logotype



Do not rotate any part of the logo



DESIGN ELEMENTS

Colors

The Color of our Values, and the Values of our Colors.

The colors used in the Block were formed using a combination of the Metal Pay and Proton color palettes along with a selection of colors that represent our values.

As we progress through the gradient, we are greeted by a color that captures the essence of the subsequent value.

Trust willingly

Build relentlessly

Inspire tenaciously

Unite globally



Purple

Trust
Reliability
Loyalty

Pink

Urgency
Passion

Red

Strength
Passion
Confidence

Orange

Energy
Powerful
Playful

Yellow

Nostalgia

Green

Global
Money
Sustainable

Everything begins with trust, including our logo

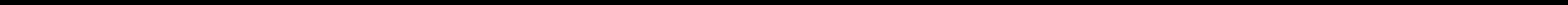
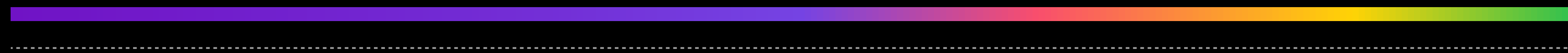
When we have trust we can build, when we build we can inspire, and when we inspire we can unite.

Trust willingly

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Unite globally



Metallicus colors

Our color palette needs no introduction.

If in doubt, ask us - brand@metallicus.com

#7543E3
PROTON PURPLE

#20BF55
METALLICUS GREEN

#7330D7

#7013C5

#F94E6C

#FC9237
METAL PAY ORANGE

#FFD305

DESIGN ELEMENTS

Typography

Typography

We use Inter because of its versatility. It supports 142 languages, and Metallicus wishes to speak to the world.

It increases speed across our portfolio of products. It's clear, bold, and elegant. We only ever use these four.

Extra Light Regular
Semi Bold Extra Bold

Inter Font Family, -5% Letter Spacing

Typography

H1 64px
Inter Extra Bold

We are, in fact, a business

H2 40px
Inter Extra Bold

We compare ourselves to a Japanese Sushi Bar

H3 32px
Inter Extra Bold

To build the most customer-centric Digital Asset Banking network supporting Retail and Corporate clients

H4 24px
Inter Extra Bold

This is what happens when you build first and promise second.

P 16px
30 Line Height
Inter Semi Bold

Proton is not just a blockchain, it is a community of people bringing about the future of the web through: finance, software, art, music, philosophy, philanthropy, education. All of whom deeply care for each other and the future generation.

Anyone can inspire – not just a leader, and a leader is not defined by a title. We believe a leader is a dreamer that takes an idea, shares it freely, and allows it to flourish.

When we're inspired, we empower others to be inspired, and every idea can become a reality.

Pull quote 32px
Inter Regular

What excites you the most in this world? You need to be doing more of that right now, and I promise you will find the sense of purpose you yearn for.

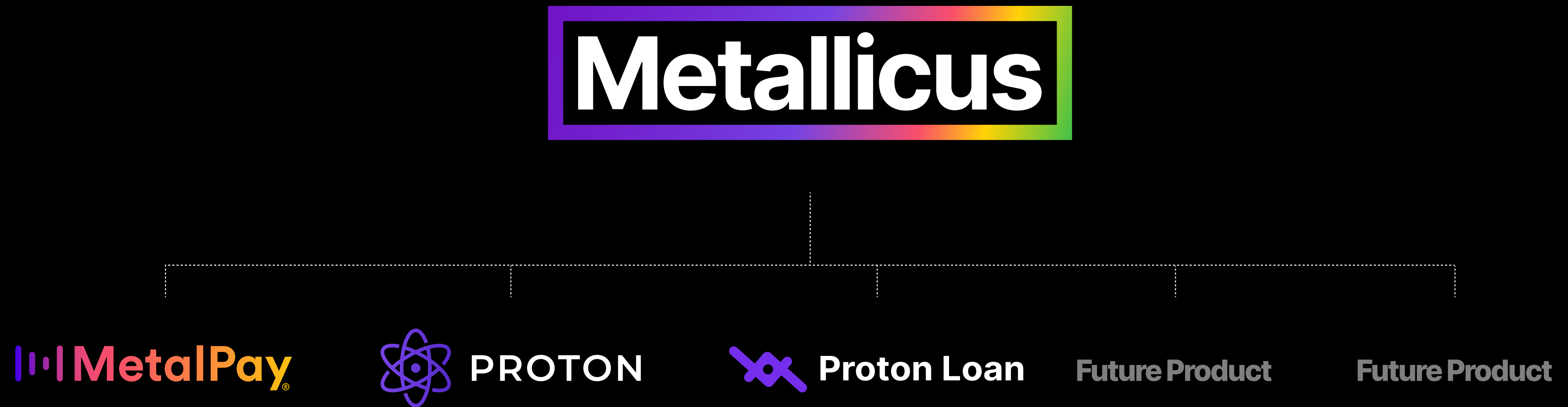
Quote Mark 64px
Inter Extra Bold



Brand Hierarchy

Brand Hierarchy

Metallicus' visual identity was formed to bring clarity to our internal and external communities. Metallicus is our parent company, and all products sit underneath Metallicus, and the Brick.

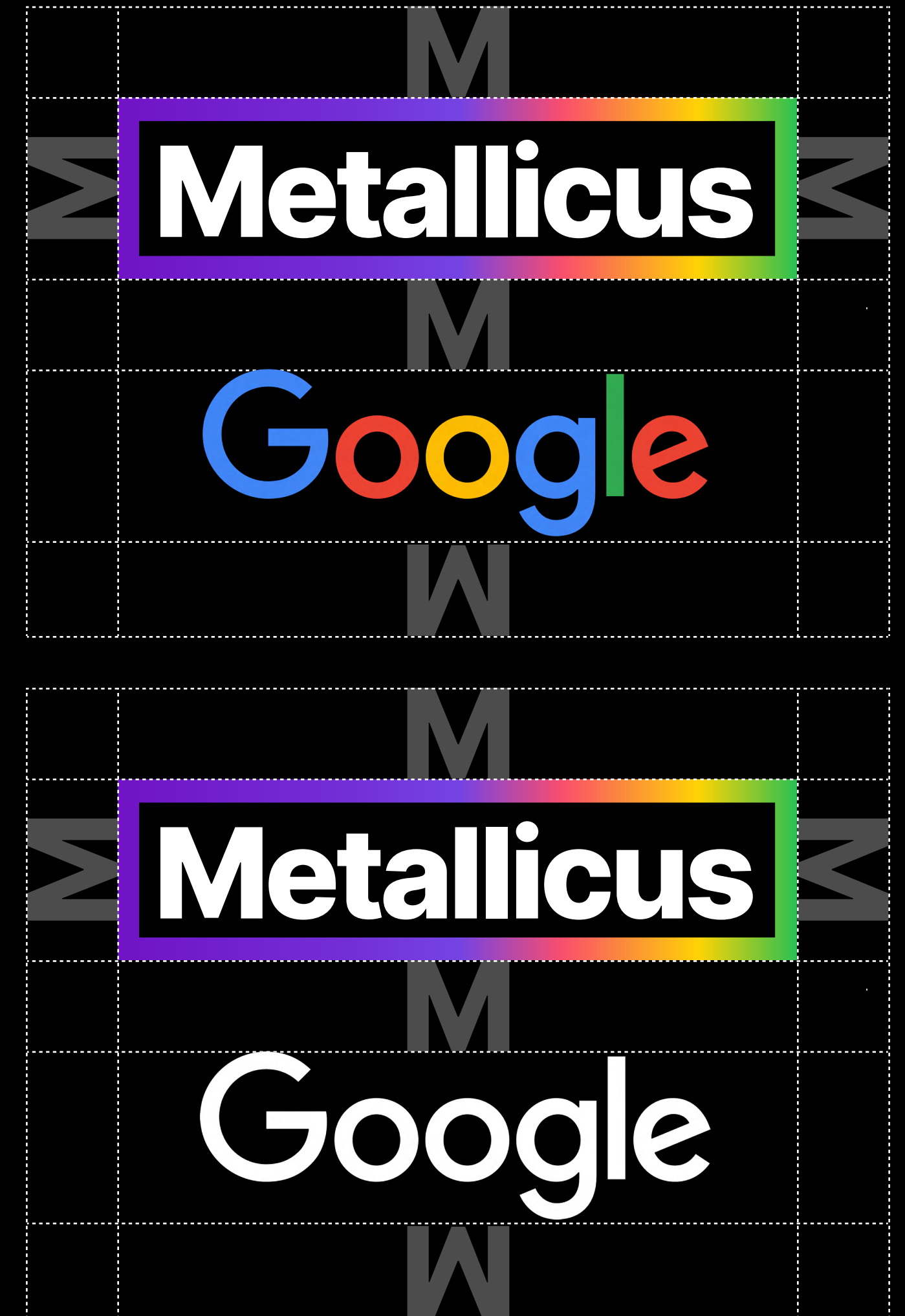
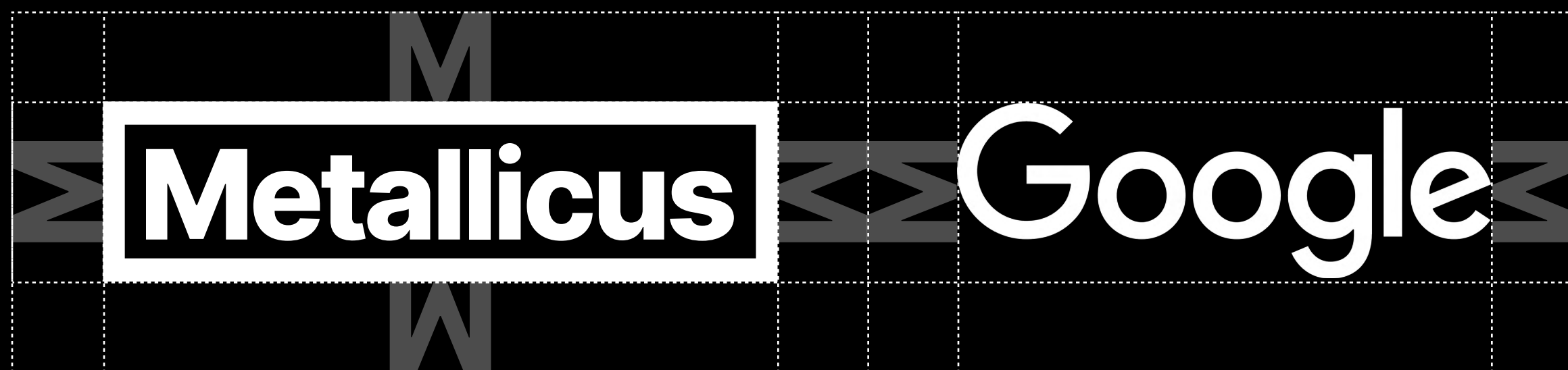
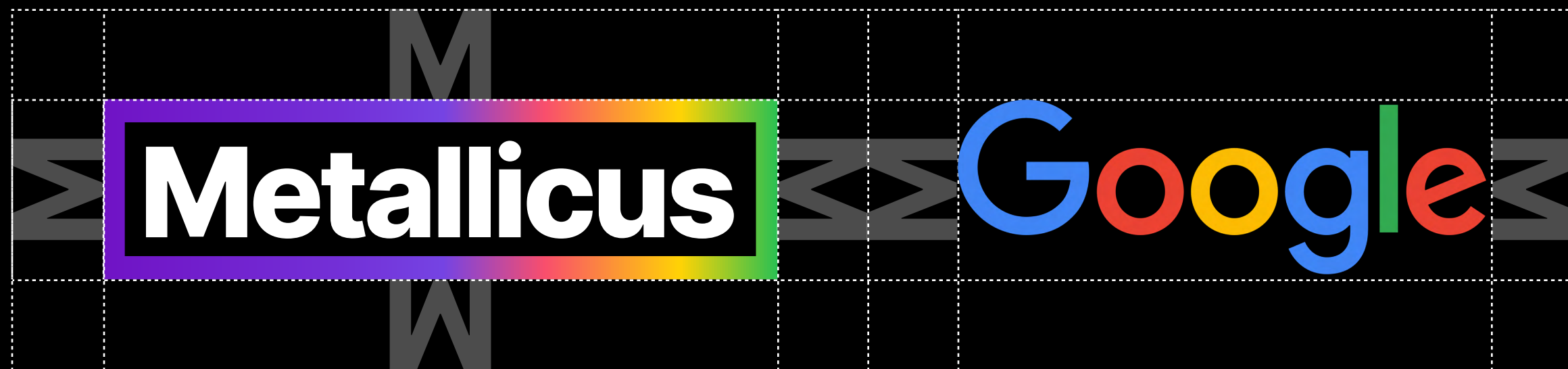


Partnerships

Partnerships

We have a lot of partners, and we'll find many more, so we like to ensure we're consistent when announcing them. We always use the Block when announcing partners.

Depending on the partner's guidelines, you can either use the one-color block, or the full color block.



Metallicus

If in doubt

BRAND@METALLICUS.COM
