MFEV

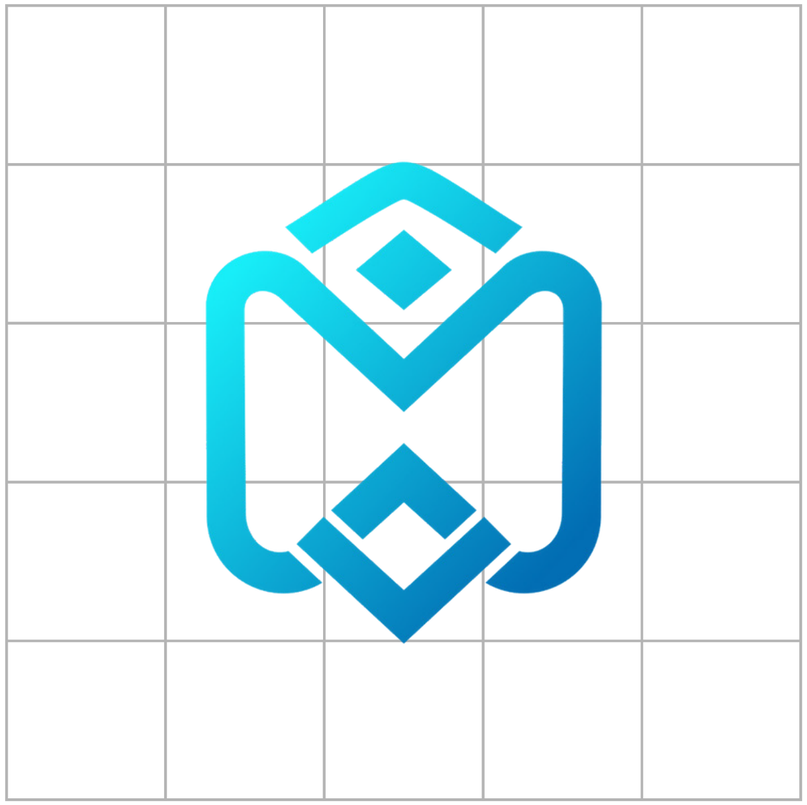
Brand Guidelines

Logo

MFEV stands for Meta Finance Elements Verse.

Logo followed by text in Noyh R (Bold) font.

Icon



Icon to be used on branding assets, small screen media and as favicon.

Logo Variations

RESPONSIVENESS

Desktop

Mobile

Wear

Card

COLOR PALETTE

Hex Code
#19EFF9

CMYK
54,0,12,0

RGB
25,239,249

Hex Code
#0473B7

CMYK
88,51,2,0

RGB
04,115,183

Hex Code
#000000

CMYK
0,0,0,100

RGB
0,0,0

Hex Code
#FFFFFF

CMYK
0,0,0,0

RGB
255,255,255

Background

ACCEPTABLE COMBINATIONS

Brand Typography

MAIN FONT

For titles and headings.

Aa

Noyh R (Bold)

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Font Hierarchy

Titles & headings

SUBTITLES

Normal text on websites, articles and anywhere else. Clear Sans is easier to read and clean looking font.

→ Noyh R (Bold)

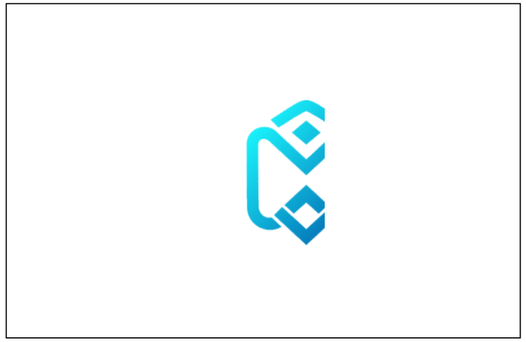
→ **Raleway (All Caps)**

→ **Clear Sans Regular**

Rules of application

DO'S AND DON'TS

DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.

DO NOT rotate the logo.