metrix

Brand Guidelines

This document outlines the visual identity, voice, and core principles that define who we are and how we show up.

About Brand Guidelines

The Metrix 2025 Brand Guidelines exist to protect the integrity of our identity as we scale. It's not just about looking good; it's about building trust, recognition, and clarity across every interaction.

Function

These guidelines define how our brand should be presented across all mediums. From logo usage and typography to tone of voice and color palettes, each section ensures the Metrix brand is cohesive.

Guide

Use this document as your single source of truth. Whether you're creating a campaign, pitching Metrix to a client, or designing internal assets.

PRODUCT NAME

Using logo

The Metrix logo is a core identifier of our brand and must be used with consistency and clarity. Always use the correct version depending on the context.
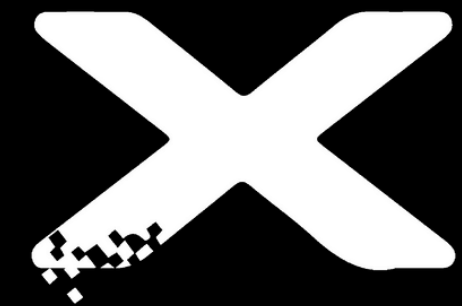
Vertical Use

PRODUCT NAME
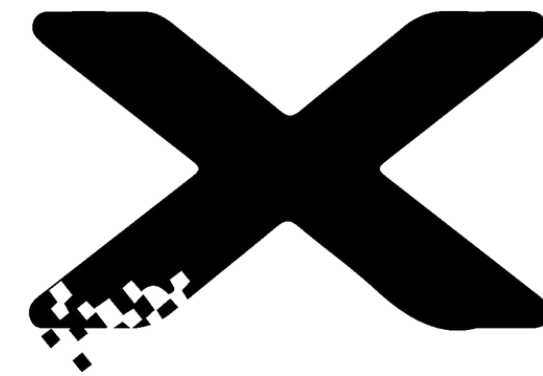
Horizontal Use

metrix

Symbol Use

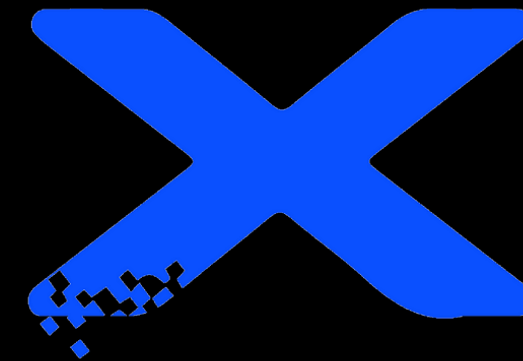The logo should never be altered, distorted, or recreated in any form.

Color logo

The Metrix logo should always be used in its approved color variations to maintain visual integrity and recognition. Our core blue represents energy, clarity, and innovation.

PRIMARY COLOUR

ALTERNATE COLOUR

REVERSE COLOUR

Brand Color

Primary

Our signature Metrix Blue symbolizes innovation and trust. It's used across key brand elements, UI highlights, and call-to-actions.

Secondary

These support the primary color and provide flexibility for backgrounds, accents, and illustrations.

Secondary Color

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

Primary Color

RGB
CMYK
Hex

RGB
CMYK
Hex

RGB
CMYK
Hex

Primary Font

Headline Typeface:

Poppins

Hello I am Poppins

Hello I am Poppins

Hello I am League Poppins

Aa   Bb   Cc

Dd   Ee   Ff

Gg   Hh   Ii

Jj   Kk   Ll

1 2 3 4 5 6 7 8 9 0

! @ # $ % * " & ( )

Secondary Font

DM Sans Regular

DM Sans Medium

DM Sans Bold

Body Text Typeface:

DM Sans

Hello I am DM Sans

Hello I am DM Sans

Hello I am DM Sans

Aa	Bb	Cc
Dd	Ee	Ff
Gg	Hh	Ii

1 2 3 4 5 6 7 8 9 0

! @ # $ % * " & ( )
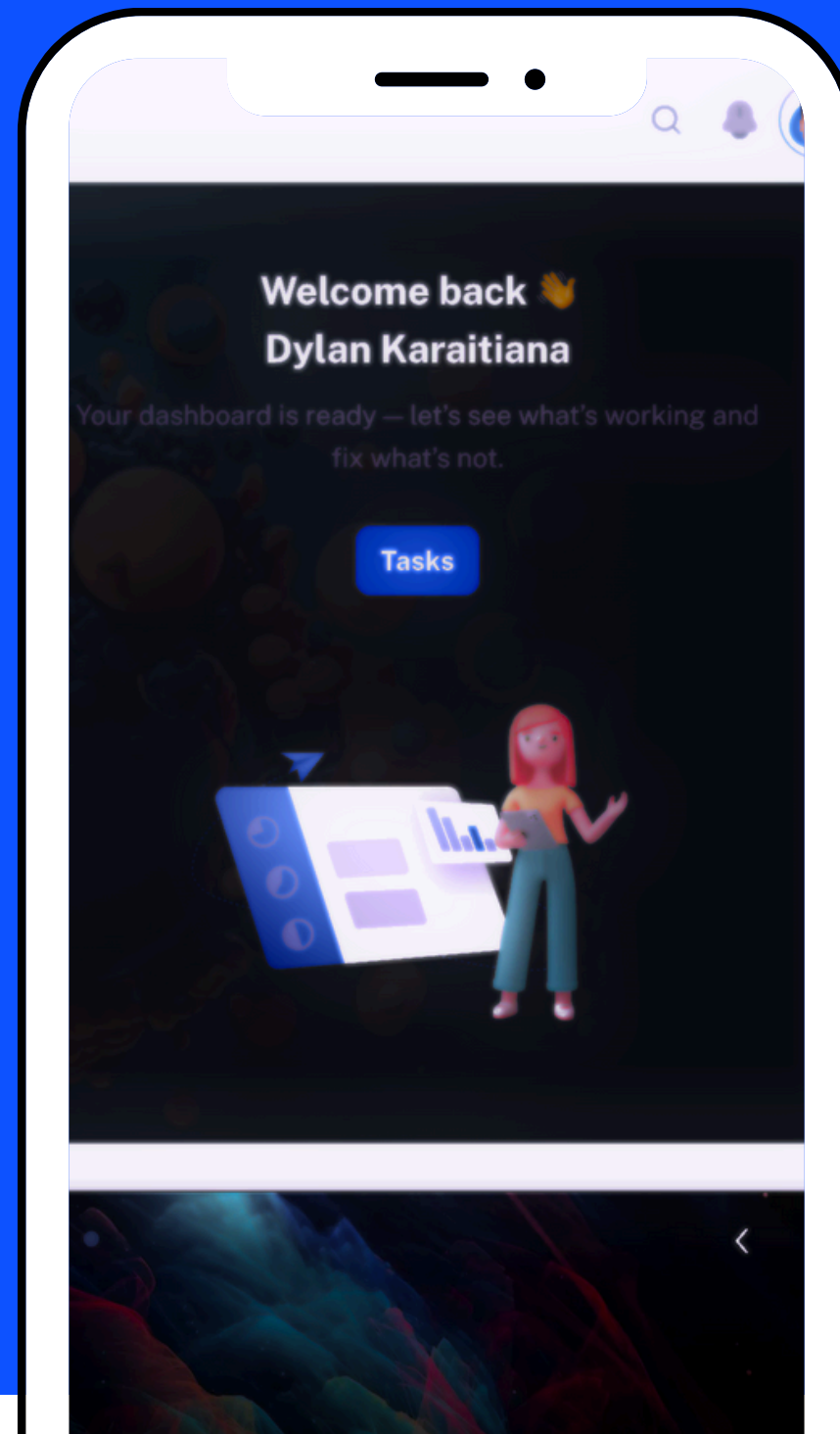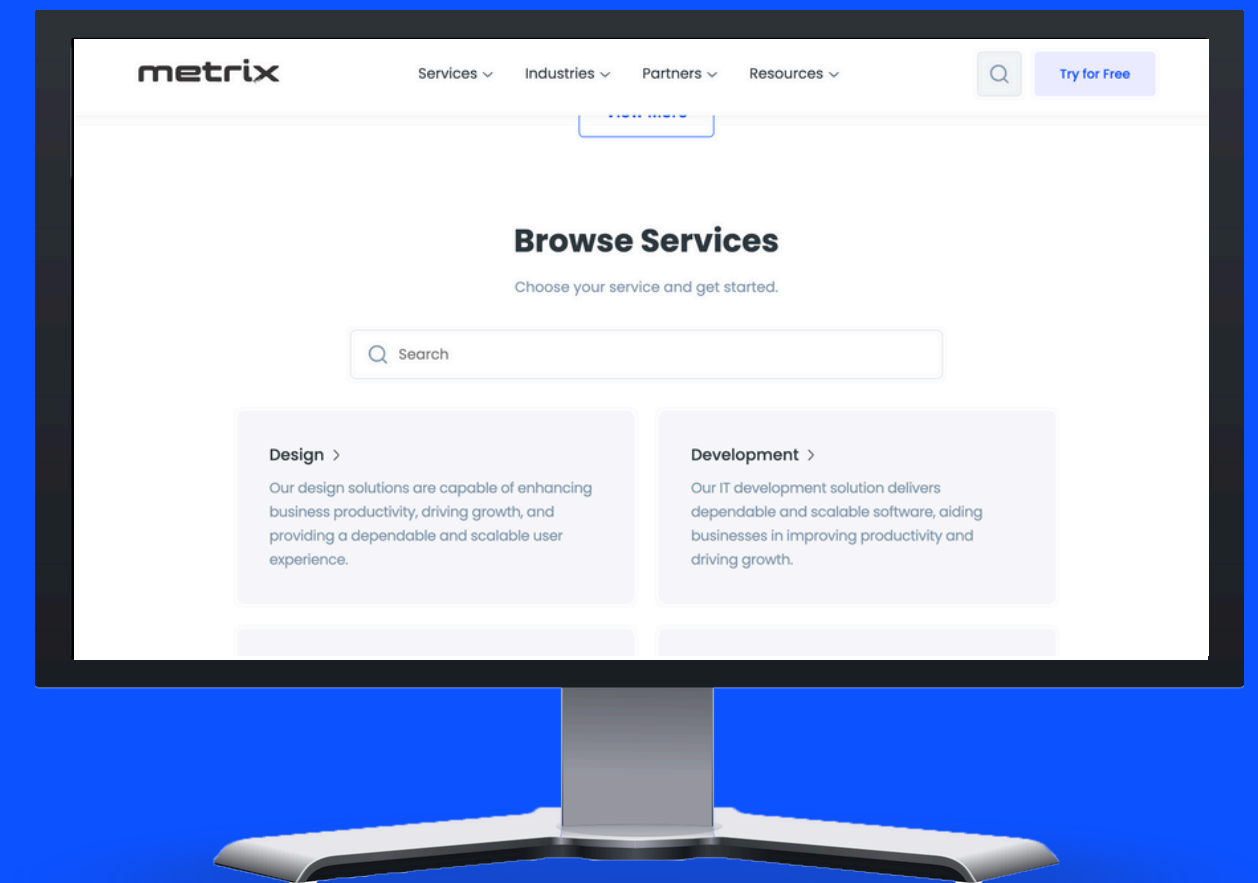
Image Style

The Metrix visual language is bold, energetic, and digitally native. Our image style embraces vibrant color, modern technology, and human connection.

Brand Application

AMUSEMENT
SOFTWARE

PRODUCT
NAME

Welcome back 👋
Dylan Karaitiana

Your dashboard is ready — let's see what's working and fix what's not.

Tasks
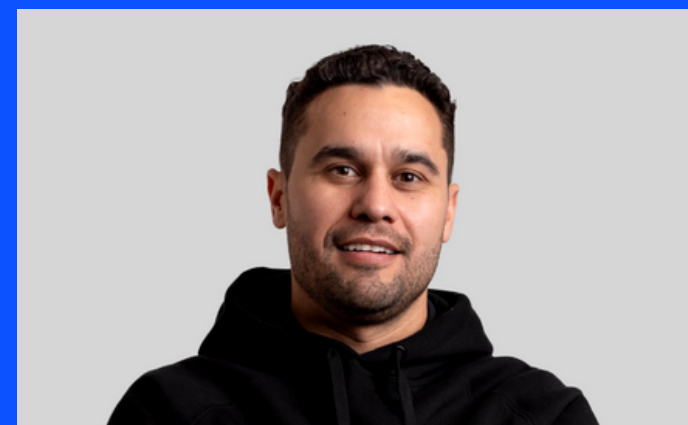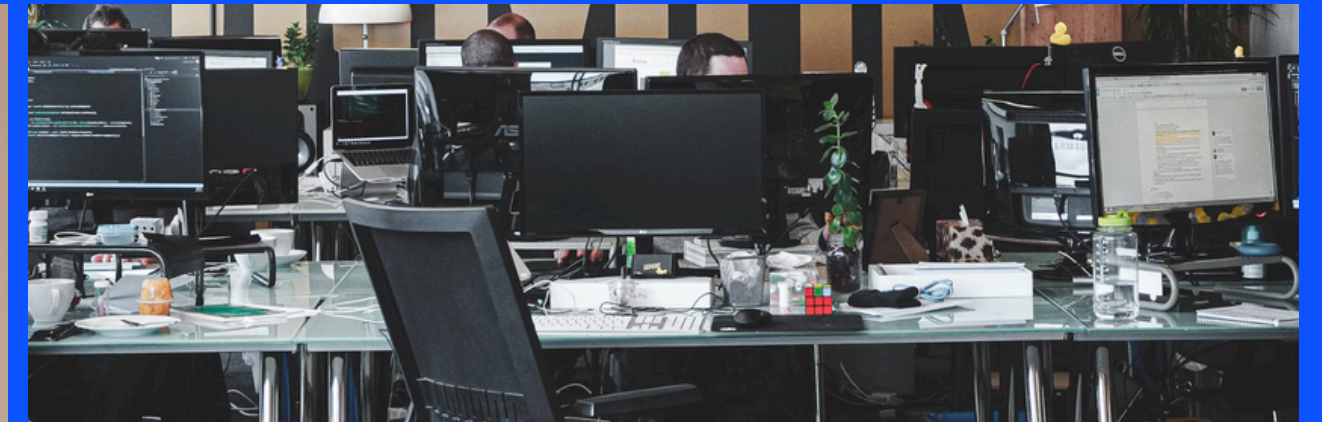
The Metrix brand must be applied consistently across every touchpoint—from digital platforms to physical assets.

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