# Metaverse
## STANDARDS FORUM ™

Logo Usage Guidelines
**June 2022**

# Proper Logo Usage

**Metaverse**
STANDARDS FORUM ™

## Basic Information

The guidelines in this document pertain to the Mevaverse Standards Forum logo family.

In this logo pack, the following files are provided, both in a horizontal and vertical aspect ratio:

**Versions For Print**
- » **CMYK** - EPS
- » **Inverted** - EPS

**Versions For Web**
- » **RGB** - SVG, PNG, JPEG (various sizes)
- » **Inverted** - SVG, PNG (various sizes)

The version selected will depend on the medium and design of the communication and the method of reproduction. The intent is to provide maximum flexibility and readability against a variety of backgrounds. Please use the vector files whenever possible for best quality.

## Approved Colors

Use only the approved CMYK or RGB spot colors as included in this document and the info.txt file in this logo pack.

## Standard / Inverted Logo Usage

| | |
|---|---|
| White >85% | **Metaverse** STANDARDS FORUM ™  ✅ |
| | **Metaverse** STANDARDS FORUM ™  ❌ |
| <50% Black | **Metaverse** STANDARDS FORUM ™  ✅ |

This logo pack includes versions with black text (standard) and white text (inverted).

Only use the logo against a background with adequate contrast. In practice, that means:

- **Light backgrounds (>85% brightness):** Use standard logo

- **Dark backgrounds (<50% brightness):** Use inverted logo

- **Medium backgrounds (50-85% brightness):** Do **not** use logo. Please choose a more suitable background color.

## Logo Minimum Size

**Metaverse** STANDARDS FORUM ™
50px
0.5 in

**Metaverse** STANDARDS FORUM ™
100px
1 in

**The hoziontal logo** must be at least 0.5" high for print use, or 50px high for web use.

**The vertical logo** must be at least 1" high for print use, or 100px high for web use.

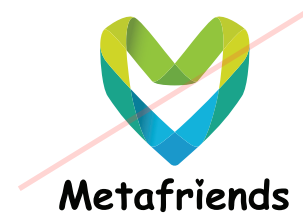# Unacceptable Logo Usage

## What NOT to do

Here are a few common, but unacceptable uses of the Metaverse Standards Forum logo. By simply placing the logo graphics as-is into your layouts, you can avoid almost all of these problems.

**DO NOT REMOVE TRADEMARKS**
Never remove the ® or ™ symbols from the logo

**DO NOT SCALE DISPROPORTIONATELY**
Always keep the correct

**DO NOT ADAPT INTO A NEW LOGO**
Elements from this logo

**DO NOT ADD EFFECTS**
Drop shadows, bevels, glows, etc. must not appear on the

**DO NOT RECOLOR**
Keep existing logo colors

**DO NOT DISTORT**
Distortion, perspective effects, or warping the logo

**DO NOT USE BUSY BACKGROUNDS**
Always keep backgrounds simple with ample contrast for the logo

**DO NOT ADD OR SUBTRACT ITEMS**
The entire logo must appear intact

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## Official Colors

The following are the official colors as used in the Metaverse Standards Forum logo.

Feel free to use these as accent colors in any related materials such as web pages, videos, printed materials, etc.

**RGB:** 108,168,0
**Hex:** #6CA800
**CMYK:** 64,13,100,1

**RGB:** 147,197,1
**Hex:** #93C501
**CMYK:** 48,2,100,0

**RGB:** 191,203,2
**Hex:** #BFCB02
**CMYK:** 31,6,100,0

**RGB:** 208,212,2
**Hex:** #D0D402
**CMYK:** 23,4,100,0

**RGB:** 0,163,138
**Hex:** #00A38A
**CMYK:** 80,12,57,0

**RGB:** 0,152,202
**Hex:** #0098CA
**CMYK:** 78,25,7,0

**RGB:** 0,178,218
**Hex:** #00B2DA
**CMYK:** 72,8,8,0