

# Brand guidelines



**pax.world**

**The following document has been created as a reference to guide the outward communication and design of our brand. This includes our name, logo and other elements such as color, type and graphics.**

**It introduces our identity and explains the guiding principles for using the elements of our brand. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.**

**The way we look, sound, and behave is a reflection of who we are. Our brand identity is more than a single mark—it is a rich system that works to balance technology and design with personality and approachability.**

**These guidelines describe the visual elements that represent our company identity.**

**Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of our name and marks.**

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**Our  
brand**

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The **pax.world** brand foundation is inextricably linked to the emotional and functional outcomes of our services and what we enable for our partners.

Our defined promise, positioning, and philosophy reflect what the company was founded upon and our focus for the future.

**The  
logo**

**2**



**Master logo**

**Logo**

Our logo is the key building block of our identity and the primary visual element that identifies us.

The logo is a combination of the glyph (icon) and our company name – they have a fixed relationship that should never be changed.







## Glyph & wordmark

Logo

The glyph (a.k.a. icon) and wordmark (a.k.a. lettered name) compliment each other and should be used together whenever possible, but the glyph can be used by itself if space is restricted.

Only show the logo in pax.world plum and white. We do not use black for the wordmark or glyph.





## Logo variations

These examples demonstrate the correct versions to use in specific cases according to color and contrast.

The same rules and color variations apply directly to the glyph.

Full color



Greyscale - primary dark



Greyscale - primary white



Outline - dark



Outline - white



Logo

There should be enough breathing room around the logo so it isn't overcrowded.

This area of isolation allows the primary logo and symbol to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logos.

Do not go any smaller than 240 pixels wide if using the whole logo or 24 pixels wide if using just the glyph.



The safe space equals the logotype letter O





## Incorrect usage

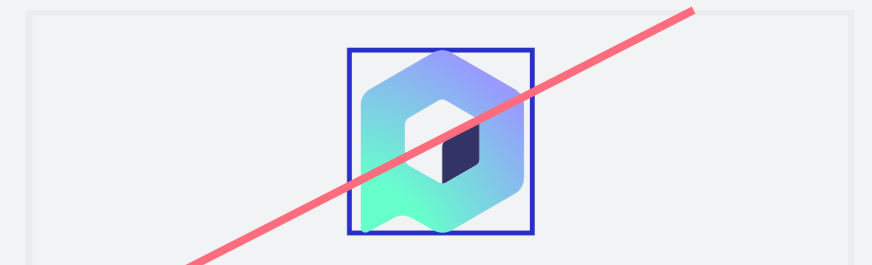
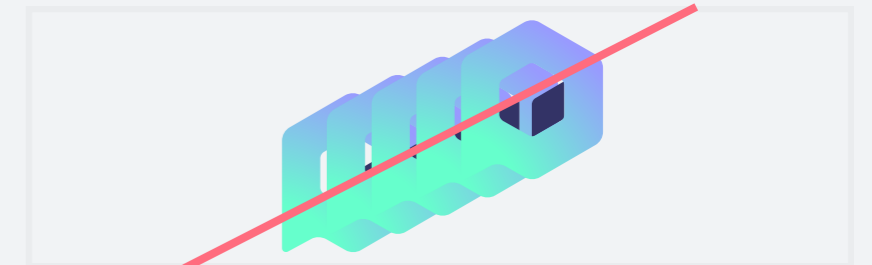
Logo

The success of the brand depends on the logos maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

Here are some **don'ts**:

- do not alter the colours of the logo
- do not add effects such as glows and shadows to the logo
- do not squash, stretch, mirror or rotate the logo
- do not use outdated versions of the logo





## App icon

## Logo

Our app icon may in some instances be our consumers first interaction with our brand.

Ensure in all situations, that our specifically balanced app icon is used when necessary.



**Google Android**



**Apple iOS**



**Samsung**



App icon

Logo

When using the pax.world logo with the parent-company metameet logo, make sure it is the correct design.

The original features the signature plum colour but alternatively, using pure white instead of it is also an option depending on the background.



# Colour palette

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Primary palette

|                         |                         |
|-------------------------|-------------------------|
| <b>HEX:</b> #66FFCC     |                         |
| <b>RGB:</b> 153 255 204 |                         |
| <b>CMYK:</b> 34 0 16 0  |                         |
| <b>HEX:</b> #9999FF     | <b>HEX:</b> #FF6666     |
| <b>RGB:</b> 153 153 255 |                         |
| <b>CMYK:</b> 31 28 0 0  |                         |
|                         | <b>RGB:</b> 255 102 102 |
|                         | <b>CMYK:</b> 0 72 35 0  |

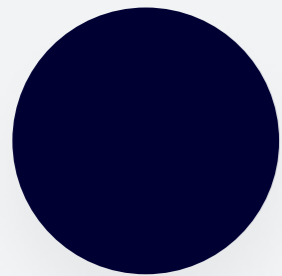
Gradient palette

|                     |                     |
|---------------------|---------------------|
| <b>HEX:</b> #66FFCC | <b>HEX:</b> #9999FF |
|---------------------|---------------------|



## Neutral palette

## Colour palette



### Almost black

HEX: #000033  
RGB: 0 0 51



### Deep Blue

HEX: #333366  
RGB: 51 51 102



### Dark Lavender

HEX: #666699  
RGB: 102 102 153



### Lavender

HEX: #9999CC  
RGB: 153 153 204



### Darkest

HEX: #2E3138  
RGB: 46 49 56



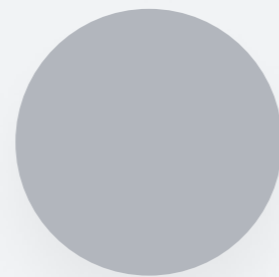
### Darker

HEX: #4E535F  
RGB: 78 83 95



### Dark

HEX: #787F8C  
RGB: 120 127 140



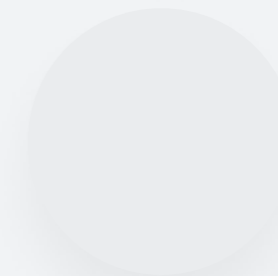
### Grey

HEX: #B2B6BD  
RGB: 178 182 189



### Light

HEX: #D1D4D7  
RGB: 209 212 215



### Lighter

HEX: #EAECEE  
RGB: 234 236 238



### Lightest

HEX: #F1F3F5  
RGB: 241 243 245



### Pale

HEX: #FFFFFF  
RGB: 255 255 255

**Typography**

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Typography is a central design element in our brand identity system.

Graphik is our primary typeface, providing an approachable and modern aesthetic to our brand's written communication. It's used mainly for headlines and call-to-actions.

Even though we use both lower and upper case letters of our font, when writing the name of the brand, the first letter is never capitalized - it is always written as pax.world.

# Graphik

## Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Numbers

1 2 3 4 5  
6 7 8 9 0

## Special Characters

! " § \$ % & / ( ) = ? ` ; :  
; " ¶ ¢ [ ] | { } ≠ ¿ « Σ €  
® † Ω ¨ / ø π · ± ' æ œ @  
Δ o a © f ð , å ¥ ≈ ç √ ~  
μ ∞ . . . - ≤ < > ≥

Graphik has a wide range of weights and unique ligatures.

The typeface is perfectly suited for our vehicles of expression, allowing for a wide range of use in our mediums and applications.

With the unique feature of Graphik, we have the opportunity to customise the font.

On the right, you can view the already customised bold, medium and regular.

### Black

**The quick brown fox jumps over the lazy dog**

### Bold

**The quick brown fox jumps over the lazy dog**

### Medium

**The quick brown fox jumps over the lazy dog**

### Regular

The quick brown fox jumps over the lazy dog

### Light

The quick brown fox jumps over the lazy dog

**Imagery**

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Our aesthetic identity adheres to the theme of abstract realism, with influences from magic realism, surrealism and minimalism.

Renders or screenshots, showcasing the clean, abstract virtuality of pax.world, should be preferred over photography.

This ensures that the impression created is true to the unique character of the metaverse experience.



Imagery should bolster our brand, without taking away focus.

Use simple and clear renders to elevate the logo.

For images with a light background, we suggest applying a 25-50% black tint to the entire image, so that the white logo is legible.

On the other hand, for images with a dark background, we suggest applying a 25-50% white tint while using the dark logo.



**Graphics**

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