META
THIRDSPACE

WELCOME

THE **META | THIRDSPACE** BRANDING GUIDE

This is a guide to all things **META** branding. Refer to this when creating any documents directly related to the **META | THIRDSPACE** art gallery/thesis project.

Please read over this document carefully, and treat it as a reference to ensure that we create a beautiful brand that represents both our curatorial project and our artists.

If there are any questions regarding the use of branding, please contact:

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THE LOGO

HOW TO PLACE IT & WHERE

The **META | THIRDSPACE** logo was created with simplicity and flexibility in mind. Although this logo can fit in many places on any background, there are some small details that should always be paid attention to when placing our logo on anything.

01   The padding around the logo should be at least the same width as the width as the "M" in "META".

02   Examples of the logo on media with appropriate spacing. When possible, the logo should be placed in the bottom left-hand corner.

03   Our logo is on the small side. Size the logo so that it has breathing room, but not too much. When placed alone, the logo should have at least the width of the box left around it.

04   Our logo can also be placed without text. Same as when placing alone, breathing room must be left around the box. Not too big, not too small.
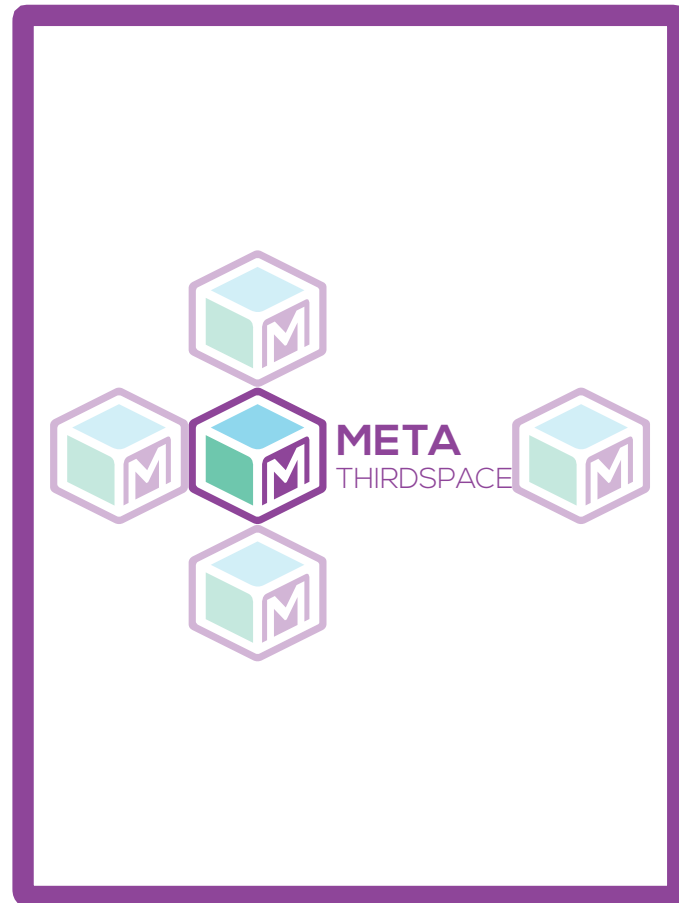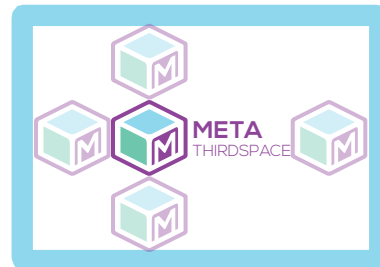
BOOKLET

CARD

POSTER

BOOKLET

CARD

META
THIRDSPACE

**META**
THIRDSPACE
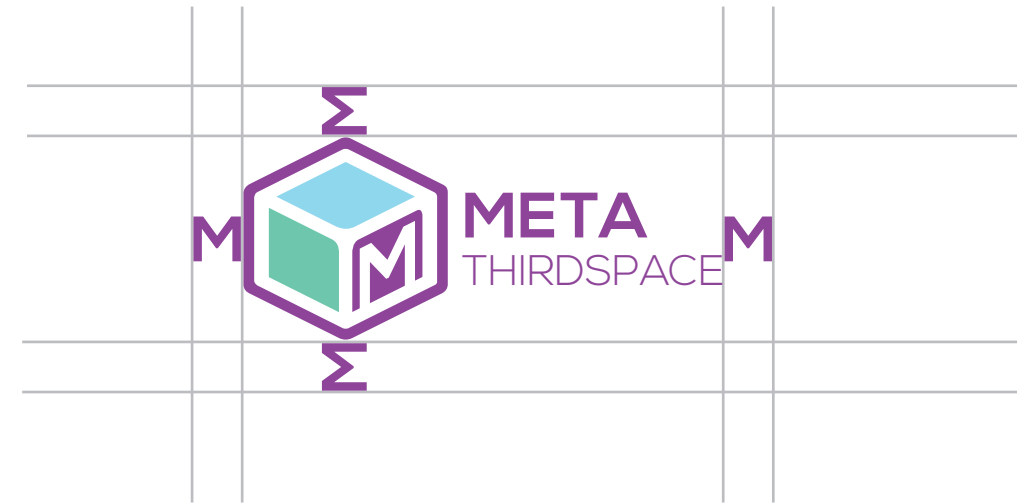
BOOKLET

CARD

THE LOGO

COLOURS

Our logo can fit into many different environments with the creation of our one-colour versions. It's up to your discretion which logo is used, but it should always stand out as much as possible, and NEVER blend in.

Simply put, show off our logo and make it look awesome!

01 The colour logo can fit on a variety of different backgrounds, but on some colours it tends to fall away. When this happens, the solid colour alternative logos should be used.

02 The grey logo fits mainly on a background that is nice and light. As you can see, it doesn't do too well on much, but is still a nice one-colour option.

03 The white logo is most appealing when placed on a dark to medium dark background. This creates a high contrast and makes the logo pop.

04 The 95% black logo will only work on backgrounds that are white or close to white.
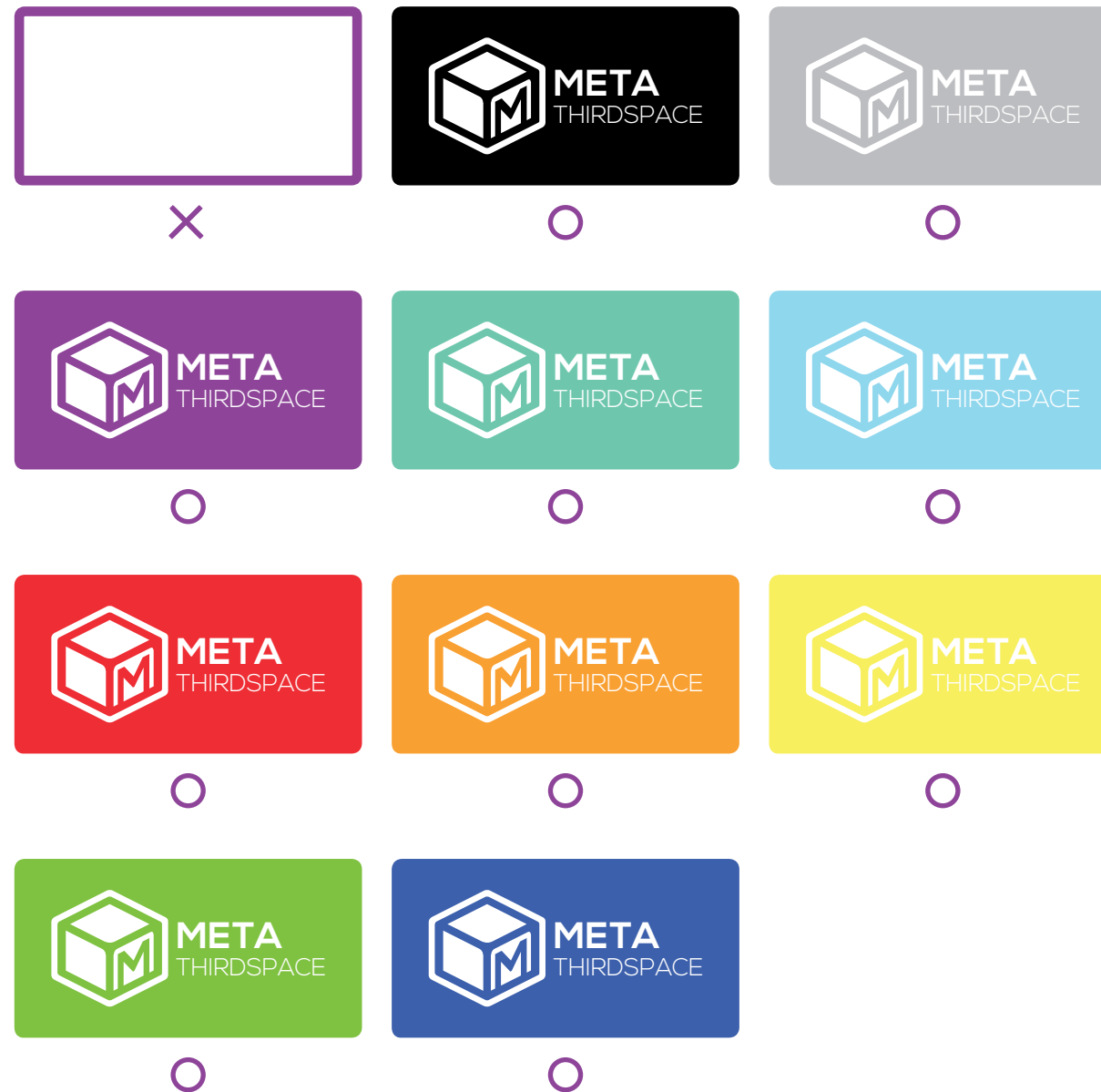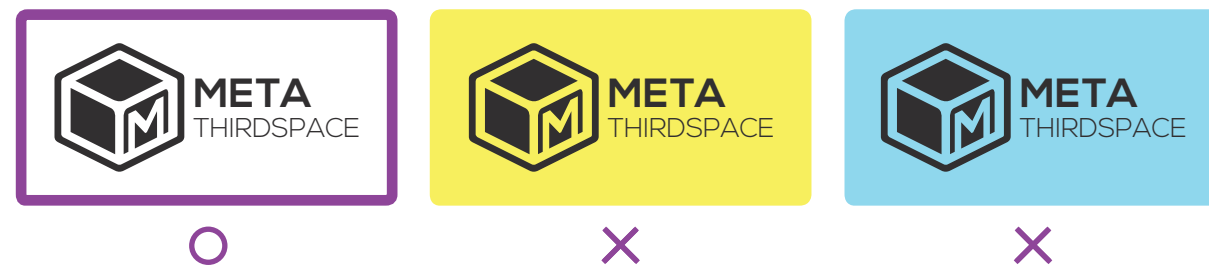
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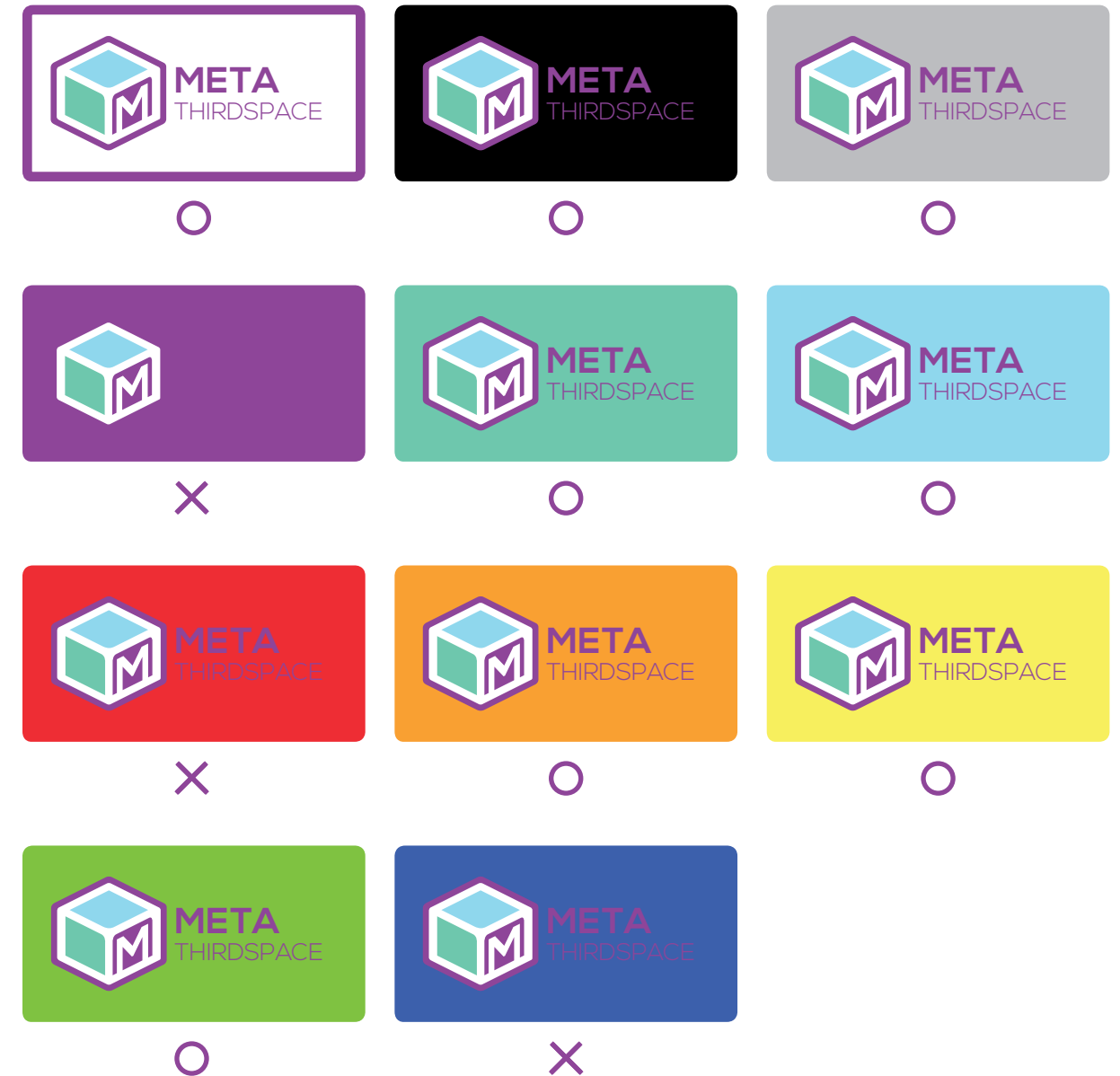
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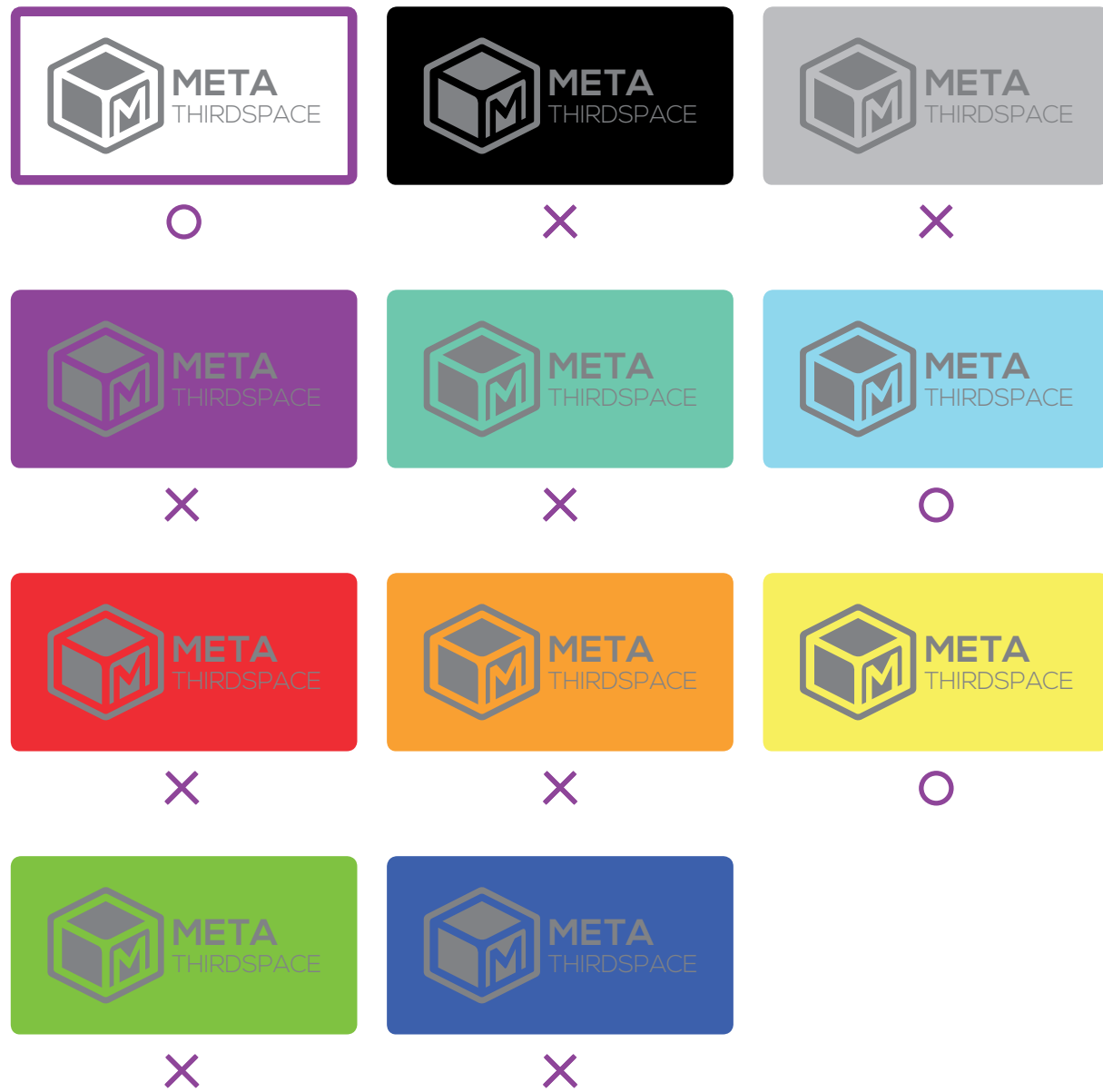
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TYPEFACE

FONTS

These different fonts each place a separate role in our visual brand. These roles MUST be respected!

01 Nexa Bold
Our title font. This font should be all caps, all the time. When possible, text should be coloured in our purple.

NEXA BOLD HEADINGS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;?!@#$%&) 0123456789**

02 Nexa Light
Our secondary title font. This should also be in all caps and purple where possible & appropriate.

NEXA LIGHT SUBHEADINGS 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;?!@#$%&) 0123456789

03 Nexa Light
Like our subheading font, but with the lowercase alphabet. Font should be coloured purple where possible & appropriate.

Nexa Light Subheadings 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%&) 0123456789

02 Aileron Light

This is our normal body text font. This font should be used in regular sentence case, and shot not be used for headings.

Aileron Light Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%&) 0123456789

An example of how a body of text should look using our fonts.

MAIN HEADING

SUBHEADING 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in mauris lorem. Sed quis sem iaculis, euismod leo a, volutpat magna. Quisque et tortor maximus, maximus nibh a, mollis massa. In hac habitasse platea dictumst. Praesent elementum justo id mattis vulputate. Mauris laoreet, tortor et facilisis convallis, elit felis congue ligula, vitae consequat felis mi ut nulla. Nunc imperdiet rhoncus ornare. Nullam sed quam ullamcorper, congue ligula vitae, porta arcu.

Subheading 2

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec nec mi volutpat, aliquam lorem id, fringilla libero. Cras et mi at turpis porta sollicitudin. Vivamus viverra fermentum justo. Maecenas consectetur, massa ut placerat commodo, dui sapien ultrices nibh, eget ultricies lectus metus eu quam. Integer vel nibh sit amet erat consequat condimentum. Nunc lacinia, orci vel imperdiet pellentesque, lorem est luctus purus, sed blandit massa elit quis felis. Proin lorem nisl, vehicula non vestibulum sed, auctor eget urna. Praesent ut quam iaculis, tempor sapien eget, egestas orci. Aliquam erat volutpat. Integer id ligula cursus, blandit ex nec, ornare sapien. Ut cursus quam in sapien volutpat, eu ehfficitur mi convallis. Nulla gravida massa at elementum feugiat.

COLOURS

Our colour palette exudes unity and creativity using an analogous theme of cool colours.

CMYK 50 | 87 | 0 | 0
RGB 144 | 69 | 154
HEX #90459a

CMYK 55 | 0 | 40 | 0
RGB 112 | 199 | 173
HEX #70c7ad

CMYK 40 | 0 | 5 | 0
RGB 144 | 215 | 236
HEX #90d7ec

CMYK 40 | 70 | 0 | 0
RGB 160 | 102 | 170
HEX #a066aa

CMYK 45 | 0 | 30 | 0
RGB 112 | 199 | 173
HEX #8bd0c0

CMYK 30 | 0 | 0 | 0
RGB 171 | 225 | 250
HEX #abe1fa

CMYK 0 | 0 | 0 | 95
RGB 51 | 49 | 95
HEX #333132

CMYK 0 | 0 | 0 | 90
RGB 65 | 64 | 66
HEX #414042

CMYK 0 | 0 | 0 | 90
RGB 65 | 64 | 66
HEX #414042

CMYK 0 | 0 | 0 | 90
RGB 65 | 64 | 66
HEX #414042

Colour of our dark logo

Recommended colour for text

Colour of our dark logo

Recommended colour for text

NOTE We don't really like 100% blacks as they can be very harsh on the eye, so avoid it when possible buy using the greys in our palette!

THAT'S IT, FOLKS!

Above all else, our brand was designed to be clean and simple. Respect the simplicity by keeping minimalism and harmony in mind. If it doesn't look awesome, it probably doesn't belong. Let's keep the brand looking it's best by being conscious of how we use it!

If you have any doubts, run it by either of the graphic designers; we'd be happy to lend a hand =)