Table of Contents

05 The Brand
06 Logo & Icon
08 Variations
09 Exclusion Zone
10 Logo Usage/Misuse
11 Say our Name
13 Color Palette
14 Color Usage
17 Typography
19 Design Elements
MetricStream’s mission is to empower organizations to turn risk into a strategic advantage.
The aquamarine logo WITHOUT the tagline is one of the easiest branding materials to use since its dynamic nature is also versatile. Use the primary aquamarine with dark text as much as possible, as it looks best against white/light-colored background. Only use the white text logo when you must work with a dark-colored background.

Please contact branding@metricstream.com to receive access to logo files.

The icon is to be used as a shortened version of our primary logo, like when there is not enough real estate on collaterals and materials.

Although the icon’s primary color is aquamarine, it also comes in black and white, which may only be used with the MetricStream Brand Team’s permission.

Please contact branding@metricstream.com for usage approval.
**Variations**

**Color variations for usage on light materials.**

Permission from Brand Team required.

---

**Exclusion Zone**

**Clear Space**

Minimum clear space for our logo is half the height of the icon (represented by the circles).

---

**Tagline Trail (deep sea & white):**

**Only to be used on our website and intermittently for fitting marketing campaigns. You must get approval from the Branding Team to use it.**

**Color variations for usage on dark materials.**

Permission from Brand Team required for white.
Logo Use / Misuse

The MetricStream logo should always have a consistent look. Here are a few simple examples to make things clear and avoid misuse of the logo.

- Primary logo usage
- Use on dark backgrounds
- Use on dark backgrounds and branding font permission

Logo Use / Misuse

- Do not use prior logo
- Do not stretch the logo
- Do not rotate the logo
- Do not edit gradients or apply gradient to the text
- Do not stack or rearrange
- Do not add a background to the logo

Say our Name

Bold, dynamic, unique: those are just a few words that describe who MetricStream is and what we do. Because we are such a distinctive company, it is critical for us to write out our name properly, and our name deserves to be remembered accurately.

For reference, please do spell our name:

And please do not spell our name:

Or any other variation of the sort. Please note that we should not bold any part of MetricStream—as shown below—as we feel that having all the name bolded will radiate a stronger sense of unity:
Color Palette

Cool Colors

Our primary color is aquamarine, a fresh color that represents rebirth and transformation smoothly and seamlessly. “Aqua” is a direct reference to the “Stream” in MetricStream, which has cleansing and purifying properties, and washes away the prospect of risk all the same.

Deep Sea is complex and solid and emits a feeling of stability, showing people outside of MetricStream they can count on us to get anything done.

Starfish, Goldfish, and Coral are our complementary colors and show boundless energy MetricStream puts forth in making our products just right.

Jelly, Aqua, and Seaweed are our secondary colors and transmit feelings of both healing and vitality.

Contact branding@metricstream.com with any questions.

Note: Complementary and secondary colors should never be used in more than 15% of a design.
**Color Use/Misuse**

- **Do use** Aquamarine, Deep Sea, and White for primary usage on titles. White should be the default background color for most uses.

- **Do use** complementary or secondary colors for accents like links, footers, and charts.

- **Don’t use** complementary or secondary colors for titles or as a majority color of any artwork, design, or document.

---

**COLOR CODES EXPLAINED**

**HEX**

HEX code are used for web and digital design like digital graphics, HTML, CSS, etc. Colors are represented in a 6 number and/or letters combination. For example, black is #000000 and white is #ffffff.

**RGB**

RGB is also for digital use including television. For this format, RGB combines red, green and blue to create a spectrum of colors.

**CMYK**

For print use. Dots of cyan, magenta, yellow and black are overlapped to blend colors. Because of limitations with a printer, especially a standard office printer, not all colors can be produced and may look “dull.”

---

**How to Apply**

When setting up any document, think about what the end purpose is:

- **For Print**
  - If you are creating something digital meant for a screens or web (think emails, PowerPoints, etc.) use logos and colors from the “RGB” folder.

- **For Screens/Digital**
  - If you are creating a document for print (think PDFs, Word Docs, etc.) you will need to use logos and colors from the “CMYK” folder/category as standard printers will not print bright colors or Pantones.

- **Web/Design**
  - HEX codes will primarily be used by web developers and graphic designers.

---

**Color Information**

**Do use** Aquamarine, Deep Sea, and White for primary usage on titles. White should be the default background color for most uses.

**Title**

**Title**

**Title**

**Title**

**Link**

**Link**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...
While Open Sans is here to stay as our key font for all text and collateral alike, Noto Sans and Serenity are the newest additions to our family of fonts.

Please note that Noto Sans is only to be used for video and animation, or with MetricStream Branding Team approval. Serenity is only to be used for Headings and Subheadings in branded materials and web, with permission from Branding Team.

Serenity and Noto Sans can be accessed via Adobe Fonts.
Design Elements

Teaming with Streams

Streams are versatile and can overcome any obstacles they come across by washing it away all on their own. They also adapt to their surroundings, riding every peak and valley that comes their way with grace, eroding the old establishing a new frontier despite its tumultuous surroundings.

At MetricStream, we thrive on risk because we know that no hurdle is too daunting.
MetricStream’s mission is to empower organizations to turn risk into a strategic advantage.