

**mw mewe**

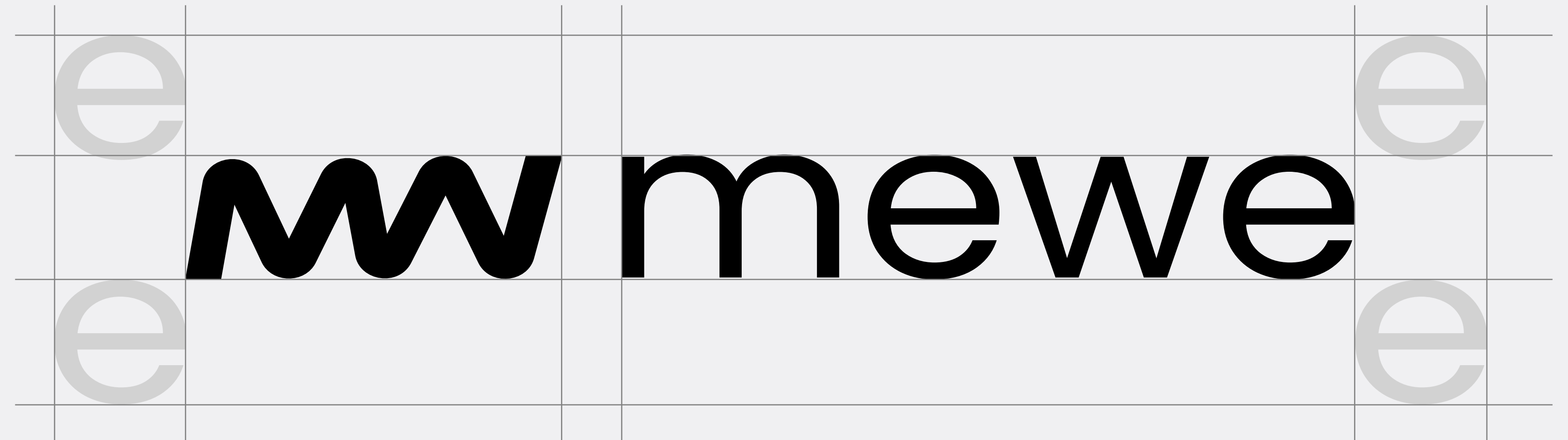
# **BRAND GUIDELINES**

**MAIN LOGO**

***mw* mewē**

# SAFE ZONE

The minimum clear space around the logo is defined by the height of the letter “e” from the wordmark. This distance must be maintained between the logo and any other elements or the edge of a layout. Preserving this clear space prevents visual merging with surrounding objects, ensuring the logo remains distinct and recognizable.



# LOGO ICON

Icon Version — A simplified logo that features only the core wave-shaped M-W symbol.

Designed for use at small sizes or in digital contexts where the full wordmark would be less legible, this version maintains brand recognition while remaining clean and versatile.



# WORDMARK

**Wordmark Version — A typographic logo rendered in the Poppins font.**

Its clean, geometric letterforms reflect a modern and approachable style, ensuring clarity and legibility across various sizes and media.

This version emphasizes the brand's name directly while maintaining a contemporary, youthful character.

mewe

COLOR VERSIONS  
OF THE LOGO



# APP ICON

**App Icon — A square icon with a smooth gradient background transitioning from black to dark gray.**

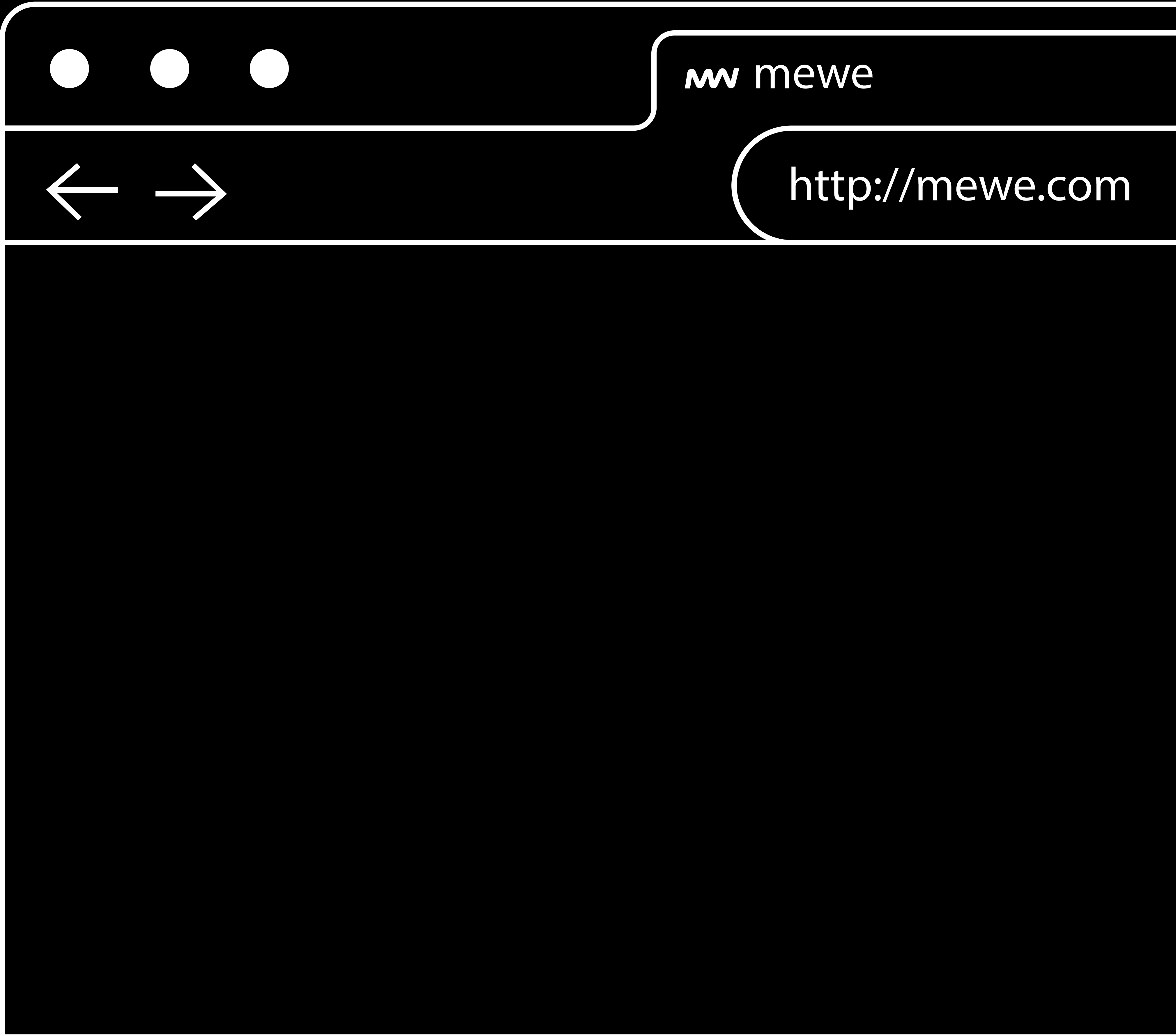
At its center is the abbreviated MW logo rendered in a vibrant turquoise gradient.

The dark backdrop enhances contrast and makes the turquoise wave-shaped mark stand out, ensuring a modern, sleek appearance that remains distinctive and recognizable even at small sizes.



# FAVICON

Favicon — A minimal, high-contrast version of the MW wave-shaped symbol, optimized for very small sizes. Rendered in a turquoise gradient on a dark background, it ensures clarity, recognizability, and consistency with the primary brand identity across browser tabs and bookmarks.



# COLOR

Primary Colors — The primary palette is built around a vibrant range of greens, from soft mint tones (Green 10) to deep emerald shades (Green 100). These hues convey freshness, growth, and a modern digital aesthetic, forming the foundation of the brand’s visual identity

Secondary Colors — The secondary palette features a spectrum of violets, moving from light lavender (Violet 10) to rich, intense purple (Violet 100). These colors add depth and contrast, supporting the primary greens and emphasizing the brand’s uniqueness and dynamic Web3 positioning.

## Primary Color



### Green 10

HEX D8FFEE

### Green 20

HEX 83FFC9

### Green 30

HEX 6DF5BA

### Green 40

HEX 5BE6AA

### Green 50

HEX 4DD39A

### Green 60

HEX 44BB89

### Green 70

HEX 349E76

### Green 80

HEX 267F62

### Green 90

HEX 1A5F4B

### Green 100

## Secondary Color



### Violet 10

HEX F4EFFE

### Violet 20

HEX E7D9FB

### Violet 30

HEX D1B6F7

### Violet 40

HEX BF8EEE

### Violet 50

HEX A86EF0

### Violet 60

HEX 8438E9

### Violet 70

HEX 6825C9

### Violet 80

HEX 4C0E9B

### Violet 90

HEX 2E0A59

### Violet 100

HEX 1A0529

# COLOR

Tertiary, Accent, and Supporting Colors — Complementary coral tones bring warmth and approachability, while bright blue hues provide energy and clarity. Yellow shades add highlights and balance, enhancing versatility across different applications while keeping the brand vibrant and recognizable.

## Tertiary Color

|  |                                |
|--|--------------------------------|
|  | <b>Coral 10</b><br>HEX FFE6EC  |
|  | <b>Coral 20</b><br>HEX FFB6C1  |
|  | <b>Coral 30</b><br>HEX FF99AA  |
|  | <b>Coral 40</b><br>HEX FF7A92  |
|  | <b>Coral 50</b><br>HEX FF5C7A  |
|  | <b>Coral 60</b><br>HEX E04C6A  |
|  | <b>Coral 70</b><br>HEX C13C59  |
|  | <b>Coral 80</b><br>HEX A12C48  |
|  | <b>Coral 90</b><br>HEX 7A1F35  |
|  | <b>Coral 100</b><br>HEX 4D1220 |

## Accent Color

|  |                               |
|--|-------------------------------|
|  | <b>Blue 10</b><br>HEX E6F4FF  |
|  | <b>Blue 20</b><br>HEX B3E0FF  |
|  | <b>Blue 30</b><br>HEX 80CCFF  |
|  | <b>Blue 40</b><br>HEX 4DB8FF  |
|  | <b>Blue 50</b><br>HEX 1AA3FF  |
|  | <b>Blue 60</b><br>HEX 008AE6  |
|  | <b>Blue 70</b><br>HEX 0070BF  |
|  | <b>Blue 80</b><br>HEX 005699  |
|  | <b>Blue 90</b><br>HEX 003D73  |
|  | <b>Blue 100</b><br>HEX 00264D |

|  |                                 |
|--|---------------------------------|
|  | <b>Yellow 10</b><br>HEX FBEED5  |
|  | <b>Yellow 20</b><br>HEX F3D485  |
|  | <b>Yellow 30</b><br>HEX EDC272  |
|  | <b>Yellow 40</b><br>HEX E6B05F  |
|  | <b>Yellow 50</b><br>HEX DFA04C  |
|  | <b>Yellow 60</b><br>HEX D68E37  |
|  | <b>Yellow 70</b><br>HEX C97A20  |
|  | <b>Yellow 80</b><br>HEX B9640D  |
|  | <b>Yellow 90</b><br>HEX 99500A  |
|  | <b>Yellow 100</b><br>HEX 7B3D07 |

# GRAPHIC ELEMENT

## Additional Graphic Element — Gradient Wave

A dynamic wave-shaped element featuring a smooth multi-color gradient. It echoes the form of the M–W symbol from the logo, reinforcing brand recognition and visual cohesion. The gradient wave adds movement, energy, and a modern digital feel, making it versatile for use in backgrounds, dividers, or as a decorative accent across different brand materials. Its fluid shape symbolizes connection, freedom, and the vibrant spirit of the MeWe community.



# FONTS

Ad

Poppins For Headers and Body Text. Provided by Google Font Licence

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVv  
 WwXxYzZz1234567890

Black

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVvWw  
 XxYzZz1234567890

Bold

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVvWw  
 XxYzZz1234567890

Medium

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVvWw  
 XxYzZz1234567890

Regular

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVvWw  
 XxYzZz1234567890

Light

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVvWwX  
 xYzZz1234567890

talic

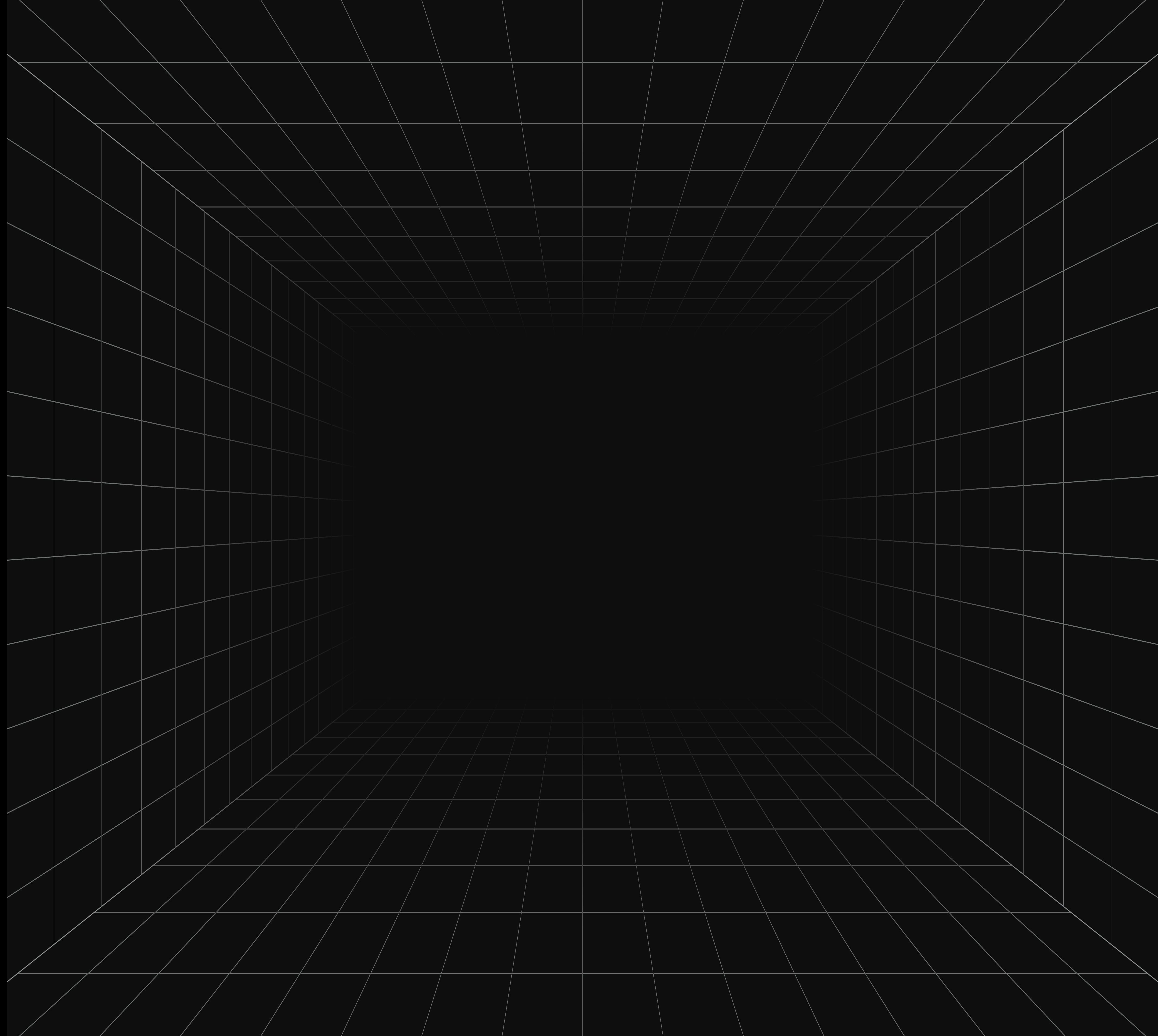
AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUuVvWw  
 XxYzZz1234567890

# BRAND BACKGROUND

## The Grid Space

### Visual Metaphor

The Grid Space background is a 3D perspective grid on a dark field, forming a sense of depth and immersion. The fine, luminous lines resemble a digital tunnel, evoking associations with cyberspace, security, and Web3 networks.



BANNER

