



Brand Guidelines



01

Brandmark

Brandmarks stands as the most prominent element within our visual identity, a distinctive symbol representing MatrixSpace.

It is imperative to adhere to the specifications outlined in these guidelines to ensure its consistent and effectiveness.

01

In-line Lockup
Primary

The In-line lockup is MatrixSpace's primary identity configuration. The horizontal arrangement keeps the wordmark and symbol in a single reading axis, creating a compact and confident unit that scales cleanly across most applications — from digital interfaces to print collateral.



01

In-line Lockup
Construction

The MatrixSpace lockup is governed by a grid. This system ensures that every element sits in deliberate relation to one another, maintaining consistency and visual balance across all applications and scales.



01

In-line Lockup
Monochromatic

When using the logo with a background, always ensure there is enough contrast. Guidelines apply to all brandmarks.

Monochrome versions should only be used when the full color version doesn't ensure legibility or when there's technical limitations.



01

Stacked Lockup
Secondary

The Stacked lockup positions the symbol above the wordmark, creating a more square, centralized composition. It is best suited for contexts where vertical space is available and a more prominent symbol presence is desirable.



MatrixSpace[®]

01

Stacked Lockup
Construction

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01

Stacked Lockup
Monochromatic

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Thank you

