

Brand Guidelines





Let this document serve as a source of inspiration that never limits creativity.
Use these tools to build brand foundations that stand the test of time and support
any creative endeavor.

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Material intelligence in motion

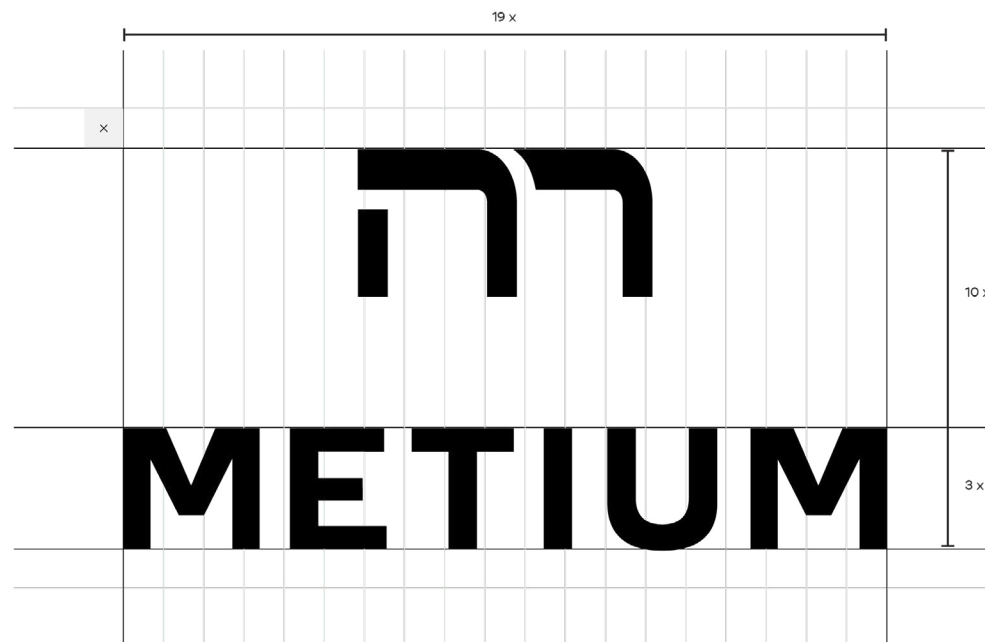
The brand captures the flow of materials, knowledge, and technology across Europe. It connects advanced engineering with circular thinking, combining technical precision and organic movement to turn collaboration and chemistry into real industrial progress.

TONE OF VOICE

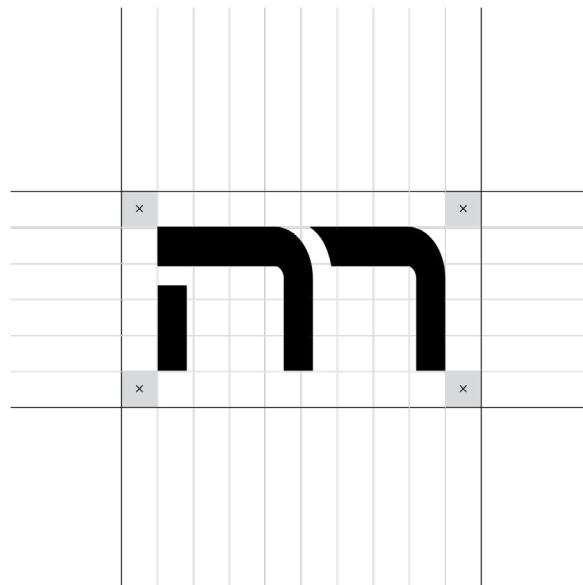
Intelligent. Assured. Uncompromisingly Clear.
METIUM speaks like a partner, not a campaign.

- *Sophisticated, not complicated*
- *Confident, not loud*
- *Visionary, grounded in facts*

LOGO

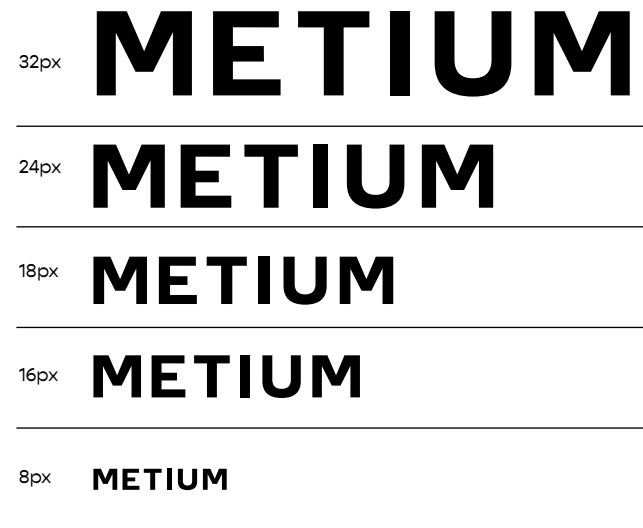
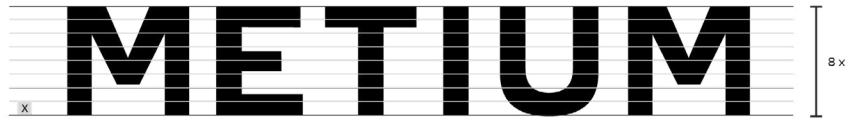


SYMBOL

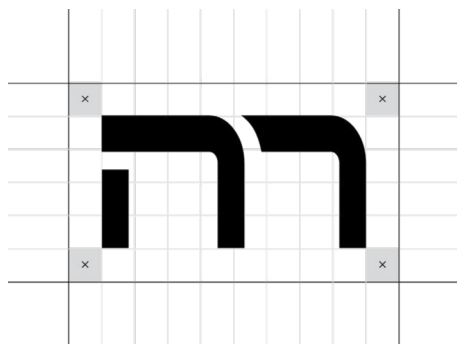


WORDMARK

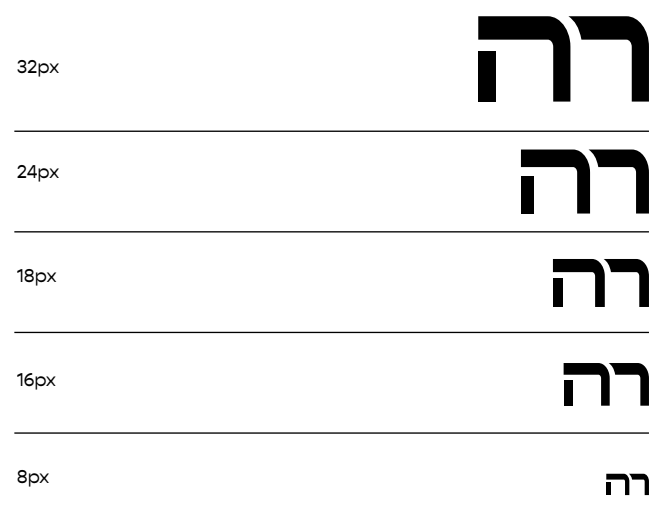
Min. size



SYMBOL



Min. size



רה

METIUM

רה

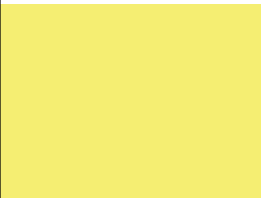
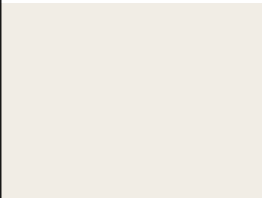



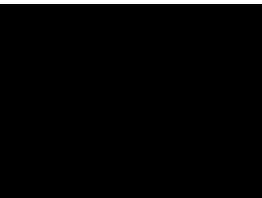
METIUM

UNACCEPTABLE USE OF THE LOGO

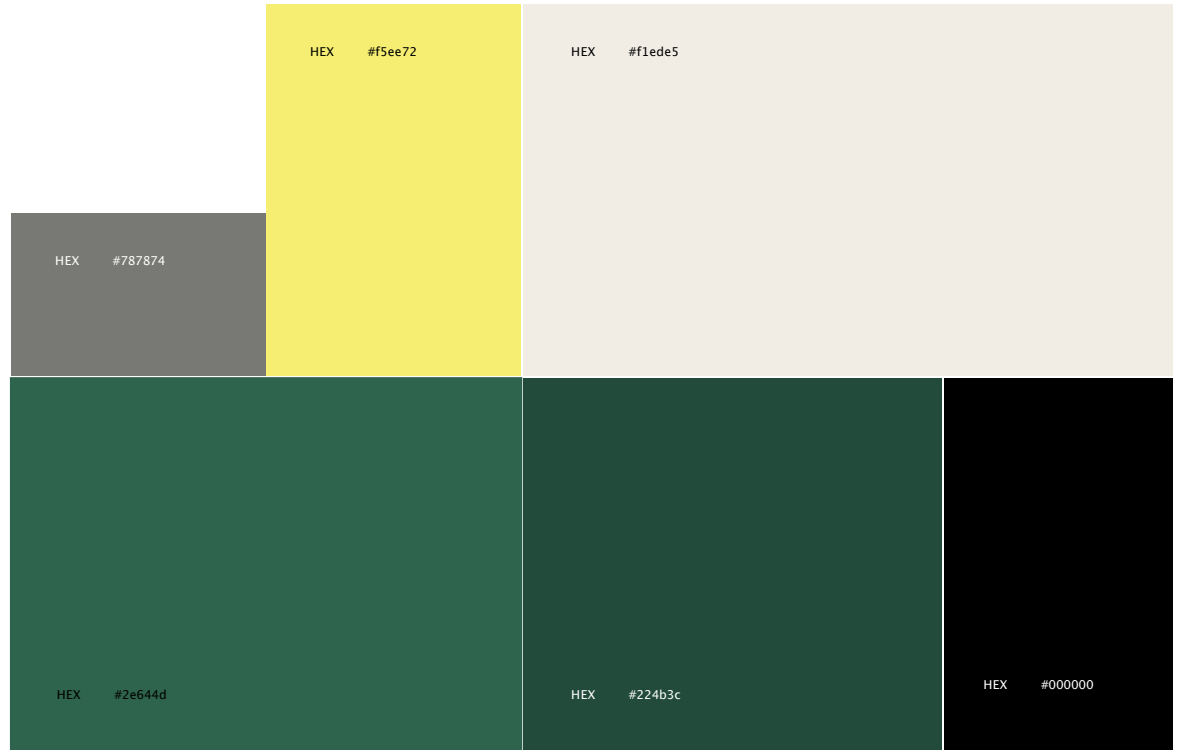


COLOR PALETTE

The primary role of colors is to stimulate emotions. To maintain design flexibility and ensure the logo can adapt to different backgrounds, various shades of both the primary and secondary color variants are used.

01		02		03		04		05		06	
CMYK	6/0/69/0	CMYK	4/4/8/0	CMYK	54/45/49/12	CMYK	81/39/73/28	CMYK	82/47/73/45	CMYK	100/100/100/100
RGB	245/238/114	RGB	241/237/229	RGB	120/120/116	RGB	46/100/77	RGB	34/75/60	RGB	0/0/0
HEX	#f5ee72	HEX	#f1ede5	HEX	#787874	HEX	#2e644d	HEX	#224b3c	HEX	#000000

COLOR PALETTE



TYPOGRAPHY

Typography is an important element of brand identity that significantly influences the overall appearance of the brand across all forms of communication.

Aa

Nohemi Regular & Light

Primary type

Aa, Áá, Ää, Bb, Cc, Čč, DdĎď, DZdz, DŽdž, Ee, Éé, Ff, Gg, Hh, CHch, Ii, Íí, Jj, Kk, Ll, Lí, Lĺ, Mm, Nn, Ňň, Oo, Óó, Ôô, Pp, Qq, Rr, Řř, Ss, Šš, Tt, Ťť, Uu, Úú, Vv, Ww, Xx, Yy, Ýý, Zz, Žž.

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * (

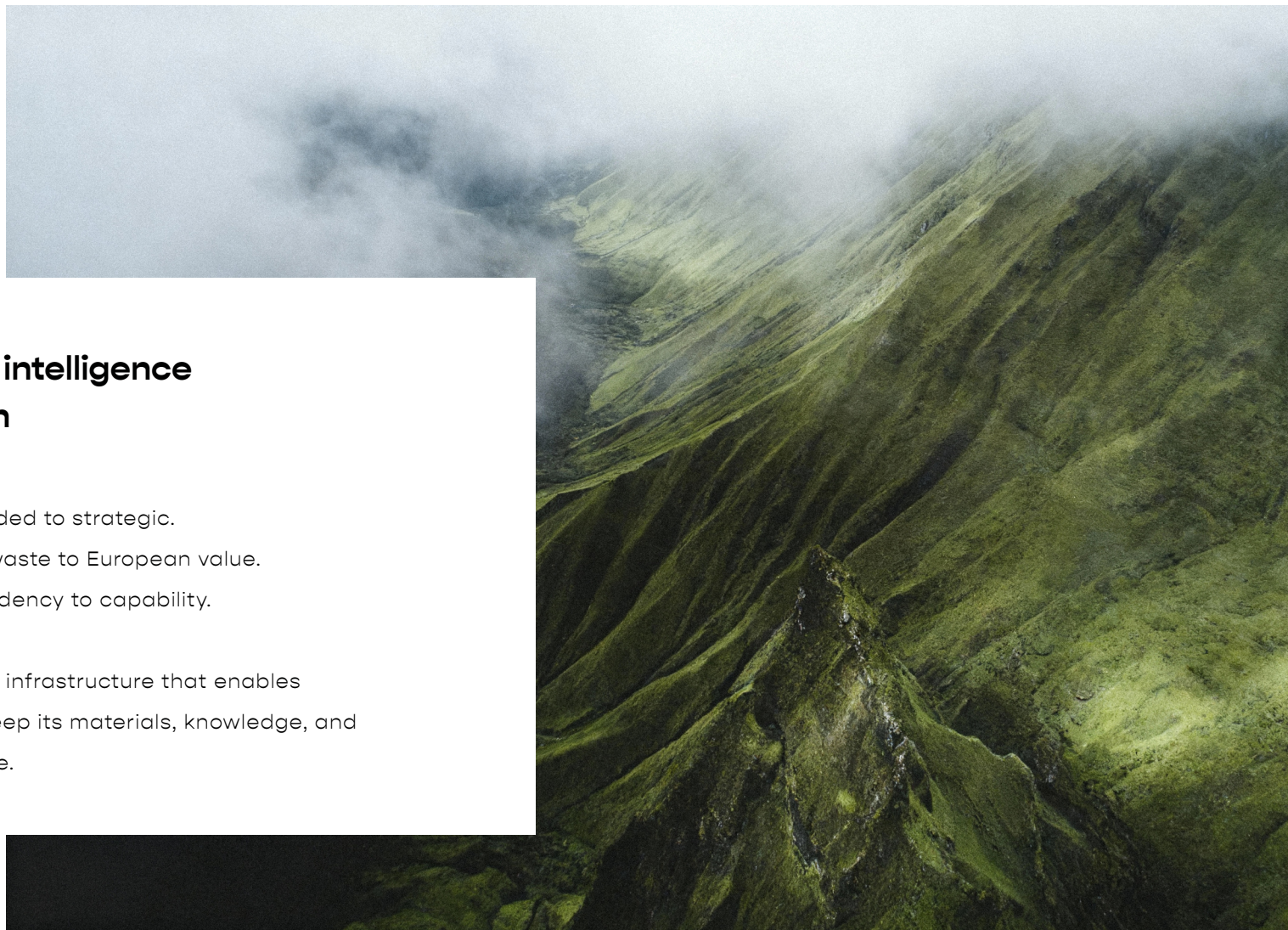
Nn

Nohemi Bold

Display type

Aa, Áá, Ää, Bb, Cc, Čč, DdĎď, DZdz, DŽdž, Ee, Éé, Ff, Gg, Hh, CHch, Ii, Íí, Jj, Kk, Ll, Lí, Lĺ, Mm, Nn, Ňň, Oo, Óó, Ôô, Pp, Qq, Rr, Řř, Ss, Šš, Tt, Ťť, Uu, Úú, Vv, Ww, Xx, Yy, Ýý, Zz, Žž.

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * (



Material intelligence in motion

From discarded to strategic.
From local waste to European value.
From dependency to capability.

The invisible infrastructure that enables
Europe to keep its materials, knowledge, and
jobs at home.