

External Brand Kit

Approved company and brand assets for partners, media and industry use.

LEGAL NAME	MetaNord OÜ	BASE	Tallinn, Estonia
FOCUS	Payment infrastructure	WEBSITE	metanord.eu
CONTACT	info@metanord.eu	REGION	European Union

ABOUT METANORD

MetaNord is an Estonia-based payment infrastructure company helping fintechs, PSPs and digital platforms build faster, lower-cost payment workflows using modern settlement rails.

MetaNord OÜ is an Estonia-based payment infrastructure company focused on modern payment workflows across Bitcoin Lightning, stablecoin rails and fiat-connected settlement models. The company supports fintechs, PSPs and digital platforms with infrastructure access, implementation support, operating setup and payment workflow visibility.

Using the MetaNord logo.

Four approved forms. Pick the variant that gives the cleanest contrast on your background, and leave the proportions untouched.



Navy on light. Primary. On off-white or white.



White on dark. On deep navy backgrounds.



Mark only. Where the name is already present, or as an avatar / favicon.



Horizontal lockup. Mark and wordmark together. The default.

SIMPLE USAGE RULES

DO

- ✓ Use only the approved logo files.
- ✓ Keep clear space around the logo.
- ✓ White logo on dark, navy logo on light.
- ✓ Keep the wordmark in its original typeface.

PLEASE AVOID

- ✗ Do not recolour the logo.
- ✗ Do not stretch, rotate or distort it.
- ✗ Do not add shadows, outlines or glows.
- ✗ Do not change the wordmark font.



CLEAR SPACE

Keep clear space equal to the diameter of one node on every side. Nothing should sit inside this zone.

§ 03 · COLOUR

A calm, four-colour palette.

Off-white paper and deep navy ink carry the brand. Soft grey handles secondary text. The indigo accent appears sparingly.

Off-white #FBFAF7 Page background	Deep navy #0E1525 Primary ink & dark sections	Soft grey #5B6577 Secondary text	Indigo accent #3C54D4 Used sparingly only

§ 04 · TYPOGRAPHY

Modern, editorial, restrained.

DISPLAY & BODY

Modern settlement, *built on* better rails

A modern sans-serif carries both headlines and body copy. Headlines are tight and confident; body copy stays calm and easy to read. Small technical labels use a monospaced face.

- Modern sans-serif for headlines and body.
- Monospaced labels for small technical headings and eyebrows.
- Restrained editorial styling. No decorative or crypto-style typography.

Where to use these assets.

Brand assets are provided for partnership, media, directory and event use. Please do not modify the MetaNord logo, colours or visual identity.

APPROVED USE CASES

- Partner listings
- Conference profiles
- Media mentions
- Fintech directories
- Ecosystem pages
- Co-marketing references

GET IN TOUCH

Need approved files or media materials?

For approved logo files, partnership materials or media enquiries, reach the MetaNord team directly.

EMAIL

info@metanord.eu

WEBSITE

metanord.eu