The Matterport Service Partner (MSP) Badge

The Matterport Service Partner (MSP) program is a growing community whose members enjoy exclusive benefits. These branding guidelines have been developed to help members maintain visual unity with the Matterport brand across all platforms and touchpoints. We all benefit when our brand is used consistently and effectively.

Usage

The MSP badge contains three visual elements: the Matterport brand icon, the wordmark, and the "SERVICE PARTNER" designation. Do not modify the color or composition of any element of the badge.

Use Violations

Under no circumstances should the MSP badge be altered (distorted, stretched, rotated, etc.), shown in other colors, have any special effects applied to it, or be cropped or obscured by other graphic elements:

CLEARSPACE

2x

x

2x

MINIMUM SIZES

Print minimum .625"

Digital minimum 80 pixels

BACKGROUNDS

Clear Space

To guarantee that the badge is visible and legible, it is important to keep some space between the logo and other text or graphics. In the case of the MSP badge, this clear space (2x) is defined as twice the height of the "m" in the wordmark. No other graphic elements should interrupt the logo or the area within this outer boundary.

Minimum Size

Another factor that affects the clarity and impact of the MSP badge is size. In order to achieve optimal impact, the badge should not be used at sizes smaller than the specified minimums.

We understand, given the broad range of applications required among our varied community members, that the MSP badge will need to be flexible. In general, use best judgment in using the badge at small sizes, ensuring that the "SERVICE PARTNER" text is legible to the human eye whenever reproduced.

Backgrounds

The MSP badge has been designed to work on an all backgrounds, be they light, dark, or photographic.

Color

There are CMYK and RGB versions of the badge available. They are to be used in print and digital applications respectively.

For access to the complete badge file library, and further guidance, please contact marketing@matterport.com.

NOTE: This guide and the badge itself are provided exclusively for use by Matterport Service Partner members, and are not for public distribution.

Recommended Usage

Whether it's part of our own brand collateral or in scenarios where the Matterport Service Partner badge is used by our partners, we must consistently manage the ways in which the brand is represented and perceived. In order to help members achieve this in real world usage, we have both developed general examples here and will provide specific guidance upon request.

Print Usage

e.g. Brochures, stationery, signage, flyers, mailers, badges, swag, etc.

There are many opportunities for co-branded collateral among MSP members. We've provided a couple of examples showing how the MSP badge may be used in such printed material.

Always be sure to use CMYK versions of the badge in print applications.

Digital Usage

e.g. Websites, social media, email marketing, branded video, banner ads, product UI, etc.

Members brand their presence in all kinds of situations throughout the digital world. We want it to be as easy and effective as possible to use the MSP badge to co-brand in all these spaces. Here are some examples of ways to feature the MSP badge in digital applications. Always be sure to use the RGB version of the badge in digital applications.

For usage questions, approvals, and assets, please contact marketing@matterport.com.
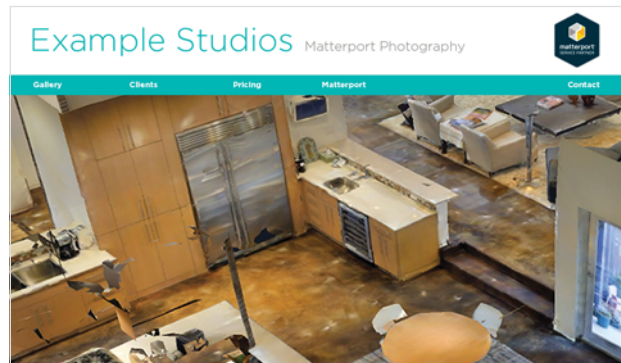
Print Application Examples
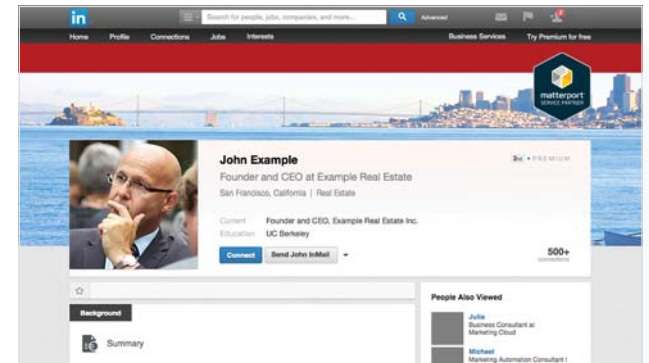

Real Estate Member Brochure

Photography Member Business Card

Digital Application Examples

Photography Member Homepage

Real Estate Member Social Media Banner