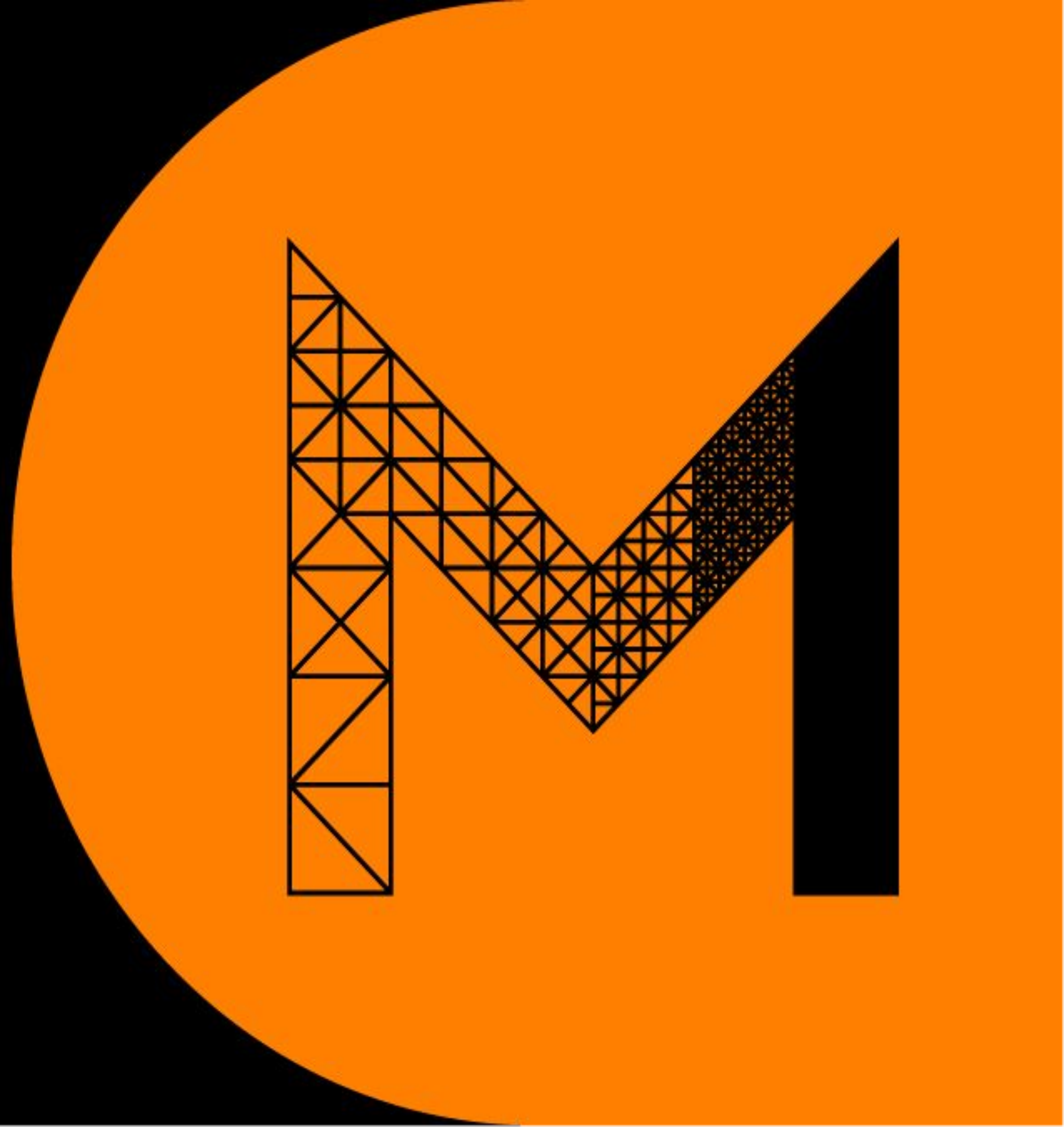


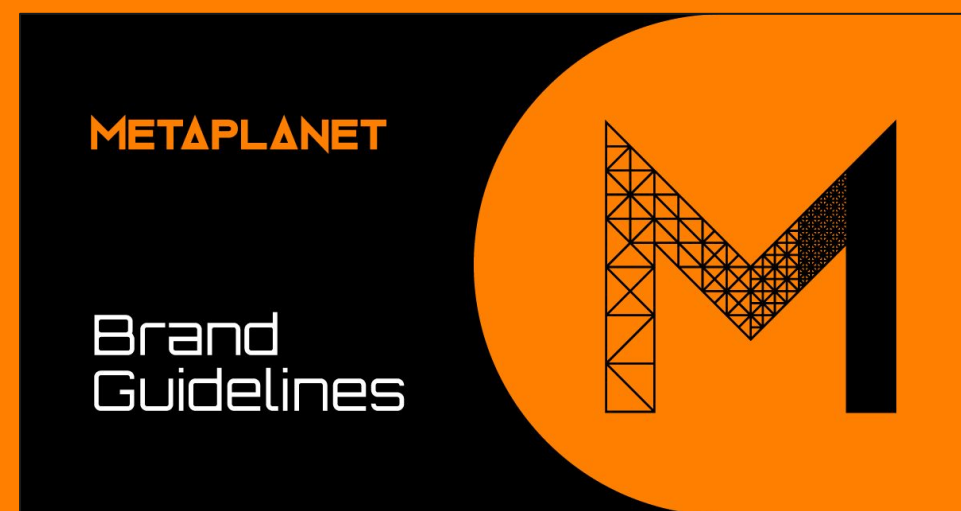
METAPLANET

Brand
Guidelines



Metaplanet Inc. is Japan's first Bitcoin Treasury Company, and one of the few publicly listed companies globally with bitcoin as its core strategic asset.

We are committed to building long-term shareholder value through disciplined Bitcoin accumulation, capital market innovation, and investor alignment.



Our full brand guidelines and logos are available to view and download at this link:

<https://metaplanet.guidelines.site/home>

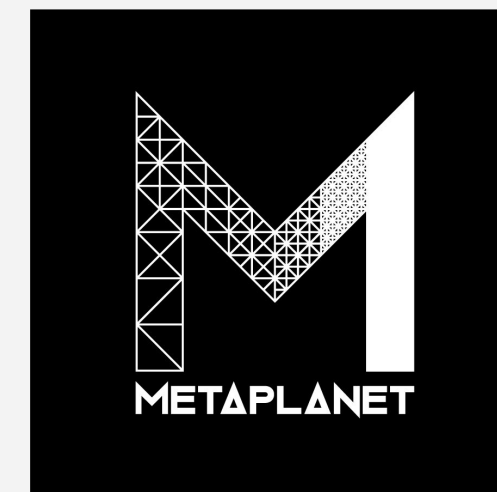
Primary Logo

The black Primary Logo on the Metaplanet Orange background is the primary version of the Metaplanet logo and may be used with or without the circular background, depending on context and application.

See full usage details and logo downloads here:

[Download Logos](#)

NOTE: The wordmark may be used independently when the full company name needs to be clearly communicated on in situations where replicating the mesh details in the "M" is technically difficult or impractical (e.g. embroidery, small-scale printing, or low-resolution formats).



Wordmark & Icon

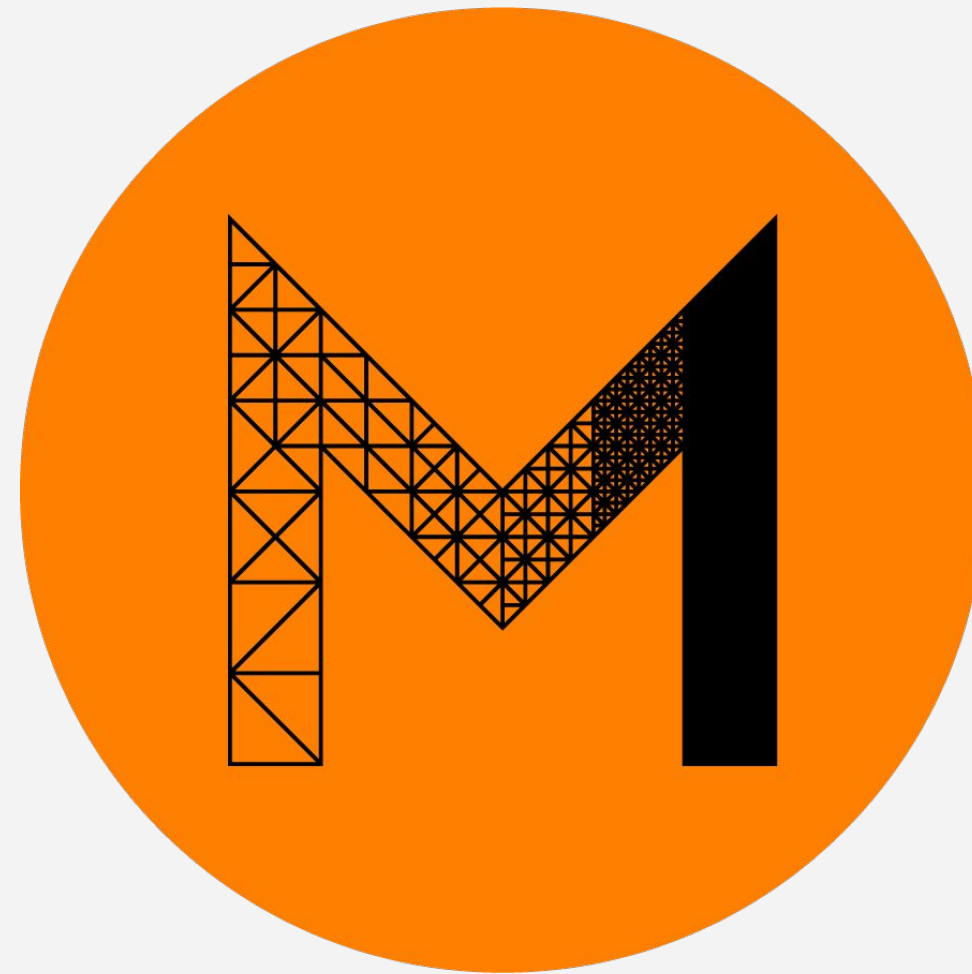
The wordmark may be used independently when the full company name needs to be clearly communicated on in situations where replicating the mesh details in the “M” is technically difficult or impractical (e.g. embroidery, small-scale printing, or low-resolution formats).

The Icon may be used in situations where the Primary logo is too small to be legible.

See full usage details and logo downloads here:

[Download Logos](#)

METAPLANET



Colours

Our primary colors are the most recognisable parts of our palette.

They should be used prominently across brand materials.

Wherever possible, lead with these colors to maintain a strong brand presence, create consistency, and build familiarity.

Primary Colour

Metaplanet Orange

Hex: `#f7931a`

RGB: `(247, 147, 26)`

Metaplanet Black

Hex: `#000000`

Metaplanet White

Hex: `#FFFFFF`

Brand and Logo Use

Brand assets may be used solely for the purpose of accurately representing Metaplanet in editorial coverage.

Assets may not be altered, combined with other marks, or used in a misleading or derogatory manner.

Trademarks

Metaplanet and Bitcoin Magazine Japan are trademarks or registered trademarks of Metaplanet Inc. in Japan and other jurisdictions.

Other product and company names mentioned herein may be trademarks of their respective owners.

Contact

For inquiries or questions regarding the Metaplanet brand, email: media@metaplanet.jp

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