



METEUM DATA BRANDING RULES

Specify Meteum as the source everywhere you use weather data. These guidelines will help you format the link correctly. Before you start using Meteum data in any format, coordinate the link format with the Meteum team.

If you can't find the right format or platform here, contact the Meteum team at **branding@meteum.ai**, and they'll help you figure it out.

What is most important is placing the Meteum logo and weather icons correctly

GENERAL RULES

Logo

All the necessary files are stored on [here](#). Don't use any other files. Do not change the appearance of the logo: its proportions, colors, and so on.

The folder in the link contains two versions of the logo:

- A completely black logo to use on a white or light-colored background.
- A white logo to use on a black or dark background.

Use the one that stands out against the background. If you put the logo on a background layer, its color must match the color of the background where the weather data is placed.



Meteum



Meteum

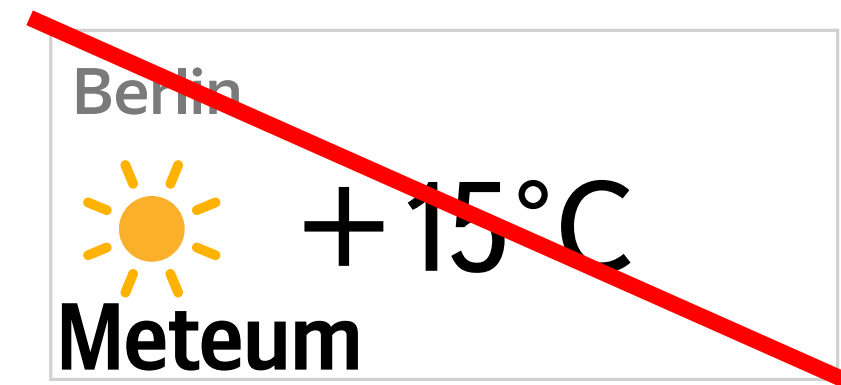
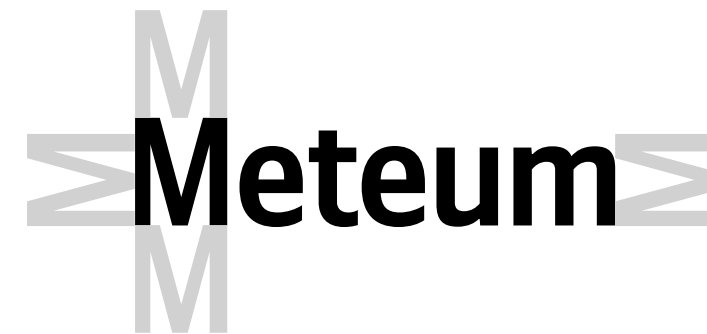
Positioning

Place the logo next to the weather data so that it is clearly visible.

Leave an empty space around the logo. It should be wider than the height of the letter M in the logo.

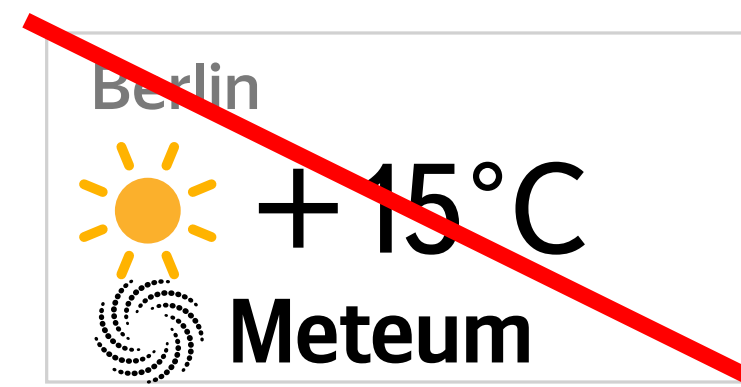
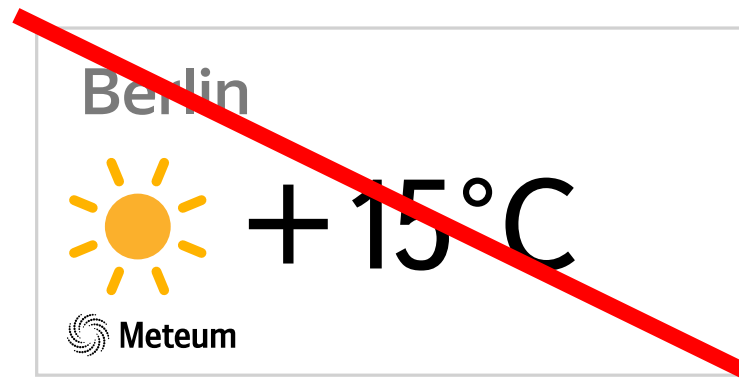
Do not place the logo too close to the edge of the widget, page, screen, and so on.

If you're making a weather page, place the logo right above the weather data.



Size

Place the logo next to the weather data so that it is clearly visible. Make it large enough.



Link and context

If it's technically possible, make the logo an active link to the Meteum website

meteum.ai

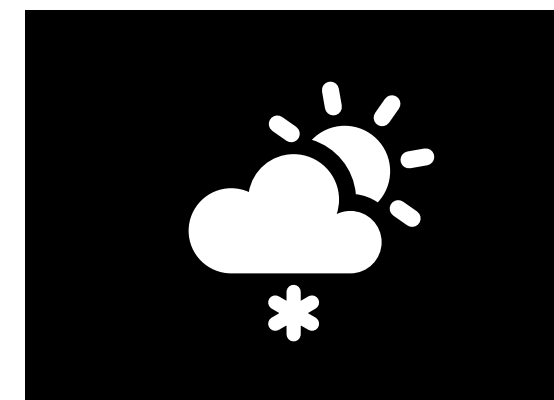
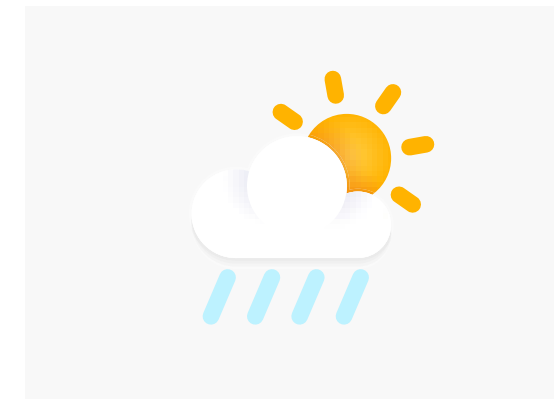
You can write «**Data source**» above the logo.



Icons

We recommend using the original Meteum icons: you can get them through [Meteum API](#) as well as weather data.

Choose an icon that's clearly visible against the background of the widget or page.



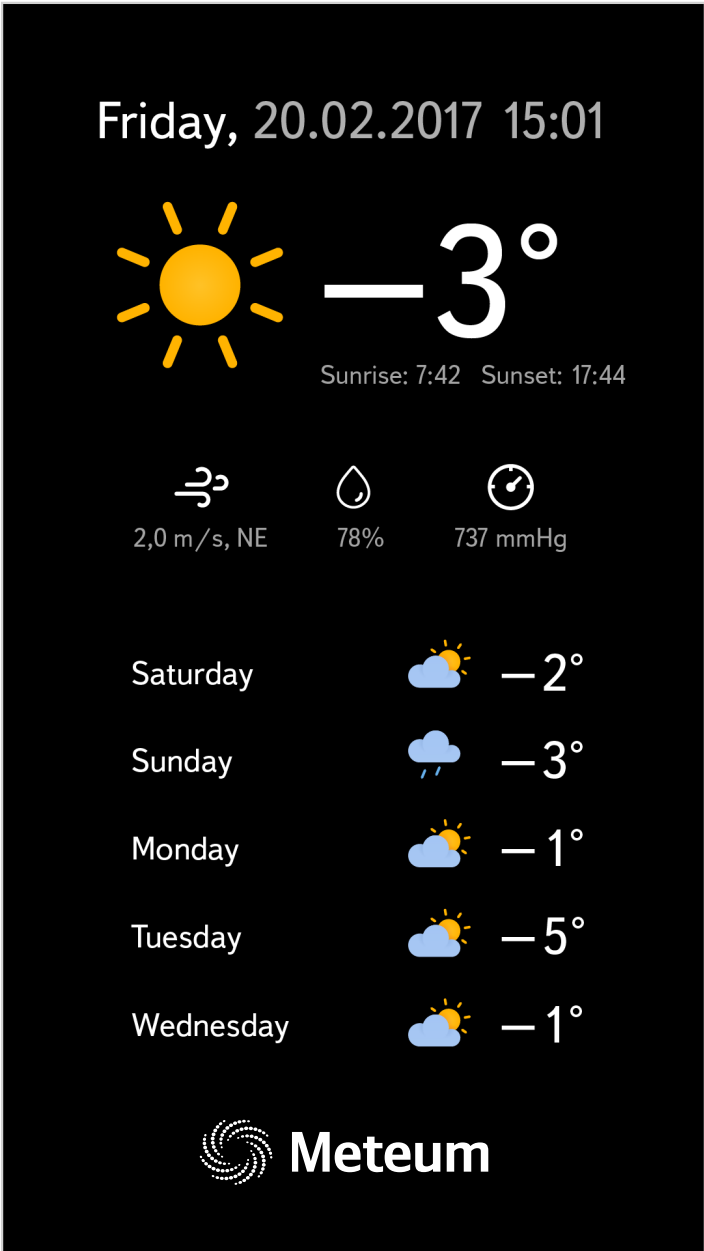
SPECIAL RULES FOR DIFFERENT PLATFORMS

Digital screens

If the screen is located outside, it's better to use a dark background for the weather data.

Indoor screens are better suited for a lighter background.

Do not place the logo close to the edge of the screen.
If your screen also features a video, see the next slide.



Video

The logo must be visible on the screen the entire time weather data is broadcast.

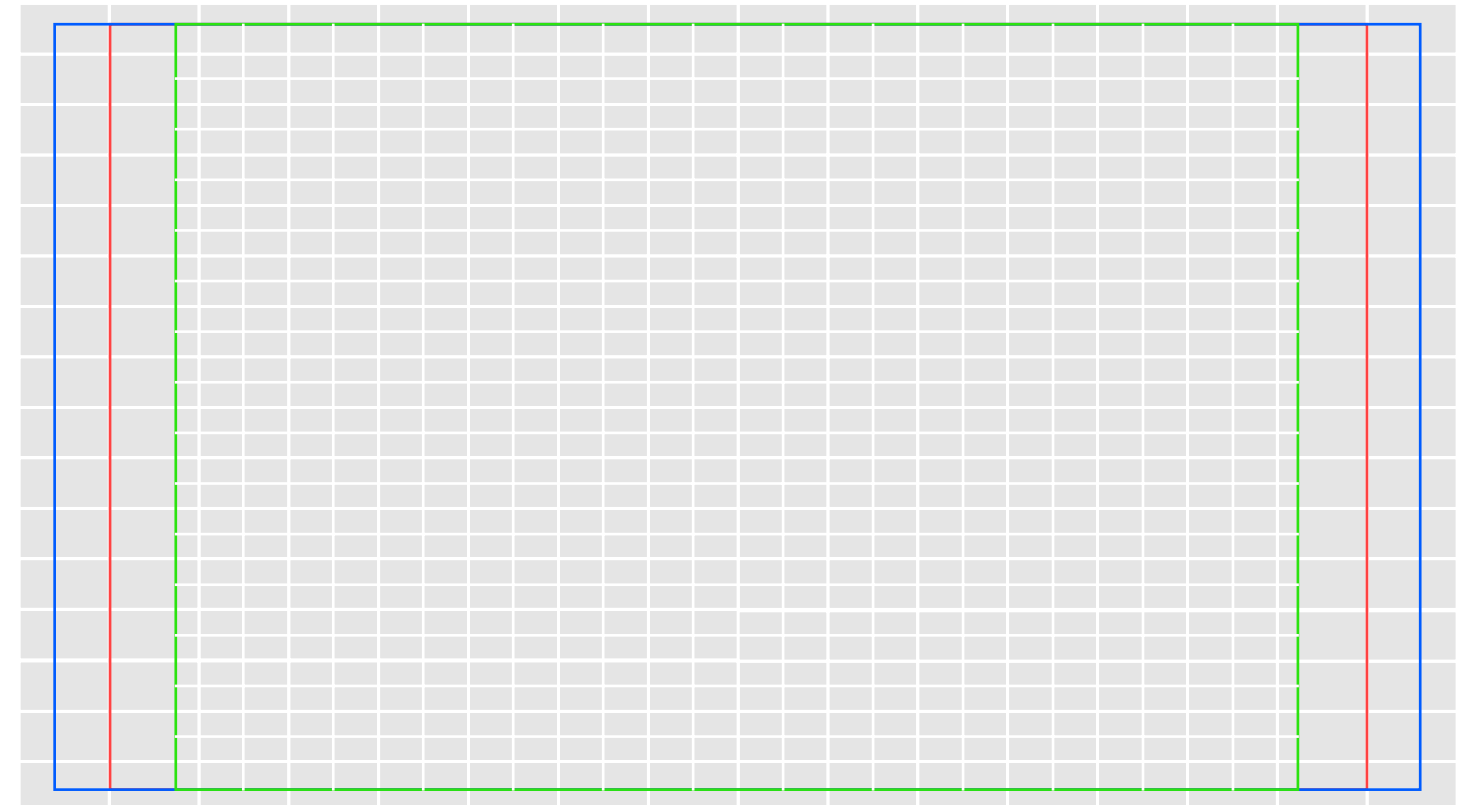
Place it in a safe area of the screen.

- — Safe area for displaying visual elements on a TV screen
- — Safe area for displaying text on a TV screen
- — Safe area for displaying visual elements online

Safe frame 4:3 (PAL)



Safe frame 16:9, 14:9 (HD)



Berlin

Today




+25°C

Feels like +15°C

Sunrise **07:42**

Sunset **19:40**

Pressure

 **725 mmHg**

Wind

 **2,0 m/s**

Humidity

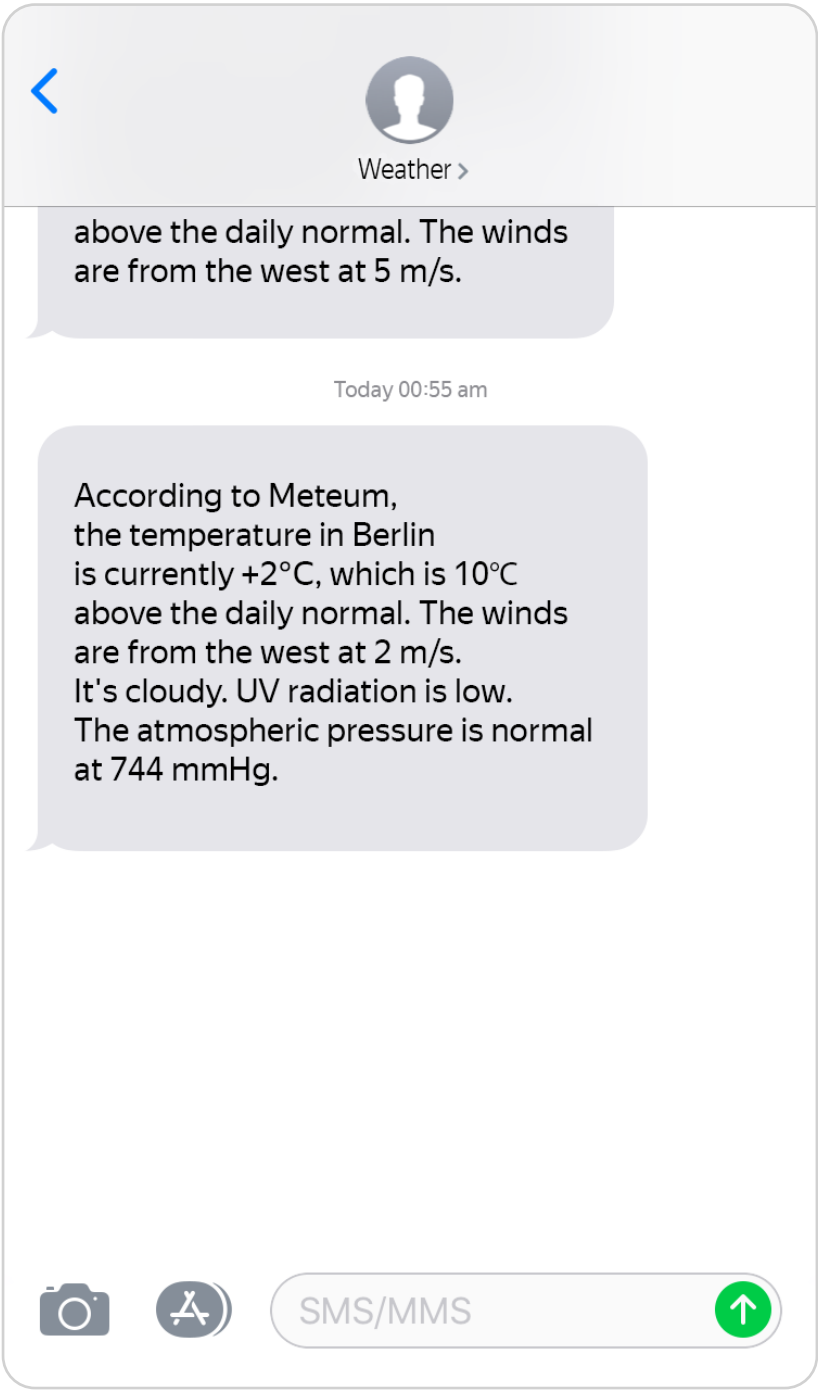
 **95%**

Audio

Any spoken broadcast of weather data should start with the phrase **According to the Meteum service** or **According to Meteum.**

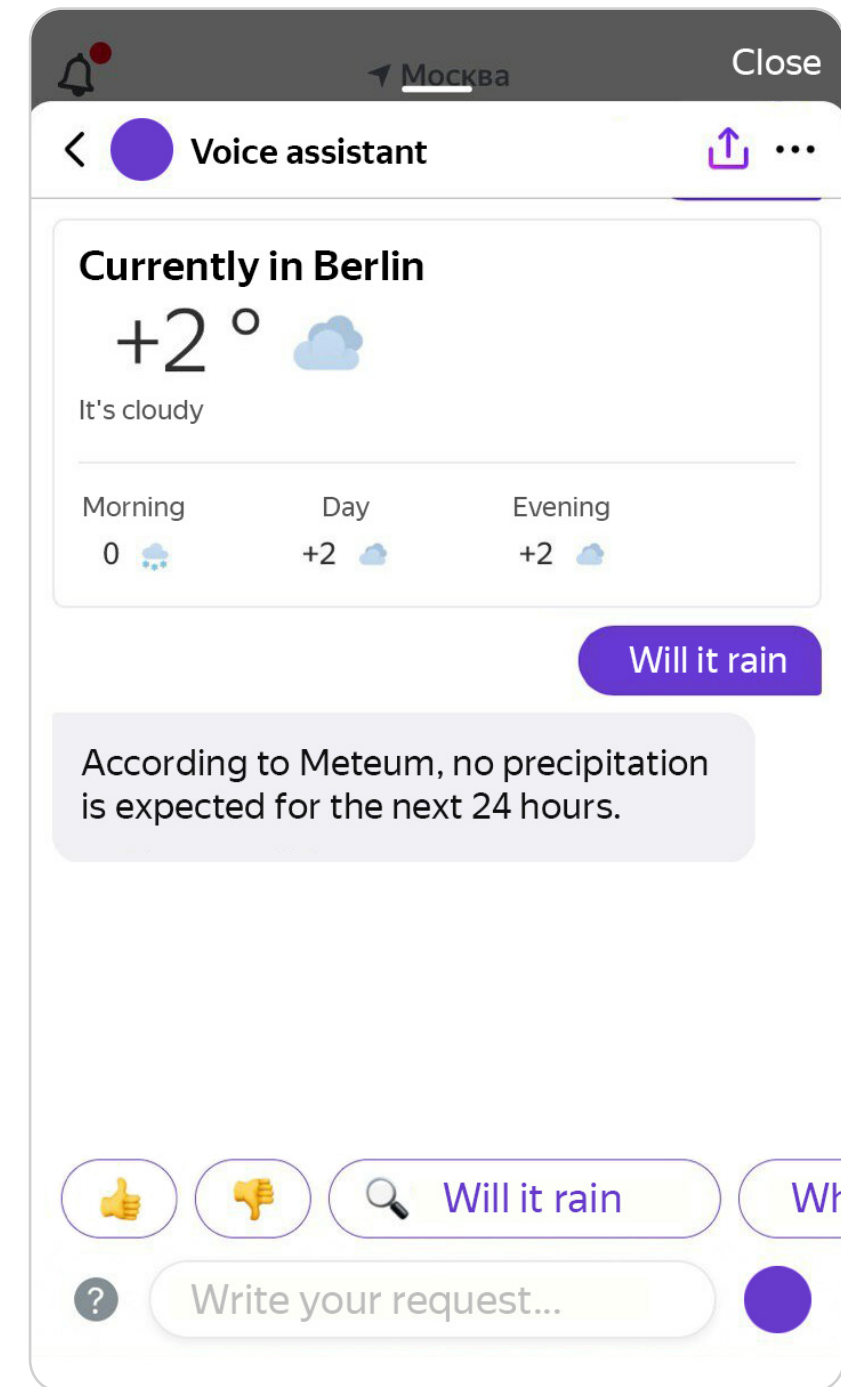
Text

Start your weather report with the phrase **According to the Meteum service** or **According to Meteum**.



Voice assistants

Follow the instructions for other platforms. For example, if your voice assistant talks, follow the guidelines for audio. If it sends text messages, follow the guidelines for text. If the voice assistant sends a widget to the user, use the icons and logo correctly.



Meteum data branding rules

Address all your questions to the **Meteum** team at

branding@meteum.ai