

# **METRO BRAZIL**

**BRAND IDENTITY GUIDELINES**

## THE LOGO



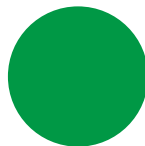
## SPACING & SIZING

The minimum clear space around the logo is equal to the height of the letter "M".



## LOGO COLORS

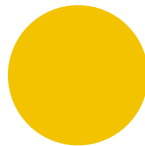
Color is a key element in the corporate identity. Any use of the corporate signature should follow these specifications. The logo is not to be reproduced in any other color, regardless of circumstances.



Pantone: 347 C  
R: 0 G: 152 B: 69  
C: 85.47 M: 14.49 Y: 100 K: 2.24  
HEX: 009845



Pantone: 7685 C  
R: 43 G: 85 B: 151  
C: 92.21 M: 73.63 Y: 10.7 K: 1.15  
HEX: 2B5597



Pantone: 7406 C  
R: 243 G: 195 B: 0  
C: 5.52 M: 21.94 Y: 100 K: 0  
HEX: F3C300

## LOGO TYPOGRAPHY

These typefaces exemplify the brand through their consistent weights, clean lines and modern style. The commitment to these selections creates a consistent and recognizable identity. These fonts are only intended to be used in the logo.

**METRO BRAZIL**

Giorgio Sans

**ONLINE SHOPPING**

Montserrat

## BRAND FONTS

These 3 type fonts are a mix of modern, classy, luxurious and fun. Having dedicated fonts to represent the brand helps establish a consistent and steady identity on Social Media platforms and printing.

## “PLAYFAIR DISPLAY”

### WEIGHTS AND STYLE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## “RALEWAY”

### WEIGHTS AND STYLE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## “GE SS TWO”

### WEIGHTS AND STYLE

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

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## LOGO PLACEMENT

When using the logo on a background, it is important to correctly display it without losing the visibility or integrity of any of the logo pieces. If the background doesn't provide enough contrast for all elements of the logo to be easily legible, the color logo should not be used and the reversed version of the logo should be used.

### CORRECT USAGE

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ON A WHITE BACKGROUND



ON A BLACK BACKGROUND



ON A COLORED BACKGROUND



ON A PHOTO BACKGROUND

### INCORRECT USAGE

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BACKGROUND OF THE SAME  
LOGO COLORS



BACKGROUND OF THE SAME  
LOGO COLORS



BACKGROUND OF THE SAME  
LOGO COLORS

## LOGO VARIATIONS



FOR ONLINE AND PRINTING USAGE



IOS



ANDROID

APP ICONS USAGE



## INCORRECT LOGO USAGE

The Metro Brazil logo is only effective when it is used properly. Presenting the logo incorrectly, or distorting it in any way, will only lead to confusion. Below are only a few examples of ways in which the logo may not be used.

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### DO NOT:

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ROTATE THE LOGO



STRETCH THE LOGO



CHANGE THE FONTS



CHANGE THE COLORS



REVERSE THE COLORS

## BRAND COLORS

The main brand color palette primarily consists of the 3 logo colors but in a more soothing pastel tone, with yellow being the leading color dominating in design usage.



R: 51 G: 163 B: 112  
C: 77.37 M: 11.63 Y: 73.15 K: 0.79  
HEX: 33A370



R: 16 G: 114 B: 174  
C: 88.06 M: 51.19 Y: 8.05 K: 0.2  
HEX: 1072AE



R: 224 G: 212 B: 101  
C: 4.83 M: 13.55 Y: 72.18 K: 0  
HEX: F4D465

The brand guidelines are to be respected and implemented to outline and cement Metro Brazil's identity.

They exemplify the brand (Who we are - Our tone of voice) and help build consistent brand messaging to create lasting connections with consumers.