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: 115
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
اپ ت ج ع د خ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه ي اپ ت ج ع د خ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه ي اپ ت ج ع د خ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه ي
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

ON A WHITE BACKGROUND

ON A BLACK BACKGROUND

ON A COLORED BACKGROUND

ON A PHOTO BACKGROUND

INCORRECT USAGE

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

FOR ONLINE AND PRINTING USAGE

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.

DO NOT:

- 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.

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

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

- **Yellow**
  - 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.