



MetroConnects
Sustainable Wastewater Solutions

**Branding & Graphic
Standards Guide**

Table of Contents

Logotype.....	1
Logo Colors.....	2 - 4
Logo and Brand Fonts.....	5
Logo Usage	6 - 7

Logotype

Metro's logo has been specially designed and should only be reproduced from master artwork from the package provided. There are two versions of the logo. The horizontal logo is the primary logo and should be used whenever possible as the official Metro logo. Any variation of the logo requires the approval of the Brand/Marketing Committee. These versions are the standard versions and should be used at all times. These logos are not to be altered in any way other than the color specifications detailed in the following section.

Logo - Horizontal - Primary:



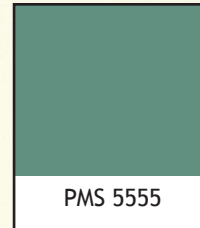
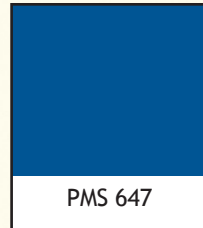
Logo - Horizontal - Primary - With Tag:



Logo Colors

2-color version:

The preferred method of reproducing the Metro logo includes 2-color printing using Pantone colors: PMS 647 Blue and PMS 5555 Green. These colors make up our primary color palette and should be used whenever possible across all printed materials as the organization's official colors.



4-color version:

For 4-color process printing, use the CMYK approximations:

CMYK

PMS 647 Blue (C=100, M=56, Y=0, K=23)

PMS 5555 Green (C=43, M=0, Y=34, K=38)

Web version:

For web use, use the RGB or Hexachrome color approximations:

RGB

PMS 647 Blue (R=0, G=86, B=149)

PMS 5555 Green (R=98, G=144, B=128)

Hexachrome #

PMS 647 Blue (# 005695)

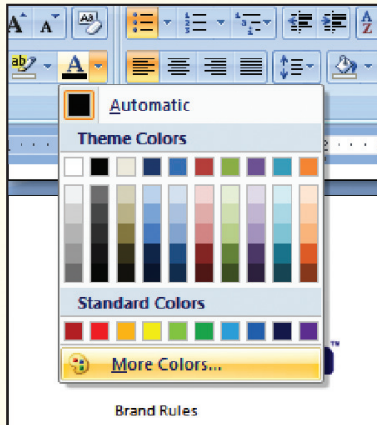
PMS 5555 Green (# 629080)

Logo Colors

To create color palette in a Word document:

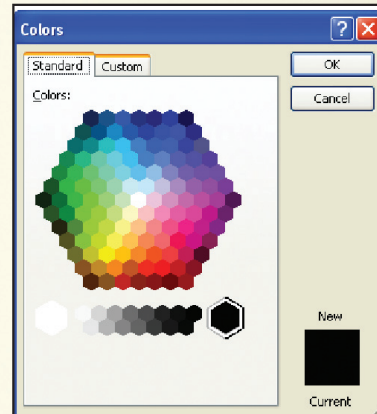
The preferred method of adding the Metro logo colors to text or objects in a Word document is as follows:

Step 1.



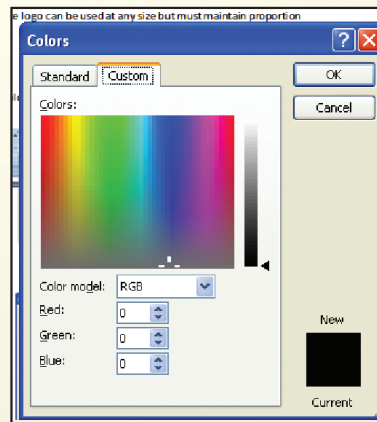
Click Font Color in WORD,
then click “More Colors”

Step 2.



Click Custom Tab

Step 3.



- Select Color Model: RGB
- Enter the following numbers for blue or green

BLUE	GREEN
Red: 0	Red: 98
Green: 86	Green: 144
Blue: 149	Blue: 128

*Only these colors may be used.

Logo Colors

The logo should only appear in colors specified for official use: PMS 390 Green and Black, solid black, and reversed out white. Graphic devices, such as outlines, drop shadows, etc., should not be used. The logo is designed to work on a white background. In the case of black and white printing or a nonspecified background color, logo should appear in solid black or reversed out white as shown below.



One Color Logo:

Sometimes the logo must appear in an environment where the preferred 2-color method is not an option. In the case of black and white printing, see note above. In the case of 1-color, the logo may print all Black, all White, all PMS 647 Blue, all PMS 5555 Green or other approved palette colors.



The vertical version of the logo is the preferred logo to be used on promotional products, i.e. t-shirts, cups, hats, etc. Any deviation from this preference must be approved by the Brand Committee. If it is preferred that the logo color be altered to complement the color of the product, a color palette must be presented to the Brand Committee to determine the appropriateness of the change. In this situation, the logo must remain in one color. All color changes to the logo must be approved by the committee before use.

Logo Font

Primary Font:

The Metro logo's font is Trebuchet MS Bold. This is for informational purposes only, as the logotype should never be re-typeset. You should only use the provided files. This font can also be used in typesetting copy as headline or header copy.

Trebuchet MS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font:

The font used for the Metro logo's tag line is Trebuchet MS Regular. The font recommended to be used as secondary text is the Trebuchet MS font family. Preferred body copy is Trebuchet MS Regular.

Trebuchet MS Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Trebuchet MS Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Trebuchet MS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Trebuchet MS Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Usage

To protect the legibility of the logo, a clear area should be left around it. No other text or image should be placed within this area. There is a minimum size requirement; it is to be strictly followed except when expressly approved by designated individuals. When a large format application is necessary, it is left to the discretion of the Brand Committee to determine the appropriateness of the production size.

Clear Area: The X value is the height of the “MetroConnects Sustainable Wastewater Solutions” text height size. The Safety Area should remain clear of copy or other intrusive graphics.



Preferred size for ads, letterhead or general document use:



Minimum size:



Usage

The placement and size of the logo is very important and should never be used in any way that distorts it. Do not place it directly on top of any image or patterned background. In this case, it would need to be a creative or intentional choice by the designer and/or art director. Used correctly, the Metro logo helps to convey the professionalism of the organization. With that in mind, here are some examples of ways NOT to use the logo.

Do Not:



Skew or stretch



Rotate or flip



Apply graphic effects such as outlines



Change logo's colors beyond those specified



Enclose in a different shape or use decorative borders



Replace the type with any alternate type style



Change the spatial arrangement of the icon and the logotype



Change the proportional relationship of the icon and the logotype