



LOGO ANATOMY

Our logo is symbolic of the “metroConnections difference.” Our team’s dedication to our brand promise is the true value proposition to our customers. We build a connection with our clients through our innovation and adaptability. Our dependability develops into long-term trust and is the foundation to our world-class execution. The orange rectangle within our logo highlights this difference and signifies the exceptional service, creative solutions and ultimately the results that our team consistently delivers.



THE METROCONNECTIONS DIFFERENCE

PRIMARY LOGOTYPE

This primary logotype is the preferred visual asset for any circumstance where more context is needed than just the logomark itself. It can be scaled infinitely large or as small as .5" tall. It communicates best in full color, and should be used that way whenever possible.

The primary logotype for Metro Connections. The word "metro" is in a bold, lowercase, sans-serif font. A small orange square is positioned between the "m" and "e". Below "metro" is the word "CONNECTIONS" in a bold, uppercase, sans-serif font.

metro
CONNECTIONS

PRIMARY LOGOTYPE REVERSED

This primary logotype is the preferred visual asset for any circumstance where more context is needed than just the logomark itself. It can be scaled infinitely large or as small as .5" tall. The reversed format is to be used only on black backgrounds.

The image shows the Metro Connections logo reversed on a black background. The word "metro" is in a lowercase, rounded sans-serif font, with a small orange square dotting the "i". Below it, the word "CONNECTIONS" is in a bold, uppercase, rounded sans-serif font. At the bottom, the tagline "Premier experiences. Exceptional service." is written in a smaller, lowercase, rounded sans-serif font.

metro
CONNECTIONS
Premier experiences. Exceptional service.

PRIMARY LOGOMARK

The metroConnections primary logomark is the simplest expression of the brand. It can be scaled infinitely large, or as small as 0.25" tall. Use this mark in full color whenever possible in order to fully communicate the brand message.



PRIMARY LOCKUP

Use the primary lockup as an alternate to the primary logotype in instances where a tagline is necessary to fully communicate the brand's message. Be aware of the legibility of the tagline, and avoid using at sizes smaller than .75" tall. When incorporating the tagline, always use the "primary lockup" logo file and do not type out the tagline manually.



LOGO COLOR FORMATS

Each of metroConnections' logo variations comes in four different color formats to accommodate specific circumstances. Use full-color formats as a first option and only over brand-approved colors and backdrops. Be mindful of legibility over photography or other graphic treatments. Use one-color formats when logo must be placed over non-brand colors.

FULL COLOR

Light, high-contrast backgrounds only.



FULL COLOR — REVERSED

Dark, high-contrast backgrounds only.



BLACK

Light backgrounds only.



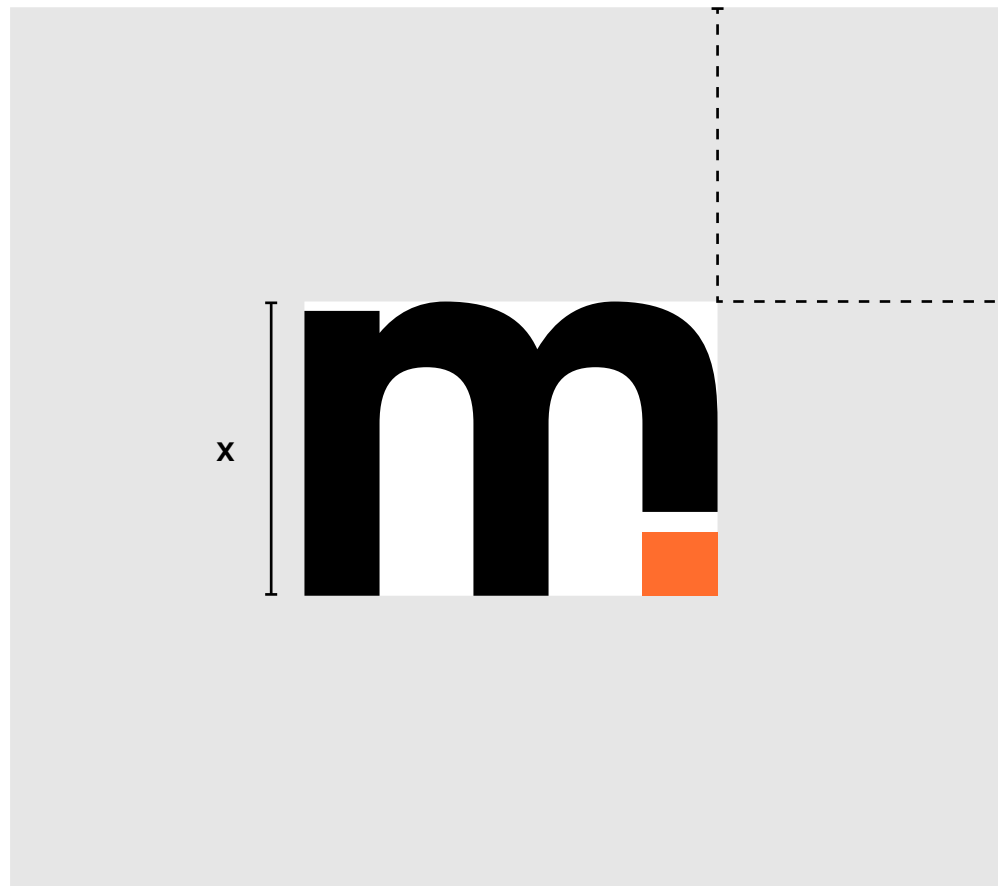
WHITE

Dark backgrounds only.



CLEAR SPACE

In order to maintain the integrity of the metroConnections brand, please allow for a clear space equal to the height of the "M" logomark around all brand expressions. For ease of use, all files are currently set up with the appropriate clear space surrounding each brand expression.



LOGO MISUSE

Our visual identity is a carefully designed representation of our culture, process, and capabilities. That is why it is important to only use brand components as they are intended to be used and not recolor, stretch, or otherwise alter the logos or lockups in any way.



Correct use. Clean, clear,
and as designed.



Do not stretch or condense.



Do not angle or re-orient.



Do not recolor or edit.



Do not stylize or alter.

COPYWRITING STYLE GUIDE

When metroConnections is used in plain text outside of a logotype or lockup, it is important to maintain a consistent presence. Always join the words "metro" and "Connections" and follow corresponding guidelines for how typography is presented in headline, longer headline, subheading, and body copy formats.

METROCONNECTIONS

Headline use

metroConnections

Longer headline and subheadline use

metroConnections

Body copy use

METRO ORANGE

HEX: #FF6D2D
R:255 G:109 B:45
C:00 M:71 Y:86 K:00
PMS: Orange 021 U

BLACK

HEX: #000000
R:00 G:00 B:00
C:60 M:40 Y:40 K:100
100% Black

CHARCOAL

HEX: #4D4D4D
R:77 G:77 B:77
C:65 M:58 Y:57 K:37
70% Black

LIGHT GRAY

HEX: #CCCCCC
R:204 G:204 B:204
C:19 M:15 Y:16 K:00
20% Black

WHITE

HEX: #FFFFFF
R:255 G:255 B:255
C:00 M:00 Y:00 K:00
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METRO GOLD

HEX: #FFA725
R:255 G:167 B:37
C:00 M:40 Y:94 K:00
PMS: 123 U

GOTHAM

PURCHASE & LICENSE HERE:

<https://www.typography.com/fonts/gotham/styles/gothambundle>

Gotham is a functional and versatile component of the metroConnections brand. For standard applications, we use sentence case Book weight for body copy, all-caps Bold for short headlines, and sentence case Bold for longer headlines. The typeface also contains italic variants and additional weights that can be used to open up typographic possibilities.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%&*()-+=

TYPE USAGE

See usage for further guidance on typesetting Gotham for short headlines, longer headlines and subheadlines, and body copy.

SHORT HEADLINES

Gotham Bold
150 tracking

Longer headlines and subheads.

Gotham Bold
20 tracking

Body copy looks like this.

Gotham Book
20 tracking

metro

CONNECTIONS

401 Cliff Rd E, Burnsville, MN 55337