Metrobus

Brand Standards Manual

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Metrobus brand marks (logos) are a graphic representation of over 60 years of service in the community. The marks are designed to be simple but easily identifiable when our buses are on the road or our passengers are navigating our online services. The simplicity and clarity of our logos represent the message we strive to deliver to our customers - a simple, clean, customer-focused service.

The gold-swoosh in our primary brand mark was introduced as a way to give mobility to our branding - we are in the mobility business.

Colour Palette

PMS 5265
HSB 249/37/44
RGB 76/70/111
HEX 4C466F

PMS 7562
HSB 41/42/65
RGB 165/143/95
HEX A58F5F

PMS 7489
HSB 90/56/70
RGB 129/179/79
HEX 81B34F

The primary (blue) colour of Metrobus brand marks is used to stand out well against our fleet of white buses. The alternate (green) colour is most frequently associated with our mobile application icon and other online services, and acts as an environmentally friendly welcome to the public we serve. A blue version of this logo can also be used to utilize contrast effectively. The Metrobus swoosh is gold in colour.

It is essential to keep these stated colours consistent for effective brand recognition and to avoid confusion. The colours shown should be treated faithfully, following these guidelines, and can be effectively used for text, colour fields, backgrounds, rules and other graphic devices.

Typography

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Metrobus utilizes Arial Bold font for its brand marks. Arial is clear, clean, and readable. No other font should be used. The font is demonstrated above.

Colour Variations

When displaying a Metrobus brand mark, there are different options available to best suit the application. The four different variations should be considered when selecting a logo as one may be more appropriate depending on where it is being placed and which colours will be surrounding the logo.

The two colour brand mark with "Metrobus" spelled out above a gold-swoosh is the preferred brand for communications. This brand mark can also be displayed as all white, which is a great choice for dark backgrounds. The Metrobus logo without the gold swoosh may be more appropriate for when colour reproduction is limited, such as newsprint.

Logo Misuse

Never re-arrange elements of the logo.

Never re-typeset the logo.

Never place the logo on an angle.

Never place the logo on a background that does not provide sufficient contrast.

Never change the colours of the logos.

Never distort the logo. Always resize using the same vertical and horizontal scale

Above are examples of common mistakes that are made when presenting a Metrobus brand mark. The Metrobus brand mark should never be altered or recreated.

It is important to make sure that Metrobus brand marks are always used properly. Any misuse of the logo can have a negative impact on the brand as a whole.

Clear and Minimum Space
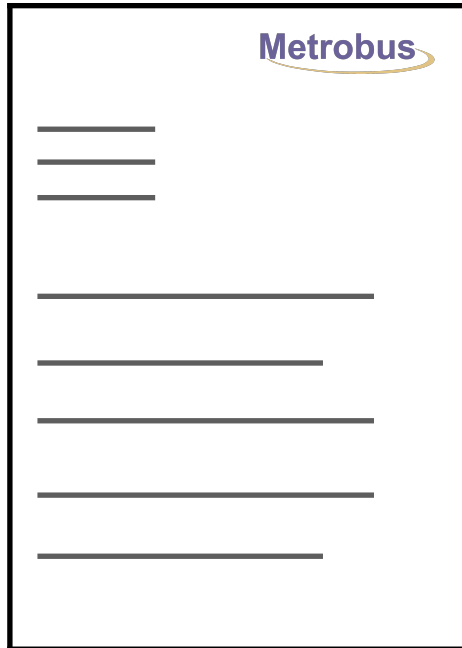
0.5" **Metrobus**

Metrobus brand marks should always be surrounded by a clear space to ensure it is legible and impactful.

The brand marks may be resized to appear larger or smaller, however, minimum scaling should not be lower than 0.5" in height to remain clear and legible.

File Format Recommendations

The EPS format is preferred for any printed projects such as publications, posters, signs, and stationery. EPS files are a special format for printing that allows logos to be printed clearly at any size. Although they may appear jagged and discoloured when viewed on-screen, EPS files will print out properly. For any on-screen projects such as PowerPoint presentations or websites, GIF, JPEG or PNG files (depending on the application) should be used.

● RECOMMENDED   ● ACCEPTABLE   ● UNACCEPTABLE

APPLICATION	EPS	TIF	PDF	GIF	JPG	PNG
Word Processing Documents	🟢	🟢	🔵	🔵	🔵	🔵
Brochures & posters	🟢	🔵	🔵	🔴	🔴	🔴
Banners & signs	🟢	🔵	🔵	🔴	🔴	🔴
Books & magazines	🟢	🔵	🔵	🔴	🔴	🔴
PowerPoint/Keynote	🔴	🔵	🔴	🔵	🟢	🔵
Websites/Mobile Applications	🔴	🔴	🔴	🟢	🟢	🟢
Video & television	🔴	🔴	🔴	🟢	🟢	🟢
Business cards	🟢	🔵	🔵	🔴	🔴	🔴
Letterhead	🟢	🔵	🔵	🔴	🔴	🔴
Stationery	🟢	🔵	🔵	🔴	🔴	🔴