

Metro Roof Products

Print Graphic Standards

IMPORTANCE OF THE METRO BRAND

All Metro branded communications should follow the Metro Graphic Standards (MGS). Since our graphic identity is the cornerstone of all communication efforts, it is essential that its integrity be protected. Use of Metro graphics carries with it the responsibility to uphold the ideals of our mission. It benefits everyone involved when the identity is applied consistently to convey one clear message.

Considering the importance of our image, it's vital that we safeguard it by using our graphic identity correctly. Everyone involved in communications at Metro has a responsibility to apply the identity in a consistent and accurate way. This Graphic Standard has guidelines for the proper use of our logo, tag lines and other graphic icons. It describes authorized usage for communication purposes. The intent of these guidelines is to provide enhanced design flexibility, simplification and clarity.

HOW TO USE THESE GRAPHIC STANDARDS

Below we have provided some simple graphic examples to ensure consistent use of our graphics for all applications. Clear examples demonstrating what is and is not acceptable in applying the graphics are included.

METRO LOGO

This 'Snowboard' logo is to be used in a single color format as shown. It has white (not see-through) lettering surrounded by a black background. All uses of the logo should use the "®" or the reference somewhere on the piece that the logo is a registered trademark of Metrotile Manufacturing.

SPECS: Ink-PMS or Process Black with white lettering (never see-through lettering). Black area of the logo should be trapped or knockout, not overprinting, as part of the logo will look uneven with the additive inks.

The logo can be used without the tagline only if the tagline is clearly used elsewhere on the same page and only with the ® on both the logo and the tagline.

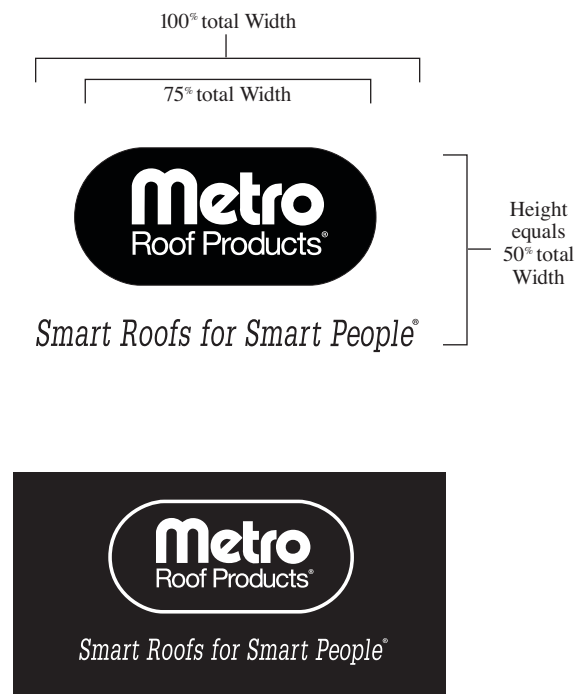
The Metro logo can also be used in white reverse with black or see through type to provide contrast, but must follow the tagline restrictions above.

The logo should not be used smaller than 1¼" total width when used with the tagline or smaller than 1" without the tagline. It can never be scaled out of proportion for height or width. When used together, the proportion of the logo to the tagline must remain as shown.

The logo should not be used any closer than 3/8" to any trimmed edge.



TYPICAL USE OF THE LOGO IN A PROMOTIONAL PIECE.



EXAMPLES OF CORRECT LOGO USAGE & PROPORTION

EXAMPLES OF COMMON INCORRECT USAGE



Smart Roofs for Smart People

TAGLINE TOO SMALL



LOGO OUT OF PROPORTION



LOGO IS SEE-THROUGH OR OVERPRINTING



Smart Roofs for Smart People

LOGO TOO SMALL

METRO TAG-LINE

The Metro tag line “Smart Roofs for Smart People®” is case sensitive as shown and should always use the ® symbol as shown. It typically uses a Glypha type font in 10 point or larger. It can be used within copy using the copy font, but must be followed with the ® symbol.

SPECS: Ink Solid Process or PMS Black or reversed white only.

METRO BENEFIT ICONS

Metro has developed a series of “benefit” icons that can be used graphically to describe a particular Metro product benefit, such as Fire Resistance or High Wind Resistance etc. They should be placed in the order and proportion shown, on white, or with a white space area around them of at least 1/4" to ensure clear communication of the element. The Benefit Icons cannot be used smaller than 3" and must include the Metro tagline with the ® symbol as shown (left). Both the color and the greyscale versions are intended to be used on white only to maintain contrast, and no reversed version for placement on dark color is available. The colors are specified CMYK, but can be recreated in Pantones for specialty projects. Note: The exact Pantone conversions do not match the specified CMYK colors.

SPECIFIED COLORS

OBJECT	CMYK	PANTONE
Sun (Yellow)	0c 15m 100y 0k	PMS 122CV
Wind (Light Blue)	80c 10m 0y 0k	PMS 638CV
Hail (Dark Blue)	100c 90m 0y 0k	Reflex Blue
Feather (Green)	90c 0m 100y 15k	PMS 347CV
Fire (Red)	15c 100m 100y 0k	PMS 186CV
Houses (Gray)	0c 0m 0y 25k	PMS 428CV
Tagline (Black)	0c 0m 0y 100k	PMS Black



Smart Roofs for Smart People®



Smart Roofs for Smart People®

EXAMPLES OF CORRECT BENEFIT ICON USAGE & PROPORTION