

OVERVIEW

This document contains the basic standards for the use of the Metalia® logo, as well as the company's branding core elements

COLOR LOGOTYPE

BLACK & WHITE LOGOTYPE



- Preferred use on common promotional tools.
- **Only the middle "A" is red**, with the rest of the logoytpe in black.
Do not use other colors.
- **Inverted usage (white with red "A")** on black or grey background (or equivalent density texture) is allowed.
- Safety space around the logotype : **0.5x "A" character's height**.

- Preferred use on tools **with poor reproduction quality** (black & white printing, fax...).
- The logotype is solid black (100 %). **Do not use shades of grey**.
- **Inverted usage (solid white)** on black or grey background (or equivalent density texture) is allowed.
- Safety space around the logotype : **0.5x "A" character's height**.

MINIMAL HEIGHTS

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METALIA®

• Optimal print / Absolute digital :
0.125" / 9 pts / 3.18 mm

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• Absolute print :
0.083" / 6 pts / 2.12 mm

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COLOR PALETTE

COLOR BALANCE

STRIPE

WHITE	BLACK	PMS 485	PMS 425	425@30%
CMYK00-00-00-00	00-00-00-100	00-99-97-00	00-00-00-80	00-00-00-24
RGB255-255-255	000-000-000	255-0-0	90-90-90	200-200-200
HEX#FFFFFF	#000000	#FF0000	#5A5A5A	#C8C8C8

Prefer white, if possible, in a ratio of 2: 1 compared to other colors.

TYPOGRAPHY

Print

Web / Google apps

Office and word processing

DIN family

Ropa Sans

Trebuchet

A type family designed for the German Institute for Standardization. A solid font with sturdy undertones, it reflects the core values of both Metalia® products and the company's philosophy.

Available in roman and italic in its free version, Ropa Sans's design is very similar to DIN and can too reflect Metalia's image and values. Other widths are available under commercial licence.

An enormous constraint here. Trebuchet is the optimal compromise between DIN's solid and geometric design, while being widely available on the vast majority of PC and Mac computers. Correct for an office application, it is built for a maximum screen readability. Its usage is to be proscribed if resources for using DIN or Ropa Sans are available.

If the italic version is not available, or if certain glyphs such as the At sign are not suited for use, Conduit typeface can be used as a substitute.

As a substitute to DIN Engschrift, League Gothic can be an interesting alternative and may even be a viable choice for higher text hierarchies such as titles.