BRAND GUIDELINES

Version 1.1.4
November 1, 2018

metro®
by **T** · ·Mobile·

CONTENTS

1. Logo & Tagline

1.1
LOGO

The Metro logo is made up of the Metro brand name, supported with the signature "by T-Mobile".

PRIMARY LOGO (PREFERRED)
This is our primary logo.
Our logo must be visible on every communication we create.

REDUCED SIZE "m"
To maintain legibility, the reduced size "m" may be used. Our primary logo is always preferred.

USE OF ® AND TM SYMBOLS
Metro is a registered trademark, so always include the superscript ® symbol immediately after Metro in the logo. When used in copy, however, the superscript ® symbol should be used on the first or most prominent use of Metro (for example, "Introducing Metro® by T-Mobile"). The Reduced Size "m" logo is an unregistered trademark, so always include the superscript TM symbol immediately after M.

Please always use supplied artwork and do not alter in any way.

The T-Mobile signature, including the T-Mobile logo, the digits design and the color magenta, may only be used as a signature in the Metro logo. Do not use a superscript (R) on the T-Mobile logo. Do not adjust the size or spacing of the T-Mobile logo with respect to the Metro logo. Do not use any of these elements – in particular, the color magenta – in any creative.

1.2
LOGO
Colorways

Our logo has been supplied in the following colorways.

The 4-color versions are for primary use and should be used whenever possible.

The monochome versions are for limited use when one color printing is required.

White 4-color logo
– for Purple backgrounds

Metro Deep Purple 4-color logo
– for White backgrounds

White logo
– for monochrome use

Black logo
– ONLY for monochrome use

1.3
LOGO
Clear space & Minimum size

Clear space
To maintain legibility and clarity, a clear space is placed around the logo. No other elements such as detailed imagery or text should sit within this space.

The clear space is calculated using the length of our "m" horizontally and the height of the "r" vertically. The bottom part needs to be cheated down a minimal part in order to visually center the logo.

MINIMUM SIZE
The minimum width of the logo is 1" for print or 72 pixels for web applications.

CLEAR SPACE

MINIMUM SIZE

1.0" print
100 px web

6

1.4
LOGO
Alignment

The "metro" wordmark should be used as the base for any alignment decisions.

When aligning text to the left, the stem of the "m" should be used as the anchor point. The Comma symbol should hang slightly to the left.

When aligning text to the right, the "o" should be used as the anchor point. The trademark symbol should hang slightly to the right.

When aligning text to the bottom, the "metro" wordmark should serve as the baseline. The Comma symbol and "by T-Mobile" signature should hang to the bottom.

LEFT ALIGNMENT

LINE UP TYPE TO THE M

metro®
by **T** · ·Mobile·

RIGHT ALIGNMENT

LINE UP TYPE TO THE O

metro®
by **T** · ·Mobile·

HORIZONTAL ALIGNMENT

metro®
by **T** · ·Mobile·

LINE UP TYPE TO BASELINE WITH METRO

1.5
TAGLINE

Our tagline "THAT'S **GENIUS!**" aligns with the brand strategy of The Outsmarters – our customer. They are the early adopters, smart enough to see the better option.

The tagline must:
• Be in upper case
• Include an '!'
• Finish with a 'TM' placed to the upper right of the exclamation point .

TAGLINE ARTWORK
Our tagline is to be used on campaign communications.

Tagline should **NOT** be used anywhere in Metro Stores.

Please use the supplied artwork and do not recreate.

TAGLINE IN TEXT
When using our tagline within text, please follow the guidance shown here.

TAGLINE ARTWORK

THAT'S **GENIUS!**™

TAGLINE IN TEXT

• Bold
• Upper case

...ipsum dolor sit THAT'S **GENIUS!**™

• Regular
• Upper case

THAT'S **GENIUS!**™

1.6
TAGLINE
Position & Scale

POSITION
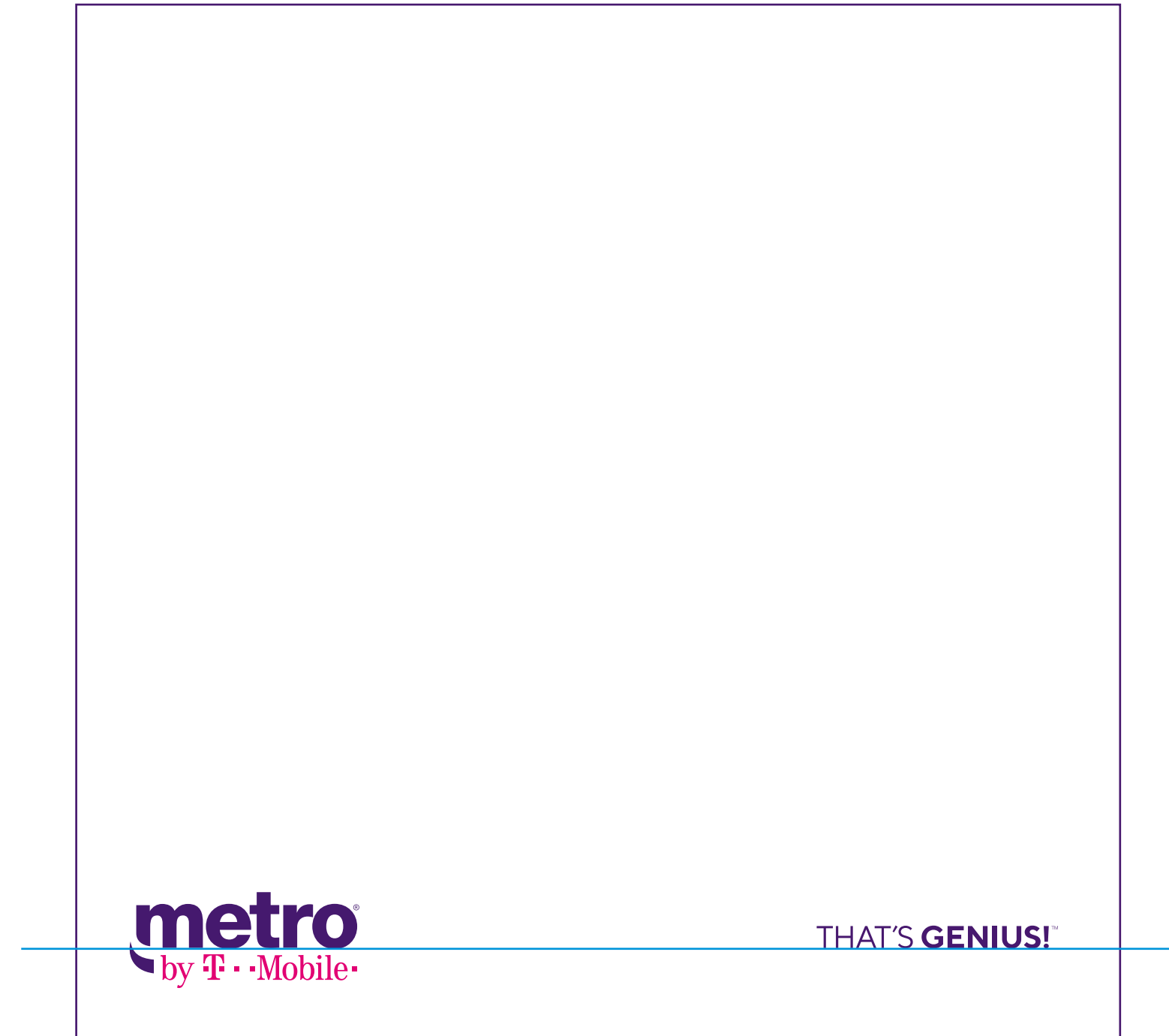Our tagline should sit opposite the Metro logo on a horizontal axis.

SCALE
The size is based on the height of the tagline being half the height of the "o" in the Metro logo.
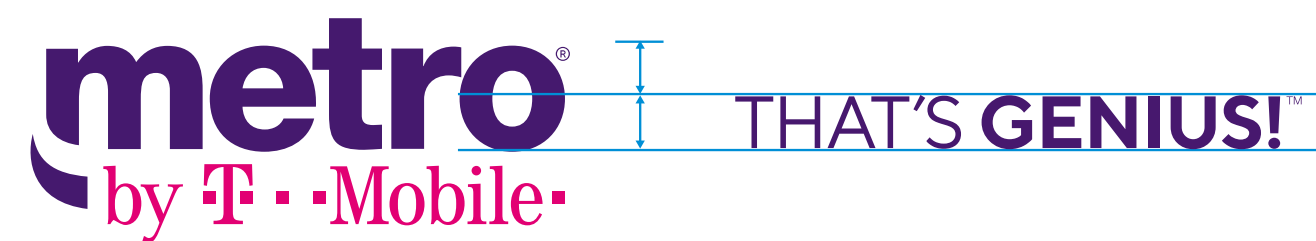
MINIMUM DISTANCE
The minimum distance between the Metro logo and the tagline is the length of the Metro logo.

Please note:
More exploration is to be done for use in smaller scale.

2. Color

2.1
COLOR PALETTE

PRIMARY PALETTE
The primary color palette is Deep Metro Purple with a highlight color of Metro Gold.

SECONDARY PALETTE
The secondary color palette adds tone and depth to the brand palette. These allow us to be a purple brand, but with variety.

Please note:
T-Mobile, the T-Mobile logo and the color magenta may only be used as nominative elements in the Metro logo. Do not use any of these elements – in particular, the color magenta – in any other creative.

Please ensure the right color values are being used in both RBG and CMYK color spaces.

PRIMARY PALETTE

Deep Metro Purple
C80 M100 Y0 K30
R70 G25 B110
Hex #46196e
PMS 269C

Metro Gold
C0 M45 Y95 K0
R250 G157 B40
Hex #FA9D28
PMS 144C | 130U

ADDITIONAL
Metro Gold (Screen)
R227 G117 B1
Hex #E37501

MONOCHROMATIC PALETTE

White
C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF

Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

SECONDARY PALETTE

Royal Metro Purple
C70 M90 Y0 K0
R110 G50 B160
Hex #6E32A0
PMS 266C

Orchid Metro Purple
C50 M65 Y0 K0
R150 G70 B195
Hex #9646C3
PMS 265C

T-Mobile Magenta
C0 M100 Y0 K0
R226 G0 B116
Hex #E20074
PMS Process Magenta

PLEASE NOTE:
The following color is NOT for creative use, only for logo signature.

2.1
COLOR PALETTE

Metro is a purple brand, primarily using Deep Metro Purple, with a highlight color of Metro Gold.

Please take into consideration the proportion of Deep Metro Purple in use when deciding colorways.

PRIMARY
The majority of communication should be in Deep Metro Purple.

SECONDARY
White can be used to add variety.

TERTIARY
Royal Metro Purple, Orchid Metro Purple can be used as supporting colors.

HIGHLIGHT COLOR
The highlight color is used within headlines and our brand property.

Metro Gold is NOT to be used as a background color.

Gradient background colors should not be used.

PROPORTION OF USE

BACKGROUND COLORS

PRIMARY

SECONDARY

TERTIARY

3. Typography

3.1
TYPOGRAPHY
Typeface

Our brand typeface is TT Norms. It is a robust sans serif typeface that is effective at large or small sizes on screen and in print.

It comes in a variety of weights that enable its dynamic use across the brand.

TT Norms can be purchased here: https://www.linotype.com/5537101/tt-norms-family.html

Each individual at an agency or external group using or installing TT Norms is required to register for a license. **Please ensure you have purchased the appropriate licence before use.**

For legal, use TT Norms Regular at the minimum point size required by each medium's legal requitements. If not available, please use Helvetica.

TT NORMS

UPGRADE TO THE LATEST
Your amazing new iPhone
99% of people
$60 50 40

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.2
TYPOGRAPHY
Use in headlines

To help with messaging hierarchy, please use the following approach for headline font use.

FEATURE COLOR
When there is part of the message that needs featuring, we pull this out in white.

FEATURE COLOR ON WHITE
When showing a feature color on white we use Metro Gold.

An alternative to this is Royal Metro Purple.

Please note:
The following examples are for headline use. Body text, price messaging and online use is being explored.

HEADLINE:
• TT Norms – Bold
• Sentence case
• Metro Gold

FEATURE COLOR:
• White

SUB TEXT:
• TT Norms – Bold
• Sentence case

Only our plans come with Google One.

Back up your mobile life with Google One membership.

metro
by T··Mobile·

Only our plans come with Google One.

Back up your mobile life with Google One membership.

metro
by T··Mobile·

ALTERNATIVE

Only our plans come with Google One.

Back up your mobile life with Google One membership.

15

TYPOGRAPHY
Use of upper case

FEATURE TEXT

On occasions where text needs
extra emphasis, we can format this in
upper case.

PRICE INFORMATION

Price information is also shown in
upper case to help separate this
from body text.

**3 great phones
3rd line
FREE.**

Full month on unlimited LTE rate plan required.
Sales tax and activation fee not included.

metro
by T··Mobile·

FEATURE TEXT
• Upper case

PRICE INFORMATION
• Upper case

$60 ULTIMATE
COVERAGE | UNLIMITED
4G DATA

3.4
TYPOGRAPHY
Suitable colorways

To maintain legibility, please use the following colorways when applying text.

● PREFERRED
Indicates preferred colorways, for maximum legibility. With preference being Metro Gold and White on Deep Purple.

● PREFERRED
Metro Gold on Deep Purple

Orchid Purple on Deep Purple

● PREFERRED
White on Deep Purple

Metro Gold on Royal Purple

White on Royal Purple

Metro Gold on Royal Purple

Royal Purple on Deep Purple

White on Royal Purple

Metro Gold on White

● PREFERRED
Royal Purple on White

Orchid Purple on White

3.4
TYPOGRAPHY
Suitable colorways

Shown here are suitable colorways for key pieces of communication.

Only our plans come with Google One.

Back up your mobile life with Google One membership.

metro by T-Mobile

Only our plans come with Google One.

Back up your mobile life with Google One membership.

metro by T-Mobile

Only our plans come with Google One.

Back up your mobile life with Google One membership.

Only our plans come with Google One.

Back up your mobile life with Google One membership.

metro by T-Mobile

Only our plans come with Google One.

Back up your mobile life with Google One membership.

metro by T-Mobile

4. Price Graphic

4.1
PRICE GRAPHIC

To highlight our price messaging, a Metro price graphic is available to use.

Price information is to be shown in upper case text.

PRIMARY
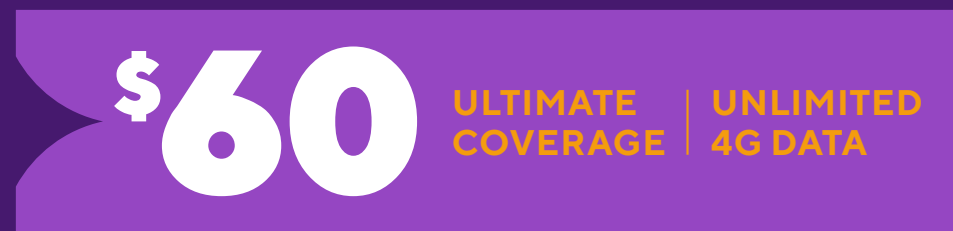Metro Gold is the primary colorway to get maximum stand out for price messaging.

SECONDARY
The secondary palette purples can be used when price information is a secondary message.

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

$60 ULTIMATE COVERAGE — UNLIMITED 4G DATA

PRIMARY

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

SECONDARY

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA
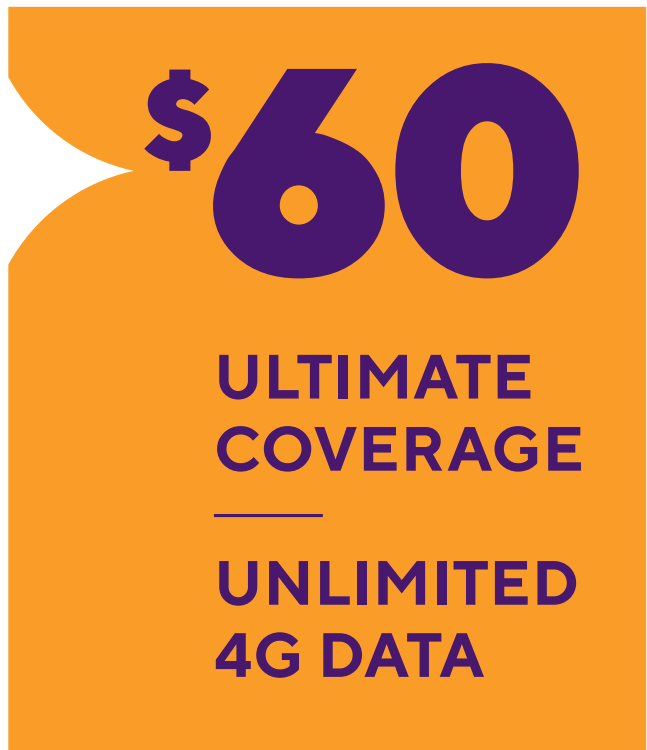
4.2
PRICE GRAPHIC
Altering the shape

There is flexibility to alter the shape of the price graphic to allow for variations in tariff information.

A

In Adobe Illustrator, use the direct selection tool to select the two points you wish to reduce/extend.

B

By reducing/extending horizontally and vertically, the correct shape can be found to frame the text.

A

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

B

$60 ULTIMATE COVERAGE | UNLIMITED 4G DATA

21
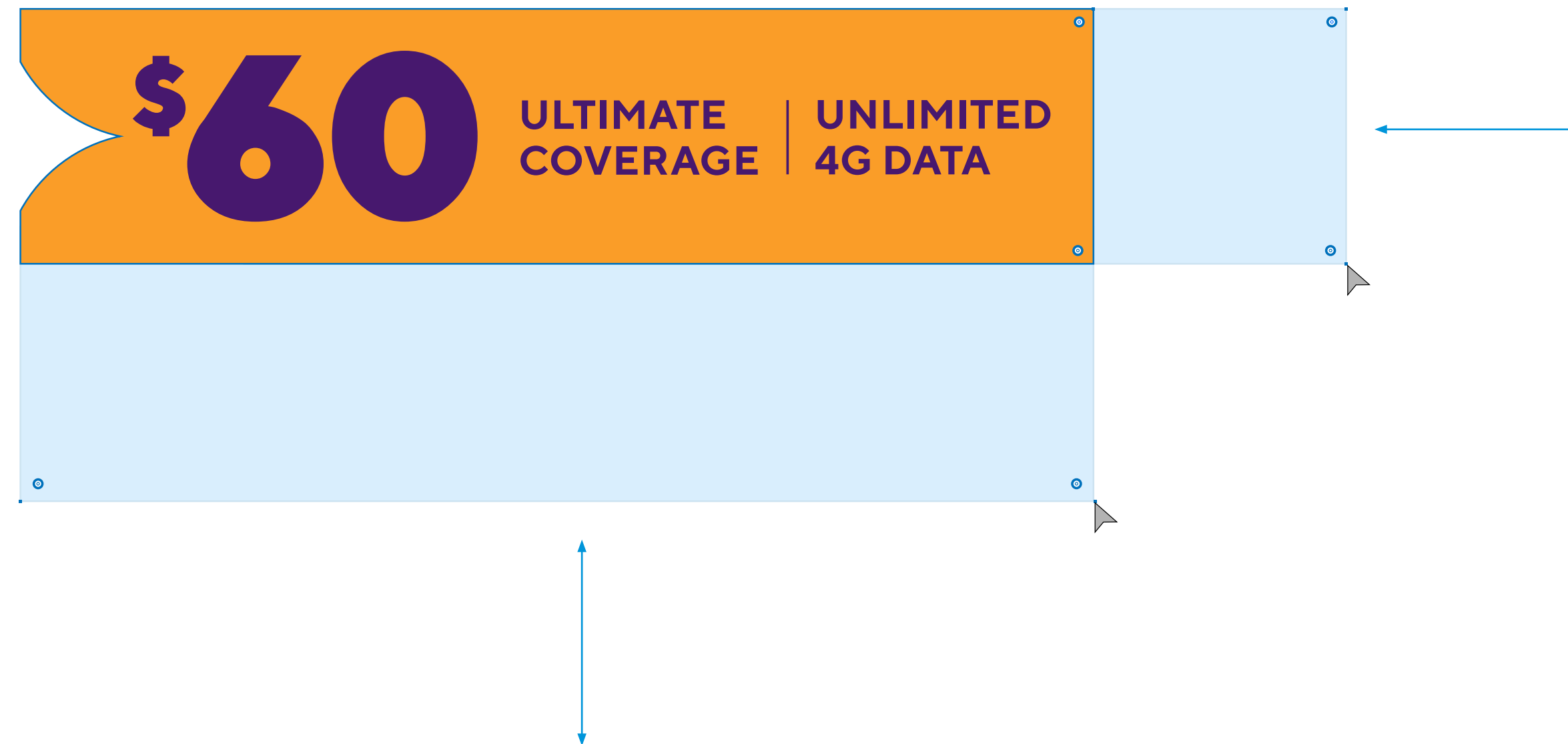
5. Brand Property

Our customers are always on the look out for a
better option, they are the early adopters.
Living life with drive and direction.
They are savvy, they are
The Outsmarters.

Our visual brand identity can reflect our customer.

Because being smart attracts others.
We can depict the magnetism that draws followers.

5.1
BRAND PROPERTY
The idea

We can take the comma form found in our logo as the starting point to create something that has more meaning.

Giving us the Metro Magnet.

5.1
BRAND PROPERTY
The idea

Through repetition we can create something powerful. A magnetic force.

By using the same Magnet shape, multiple formations can be made.

One example is shown here.
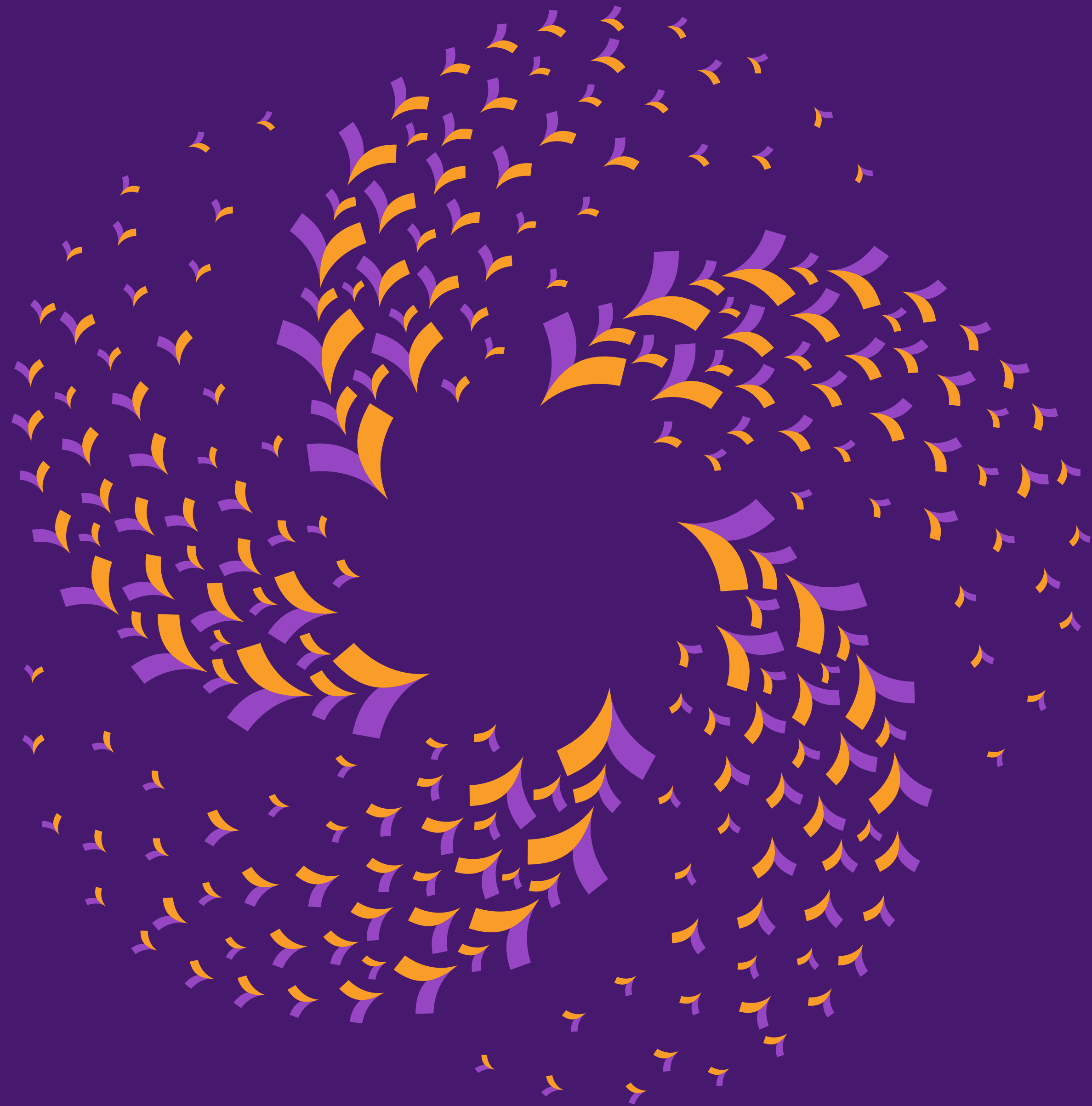
5.2
BRAND PROPERTY
Versions

We can break down the Magnet brand property into three groups. These will be discussed further on the following pages.

1. MAGNET
2. MAGNET FORMATION
3. MAGNET FLOW

1. MAGNET

2. MAGNET FORMATION

3. MAGNET FLOW

5.3
BRAND PROPERTY
1. Magnet

In its simplest form, the magnet can be used solo, becoming a useful pointer.

Two versions have been supplied:

1. MAGNET - FOR PRINT
This version is distinguishable by its flat color.

2. MAGNET - FOR DIGITAL
This version has a gradient in the purple section of the magnet. This gives an element of subtlety that lends itself to digital use.

Drum roll please...

MetroPCS is now Metro by T-Mobile!

2. MAGNET – FOR DIGITAL

Your phone. On us.

5.4
BRAND PROPERTY
2. Magnet Formations

By repeating the magnet form, we can create formations.

These create a dynamic graphic property that can interact with text and imagery.

Magnets should **always** have a purpose. Pointing and leading the eye to areas of importance, featured products, key words and/or price points.

The following three designs have been supplied for use.

$**$60** ULTIMATE COVERAGE | UNLIMITED 4G DATA
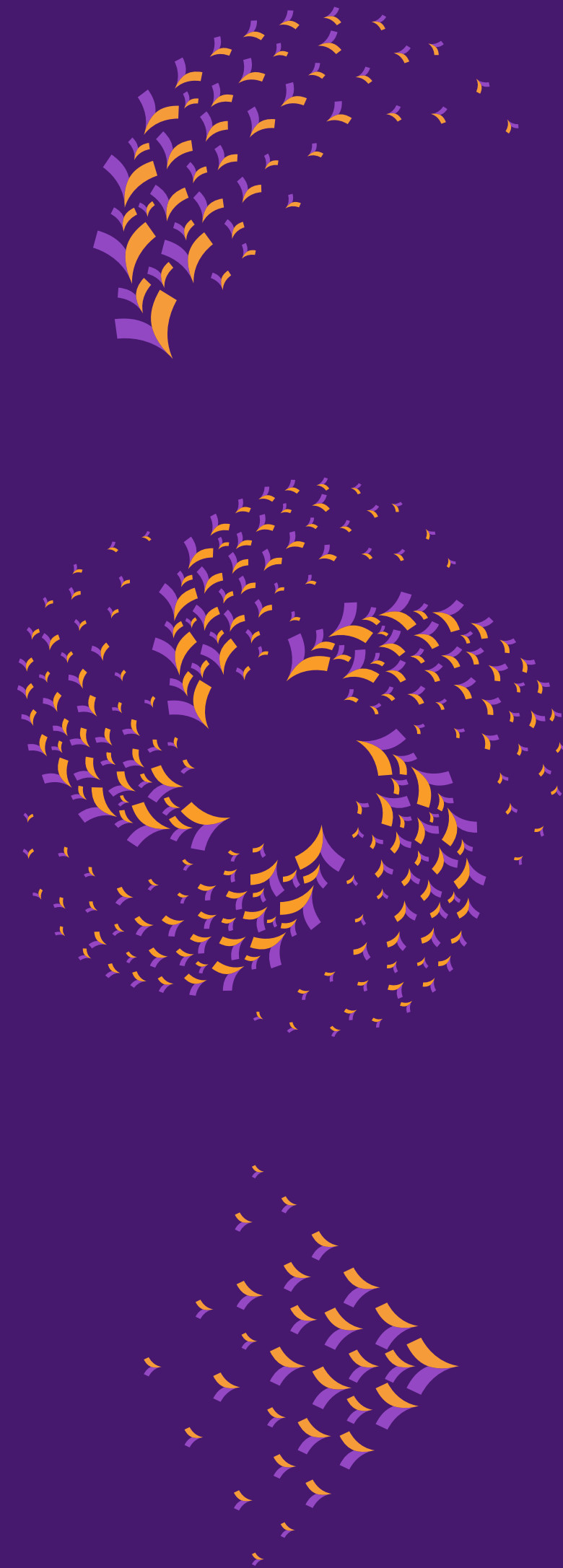
5.5
BRAND PROPERTY
3. Magnet Flow

The Magnet Flow uses the magnet formations in a more three dimensional way. Altering perspective to make the formation recede into pictorial space.

1. MAGNET FLOW – SOLID
This version uses solid, flat color. This can be used to create depth.

**2. MAGNET FLOW
– PHOTOGRAPHIC**
This version uses blur to create a point of focus. Suitable for photographic application, interacting with the subject within the image.
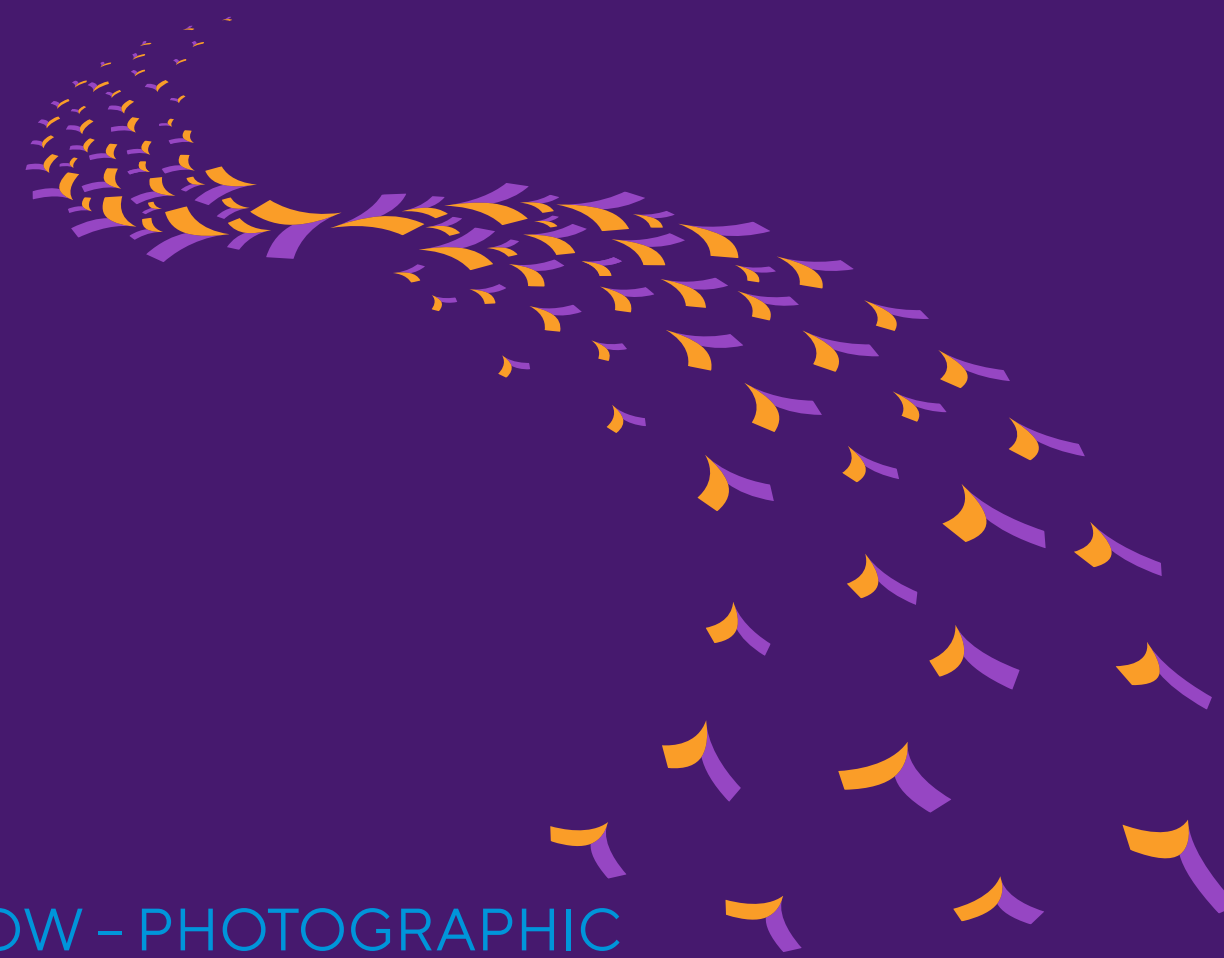
2. MAGNET FLOW – PHOTOGRAPHIC

5.6
BRAND PROPERTY
Colorways

The brand property has been supplied in the following color options.

PRIMARY
This version is for primary use.

SECONDARY
The following colorways can be used to add variety and dial up and down the subtly when required.
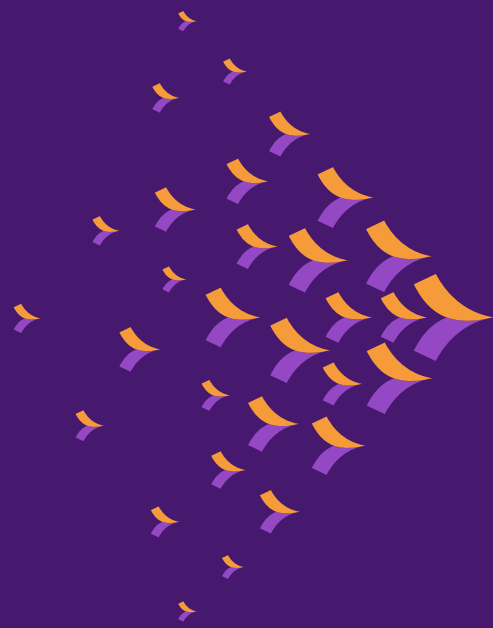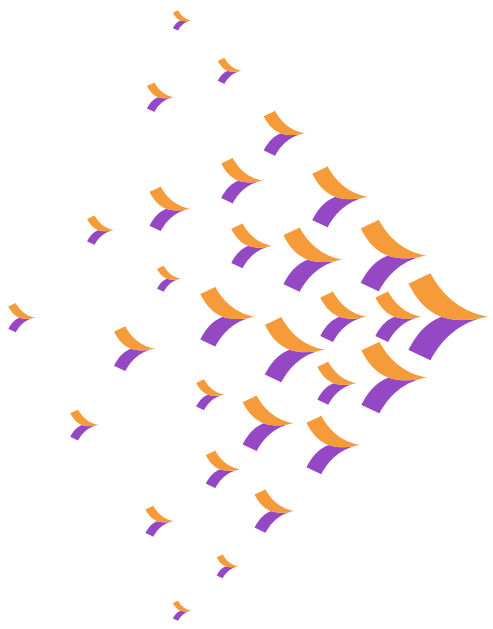
● Metro Gold

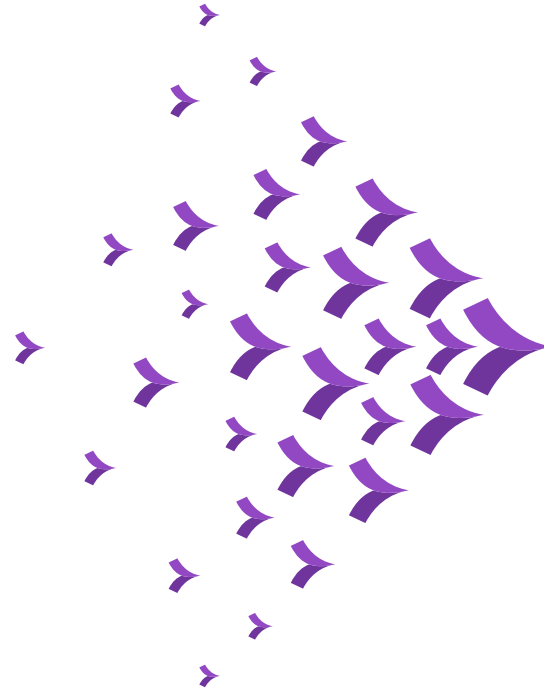● Orchid Metro Purple

● Orchid Metro Purple

● Royal Metro Purple
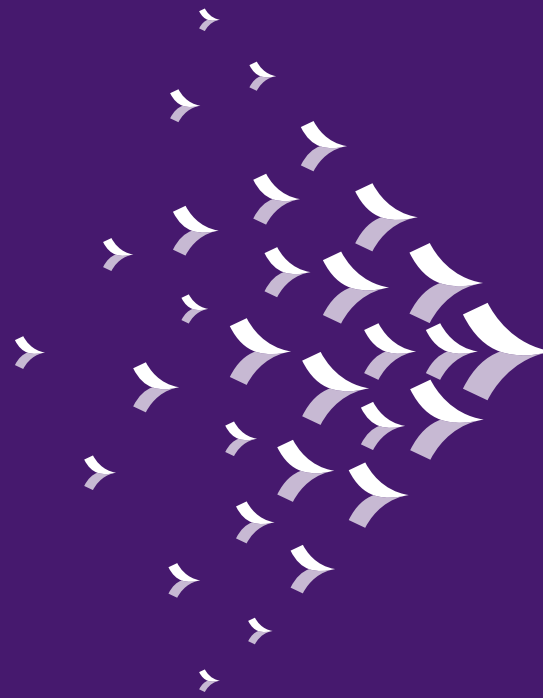
● Metro Gold

● White

● White

● 70% White

● Metro Gold

● Orchid Metro Purple

● Orchid Metro Purple

● Royal Metro Purple

6. Iconography

6.1
ICONOGRAPHY
Hero icons

Our hero iconography are created around the key form that originates in the Metro logo.

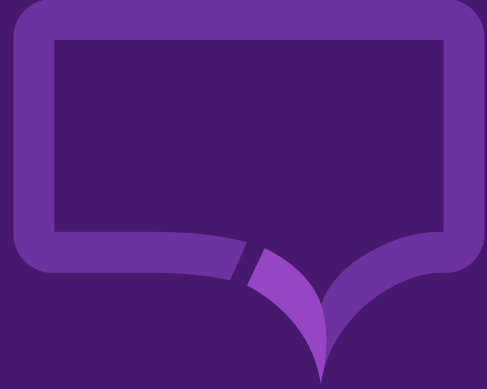By using this detail, we create a set that is ownable to Metro.

Examples are shown here.

ICONOGRAPHY
Colorways

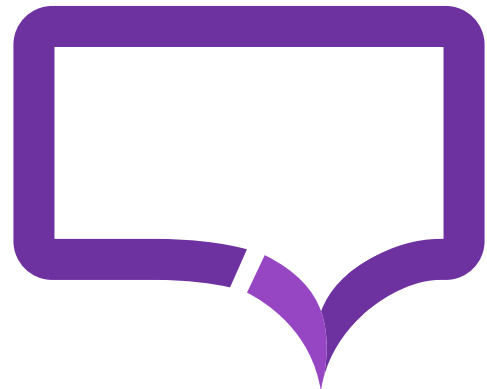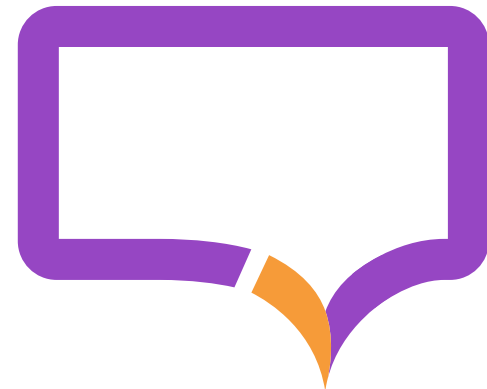Please use the following colorways
when creating your icons.

● Metro Gold

● Orchid Metro Purple

● Orchid Metro Purple

● Royal Metro Purple

● Metro Gold

● White

● White

● 70% White

● Metro Gold

● Orchid Metro Purple

● Orchid Metro Purple

● Royal Metro Purple

6. Photography

7.1
PHOTOGRAPHY
Themes

Our photography captures our customer on the move, searching for the new, going places.

To help choose imagery, our photography is divided into three themes:

1. OUTSMARTERS ON THE MOVE
Physically on the move – walking, active.

2. ON, IN OR WAITING FOR TRANSPORT
Using modes of transport.

3. EXPLORING NEW SURROUNDINGS
Curiously exploring their world.

Please note:
All photography will need purchasing before use.

1.
Outsmarters on the move

2.
On, in or waiting for transport

3.
Exploring new surroundings

7.2
PHOTOGRAPHY
Altering color

To move stock library photography into a Metro world, we can adjust the color temperature of the images to help them fall closer to our color palette.

1. COLOR TEMPERATURE
By altering the hue of the light and background colors, we can make the image feel more "purple".
This works best in shadow areas.

2. OBJECTS
The image may include colored objects or clothing. These can be altered to match one of the Metro purple tones.

1. COLOR
TEMPERATURE

2. OBJECTS

7.3
PHOTOGRAPHY
Applying the Magnets

On hero or campaign photography our brand property can be applied to interact with the content of the image.

Please use the '**MAGNET FLOW – PHOTOGRAPHIC'** version of the brand property.
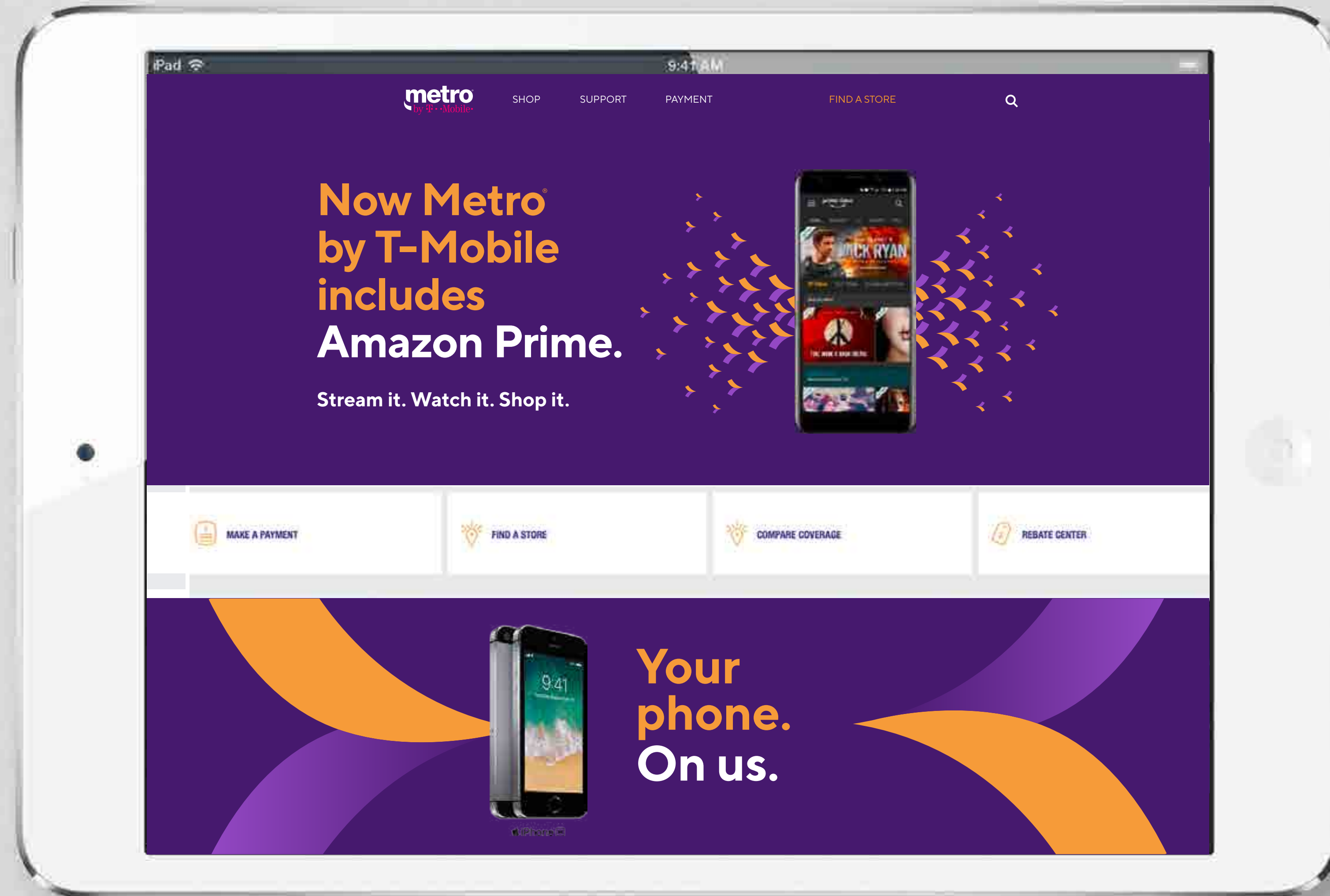
8. Brand in application

The following examples are for visual purposes only and not final artwork.

- Typography
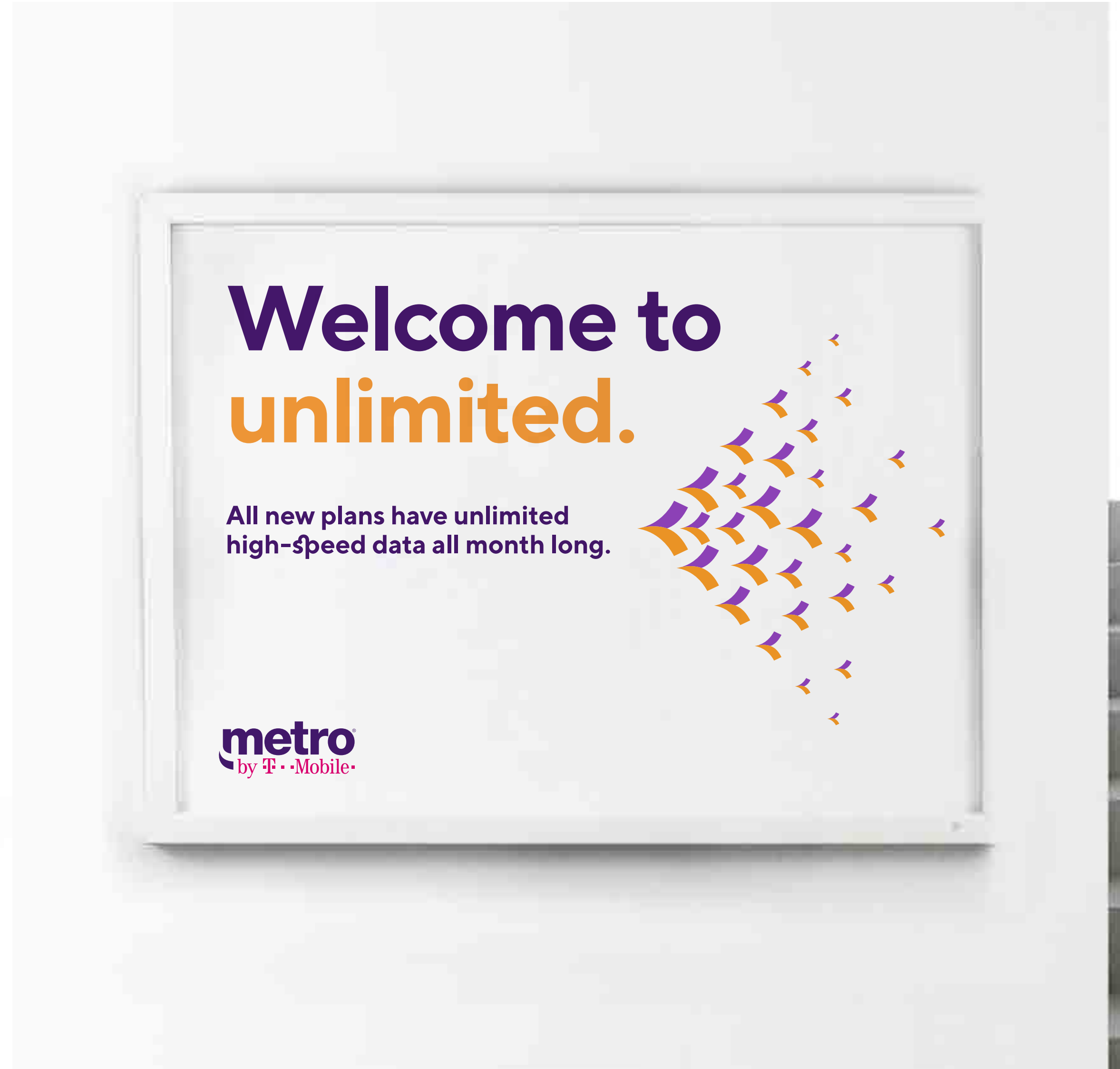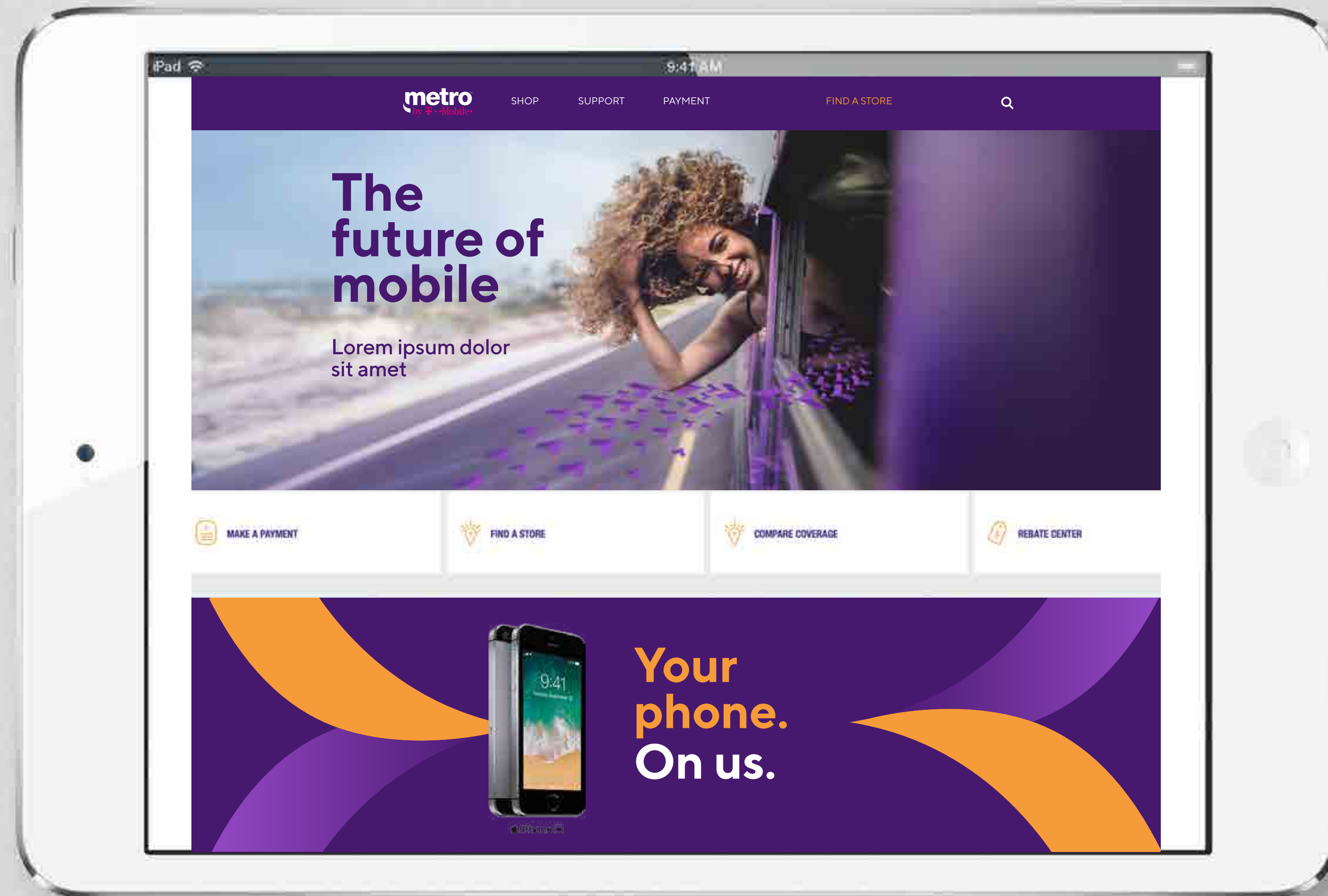- Price Graphic
- Brand Property
    – Formation

- Typography
- Brand Property
  - Flow
  - Formation

- Typography
- Photography
- Brand Property
  - Magnet
  - Flow Photographic

- Typography
- Price Graphic
- Tagline
- Photography
- Brand Property
    – Flow Photographic

- Typography
- Iconography
- Photography
- Brand Property
    - Flow
    - Flow Photographic

CONTACT

If you have any questions regarding the use of our identity, or require more information, please email:

Patricia Zerdán
MetroBrand@T-Mobile.com

metro®
by **T**··**Mobile**·