

Metro logo guidelines at-a-glance

The Metro logo

The Metro logo is made up of an oval symbol and a wordmark *Metro*, which always appear together.



Clear space

The height of the "M" in "Metro" sets the amount of minimum clear space surrounding the logo. No other graphics or images should be in this clear space. When possible, use more space than the minimum shown here.



Logo types

Standard



Size: for standard print application the height of the symbol in the standard logo is 0.75". The minimum size is 0.25".

Use the standard logo:

- To close a piece, at the bottom of a fact sheet or brochure.
- When there isn't a top edge from which to hang the flag logo such as on a mug, in the middle of a document or on a web page.
- By third parties, with permission only, such as partner communications, co-marketing and sponsorships.

Color: the logo is available in blue and black. A knockout (white) is also available for use on dark backgrounds.

Blue flag



Keep the blue flag logo within the proportions of the rectangle provided in files.

Size: for standard print application the height of blue flag logo is 1.375". Place the logo 0.5" from either left or right margin and 0.5" from the top margin. When used on top of an image place to align with top edge and 0.5" from either left or right image margin.

Use the blue flag:

- Only once on a document. For example, on a publication the flag would go on the cover, and the standard logo would be used on the back cover.
- At the top left or right of the document. Do not place in the center or bottom edges.

Color: Do not change the background color.

Incorrect usage



Low contrast colors



Change color from blue or black



Squished, at an angle



Placed over busy images



Wordmark renamed or retyped



Without the wordmark

Need a logo file, design template or have questions? Contact communications.help@oregonmetro.gov