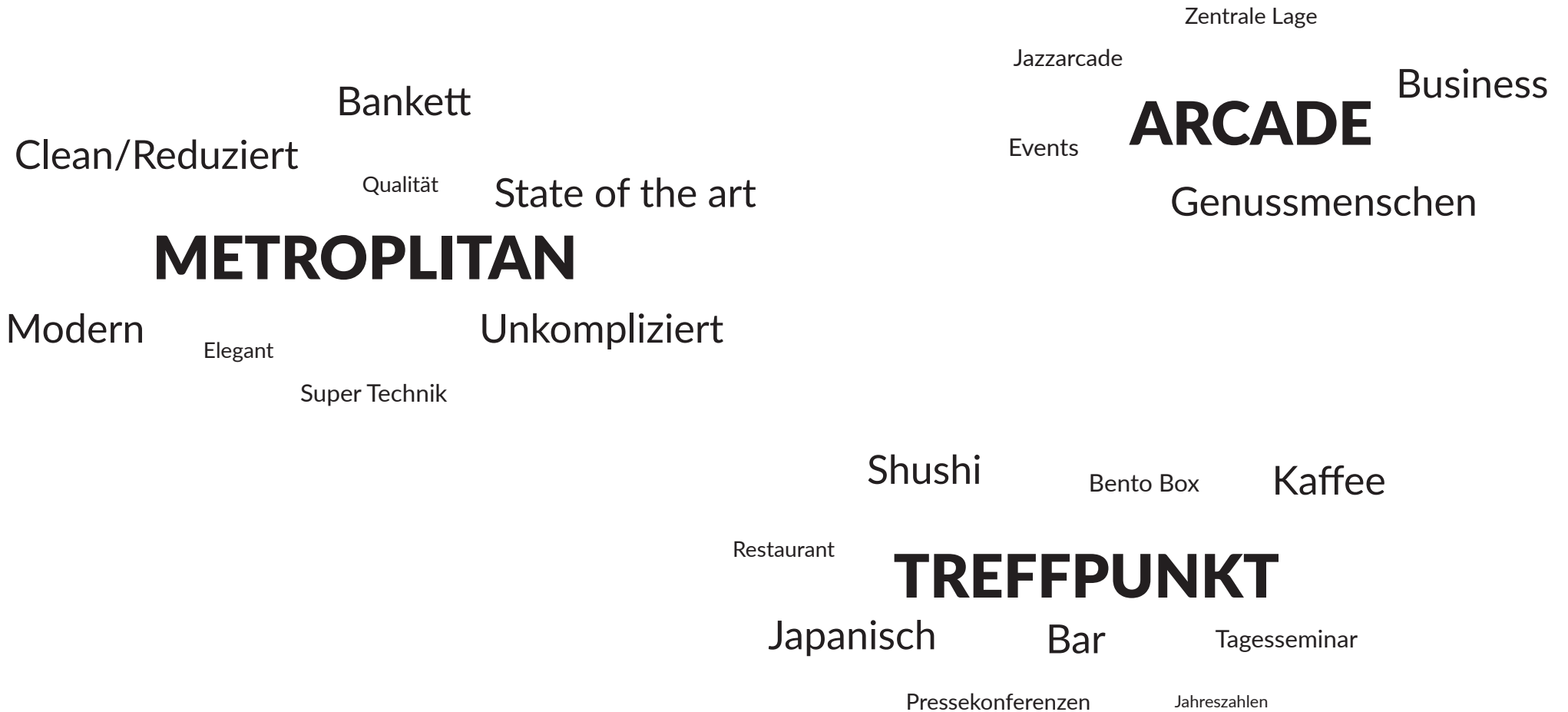




METROPOL WORDCLOUDS



METROPOL LOGO COLOUR



METROPOL
ZURICH

Colour Application
The colour version of the Metropol logo is always to be used.



METROPOL
ZURICH

Black Application
The black Metropol Logo is for use in black and white only situations e.g. non-colour printing and where the background is light.



White Application
The white Metropol logo is again for use in black and white only situations but where the background is dark.

METROPOL ICONS



METROPOL

MODERN JAPANESE CUISINE



METROPOL

CAFÉ - BAR



METROPOL

MEETINGS - EVENTS

METROPOL LOGO EXCEPTIONAL CASE



METROPOL

ZURICH

The image shows the Metropol logo in a light brown/gold color. The word 'METROPOL' is in a tall, thin, sans-serif font. Below it is a thin horizontal line, and below that, the word 'ZURICH' is in a smaller, all-caps, sans-serif font.

Colour Application

The colour version of the Metropol logo is always to be used.



METROPOL

ZURICH

The image shows the Metropol logo in black. The word 'METROPOL' is in a tall, thin, sans-serif font. Below it is a thin horizontal line, and below that, the word 'ZURICH' is in a smaller, all-caps, sans-serif font.

Black Application

The black Metropol Logo is for use in black and white only situations e.g. non-colour printing and where the background is light.



METROPOL

ZURICH

The image shows the Metropol logo in white on a solid black background. The word 'METROPOL' is in a tall, thin, sans-serif font. Below it is a thin horizontal line, and below that, the word 'ZURICH' is in a smaller, all-caps, sans-serif font.

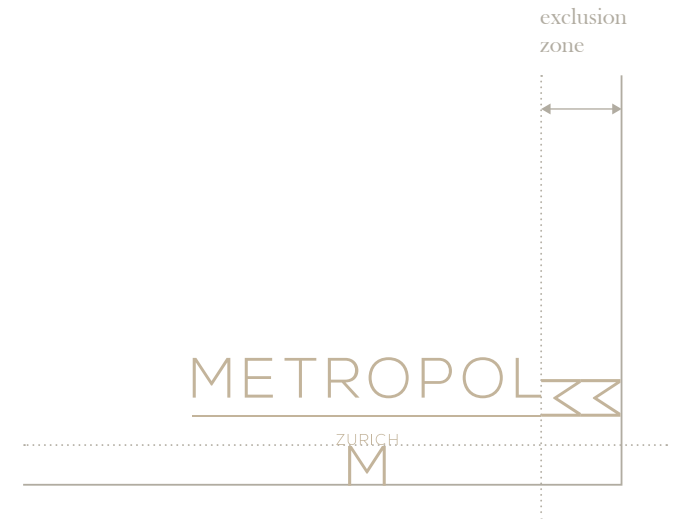
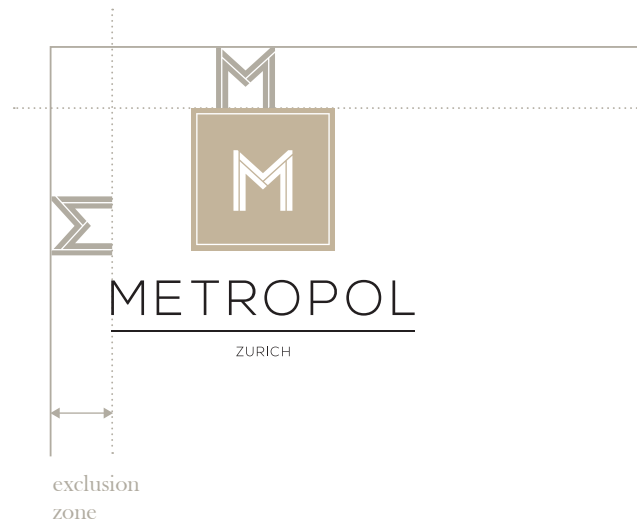
White Application

The white Metropol logo is again for use in black and white only situations but where the background is dark.

METROPOL LOGO SETTING

The „exclusion zone“ refers to the area to the left, right, up and down of the logo that must remain totally blank to ensure that the logo is never obscured.

Use the Logo always on the left side or centered
The same rules are available for the Metropol Icons



METROPOL LOGO SIZE

The Metropol logo has been designed for applications down to a minimum width of 35 mm.

On the web the minimum size of the logo is 100 pixels.



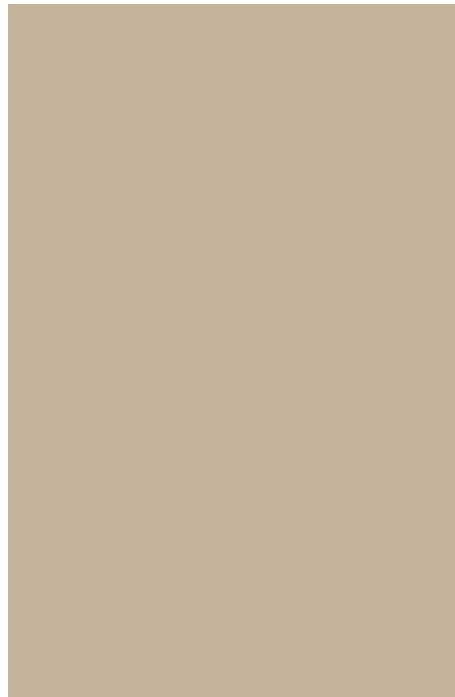
METROPOL

ZURICH



METROPOL BRAND COLOURS

Primary Colour

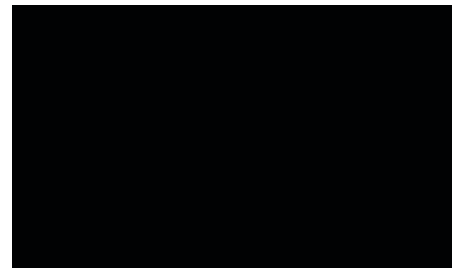


Pantone: 453C
CMYK: 25, 25, 40, 0
RGB: 202, 187, 159
HEX/HTML: #CABB9F

Secondary Colours



CMYK: 15, 10, 20, 5
RGB: 194, 194, 178
HEX/HTML: #D8D6C9



CMYK: 40, 30, 30, 100
RGB: 13, 15, 13
HEX/HTML: #0D0F0D

METROPOL FONTS

The official fonts of Kramer Gastronomie are used for Metropol communication.

Lato is used for the Title and subtitle in print. And always used for the web.

Baskerville Old Face is used for subtitle (capital) and body text in print.

Lato

ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO
Net landit, cum dicil idebis el est aut intur aut rempor sa dolorep

1 2 3 4 5 6 7 8 9 0

ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO
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1 2 3 4 5 6 7 8 9 0

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Baskerville Old Face

ELIGNATET EUMQUID MAIO BLABORROR ALIT REM DO
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1 2 3 4 5 6 7 8 9 0

Acitiatis et as et volupta est, ut facero earum que perisitatios porenis erum quid ut apie entem volendae res aut omniet es aut eum asitae. Bo. At rati culparchillo tem. Imus esci tem et qui volupta simust eliantus utem quo qui con nectecus secatum fugiati omnia et voluptassum explatur. At rati culparchillo tem. Imus esci tem et qui volupta simust eliantus utem quo qui con nectecus secatum fugiati omnia et voluptassum explatur.

LOGO APPLICATION EXAMPLES

Only in exceptional cases should the logo used without the icon



IMAGE WORLD

1. Place



2. Food and Beverage



3. Lifestyle

