



Metro Arts



STYLE GUIDE

MAY 2022

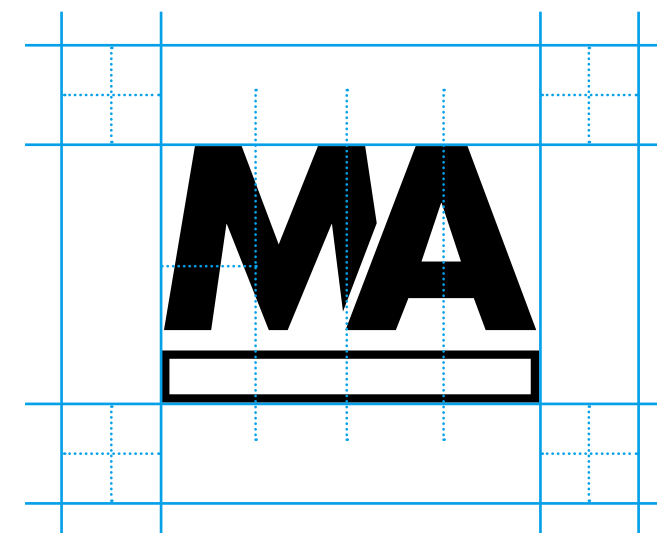
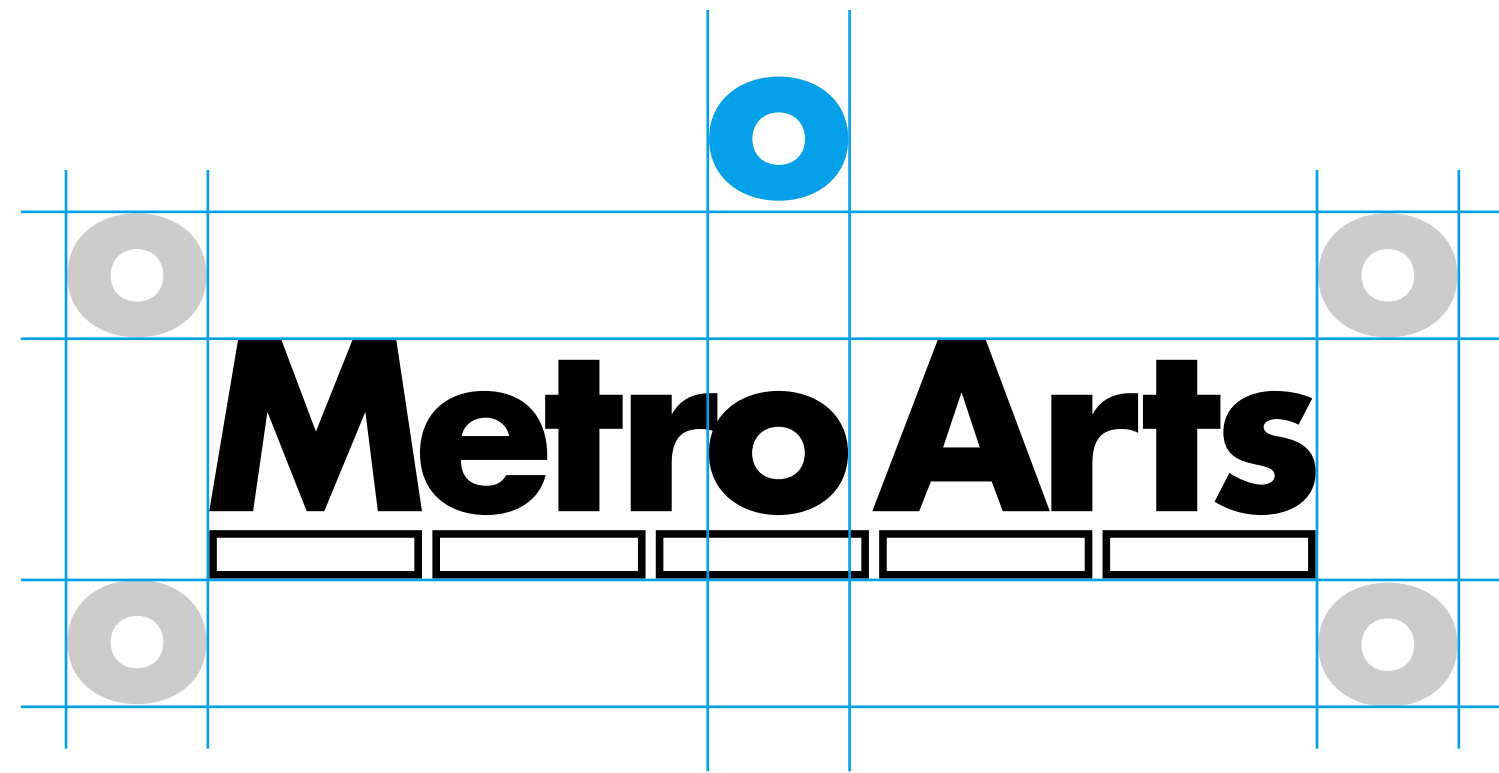
THE LOGO

SPACE

When using the logo, apply this guide to ensure there's plenty of clear space around it.

With the monogram 'MA' logo, the clear space is minimum 1/4 of its width.

(100px wide = a minimum clear space of 25px either side)



SIZE

Use the monogram logo when the width of application is less than 5cm.



LOGO COLOURS

The logo can be used in black, colour or reversed.

Rules apply to the use of colour logo on other colours, for legibility and association.

E.g. Yellow logo should never be displayed on a white background due to legibility.



DON'TS

Don't misuse the logo or the monogram.



Do not add drop shadows, bevels or any other effects.



Do not adjust proportions.



Only use the approved colours.



Do not outline or stroke the logo.



Do not use yellow and green combinations. That's too close to 'Australian sport'.

THE COLOUR PALETTE

Primary colours



Tints

Adding white

PURPLE

#8961DB

RGB: 137, 97, 219

CMYK: 59, 69, 0, 0

LAVENDER

#D7C8FF (web)

RGB: 215, 200, 255

CMYK: 16, 22, 0, 0

(#D1C4E0 for print)

CMYK: 16, 22, 0, 0

GREEN

#33AE6D

RGB: 51, 174, 109

CMYK: 76, 5, 77, 0

FIRE

#ED4E0B

RGB: 237, 78, 11

CMYK: 2, 84, 100, 0

LEMON

#E5FF5E

RGB: 229, 255, 94

CMYK: 15, 0, 78, 0