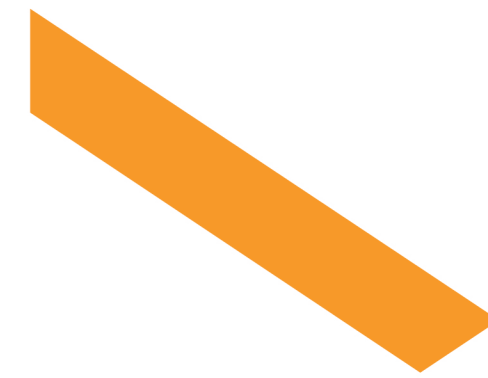


**Confidence**

CMYK: 77/22/1/0

RGB : 29/149/210

HTML: #1d95d2



**Tiger's Eye**

CMYK: 0/46/94/0

RGB: 245/154/21

HTML: #f59a15

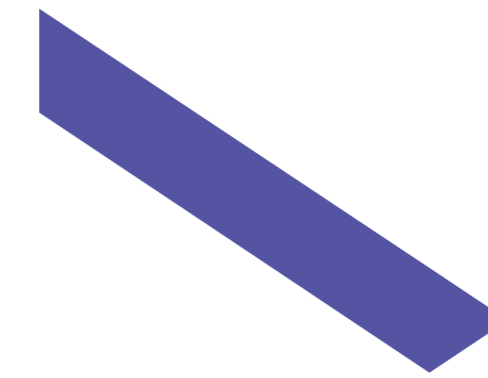


**Valiant Red**

CMYK: 2/97/91/0

RGB: 225/27/33

HTML: #e11b21



**Royal Blue**

CMYK: 77/78/1/0

RGB: 88/76/153

HTML: #584c99

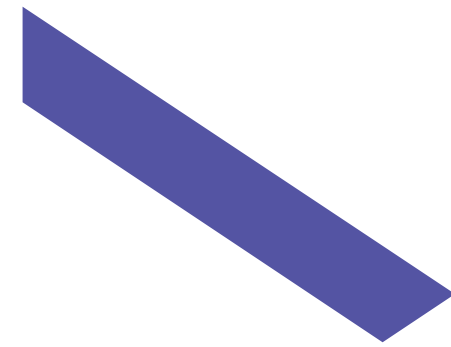


**Onyx**

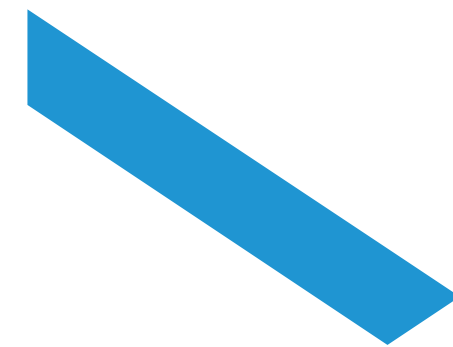
CMYK: 0/0/0/100

RGB: 29/29/27

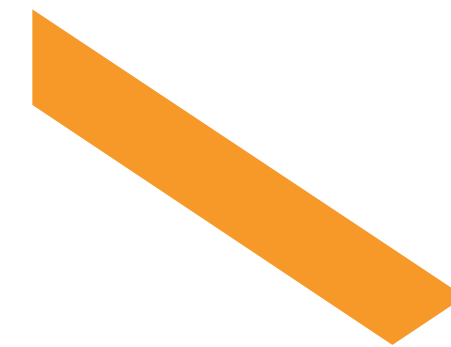
HTML: #1d1d1b



Royal Blue



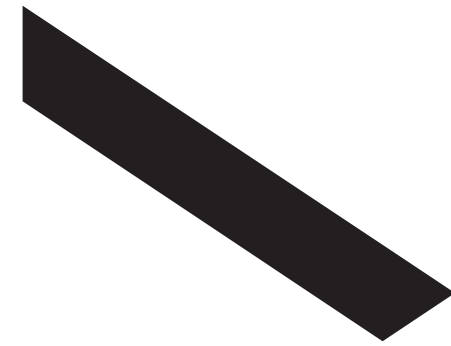
Confidence



Tiger's Eye



Valiant Red



Onyx

# Metro Madrid

## Heading

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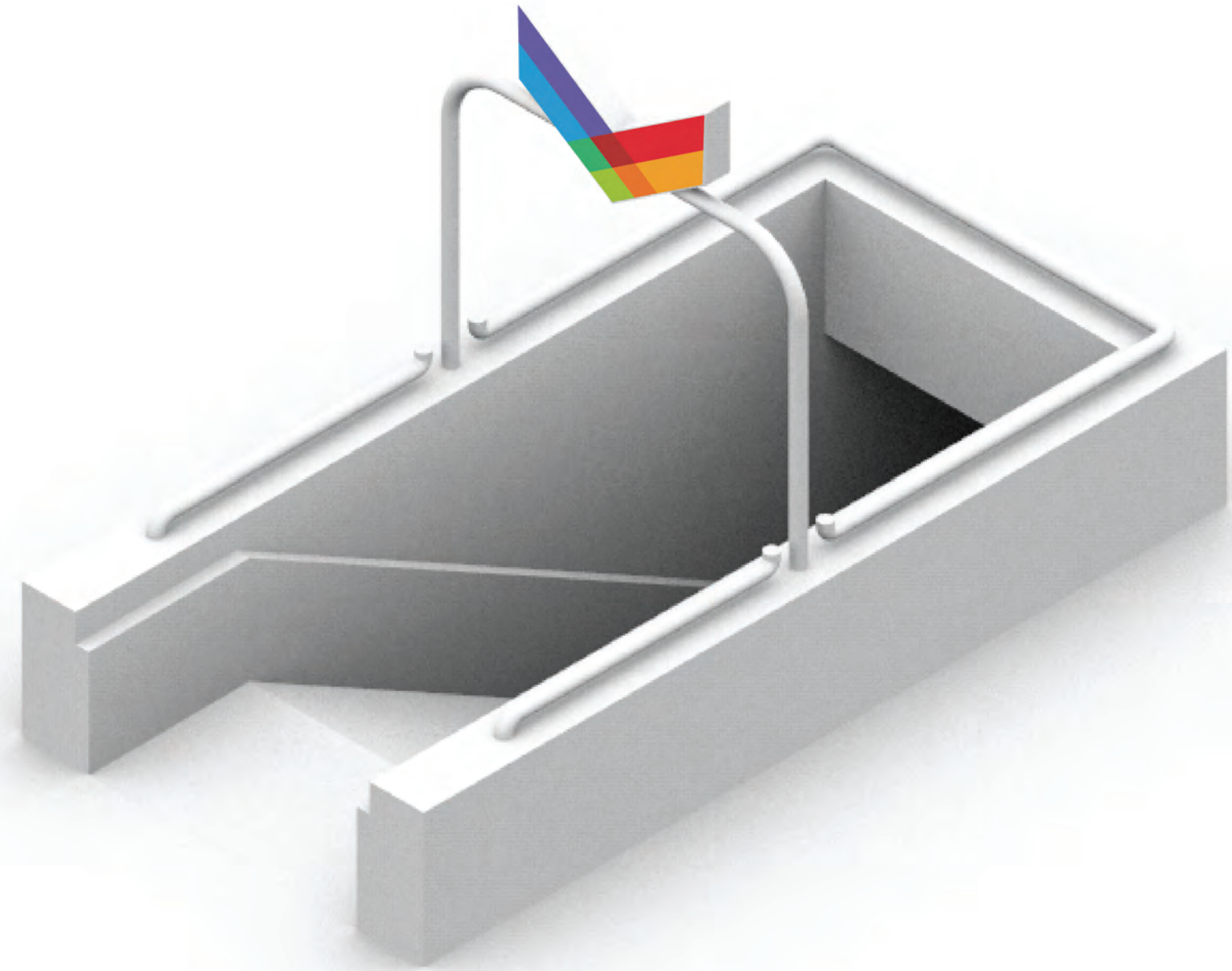
Nisl tincidunt eget nullam non nisi. Integer enim neque volutpat ac tincidunt vitae semper. In nisl nisi scelerisque eu ultrices vitae auctor eu augue. Fermentum et sollicitudin ac orci phasellus egestas tellus rutrum tellus. At tellus at urna condimentum mattis pellentesque id nibh tortor.

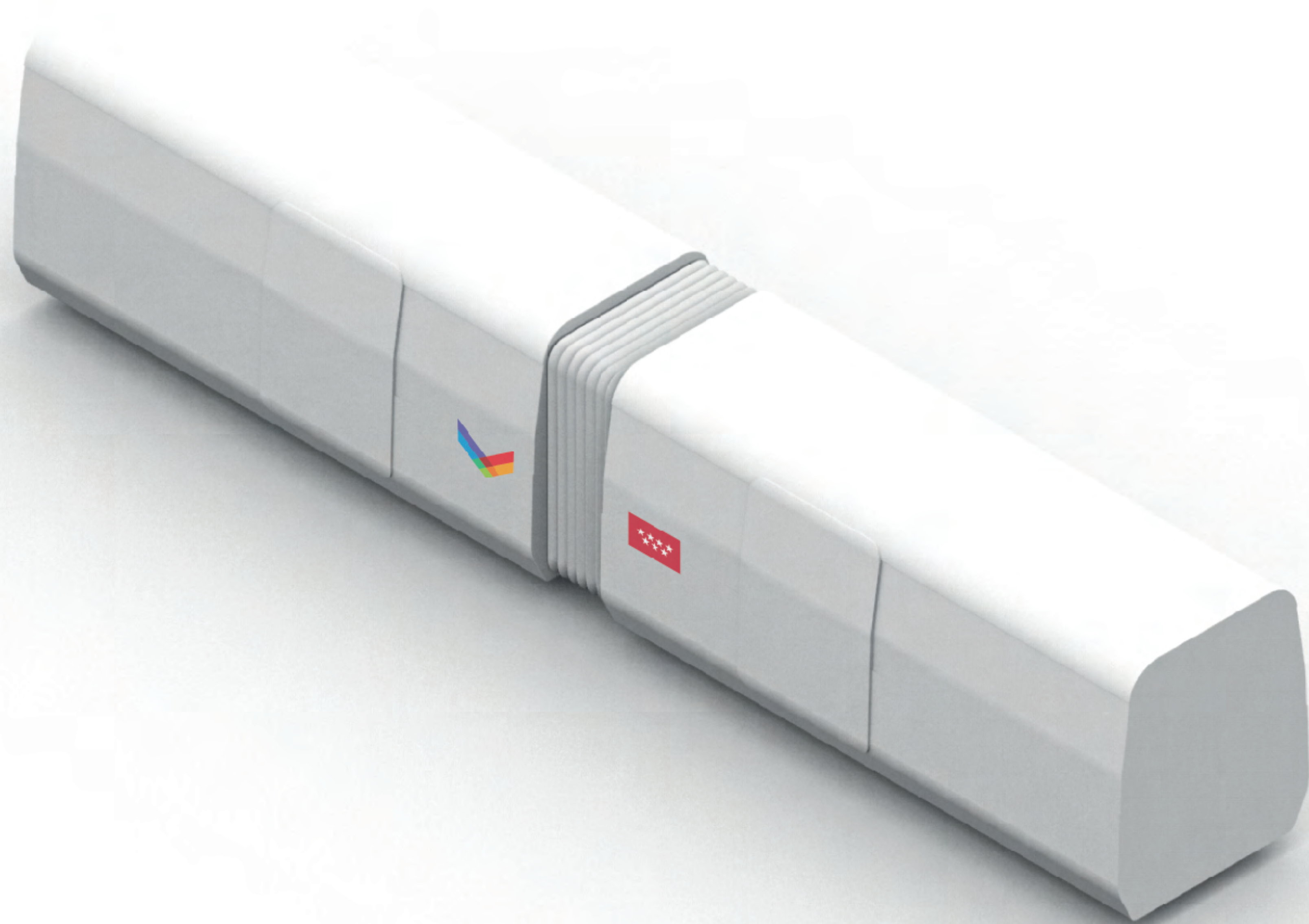
## Meta Pro

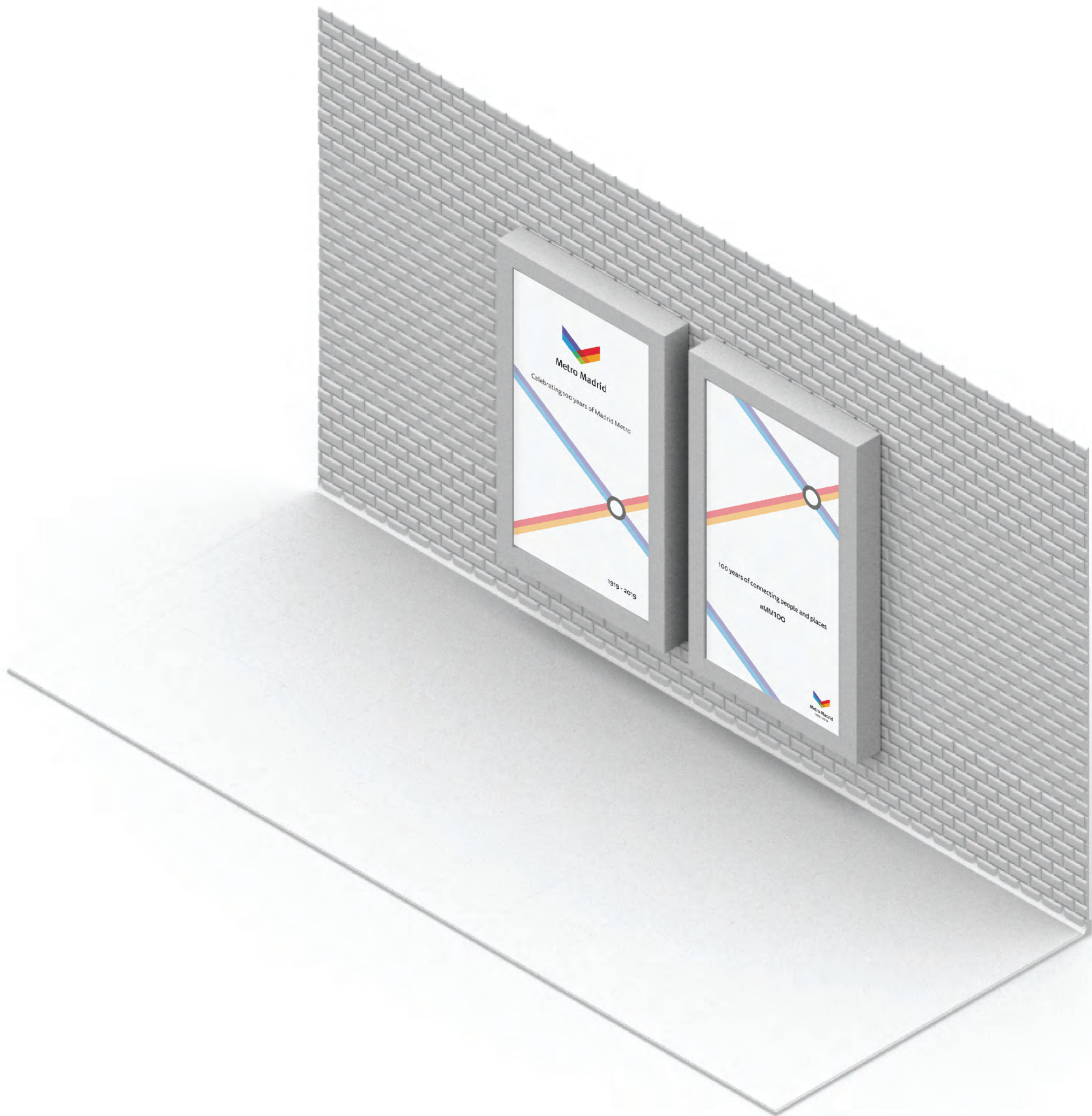
Primary

## Tisa Sans Pro

Secondary







**Metro Madrid**  
Celebrating 100 years of Madrid Metro  
1919 - 2019

100 years of connecting people and places  
AMM100  
Metro Madrid





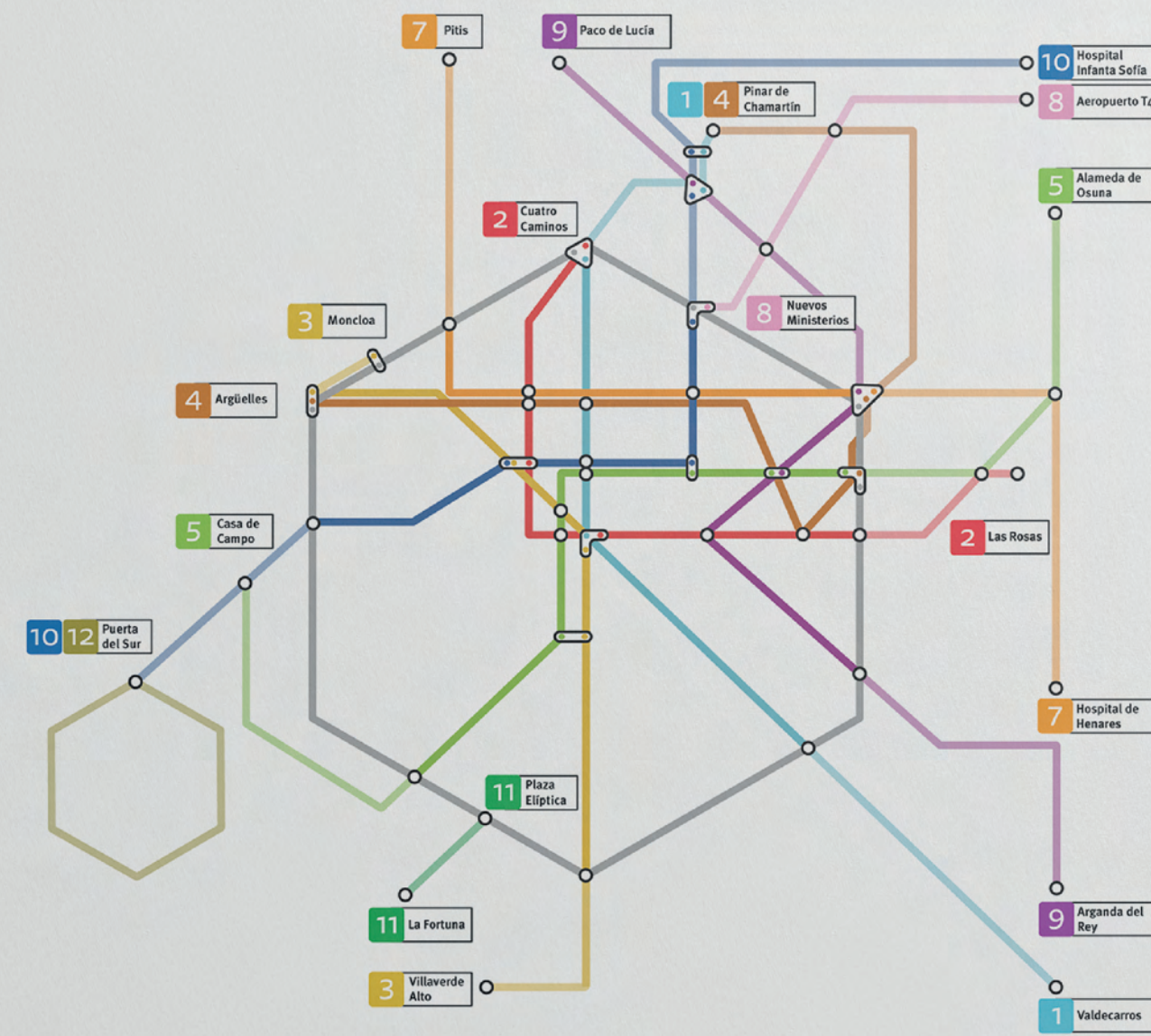
# Metro Madrid 2020







# Metro Map



- 1 Pinar de Chamartín / Valdecarros
- 2 Las Rosas / Cuatro Caminos
- 3 Moncloa / Villaverde Alto
- 4 Pinar de Chamartín / Argüelles
- 5 Alameda de Osuna / Casa de Campo
- 6 Circular

- 7 Hospital de Henares / Pitis
- 8 Nuevos Ministerios / Aeropuerto T4
- 9 Paco de Lucía / Arganda del Rey
- 10 Hospital de Infanta Sofía / Puerta del Sur
- 11 Plaza Elíptica / La Fortuna
- 12 Metrosur

# Metro Madrid Brand Manual 2020



Metro Madrid  
Brand Manual 2020

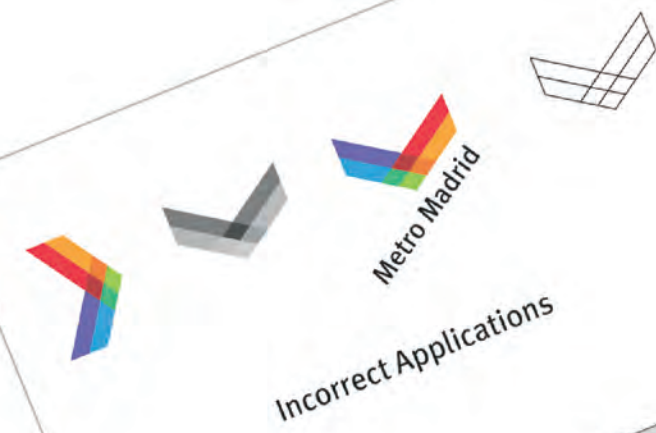
## Contents

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  - Elements
  - Spacing
  - Applications
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  - Elements
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- Colour
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- Typography
  - Typefaces
  - Weights
  - Hierarchy
- Wayfinding
  - Organisation
  - Visibility
  - Symbolism
- Summary
  - Logo
  - Colour
  - Typography

## Spacing



## Applications



Metro Madrid  
Brand Manual 2020

## Typography

Typefaces

Meta Pro  
Primary Typeface

Tisa Sans Pro  
Secondary Typeface

## Weights

- Meta Pro Normal
- Meta Pro Book
- Meta Pro Medium
- Meta Pro Bold
- Meta Pro Black

- Meta Pro Italic
- Meta Pro Book Italic
- Meta Pro Medium Italic
- Meta Pro Bold Italic
- Meta Pro Black Italic

- Tisa Sans Pro Thin
- Tisa Sans Pro Light
- Tisa Sans Pro Regular
- Tisa Sans Pro Medium
- Tisa Sans Pro Bold
- Tisa Sans Pro ExtraBold
- Tisa Sans Pro Black

## Hierarchy

### Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Viverra nam libero justo laoreet. magnis. Est sit amet facilisis magna. Quis auctor elit sed vulputate Quam adipiscing vitae proin sagittis nisl rhoncus mattis rhoncus nibh nisl condimentum id venenatis. Diam volutpat interdum illa phasellus faucibus. Proin libero nunc consequat interdum interduum velit euismod in pellentesque massa placerat duis. Viverra nam libero justo laoreet sit amet cursus. Vel accumsan lacus vel facilisis. Accumsan sit amet nulla facilis feugiat vivamus at augue eget arcu dictum. Turpis massa tincidunt nunc pulvinar sapien et ligula ullamcorper

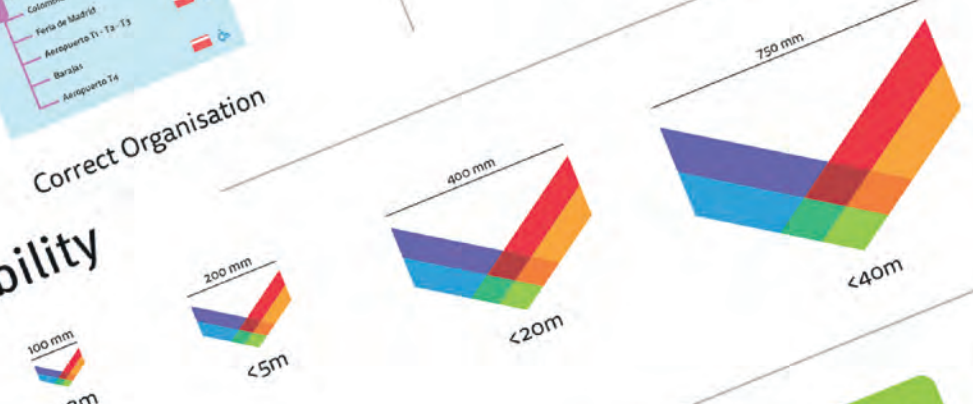
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## Wayfinding

### Organisation



### Visibility



### Symbolism



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Brand Manual 2020

## Colour

### Palette



### Usage

