

**UNDERGROUND  
CUTTING\_EDGE  
MADRID + METRO  
DEMOCRATIC**

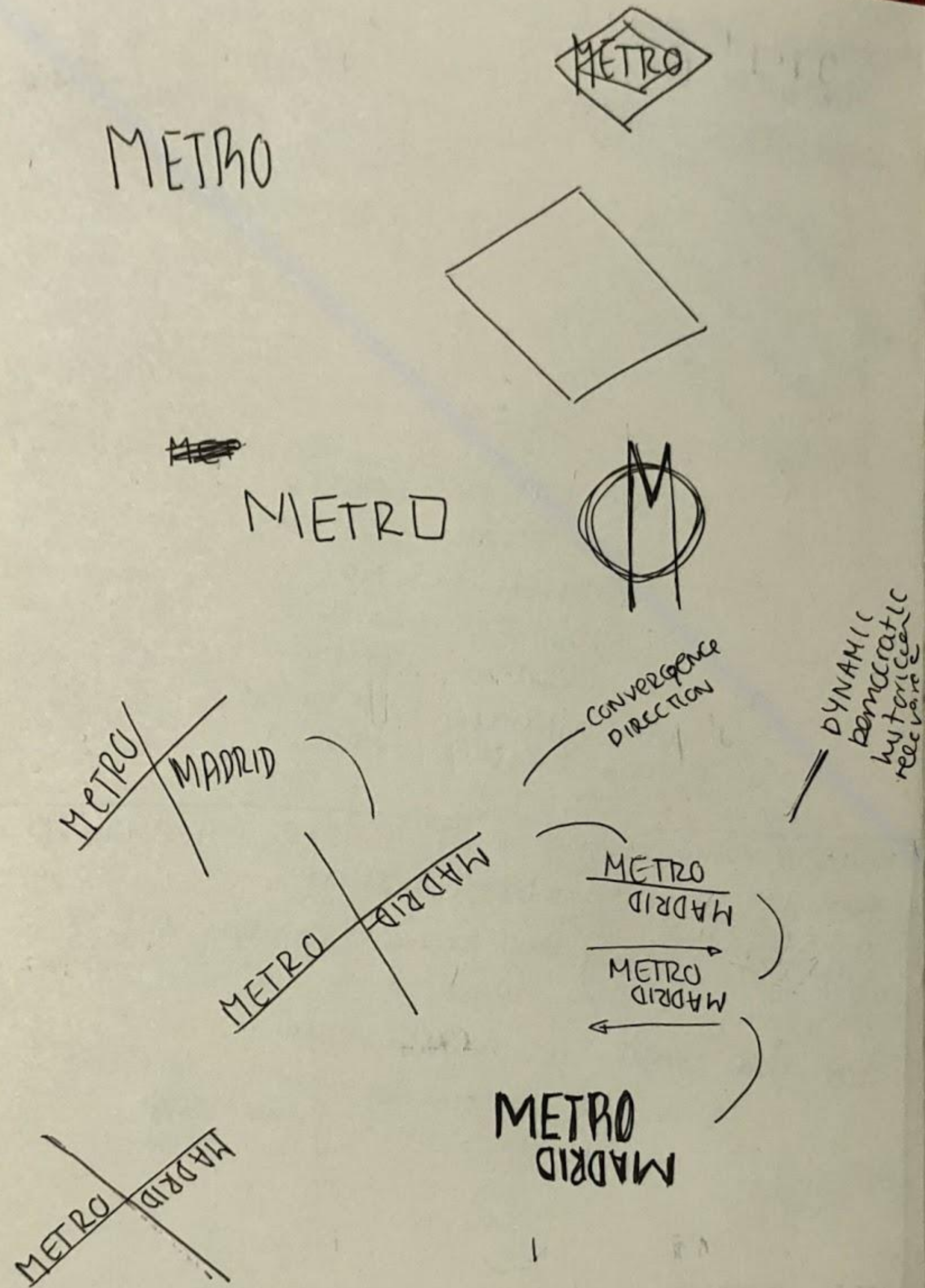
Our reinterpretation of Metro of Madrid Logo aims for these traits, which will be conveyed graphically upon final completion.

**RE  
BRANDING  
METRO OF  
MADRID**

Ale, Alex & Miki

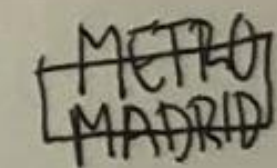
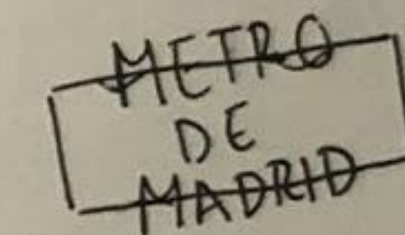
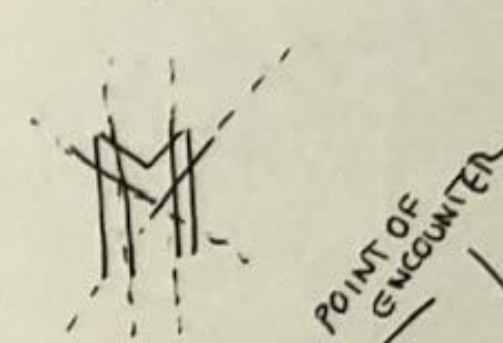
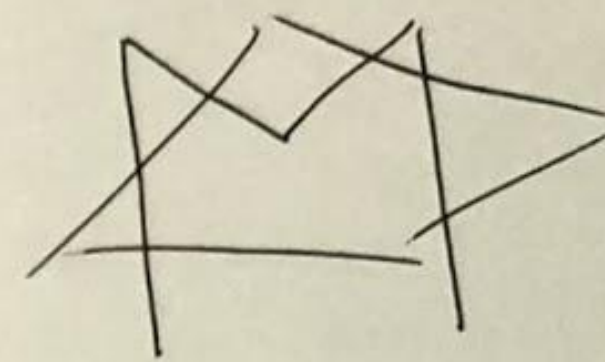


# SKETCHES #1

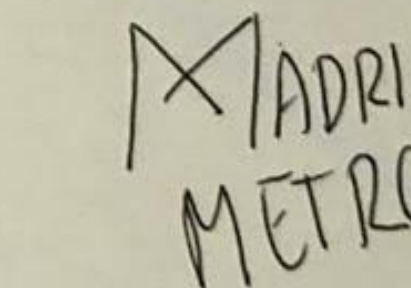
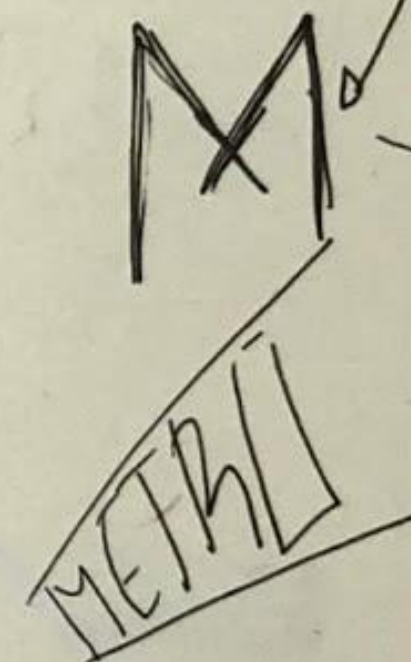


# METRO

- METRO SYMBOL:
- DEMOCRATIC - metro is for everyone
  - DYNAMISM - ALIVE
  - SUSTAINABILITY
  - HISTORIC & CULTURAL ICON

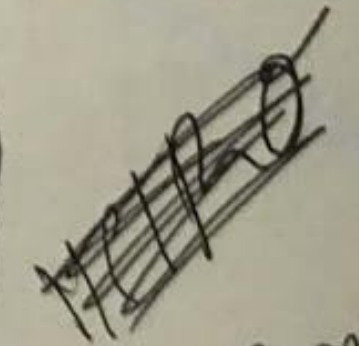


UNITE madrid citizens w/ their transport



- DEMOCRATIC
- HISTORIC RELEVANCE

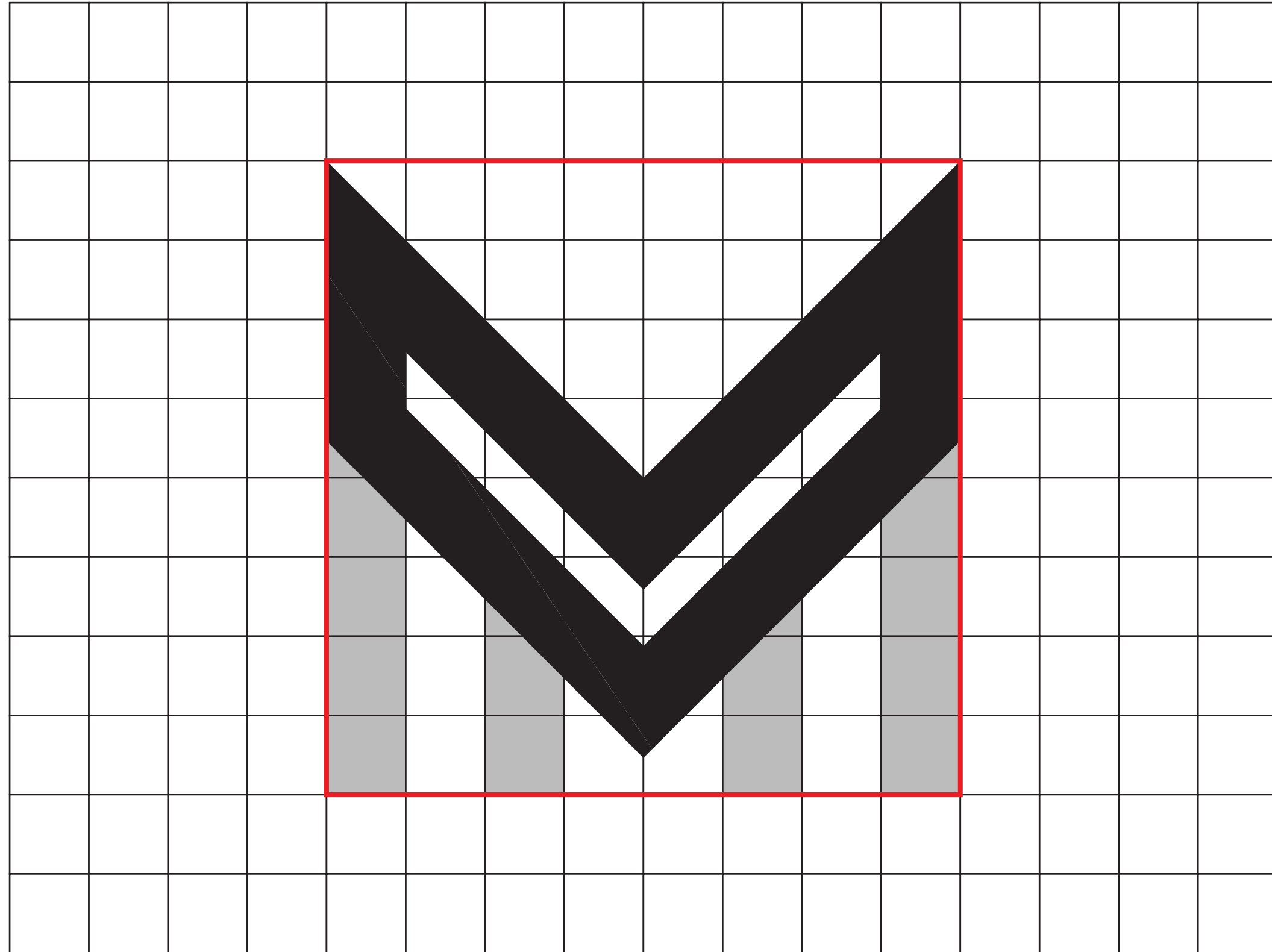
DYNAMISM & DEMOCRATIC



different representations of democratic DYNAMIC



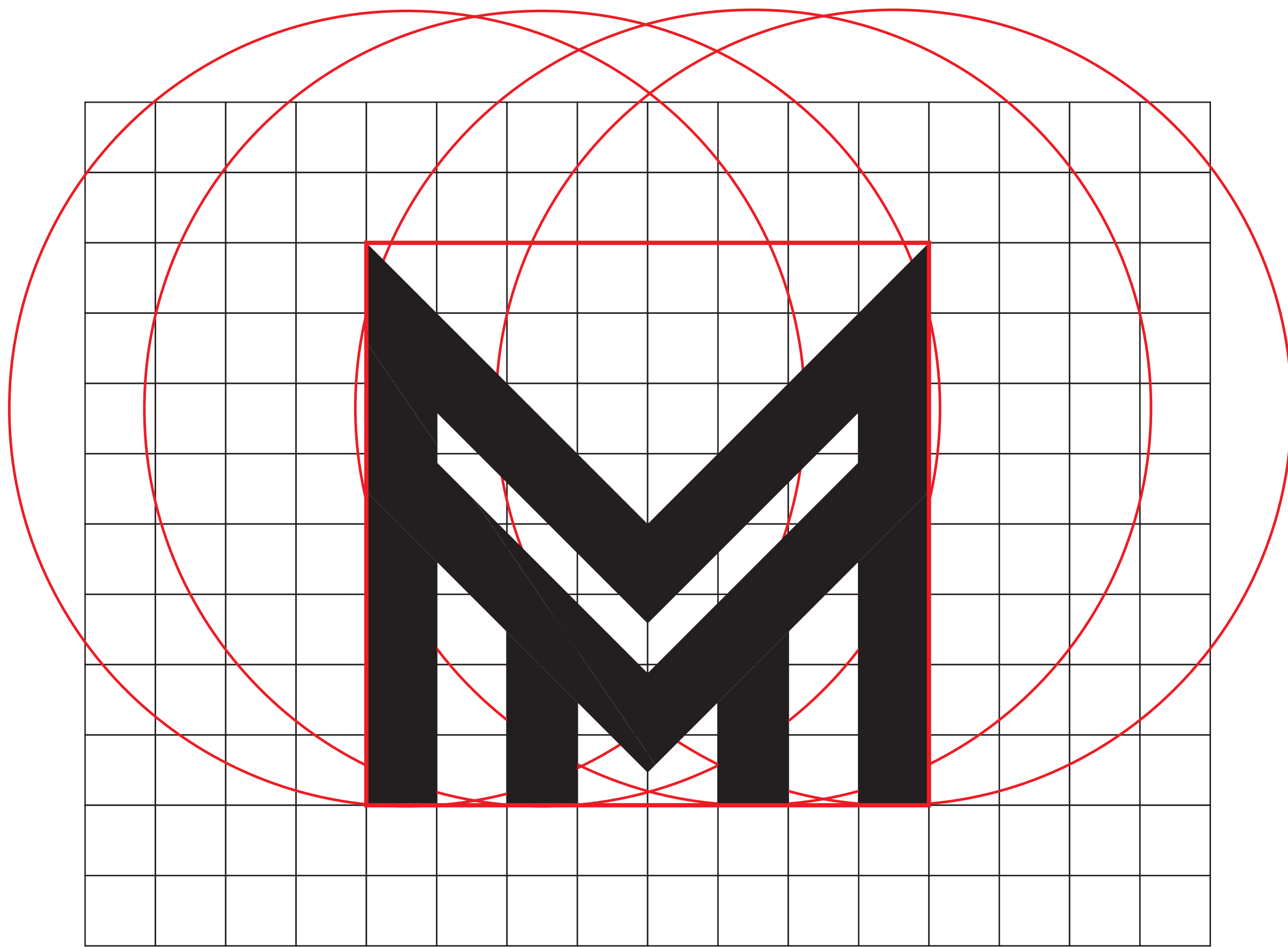




## **Underground**

Metro of Madrid is mainly an underground system.

## **Downward Pointing Arrow**

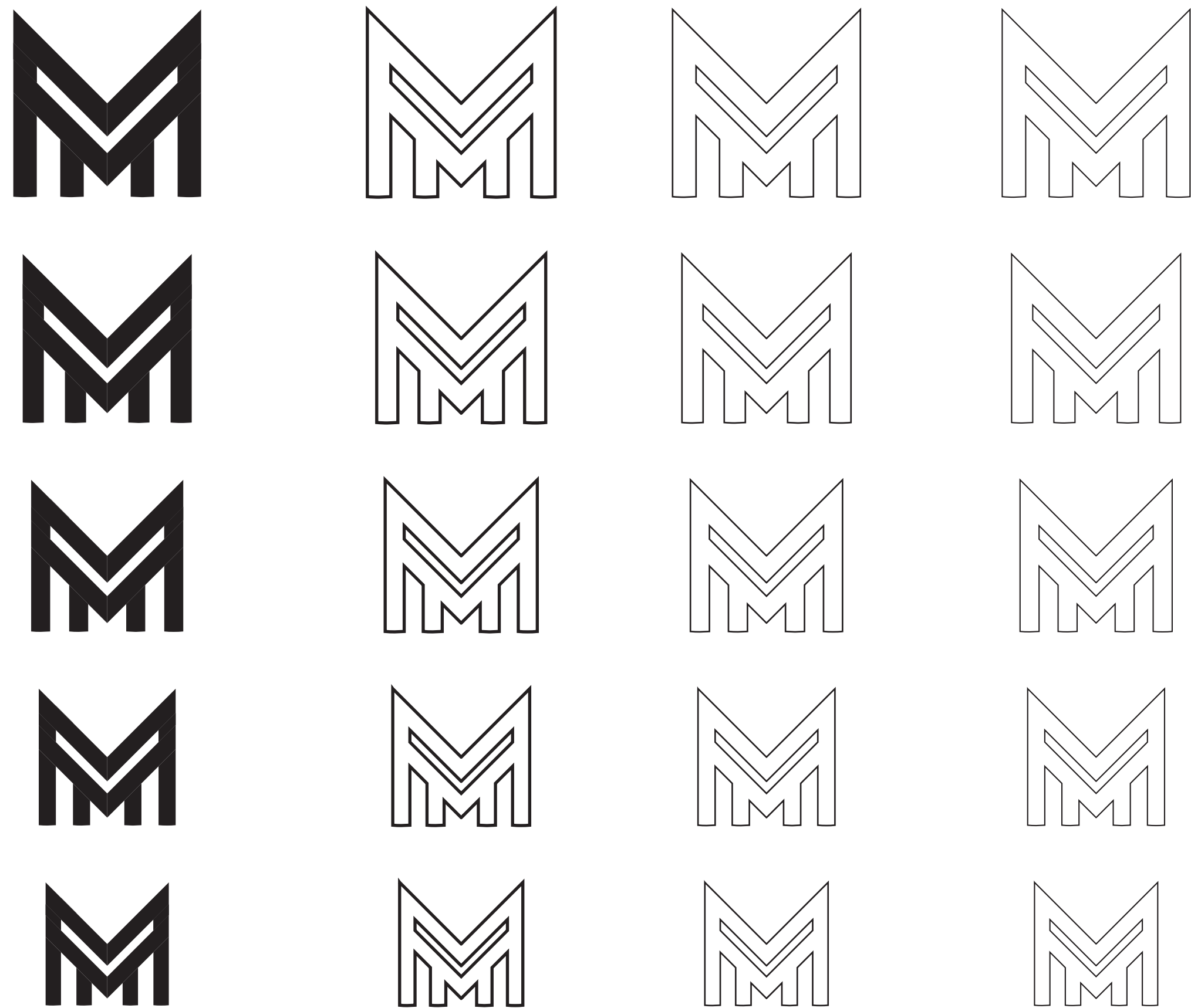


+

**Less "Agressive)**

Slightly rounding up bottom ends.

**Circumscribed circle**  
**Radius: Center - Canvas Edge**







Search for lines, schedules, connections

PLAN A JOURNEY

MAPS

FARES

LOGIN

SIGN UP



## PLAN A JOURNEY

FROM

place, station ...

TO

place, station ...

DATE

LET'S GO





Search for lines, schedules, connections

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LOGIN

SIGN UP



## PLAN A JOURNEY

FROM | place, station ...    TO | place, station ...    DATE |    **LET'S GO**

 Itineraries accesible for people with reduced mobility

## METRO LINES



**METRO  
MADRID**  
Todos somos Metro.

CONSORCIO  
TRANSPORTES  
MADRID

**METRO  
MADRID**  
Todos somos Metro.

CONSORCIO  
TRANSPORTES  
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