# Hello, we're Metro.

**Metro**®

Metro is accelerating.

We're building on a long history of public service and adding cutting-edge technologies to plan, operate and maintain transportation solutions for everyone in LA County.

We've made great strides in improving how we present ourselves. From Metro's identity to signage, advertising to internal materials, we're always working to create a more positive relationship with our employees, our customers and the public.

To be successful, the Communications Department needs your help. Together we can maintain a strong, consistent image for Metro.

**Metro** ®

**Metro's logo consists of two elements:
the M symbol and the Metro name.**

**Our logo is a unique, registered trademark; only the official logo with the ® should be used. Because the integrity of any logo depends on consistent usage, the alignment and proportions of this logo may not be altered in any way.**

**The preferred position for the logo in most cases is in the lower left-hand corner, in a clear space away from other type or graphic elements.**

**The second choice for placement is the upper left-hand corner. With rare exceptions, the logo should not appear on the right-hand side of documents or other materials.**
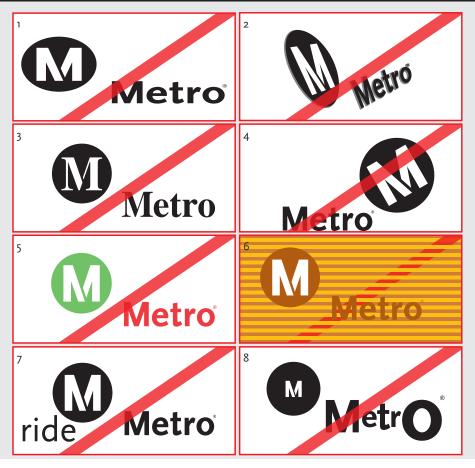
## Proper logo usage requires contrast and readability. Separation from the background must be maintained.

Examples of how the logo appears on appropriate backgrounds are shown above.

1 Black is the preferred color for the Metro logo on a white background. A white (or light colored) background ensures the best presentation.

2 Sometimes a colored background is appropriate. If so, choose a background that allows sufficient contrast (less than 40% grey or equivalent) and use a positive logo.

3 If the contrast is greater than 40% grey (or equivalent), the logo must be reversed to white as shown in this sample.

4 One color materials or black only materials with necessary contrast use a positive logo.

# Right.

**Our logo rules are simple: if in doubt, don't! Use only approved digital artwork from our intranet site, *myMetro.net*, for all applications of the logo.**

The examples on this page demonstrate some typical errors that should be avoided when using the logo.

1    Never stretch or squish the logo width or height.
2    Never distort or extrude the logo, display it as a three-dimensional object, or add a drop shadow.
3    Never re-draw the logo, or substitute typefaces.
4    Never reposition logo elements.
5    Never change the color or any logo element.
6    Never use the logo on a background that inhibits legibility.
7    Never add type elements to the logo in violation of clear space rules.
8    Never distort the size or proportion of the logo.

Note: To maintain consistency, the Metro logo must be our only logo. No additional logos are permitted for individual departments, divisions or projects. Page 6 shows how such names may appear with the logo when appropriate.

# Wrong!

## Public

For advertising, publications and brochures, customer facilities, signage, uniforms and vehicles.



## Official

For board items, stationery (business card, letterhead etc.), press releases and official communications.



**Los Angeles County
Metropolitan Transportation Authority**

---

### Departments/divisions/service sectors

For presenting secondary names on business documents.



**Los Angeles County
Metropolitan Transportation Authority**

**El Monte Transit Center**
3449 Santa Anita Av
El Monte, CA 91731
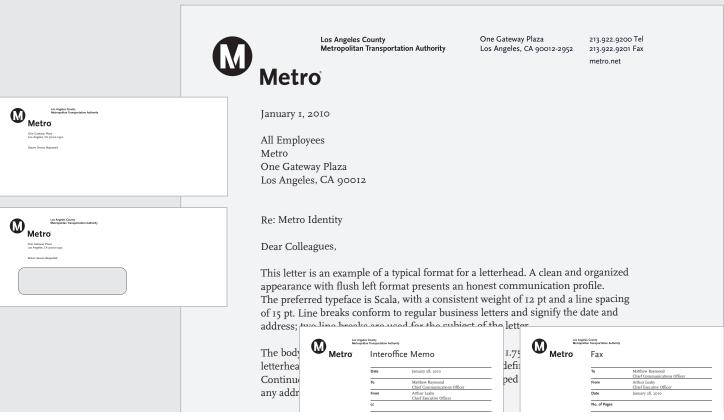- - - - - - - - - - - - - - - - - - - - - - - - - -
**Organization Development & Training**
One Gateway Plaza
Los Angeles, CA 90012-2952

Our legal name is "Los Angeles County Metropolitan Transportation Authority." Anything else is a abbreviation… a "popular" name, or nickname.

As part of our identity program, we've officially adopted "Metro" as our preferred nickname. Why Metro? It's easy to say and remember. It's short and friendly. It's always been part of our logo, and it's already in the name of most of our services. And all over the world, Metro means movement.

Many of the world's best transit systems are known as Metro. By using this popular name for all communication, we join the ranks of those systems, signalling residents and visitors alike that we're moving LA.

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.9200 Tel
213.922.9201 Fax

metro.net

**Metro**

January 1, 2010

All Employees
Metro
One Gateway Plaza
Los Angeles, CA 90012

Re: Metro Identity

Dear Colleagues,

This letter is an example of a typical format for a letterhead. A clean and organized appearance with flush left format presents an honest communication profile. The preferred typeface is Scala, with a consistent weight of 12 pt and a line spacing of 15 pt. Line breaks conform to regular business letters and signify the date and address; two line breaks are used for the subject of the letter.

The body... 1.75 letterhead... defi Continue... ped any addr...

Los Angeles County
Metropolitan Transportation Authority

**Metro** Interoffice Memo

| | |
|---|---|
| Date | January 28, 2010 |
| To | Matthew Raymond Chief Communications Officer |
| From | Arthur Leahy Chief Executive Officer |
| cc | |

Los Angeles County
Metropolitan Transportation Authority

**Metro** Fax

| | |
|---|---|
| To | Matthew Raymond Chief Communications Officer |
| From | Arthur Leahy Chief Executive Officer |
| Date | January 28, 2010 |
| No. of Pages | |

The look of our stationery is simple and direct, clean and uncluttered. The black-only design maintains clarity on photocopies and faxes. It saves Metro (and our customers) money, too.

This page shows some of our formats including letterhead, envelopes and mailing labels. For supplies, contact the Stationery department.

Some common stationery items and many forms are being converted to electronic templates as well. These are printable from your own computer as needed.

Check the "Forms Online" section of *mymetro.net*.

**Scala Sans LF Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!?,.**

Scala Sans LF Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

*Scala Sans LF Bold*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890!?,.*

Scala Sans LF Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

Scala Sans LF Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

*Scala Sans LF Bold*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890!?,.*

**Metro has an Agency-wide typeface called Scala. Instructions for loading it onto your computer are available at *mymetro.net*.**

**Times New Roman also is used by Metro for internal communications such as Board-related documents. This typeface also can be found on your computer.**