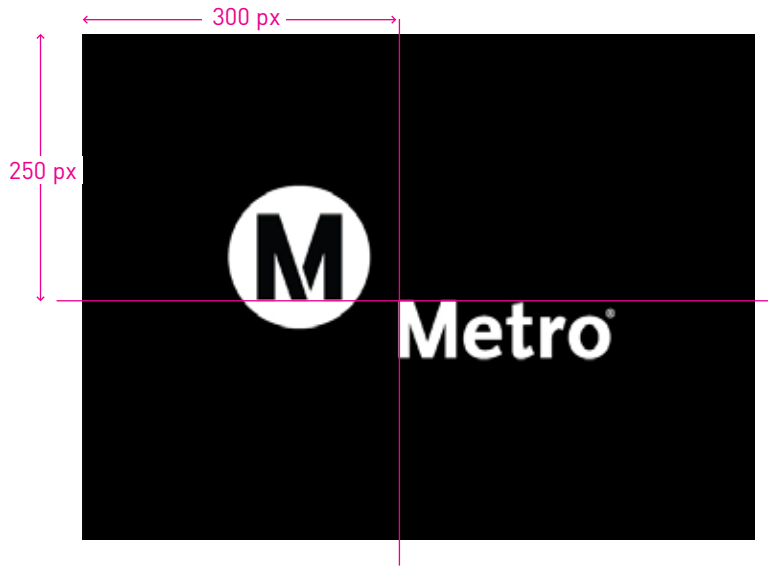


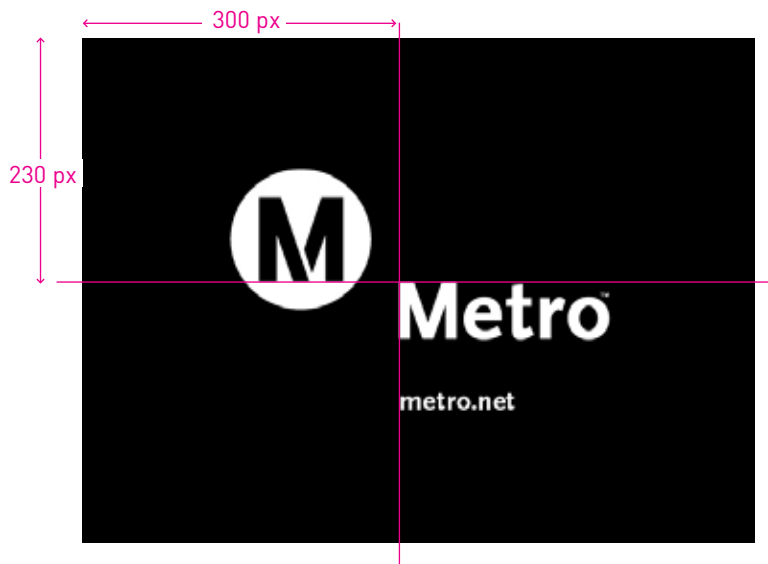
Metro Brand Guidelines

VIDEO STYLING (4:3 Ratio / 640x480)

Opening Screen: Logo



Closing Screen: Logo + web address



Metro Brand Guidelines

VIDEO STYLING (12:9 Ratio / 1280x720)

Opening Screen: Logo



Closing Screen: Logo + web address



Metro Brand Guidelines

VIDEO STYLING / BYLINE STYLE (12:9 Ratio / 1280x720)

By Line: on band



Use Scala Sans Bold and Scala Sans regular, italic, or small caps as alternates. In WHITE or BLACK

DO NOT USE Scala Sans Black,

DO NOT USE Scala Sans in all caps (other than the small caps)

DO NOT USE centered type

↑
100 px
↓

↑
84 px
↓

←130px →
(align to left title safe area)

By Line: floating



↑
120 px
↓

←130px →
(align to left of right title safe area)

Metro Brand Guidelines

VIDEO STYLING / BYLINE STYLE (4:3 Ratio / 640x480)

By Line: on band



Use Scala Sans Bold and Scala Sans regular, italic, or small caps as alternates.
In WHITE or BLACK

DO NOT USE Scala Sans Black,

DO NOT USE Scala Sans in all caps (other than the small caps)

DO NOT USE centered type

By Line: floating



VIDEO STYLING / MOVIE TITLE STYLE (12:9 Ratio / 1280x720)



Use Scala Sans Bold

Use Scala Sans Capitals Bold, Scala Sans Italic, or Scala Sans Italic Bold for alternate typefaces.

Always left justified.

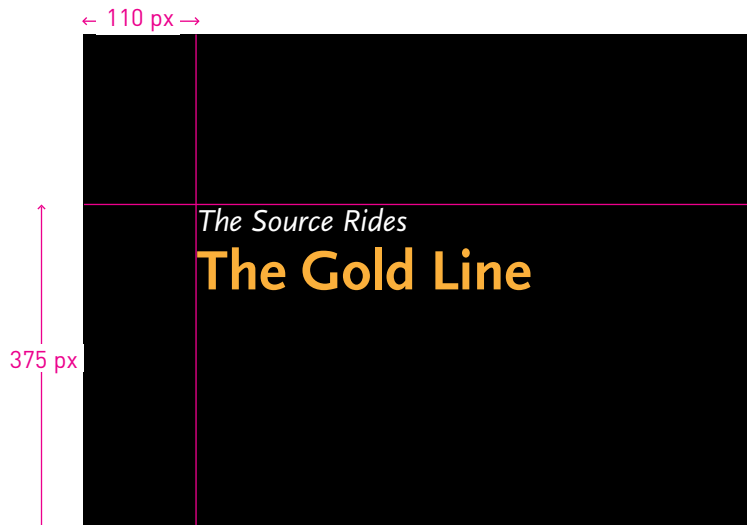
Try to use same hang line and left margin as much as possible.

DO NOT USE Scala Sans Black,

DO NOT USE Scala Sans in all caps (other than the small caps)

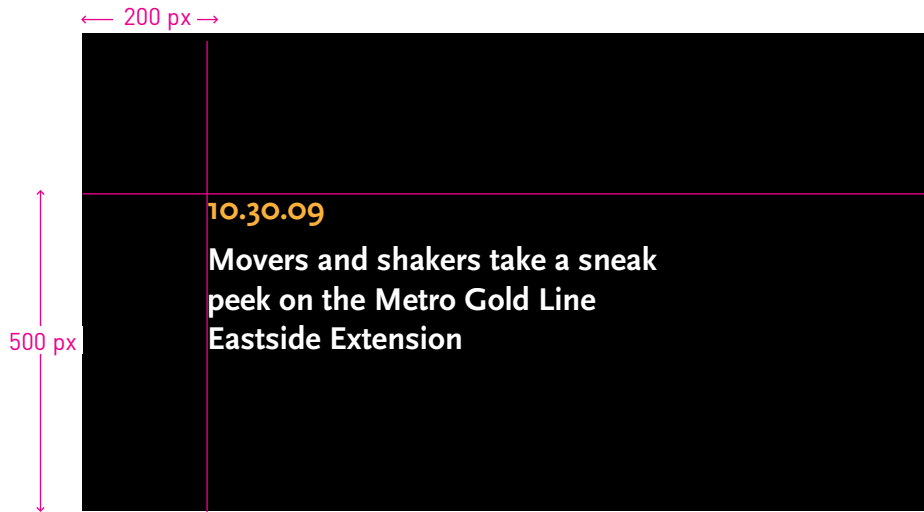
DO NOT USE centered type

VIDEO STYLING / MOVIE TITLE STYLE (4:3 Ratio / 720x480)



Metro Brand Guidelines

VIDEO STYLING / CHAPTER DIVIDER (12:9 Ratio / 1280x720)



Use Scala Sans Bold

Use Scala Sans Capitals Bold, Scala Sans Italic, or Scala Sans Italic Bold for alternate typefaces.

Always left justified.

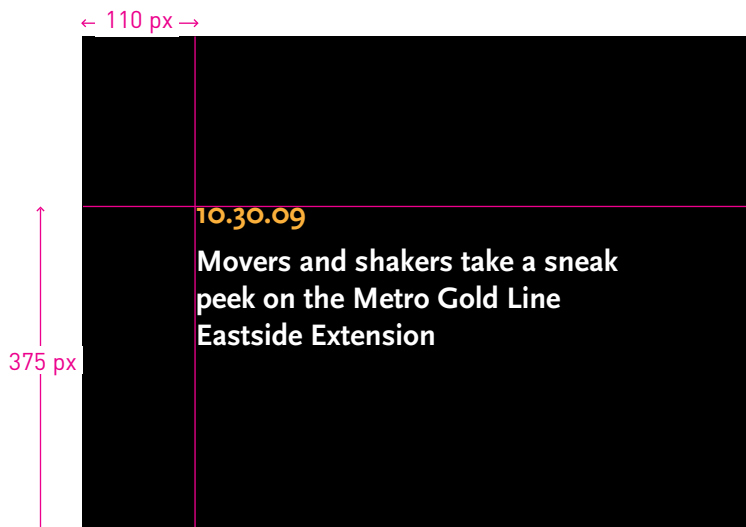
Try to use same hang line and left margin as much as possible.

DO NOT USE Scala Sans Black,

DO NOT USE Scala Sans in all caps (other than the small caps)

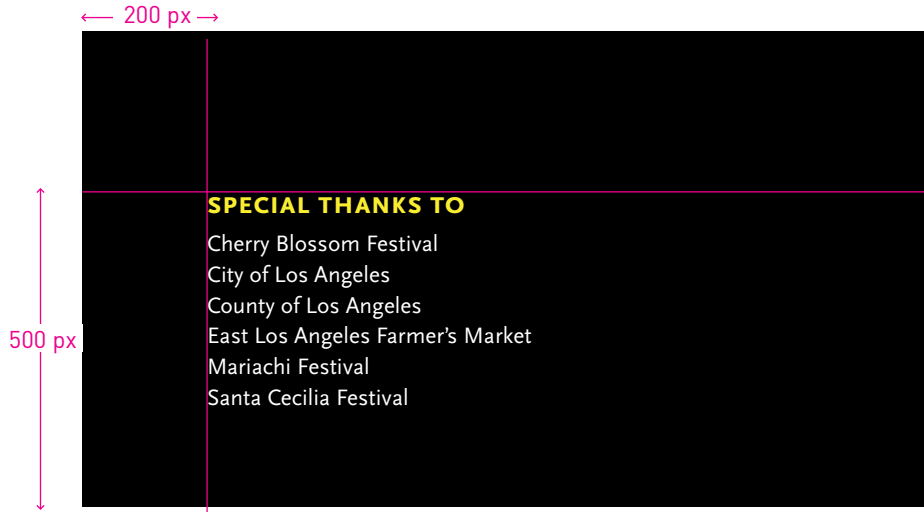
DO NOT USE centered type

VIDEO STYLING / CHAPTER DIVIDER (4:3 Ratio / 720x480)



Metro Brand Guidelines

VIDEO STYLING / END CREDITS (12:9 Ratio / 1280x720)



Use Scala Sans Bold

Use Scala Sans Capitals Bold, Scala Sans Italic, or Scala Sans Italic Bold for alternate typefaces.

Always left justified.

Try to use same hang line and left margin as much as possible.

DO NOT USE Scala Sans Black,

DO NOT USE Scala Sans in all caps (other than the small caps)

DO NOT USE centered type

VIDEO STYLING / END CREDITS (4:3 Ratio / 720x480)

