

February 16, 2026

Version 1.0

Brand Guidelines



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Brand Intro



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Brand Introduction



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Brand Introduction

We are **Metro Automobile Ltd**, a modern car dealership built for driven individuals who value quality, performance, and presence. Based in Nigeria, we serve a growing market of young professionals by providing reliable vehicles that align with ambition and lifestyle.

We specialize in premium, well selected automobiles that combine comfort, power, and long term value. Every vehicle in our lineup is chosen with care, ensuring our customers gain more than just a car, they gain confidence on the road and pride in ownership.

Our approach is simple: professional service, transparent dealings, and a firm commitment to excellence. We aim to be the trusted name people think of when they are ready to upgrade their drive.



Brand Mission

At **Metro Automobile Ltd**, our mission is to provide reliable, high quality vehicles that reflect the ambition and lifestyle of our customers. We are committed to delivering professional service, honest guidance, and lasting value at every stage of the buying experience. Through integrity and excellence, we aim to build long term relationships and set a higher standard for automotive retail in Nigeria.



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Brand Logo



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Brand Logo



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Full Lockup

The full lockup of the **Metro Automobiles Ltd.** logo combines the circular symbol with the wordmark to create a cohesive and recognizable brand identity. This version should be used in prominent placements where the full representation of the brand is necessary, such as on:

- Website headers
- Business cards
- Social media profiles
- Corporate presentations
- Promotional materials (both print and digital)

It's ideal for formal communication where maximum brand visibility is essential.



Symbol

The logo centers on a **bold shield**, which represents trust, protection, and reliability. For a car dealership, this signals secure transactions and dependable vehicles. The badge style also connects strongly with automotive culture, giving the brand a solid and established presence.

Inside the shield is a sharp, **modern letter M for Metro**. Its clean angles and pointed base suggest precision, strength, and performance. The structure feels confident and focused, aligning well with young professionals seeking quality and status.

The **wing-like shapes** on both sides introduce a sense of speed and forward motion. They widen the mark, making it feel stable and powerful. Overall, the minimal black style keeps it modern and versatile, suitable for signage, digital platforms, and premium applications.



Logotype

The logotype of **Metro Automobiles Ltd.** is a clean, modern wordmark that should be used in contexts where clarity and readability are paramount. It can be used alone when the symbol isn't necessary, such as in:

- Email signatures
- Legal documents
- Internal communications
- Digital footers

Ensure proper spacing around the logotype for visual balance and legibility. It should never be distorted, stretched, or altered in color outside of the approved brand color palette. The logotype should maintain a consistent appearance across all mediums.

METRO
AUTOMOBILES



Logo Variations

Horizontal Logo

Primary configuration with the symbol left of the logotype.
Best for wide formats like website headers and letterheads.

Vertical Logo

The symbol above the logotype, suitable for compact spaces like social media profiles or square applications.

Vertical Logo Alt

Adjusted vertical format for enhanced legibility, ideal for print materials and digital banners.

Symbol Only

Stand-alone symbol for use in favicons, app icons, or limited space scenarios.

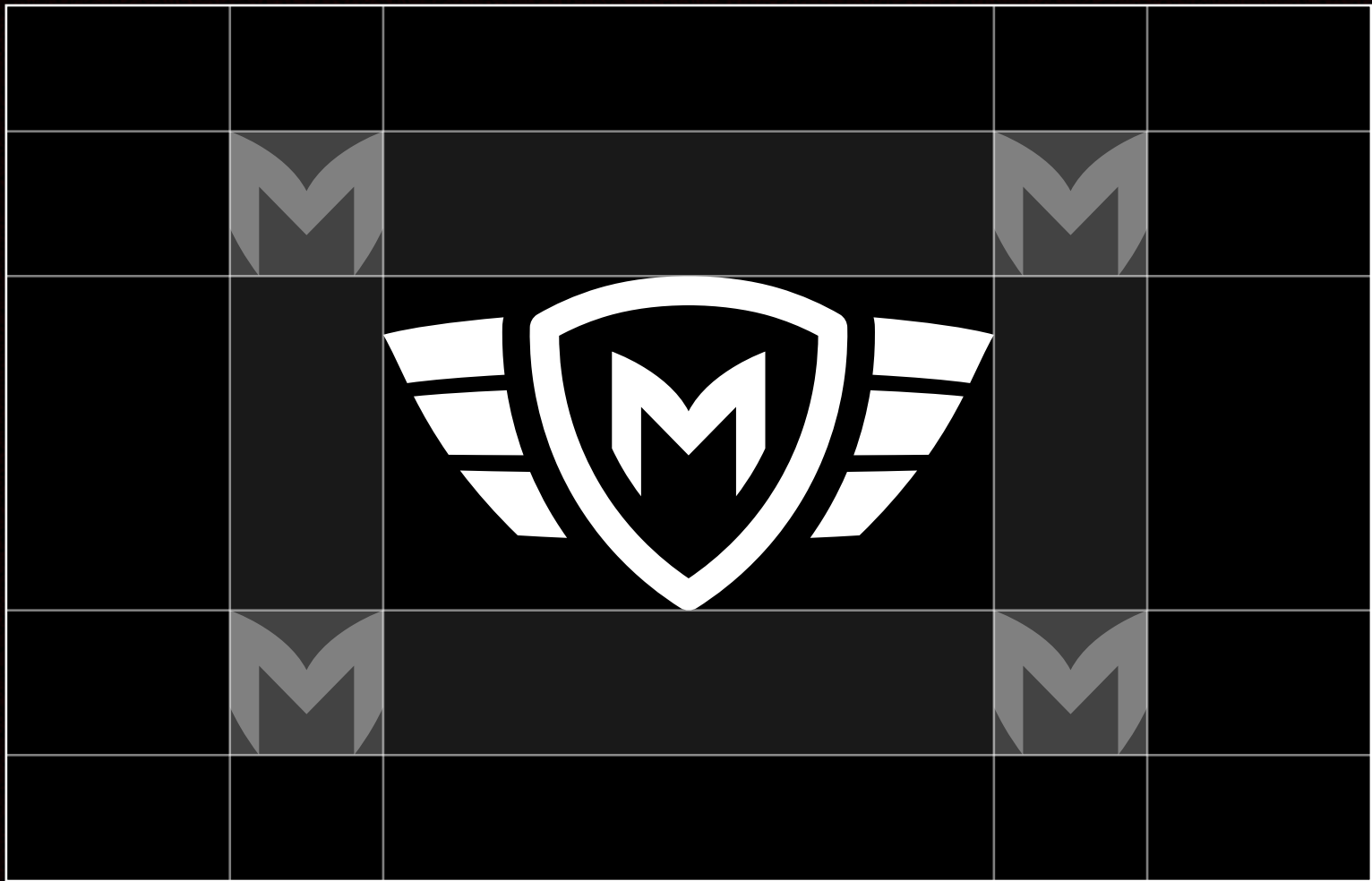


Logo Clearspace

To ensure the logo maintains its visibility and impact, always surround it with adequate clearspace.

This space should be free of any text, images, or graphic elements to avoid visual clutter.

Maintaining this clearspace ensures clarity and prominence in all applications.



Logo

Correct Usage

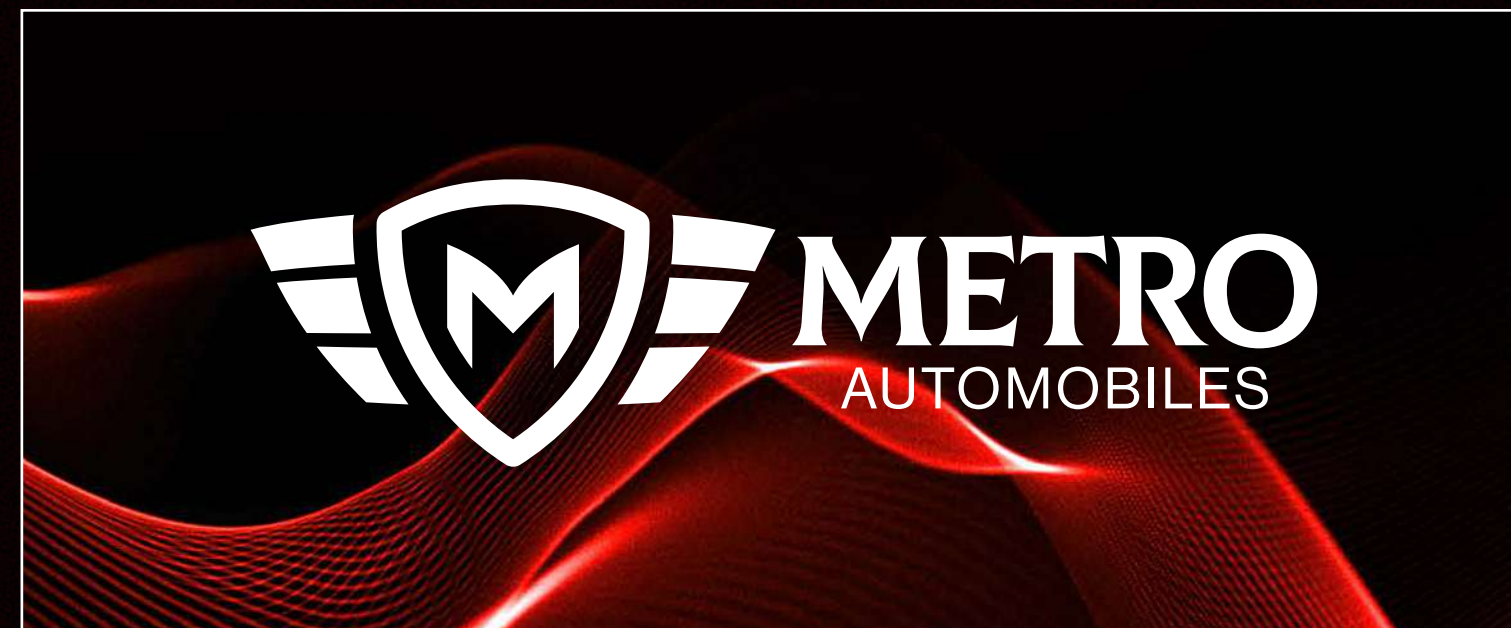
For optimal results, please follow these logo usage guidelines:

On dark backgrounds: The logo can be displayed in its light default coloured version or Silver for optimal visibility.

On light backgrounds: The logo lockup should be in its dark default colours or black to ensure maximum legibility.

On photographic backgrounds: It's recommended to place the logo at *positions that maximize legibility* using either white or black.

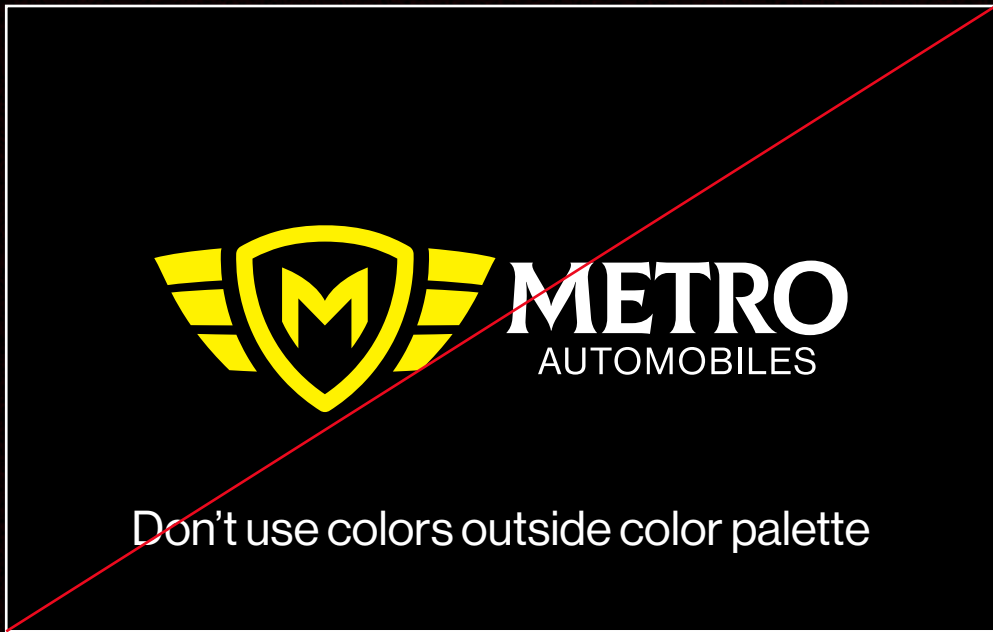
On solid colors (not brand primary colors): The logo should be displayed in either white or black



Logo

Incorrect Usage

Steer clear of actions that compromise our logo's integrity. Our identity, rooted in values, is best preserved through consistent and accurate brand presentation. Adherence to our brand guidelines is crucial to respecting and maintaining our distinctive identity. The logo should remains unchanged in structure, color, proportions, elements, and direction, showcasing its timeless design.



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Brand Colours



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Brand Colours



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Brand Colors

Brand colors are essential for evoking emotions, ensuring recognition, and defining identity. They are used consistently across all materials to create a cohesive brand image and connect emotionally with customers.

Primary Colors:

- Bright Indigo
- Deep Navy

Secondary Colors:

- Soft Blue
- Charcoal Black
- Medium Gray
- Light Gray

Consistent use of these colors strengthens brand identity and impact.

Black
#000000
C75 M68 Y67 K90
R255 G255 B255

Metro Bold Red
#EB0A1E
C1 M100 Y100 K0
R235 G10 B30

Silver (or texture)
#C0C0C0
R192 G192 B192
C0 M0 Y0 K25

Pure White
#FFFFFF
C0 M0 Y0 K0
R255 G255 B255



Brand Typography



Primary Typography

Our primary typeface, **Neue Haas Grotesk Display Pro**, delivers a refined, contemporary aesthetic with exceptional readability. Its clean, classic design ensures versatility and elegance across all branding materials.

Key Points:

- **Refined & Classic:** Enhances the brand's sophisticated image.
- **Versatile:** Ideal for various text applications, from headlines to body copy.
- **Readable:** Ensures clear and effective communication.

Neue Haas Grotesk Display Pro

Neue Haas Grotesk Display Pro 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

Neue Haas Grotesk Display Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

Aa



Secondary Typography

Colus Regular is a bold, all caps display serif inspired by classical Roman letterforms. It features sharp flared serifs, strong vertical strokes, and clear contrast, giving it a confident and authoritative tone.

Best suited for headlines, and brand statements, Colus brings a sense of heritage and strength while maintaining a clean, premium feel.

COLUS

COLUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()[]?+

AA



Typography In Use

Integrate the hierarchy and font weights outlined on the right whenever you're crafting text or designing visuals.

This practice ensures uniformity across different communication channels, fostering a cohesive and professional presentation.

YOUR DREAM MERCEDES, STRESS FREE!

Browse, choose, and get your car delivered anywhere in Lagos, simple and secure.



Typography Misuse

Avoid common mistakes in type usage that reduce readability and clarity. Avoid issues such as inconsistent font choices, improper hierarchy, excessive use of styles like bold or italics, cramped spacing, and poor alignment. Correct typography ensures text communicates effectively and guides the reader naturally through the content.

Browse, choose, and get
your car delivered

Do not use unapproved typefaces

browse, choose, and
get your car delivered

Do not set in all lowercase
(for body texts usingNeue Haas Grotesk Display Pro)

BROWSE, CHOOSE,
AND GET YOUR CAR
DELIVERED

Do not set in all lowercase
(for body texts usingNeue Haas Grotesk Display Pro)

Browse, choose,
and get your car
delivered

Do not use incorrect tracking values



Application Icons

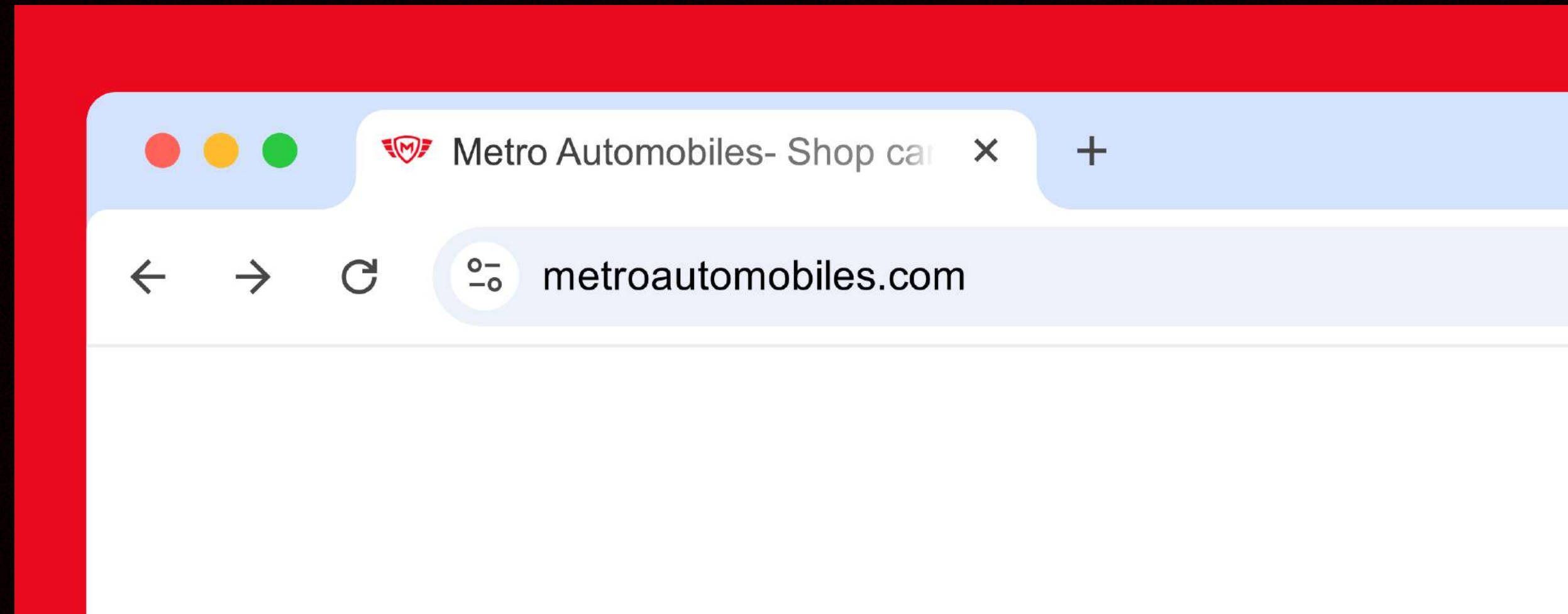


Browser & App Icons

Our browser and app icons are designed to represent our brand consistently across digital platforms. These icons are simple with the logo in its primary colors ensuring easy recognition and seamless integration into various browsers and OS's.

Our browser & app icons follow these guidelines:

- **Clarity:** Clear & easily recognizable at various sizes.
- **Consistency:** Use brand colors and design elements to maintain a cohesive look.
- **Simplicity:** Focus on a clean, straightforward design that reflects the core of our brand identity.

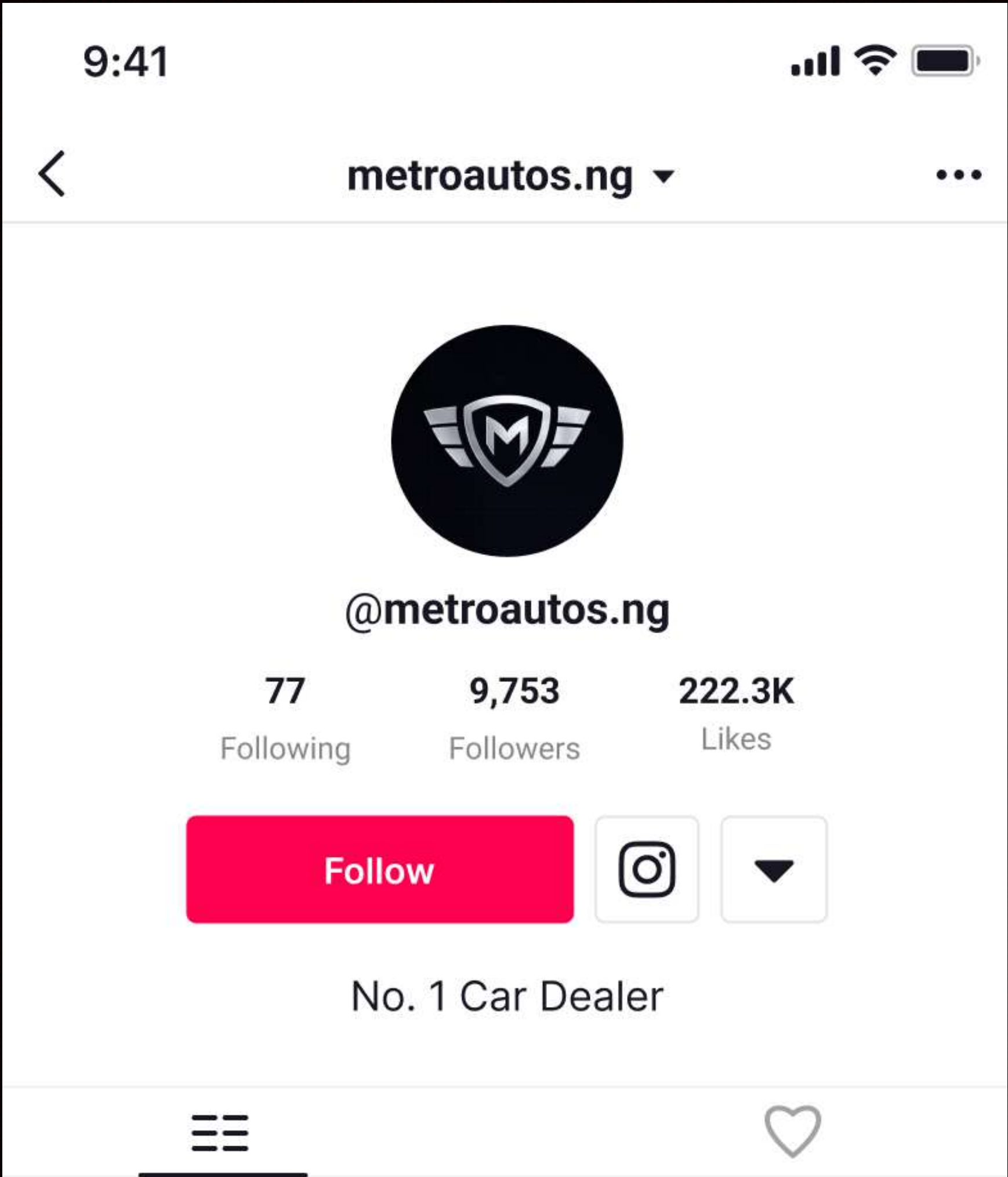
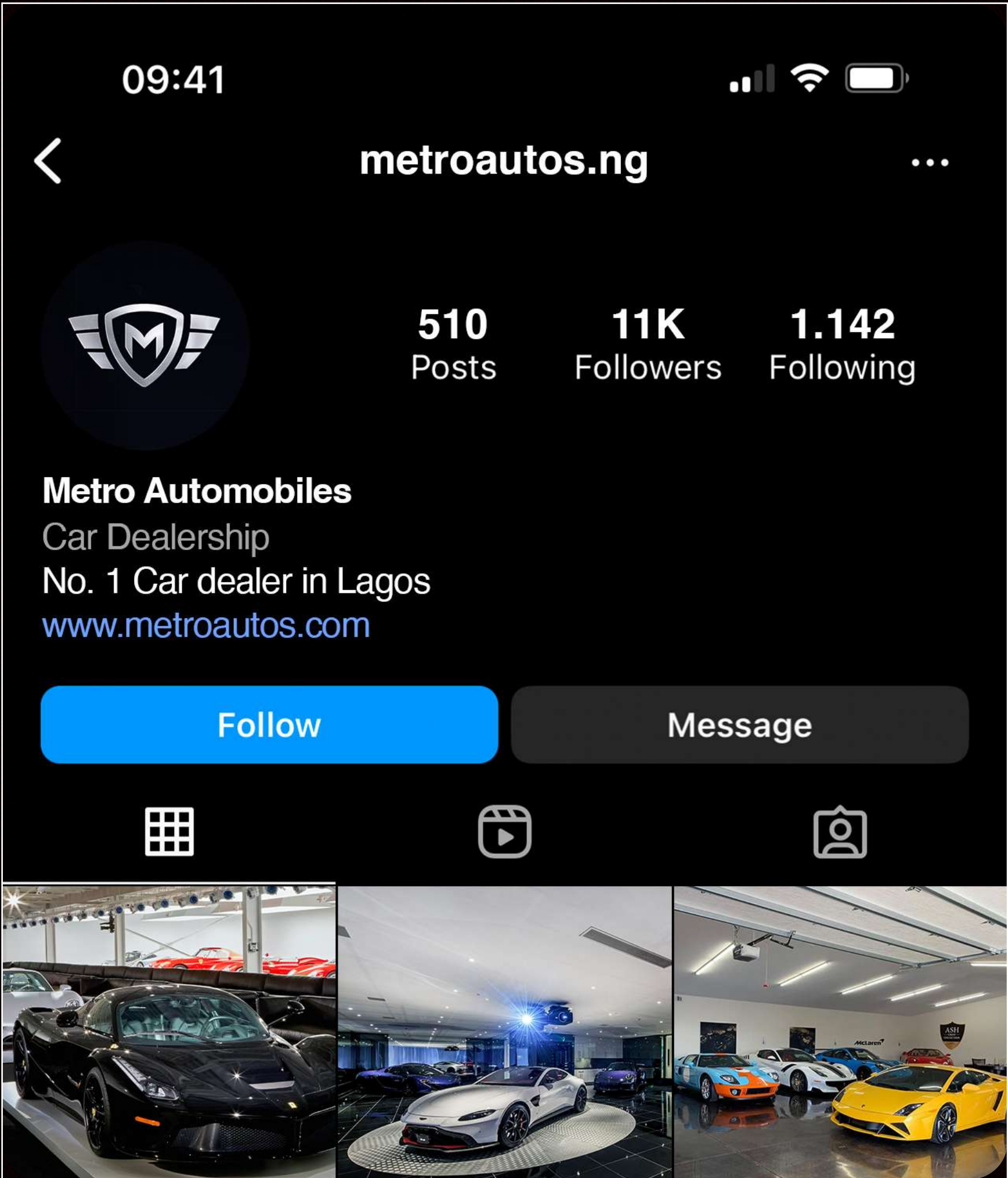


Social Media Logos

Consistency and Recognition

Our social media logos are designed to ensure brand consistency and enhance recognition across various platforms. They should be used as follows:

- **Clarity:** Ensure the logo is clear and legible, even at smaller sizes.
- **Brand Colors:** Utilize the brand's primary and secondary colors to maintain visual consistency.
- **Simplicity:** Opt for a streamlined version of the logo (just the icon) that is easily identifiable and effective in a variety of social media contexts.



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Brand Stationery



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Brand Stationery



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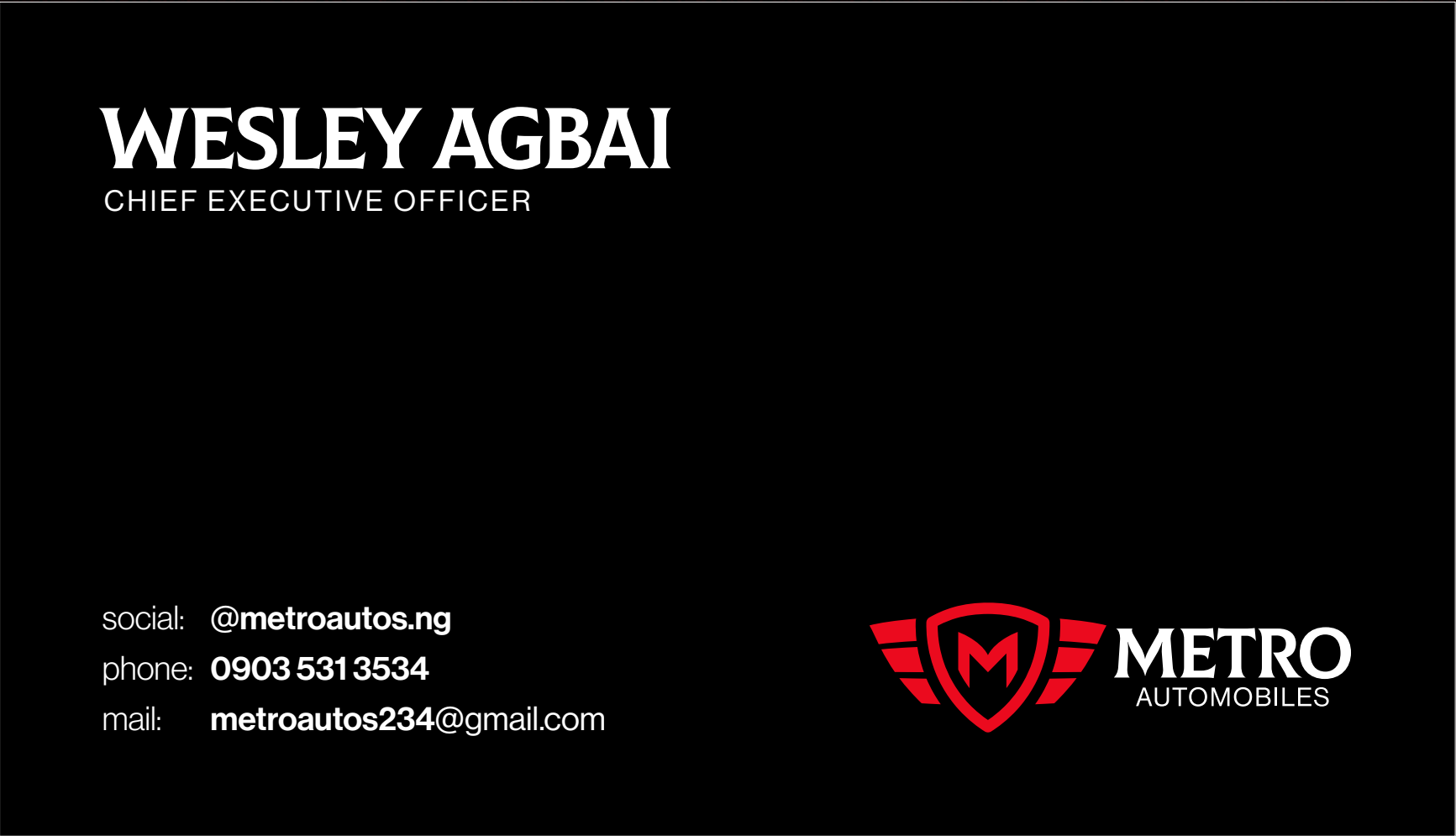
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Stationery Designs

Consistently positioning the logo and text on all business cards and letterheads is paramount to maintaining a unified brand image.

This strategic approach ensures that individuals can easily recognize your brand and reinforces a sense of professionalism across all design elements.

By adhering to this practice, you establish a cohesive visual identity that leaves a lasting impression on clients and stakeholders alike.



Mockups











Thank You!



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by davidenisan