



Logo guidelines

The logo Met must not be reproduced, nor re-designed, copied or scanned without written consent. It is exclusively permitted only to use the attached digital original version of the logo Met.



MET

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Version 1.0

Logo guidelines

The logo Met can also be placed in the red shaded square using only the tiff image attached.



logo - application

SIZE ALLOWANCE

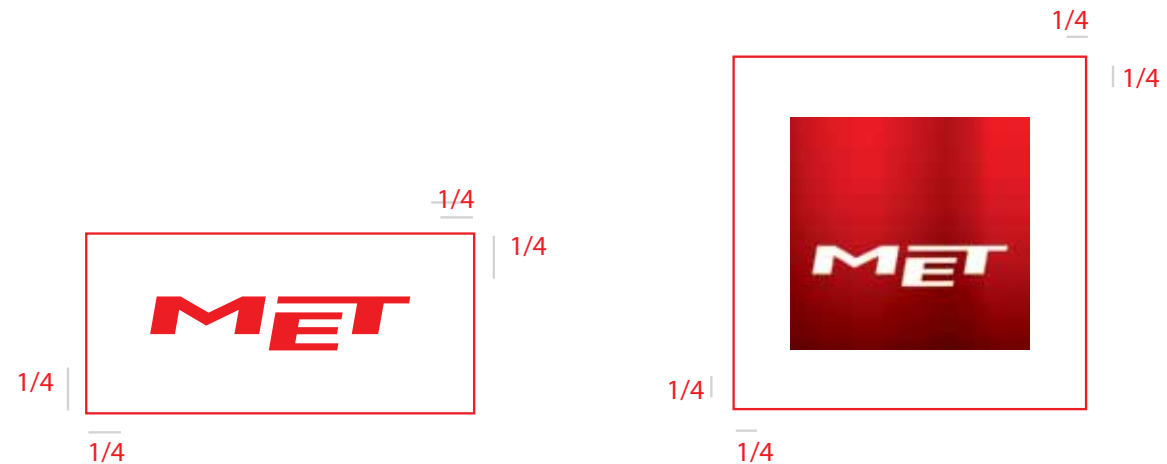
The minimum size allowance is:

MET

25mm

FIELD OF PROTECTION

To guarantee the clearest and optimal presentation of the logo it has to be surrounded by an area free of any kind of element with a minimum of 1/4 of the logo's measurement, as follows:



logo - internet version

This version of the logo is destined for all means of communication which require a reference to the brand's internet site.

All requirements of the basic version of the logo apply also to its internet version, such as minimum size, field of protection, colors and fonts.



logo colors

The logo should preferably appear in color in any kind of media release.
For the logo in the red shaded square follow the directions of the TIFF files, no manipulations are allowed.

The logo consists of the letters 'M', 'E', and 'T' in a bold, italicized, sans-serif font. The 'M' and 'T' are connected at the top, and the 'E' is positioned between them. The letters are red.

PANTONE 185 C
C 0 M 100 Y 100 K 0
R 226 G 0 B 26

www.met-helmets.com



PANTONE Cool Gray 10 C
C 0 M 0 Y 0 K 60
R 130 G 130 B 130

logo - black and white version

The logo may only be used in a black and white version under the following circumstances:

- in printed material (print color black)
- in printed versions in which the color option Bluegrass- blu is not available
- in telefax transmissions

B/W – positive

The logo consists of the letters 'M', 'E', and 'T' in a bold, italicized, sans-serif font. The 'M' and 'T' are connected at the top, and the 'E' is positioned between them. The entire logo is rendered in solid black against a white background.

B/W – negative

The logo consists of the letters 'M', 'E', and 'T' in a bold, italicized, sans-serif font. The 'M' and 'T' are connected at the top, and the 'E' is positioned between them. The entire logo is rendered in solid white against a solid black background.

logo - combination with images and co-branding

Logo and co-branding

The logo size must have at least the same size as the logo of the co-brand.

The distance to other logos should always be 0,5 x logo height.

Any kind of combination of the logo, either with images or with other logos, requires the written consent of MET Spa.