



# Branding Guide

# Primary Logo

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# Secondary Logo + Submark

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Mobility in  movement

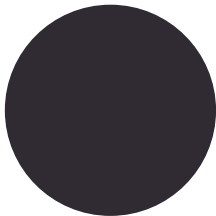


# Color Palette

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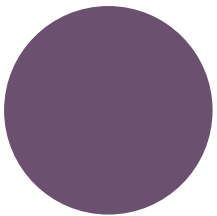
Black

C 6 M 11 Y 0 K 94  
R 48 G 43 B 50  
#302b32



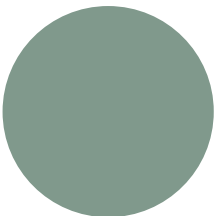
Purple

C 61 M 73 Y 35 K 16  
R 108 G 80 B 111  
#6c506f



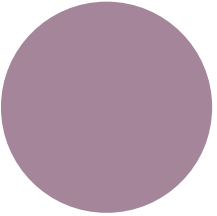
Green

C 53 M 29 Y 46 K 2  
R 128 G 153 B 140  
#80998c



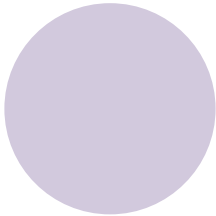
Mauve

C 38 M 49 Y 26 K 1  
R 164 G 133 B 154  
#a4859a



Lavendar

C 16 M 19 Y 3 K 0  
R 210 G 201 B 221  
#d2c9dd



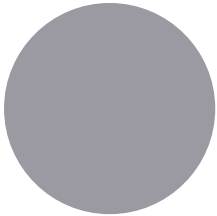
Light Gray

C 8 M 6 Y 5 K 0  
R 232 G 232 B 234  
#e8e8ea



Gray

C 42 M 35 Y 29 K 0  
R 155 G 154 B 162  
#9b9aa2



# Typography

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METROPOLIS EXTRA BOLD

**abcdefghijklmnop  
opqrstuvwxyz**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**0123456789?!**

METROPOLIS MEDIUM | Kerning: 200px

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

0123456789?!

FABULOUS REGULAR

*abcdefghijklmnop  
qrstuvwxyz*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

*0123456789?!,*

METROPOLIS REGULAR

abcdefghijklmnop  
qrstuvwxyz

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

0123456789?!

# Typography Implementation

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HEADLINE 1

**Primary Headline Typeface  
and Title Case is Preferred**

HEADLINE 2

*Secondary headline typeface is primarily  
used for large headlines in sentence case.*

SUBHEAD

UPPERCASE AND USED FOR A FEW WORDS

BODY TEXT

This should be used for large blocks of copy. At volupta  
accus. Nonsed maxim aut voloreribus dolupta tempor  
aut od quam ea volorbitaqui cus simin pellabora.