metrotile

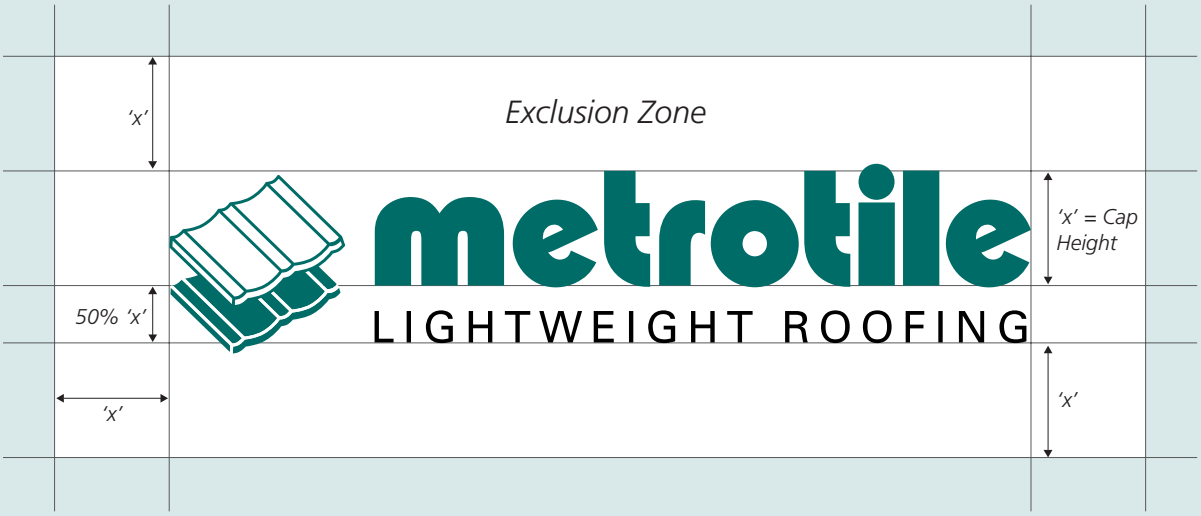
LIGHTWEIGHT ROOFING

An introduction, style
and usage guide for
the **Metrotile** logo
and corporate identity.

Introduction

This document has been created to introduce the identity and provide guidelines to its implementation.

The logo has been designed to give Metrotile a professional appearance and provide consistency across all marketing materials.



The logo

The logo has a clearly defined exclusion zone around it in order to maximise its impact and ensure no other object or type appears too close.

Minimum size is 30 mm wide and MUST NOT be less than this for legibility. There is no maximum size for the logo usage.

metrotile
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The logo

This is the logo in its primary format, and is reproduced only in 2 colours (Pantone 329 and Pantone Black). This will be the usage form when appearing on stationery and related items. This version would also be used when printing in five colours (CMYK + Pantone 329).

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The logo

When the logo appears on a dark background, all elements should be white.

Identity Colours

The logo is made up of 2 colours.

Pantone	CMYK	RGB	Hex
PMS 329C (coated) PMS 329U (uncoated)	C: 100 M: 0 Y: 46 K: 46	R: 0 G: 108 B: 103	#006c67

100% — 90% — 80% — 70% — 60% — 50% — 40% — 30% — 20% — 10%

PMS black	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000

100% — 90% — 80% — 70% — 60% — 50% — 40% — 30% — 20% — 10%

Secondary Colour

This colour is used to complement the identity colours on various literature.

Pantone	CMYK	RGB	Hex
PMS 721C (coated) PMS 721U (uncoated)	C: 0 M: 24 Y: 52 K: 3	R: 24 G: 193 B: 130	#f4c182

100% — 90% — 80% — 70% — 60% — 50% — 40% — 30% — 20% — 10%

The typeface

Frutiger has been chosen as a typeface for its clean modern style and large range.
It is also mixes legiblility and style in a sans serif format.

Frutiger—45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
The quick brown fox jumps over the lazy dog.

Frutiger—55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
The quick brown fox jumps over the lazy dog.

Frutiger—65 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
The quick brown fox jumps over the lazy dog.

Frutiger—75 Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
The quick brown fox jumps over the lazy dog.

Frutiger—46 Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x z
1 2 3 4 5 6 7 8 9 0
The quick brown fox jumps over the lazy dog.

Don’ts

Colour

The colour of logo should not be changed from what is outlined on page 4.

Icon

The logo should not appear without the icon.

Tagline

The logo should not appear without the tagline.

Tagline

The choice of font and the position of the tagline should not be changed.

Horizontal and vertical scale

The horizontal and vertical scale should always change equally. Never stretch or condense the logo.

Size relationships

The size relationships between the logo elements should remain constant.

Minimum size

The logo should not appear smaller than 30 mm wide as outlined on page 3.

Over printing

The 2-colour version of the logo should never appear in a dark background colour field.

Application

The following pages show how the identity should be applied to basic stationery and literature items.

It is very important to keep a consistent style to maximize awareness and maintain brand identity.

Electronic templates in Adobe InDesign CS3 format are available for each item shown.

Case Study

Title text
Frutiger 45 Light
18pt

Headline text
Frutiger 45 Light
25pt on 28pt

Subhead text
Frutiger 45 Light
15pt on 17pt

Body text
Frutiger 45 Light
8pt on 12pt

Metrotile UK Limited
Frutiger 65 Bold
7.5pt on 10.5pt

Address text
Frutiger 45 Light
7.5pt on 10.5pt

15 mm

27.5 mm

Top Margin
width 32 mm

Keyline
0.5pt
line weight

13 mm

Sub Subhead text
Frutiger 65 Bold
10pt on 14pt

Side
Margin
width
15 mm

Highlight box
5% tint

CASE STUDY

Orkney Housing Association

Introduction

Metrotile supplied Metro Slate for a development of 32 new timber frame homes built by the Orkney Housing Association.

Background

The Orkney Islands present particular challenges for property construction, making the selection of materials critically important. With regard to the roofing materials, the specification for the new homes called for a material that would be extremely durable, whilst at the same time remaining sympathetic to local materials and the local environment.

The design specification also called for roof windows to be included on certain properties, to allow the roof space to be used as part of the accommodation;

Roofing Solution

In keeping with indigenous Orkney materials, Metrotile's Metro Slate was selected to recreate the attractive irregular riven appearance of a traditional slate roof. The product provides a combination of strength, durability and economy, whilst retaining aesthetics that blend naturally in areas where the use of natural slate would ordinarily be considered. With deeply lined profiles, Metro Slate generates strong shadow definition – a feature which is synonymous with natural slate, although at a fraction of the cost.

Critical to the product selection decision was the material specification. In line with the full Metrotile product range, Metro Slate is manufactured from high grade steel and protected by an Aluzinc coating – combining the protection of zinc with the durability of aluminium and allowing a full 40 year guarantee to be given on the product's performance.

Metrotile was able to supply the roof windows as well as the necessary flashings to meet all project requirements.

The benefits of using modern construction materials, such as lightweight roofing, are apparent in the Orkney development. Metro Slate is supplied in sheets, each of which giving a roof-coverage of 0.46 square metres, and weighing just 3.1 kilogrammes.

The sheet size allows for significantly faster installation and building enclosure – and so greater predictability of the build programme, whilst the light weight ensures reduced transportation cost, easier on site handling and, importantly, reduced load on the building structure. Typically lightweight steel roofs weigh approximately 6.6 kg / m² compared to 40 to 45 kg / m² for a traditional slate or concrete roof.

Project Data

Project
Orkney housing

Location
Orkney Island

Building use
Residential

Client
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Architect
Perit utate vendre dolut laor sismoluptat lortio dolum vel

Contractor
Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat

Product used
Metro Slate

Column width 56.667 mm

Gutter width 6 mm

Metrotile UK Limited, Unit 3, Sheldon Business Park, Sheldon Corner, Chippenham Wiltshire SN14 0RQ
Tel: +44 (0) 1249 658514 Fax: +44 (0) 1249 658453 Email: info@metrotile.co.uk **www.metrotile.co.uk**

Address text
Frutiger 65 Bold
10pt on 14pt

Bottom Margin
width 15 mm

PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Datasheet (front)

Title text
Frutiger 45 Light
18pt

Headline text
Frutiger 45 Light
25pt on 28pt

Subhead text
Frutiger 45 Light
15pt on 17pt

1st Paragraph text
Frutiger 65 Bold
9pt on 13pt

Body text
Frutiger 45 Light
8pt on 12pt

Keyline Box
0.5pt
line weight

15 mm

27.5 mm

Top Margin
width 32 mm

Keyline
0.5pt
line weight

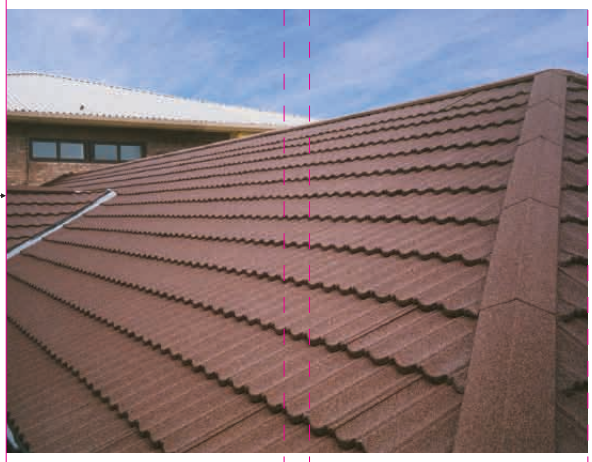
DATASHEET

metrotile
LIGHTWEIGHT ROOFING

Metrotile Profile 450 & 900

13 mm

Side
Margin
width
15 mm



mensions & weight

Sub Subhead text
Frutiger 65 Bold
10pt on 14pt

Highlight box
5% tint

Cover length
1257mm

Cover width
370mm

Roof cover per tile
0.46 m²

Weight per tile
450: 3.1kg / 900: 4.6kg

Weight per m²
450: 3.1kg / 900: 4.6kg

Colour range
Terracotta; Charcoal; Bronze; Green; Brindle; Red

Ullan hent venis dunt nos exerci te ea acidunt nos ercing et lute minciduip enisism olupta

Featuring a traditional pantile profile, Metro Tile is available in a choice of two thicknesses, 450 – suitable for virtually all roofing applications – and 900, where a high resistance to foot traffic or vandalism is required.

Each Metro Tile covers an area equivalent to eight traditional roofing tiles. With an acrylic coated, stone embedded granular surface, the tiles offer outstanding aesthetics, with a range of colours available to suit individual project, design and planning requirements.

The tiles can be fixed from the vertical down to a 10° pitch and have a unique overlapping system with no exposed fixings. Ullan hent venisi. Dunt nos euipsummodip exerci te ea acidunt nos ercing et lute minciduip enisism oluptat ipiscipis ation utpat, verit ip ea feu feuipsu stinibh eum volore dunt adignibh.

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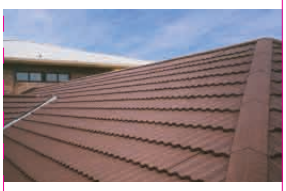
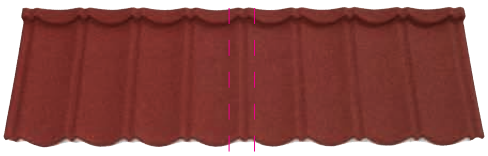
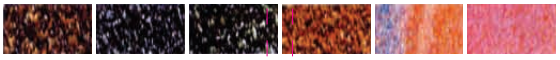


Available colours





Bronze *Charcoal* *Green* *Terracotta* *Brindle* *Red*

Column width 56.667 mm

Gutter width 6 mm

Bottom Margin
width 15 mm

PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Datasheet (reverse)

Title text
Frutiger 45 Light
18pt

Headline text
Frutiger 45 Light
25pt on 28pt

Keyline Box
0.5pt
line weight

Diagram lines
0.2pt
line weight

Diagram text
Frutiger 45 Light
6pt on 7.5pt

Subhead text
Frutiger 45 Light
15pt on 17pt

Body text
Frutiger 45 Light
8pt on 12pt

Metrotile UK Limited
Frutiger 65 Bold
7.5pt on 10.5pt

Address text
Frutiger 45 Light
7.5pt on 10.5pt

15 mm

27.5 mm

Top Margin
width 32 mm

Side
Margin
width
15 mm

Keyline
0.5pt
line weight

Bullet Keylines
0.3pt
line weight

Standards Head text
Frutiger 45 Light
12pt on 13pt

Standards Body text
Frutiger 45 Light
8pt on 12pt

Caption text
Frutiger 46 Light Italic
6.5pt on 8.5pt

Address text
Frutiger 65 Bold
10pt on 14pt

Gutter width 6 mm

Column width 56.667 mm

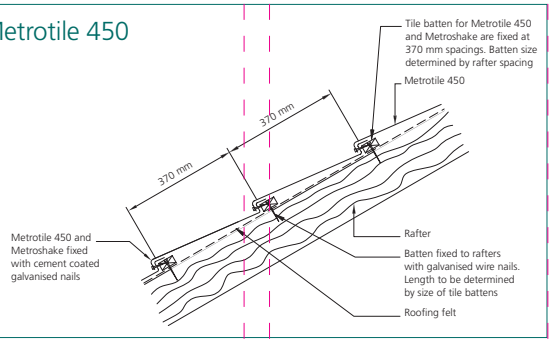
Bottom Margin
width 15 mm

DATASHEET

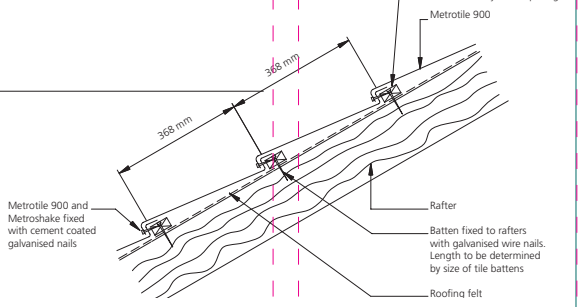
metrotile
LIGHTWEIGHT ROOFING

Metrotile Profile 450 & 900

Metrotile 450



Metrotile 900



Exerci te ea acidunt

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Exerci te ea acidunt

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BBA BRITISH BOARD OF AGREMENT

40 YEARS GUARANTEE

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Featuring a traditional pantile profile, Metro Tile is available in a choice of two thicknesses, 450 - suitable for virtually all roofing applications - and 900, where a high resistance to foot traffic or vandalism is required.

Each Metro Tile covers an area equivalent to eight traditional roofing tiles. With an acrylic coated, stone embedded granular surface, the tiles offer outstanding aesthetics, with a range of colours available to suit individual project, design and planning requirements.

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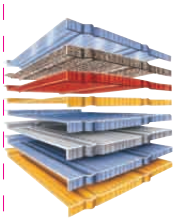

Environmental Commitment

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BBA Independent Survey

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat del dolore dolobor tudam pridi pridi.

40 Year Guarantee

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros tudam pridi.

Metrotile UK Limited, Unit 3, Sheldon Business Park, Sheldon Corner, Chippenham Wiltshire SN14 0RQ
Tel: +44 (0) 1249 658514 Fax: +44 (0) 1249 658453 Email: info@metrotile.co.uk **www.metrotile.co.uk**

PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Information Sheet

Title text
Frutiger 45 Light
18pt

Headline text
Frutiger 45 Light
25pt on 28pt

Subhead text
Frutiger 45 Light
15pt on 17pt

Intro text
Frutiger 65 Bold
9pt on 13pt

Body text
Frutiger 45 Light
8pt on 12pt

Highlight box
5% tint

Metrotile UK Limited
Frutiger 65 Bold
7.5pt on 10.5pt

Address text
Frutiger 45 Light
7.5pt on 10.5pt

15 mm

27.5 mm

Top Margin width 32 mm

INFORMATION SHEET

metrotile
LIGHTWEIGHT ROOFING

Keyline
0.5pt
line weight

Sola Tube and Collar Flashing

13 mm

Side Margin width 15 mm

Tat henit utatio

Featuring a traditional pantile profile, Metro Tile is available in a choice of two thicknesses, 450 – suitable for virtually all roofing applications – and 900, where a high resistance to foot traffic or vandalism is required.

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat ut luptatio del dolore doloborem ip eu feugiam, sequis aut nonsed mag na feugiam vero corem quatetummy nisl ilit volestrud te magna aute tissent inim vel utpatisis nullam, quissis dolobore do ex esto consequ isismodolore doloreet.

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'Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat ut luptatio del dolore doloborem'.

Quote text
Frutiger 46 Light Italic
15pt on 17pt

Sub Subhead text
Frutiger 65 Bold
10pt on 14pt

Featuring a traditional

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat ut lSummo dipit, vel init am, summo dipit quat:

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat ut luptatio del dolore doloborem ip eu feugiam

Perit utate vendre dolut laor

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat ut luptatio del dolore doloborem ip eu feugiam

Perit utate vendre dolut laor

Perit utate vendre dolut laor sismoluptat lortio dolum vel eros diat ut luptatio del dolore doloborem ip eu feugiam, sequis aut luptatio del dolore doloborem ip eu feugiam, sequis aut nonsed magna.

Bullet Keylines
0.3pt
line weight

Teliquatum enis

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Keyline Box
0.5pt
line weight

Column width 86.167 mm

Gutter width 6 mm

Metrotile UK Limited, Unit 3, Sheldon Business Park, Sheldon Corner, Chippenham Wiltshire SN14 0RQ
Tel: +44 (0) 1249 658514 Fax: +44 (0) 1249 658453 Email: info@metrotile.co.uk **www.metrotile.co.uk**

Address text
Frutiger 65 Bold
10pt on 14pt

Bottom Margin width 15 mm

PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Accessories

Title text
Frutiger 45 Light
18pt

Headline text
Frutiger 45 Light
25pt on 28pt

15 mm

27.5 mm

Top Margin
width 32 mm

metrotile
LIGHTWEIGHT ROOFING

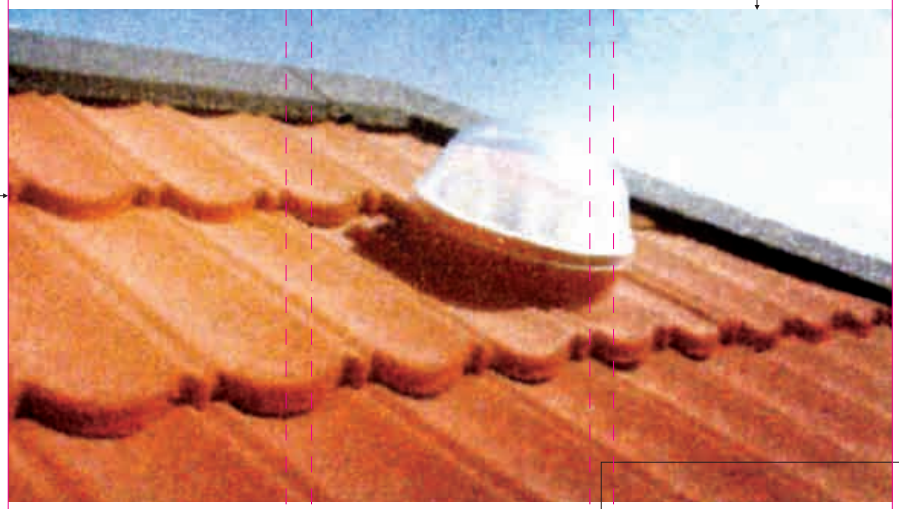
Keyline
0.5pt
line weight

ACCESSORIES

Sola Tube and Collar Flashing

13 mm

Side
Margin
width
15 mm



Sub Subhead text
Frutiger 65 Bold
10pt on 14pt

Subhead text
Frutiger 45 Light
14pt on 17pt

Body text
Frutiger 45 Light
8pt on 12pt

Sola Tube

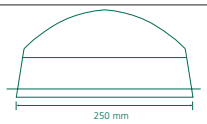
Bullet title text
Frutiger 45 Light
8pt on 12pt

Dimensions & weight

- Cover length: 1257 mm
- Cover width: 370 mm
- Weight per tile: 3.1 kg
- Weight per m²:
  450: 3.1 kg / 900: 4.6 kg
- Vent area: Ummodip exercite

Ullan hent venisi dunt nos exerci te ea acidunt nos ercing et lute minciduip enisism pluptat ipiscipis ation utpat, verit ip ea feu feuipsu stinibh.

Bullet Keylines
0.3pt
line weight



Highlight box
5% tint

Sola Tube Collar Flashing

Keyline Box
0.5pt
line weight

Dimensions & weight

- Cover length: 1257 mm
- Cover width: 370 mm
- Weight per tile: 3.1 kg
- Weight per m²:
  450: 3.1 kg / 900: 4.6 kg
- Vent area: Ummodip exercite

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Diagram lines
0.2pt
line weight

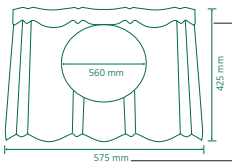

Diagram text
Frutiger 45 Light
6pt on 7.5pt

Gutter width 6 mm

Column width 56.667 mm

Metrotile UK Limited
Frutiger 65 Bold
7.5pt on 10.5pt

Address text
Frutiger 45 Light
7.5pt on 10.5pt

Metrotile UK Limited, Unit 3, Sheldon Business Park, Sheldon Corner, Chippenham Wiltshire SN14 0RQ
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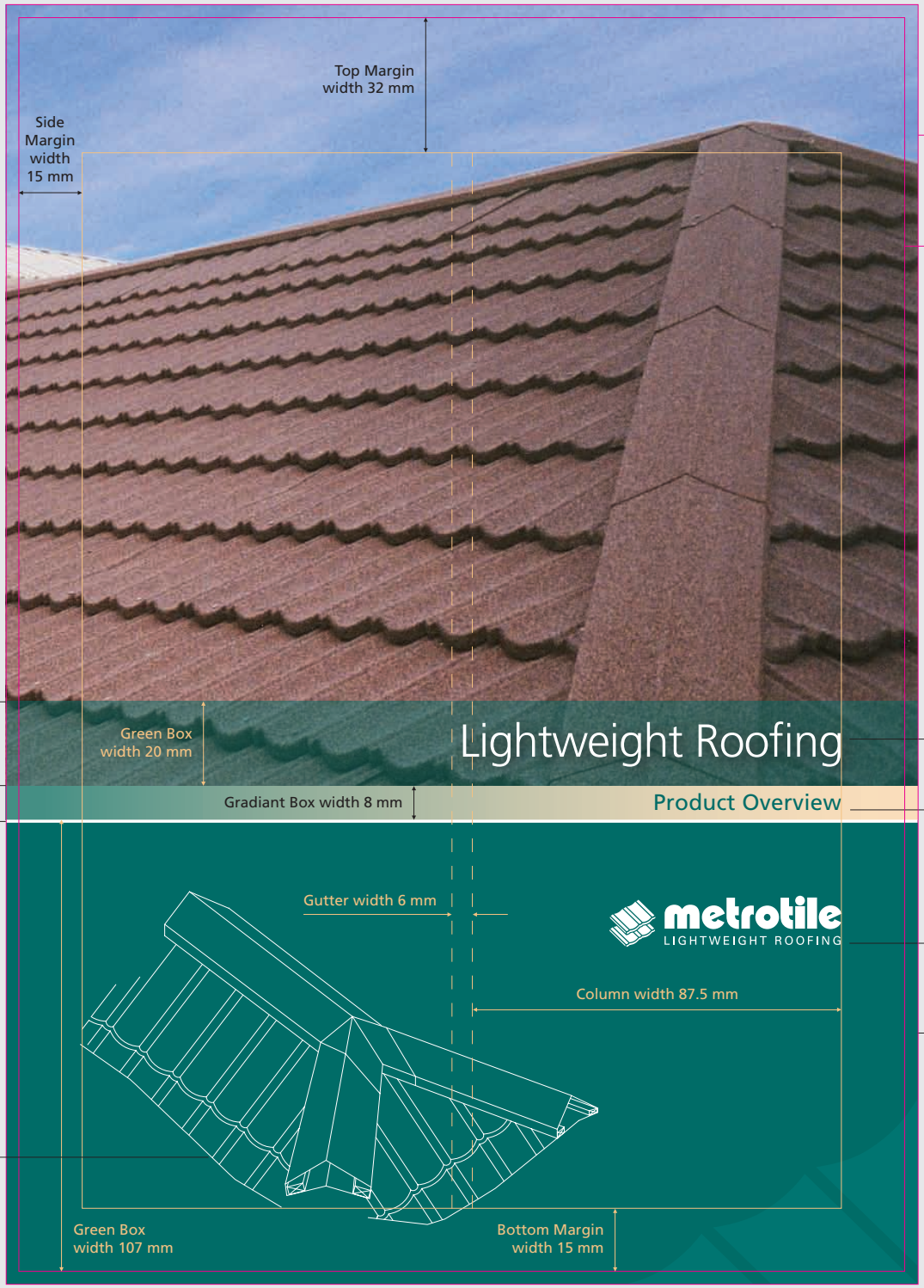
Address text
Frutiger 65 Bold
10pt on 14pt

Bottom Margin
width 15 mm

PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Product Overview (front cover)



Bleed Guide line
3 mm
all round

Page Trim line

PMS 329 Box
50%
Opacity

White line
2pt
line weight

Brochure text
Frutiger 45 Light
31pt on 32pt

Brochure Title
Frutiger 55 Roman
15pt

Metrotile logo
55 mm wide
White out

Green Box
PMS 329
100%

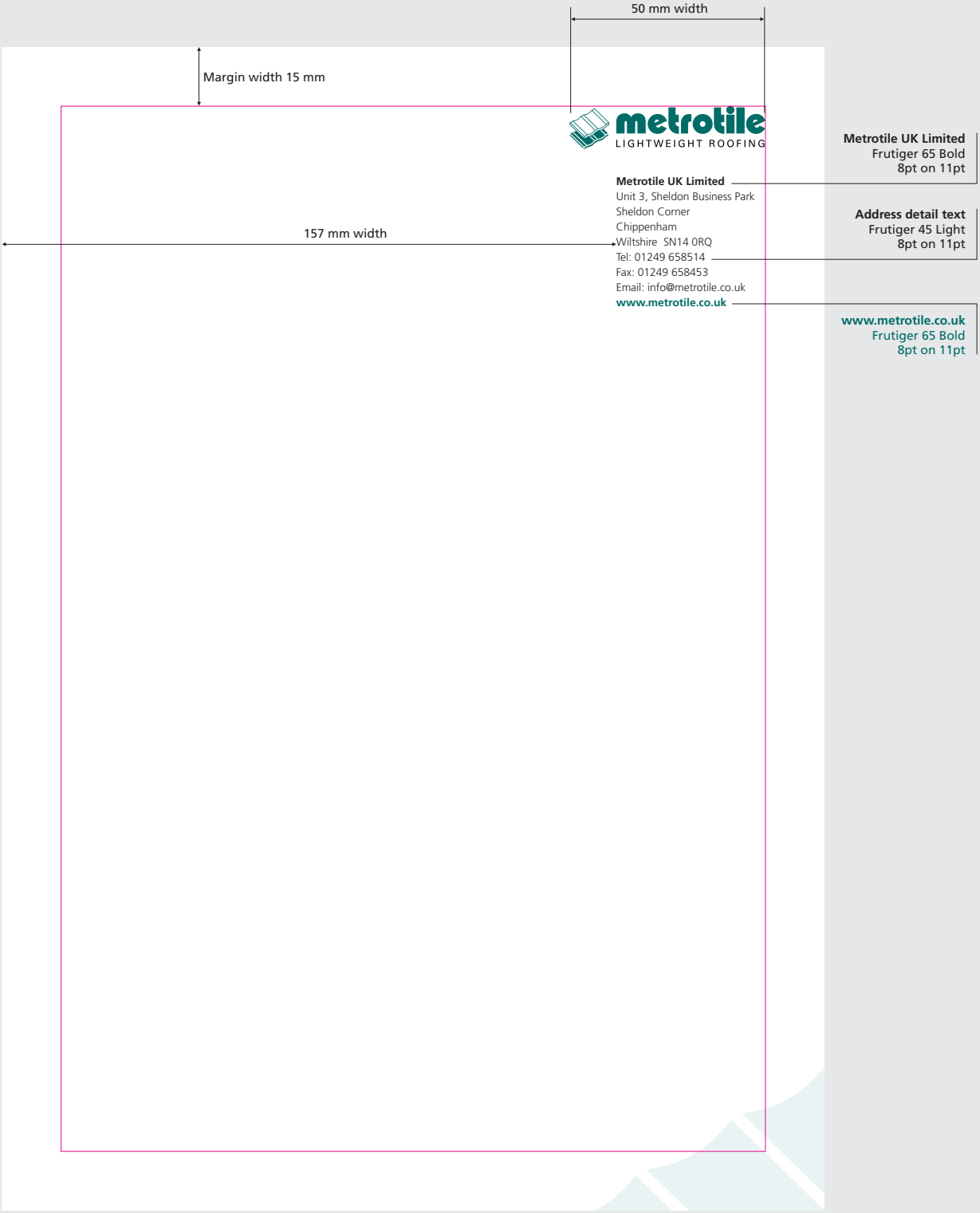
Diagram lines
0.3pt
line weight

PMS 329		PMS Black		PMS 721	
C:	100	C:	0	C:	0
M:	0	M:	0	M:	24
Y:	46	Y:	0	Y:	52
K:	46	K:	100	K:	3

Product Overview (inside spread)

PMS 329		PMS Black		PMS 721	
C:	100	C:	0	C:	0
M:	0	M:	0	M:	24
Y:	46	Y:	0	Y:	52
K:	46	K:	100	K:	3

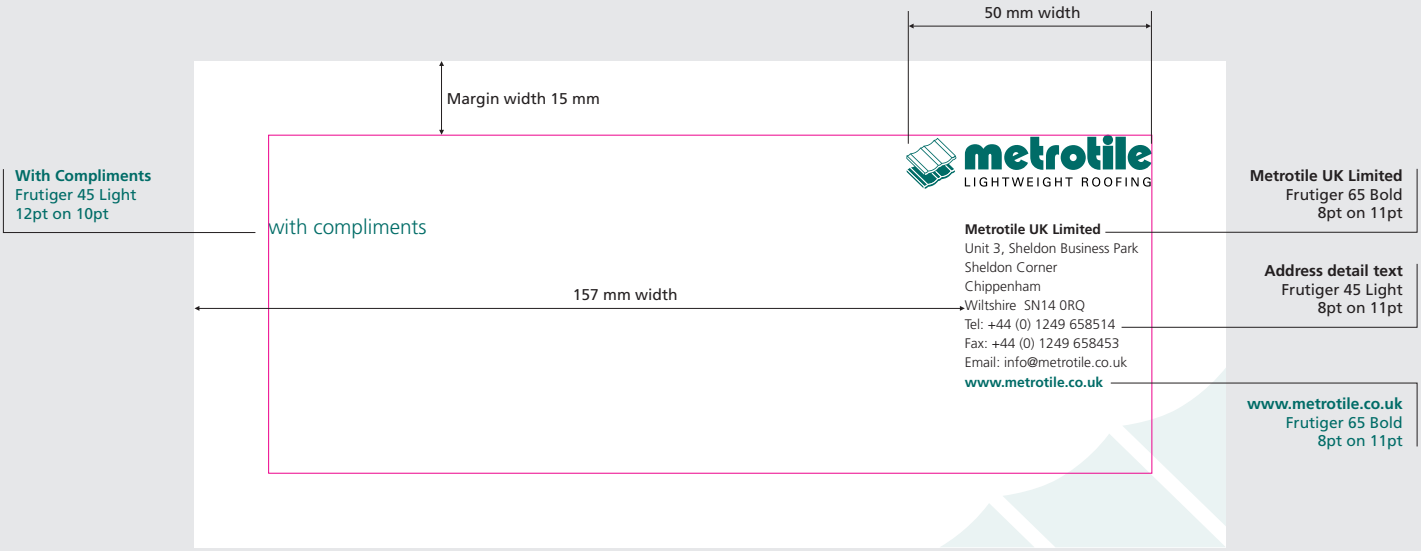
Stationery (letterhead)

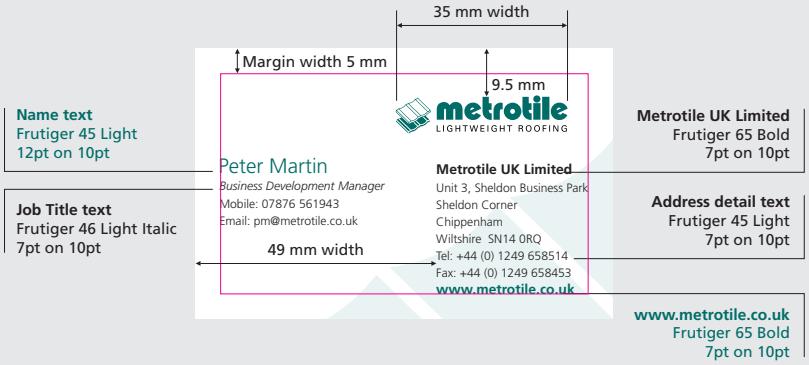


PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Stationery (compliment slip and business card)



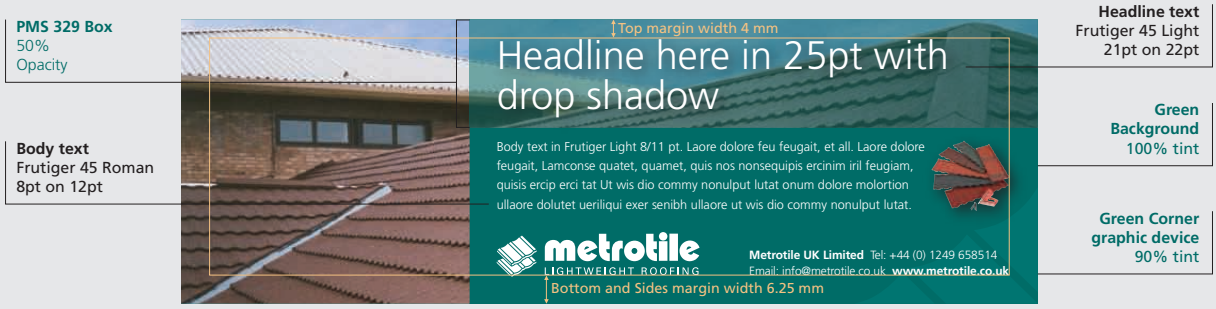


PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

Advertisements

Half Page Landscape Ad



Quarter Page Strip Ad

Quarter Page Ad

PMS 329	
C:	100
M:	0
Y:	46
K:	46

PMS Black	
C:	0
M:	0
Y:	0
K:	100

metrotile
LIGHTWEIGHT ROOFING

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