What would multiple points of view look like as a mark?

Metro TV's bilingual identity builds its M from mirror-like planes and carries the mark into channel branding.

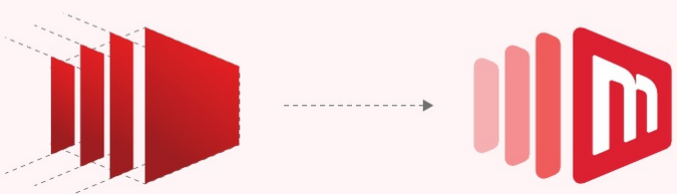


Build the M from several planes.

The logo construction uses upright, mirror-like planes seen in perspective. The resulting M gives the channel a visual way to express several points of view.

ORIGINAL LOGO CONSTRUCTION

Logo Construction



The Metro TV logo is a combination mark designed with the concept of perspective at its core. Featuring a stylized 'M' that is both identifiable and memorable, the logo integrates several planes resembling mirrors. These mirrored planes are depicted in perspective view, symbolizing the idea that truth can have multiple facets and viewpoints.

The logo effectively communicates the essence of Metro TV's philosophy: understanding and presenting the truth through various perspectives, highlighting the importance of looking at every story from different angles.

This thoughtful design makes the Metro TV logo not only a visual representation of its name but also a symbol of its commitment to comprehensive and unbiased reporting.

Give English and Bangla the same symbol.

The red M sits above both wordmarks. Each language has a flat version and a gradient version for different applications.

ORIGINAL ENGLISH AND BANGLA WORDMARKS

Logo Variations



Give the channel a strong red anchor.

Red identifies the mark and black supports the lettering. The guide also specifies a red gradient that adds depth to the planes on screen.



Metro red	Black	Deep red	Bright red
#DC2032	#000000	#9E1D20	#EC2024

ORIGINAL PALETTE AND GRADIENT STOPS

Keep the broadcast hierarchy clear.

The guide uses Poppins in four weights. The television mockup puts the type ladder in a setting that makes the intended scale easy to compare.



ORIGINAL POPPINS HIERARCHY SPECIMEN

Put the mark in the television frame.

The ident places the symbol at one end of a field of converging lines. Light and perspective carry the eye toward the name.

ORIGINAL TELEVISION IDENT MOCKUP



Carry the Bangla lockup onto social.

The red banner uses the primary geometry as a background. The avatar simplifies to the single symbol so that it fits at a much smaller size.

ORIGINAL METRO TV SOCIAL CHANNEL DESIGN



Bring the broadcast geometry onto paper.

The envelope places a pale echo of the planes near the edge. The complete logo sits apart so it remains legible on white stock.

ORIGINAL ENVELOPE MOCKUP

Envelope



Keep the same point of recognition across formats.

The M works with English lettering, Bangla lettering or on its own. Red and the angled geometry tie the television ident, social page and stationery together.

BILINGUAL IDENTITY AND BROADCAST APPLICATIONS

Connect the unconnected.



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