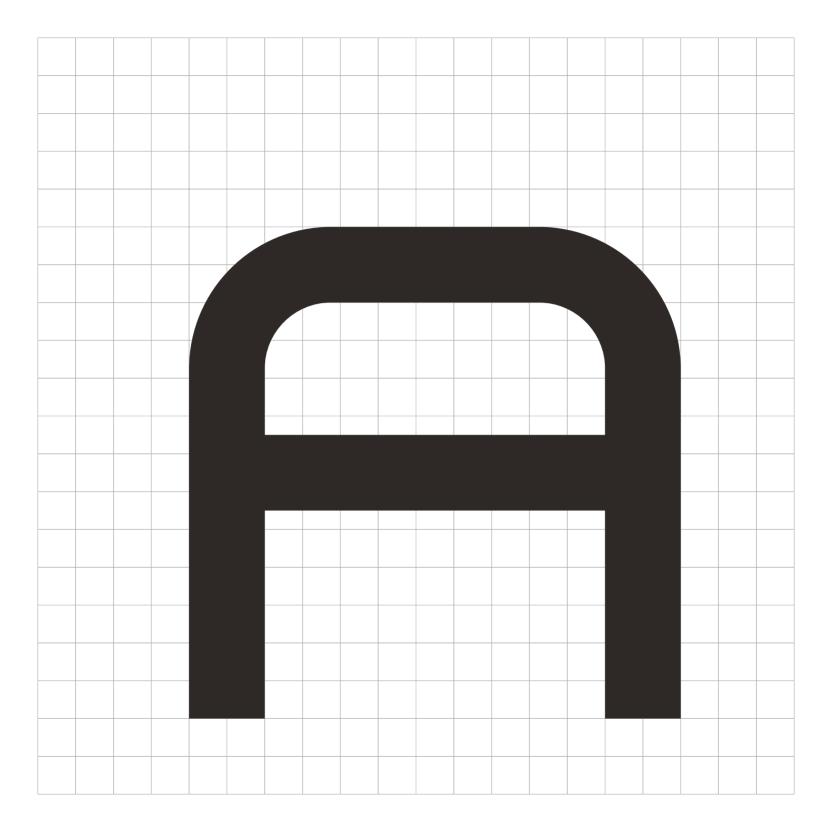
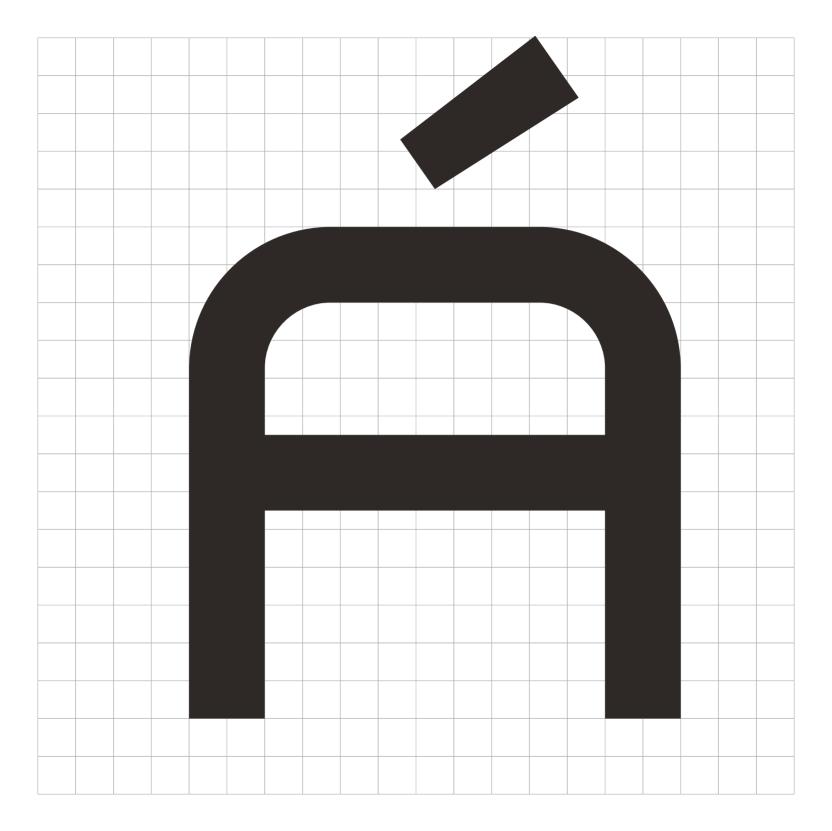
## TIPO METRO CDMX

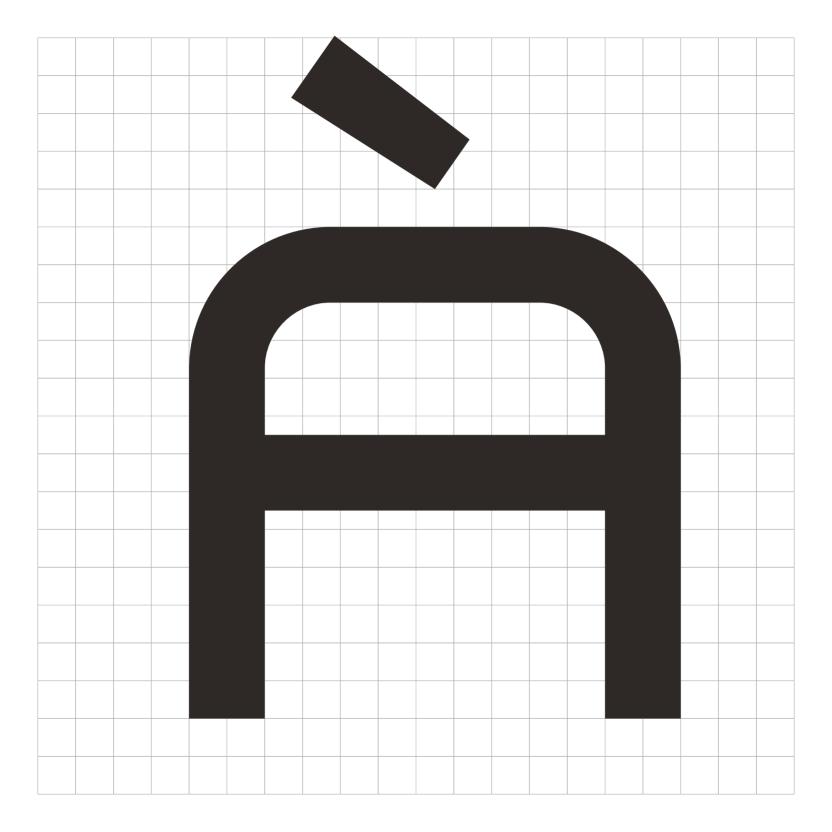
La tipografía METRO CDMX ha sido, desde los años setenta, uno de los elementos identitarios clave de la cultura visual de la ciudad. Desarrollada por Lance Wyman como parte central del proyecto gráfico y visual del Metro de la ciudad, se convirtió con los años en un referente fundamental para los residentes de la Ciudad de México. Como parte del proyecto de Movilidad Integrada, se amplió la familia de letras y símbolos del sistema tipográfico original, a fin de incorporar

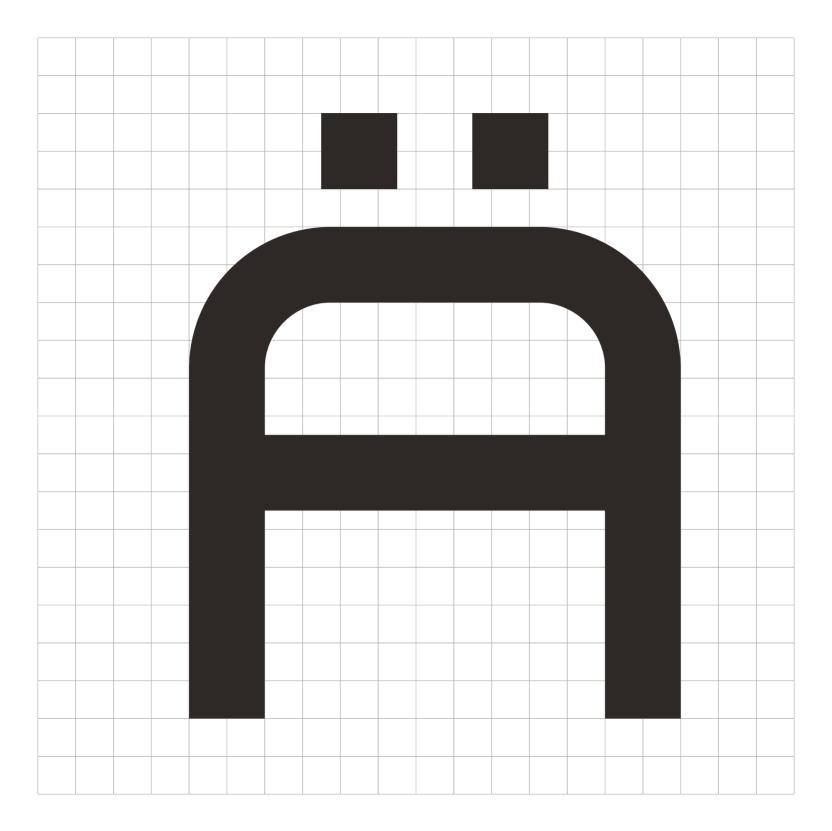
soluciones ortográficas que previamente no estaban contempladas. Asimismo, se desarrolló una versión OTF para agilizar la producción de contenidos. Esta tipografía será utilizada exclusivamente para aplicaciones del STC Metro, mientras que para usos generales del programa se deberá utilizar la tipografía MOVILIDAD INTEGRADA CDMX que se presenta en este mismo manual. Bajo ninguna circunstancia se utilizarán fuentes descargables de Internet.

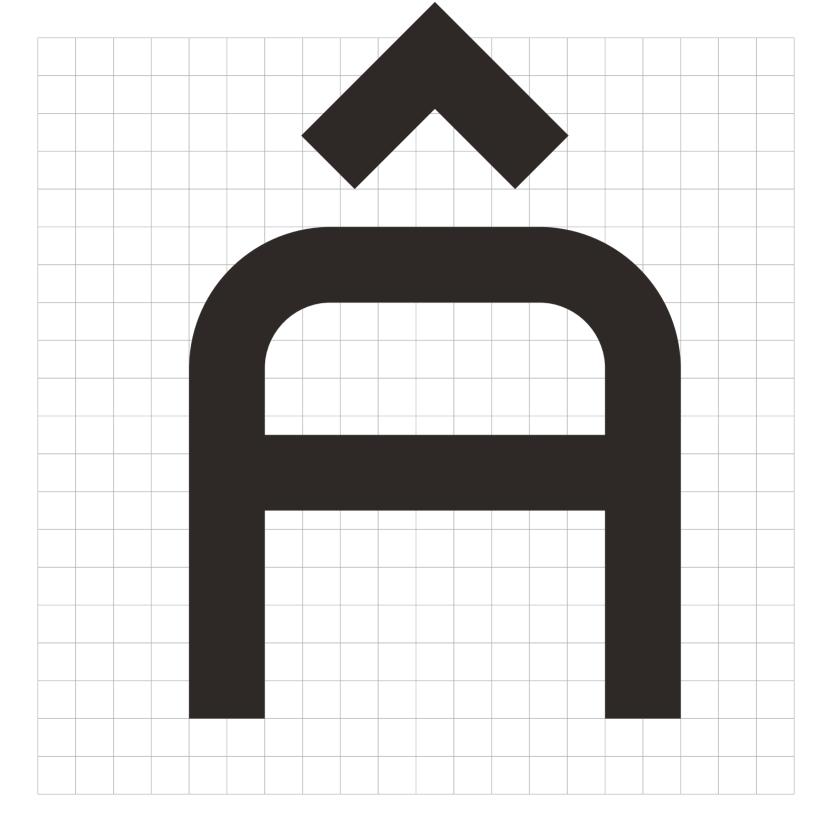
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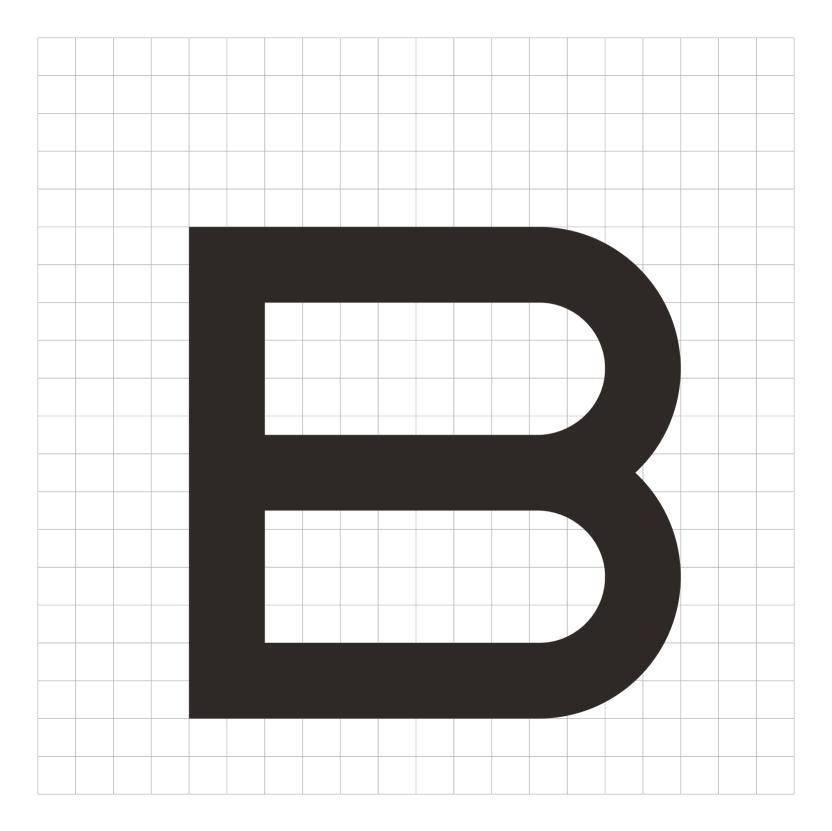


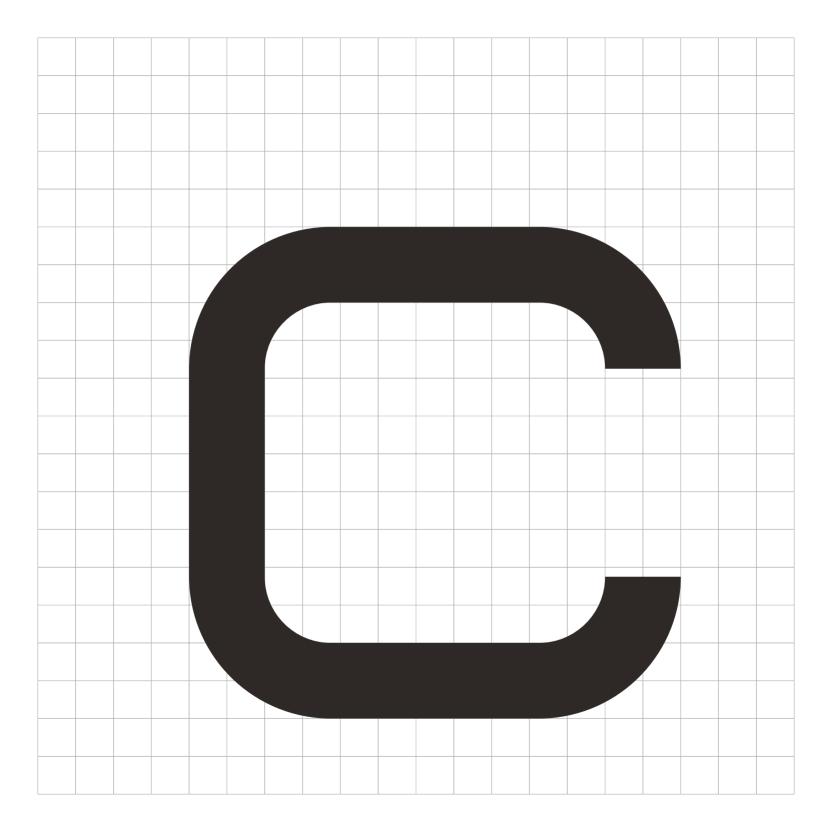


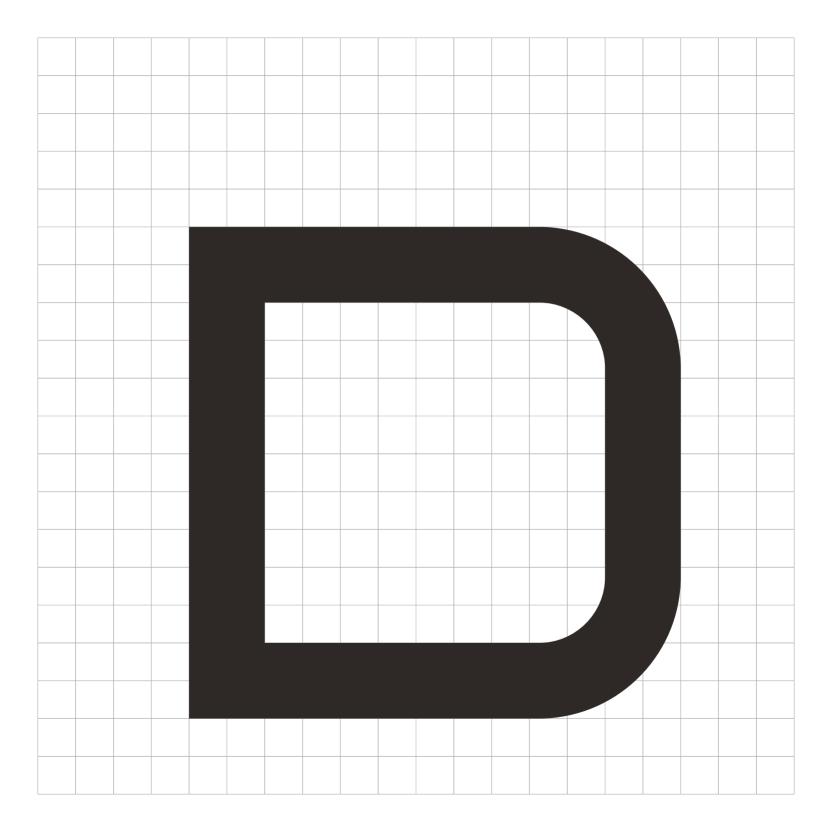


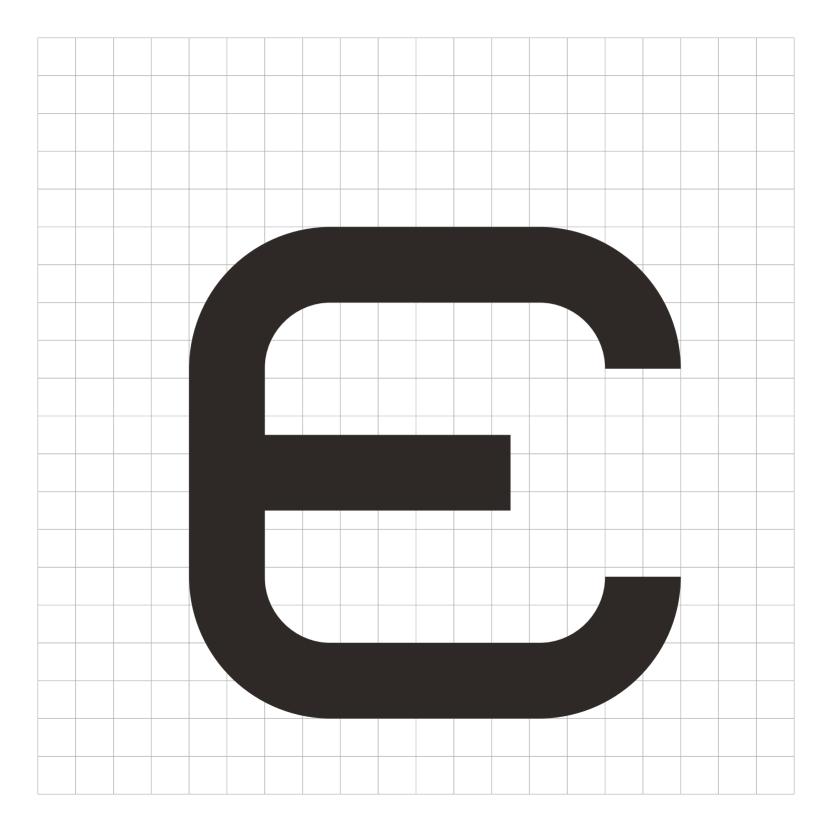


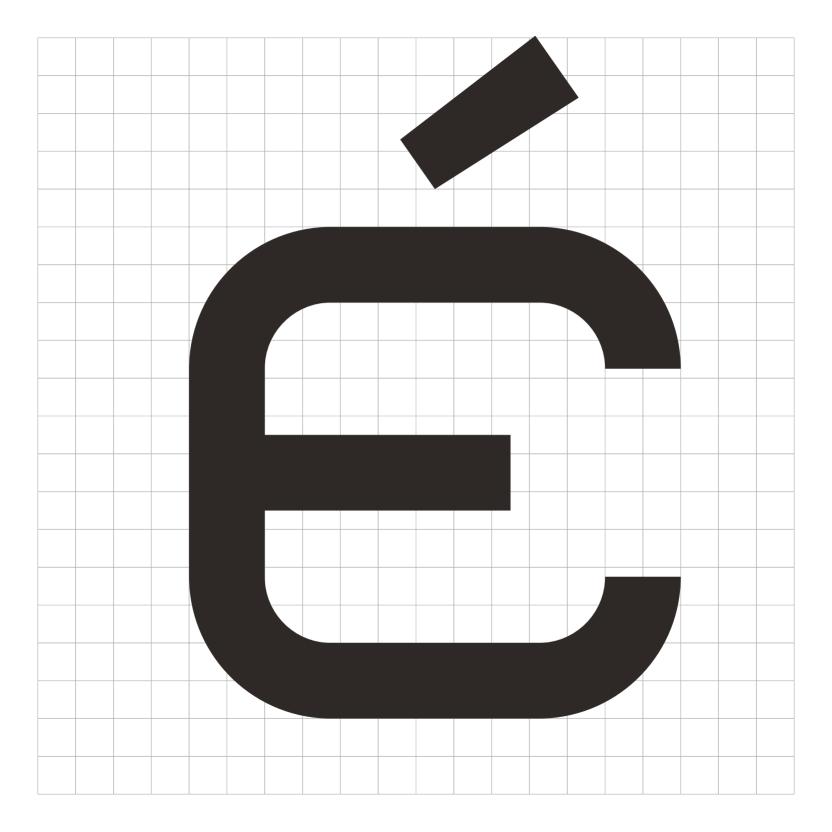


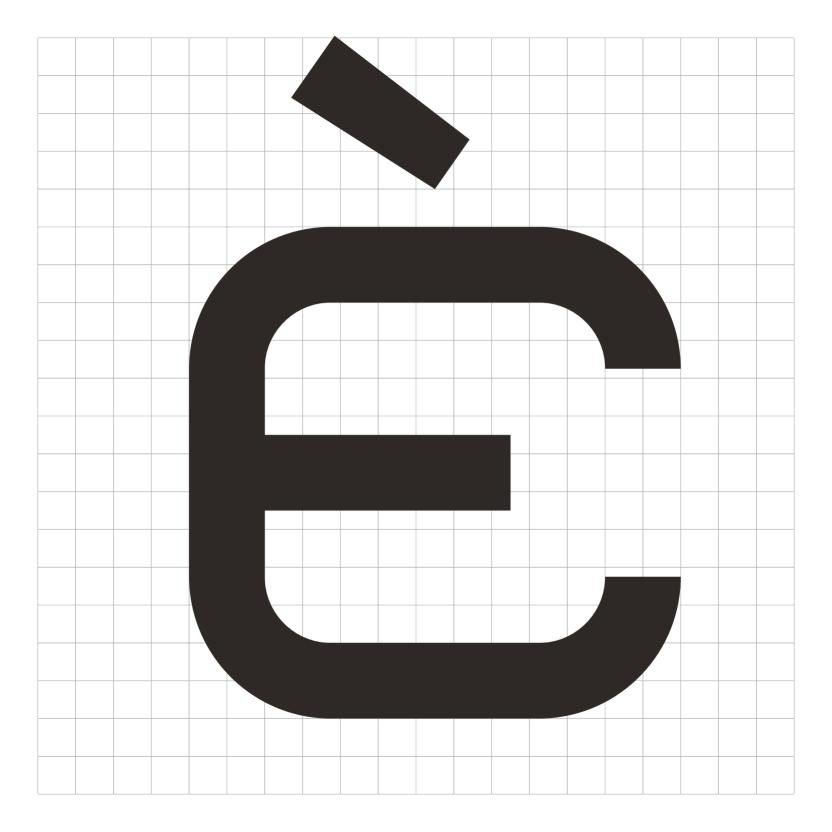


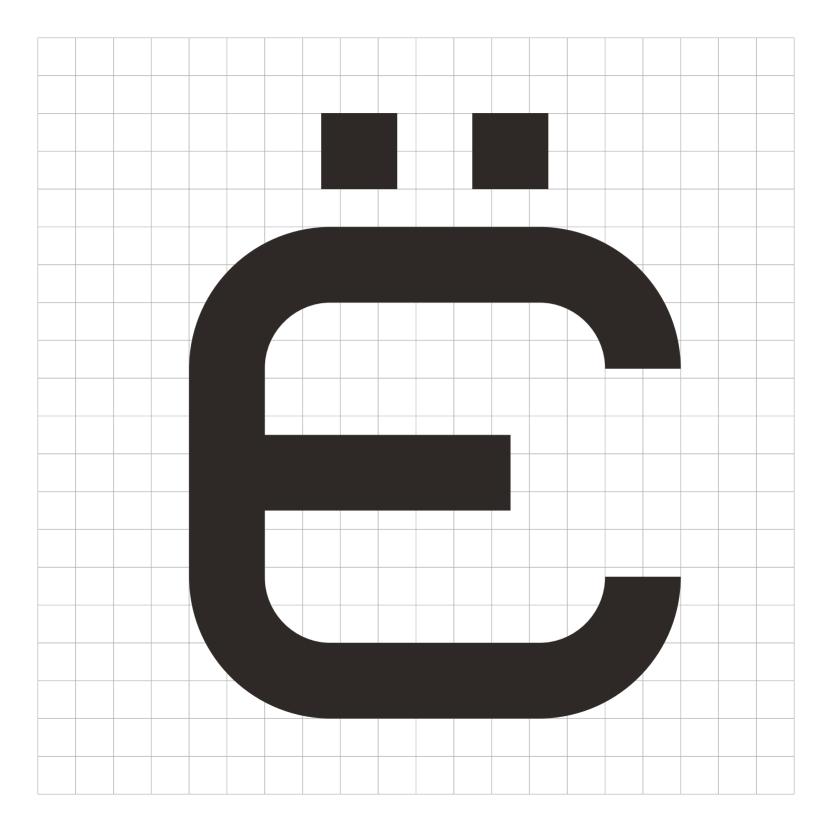


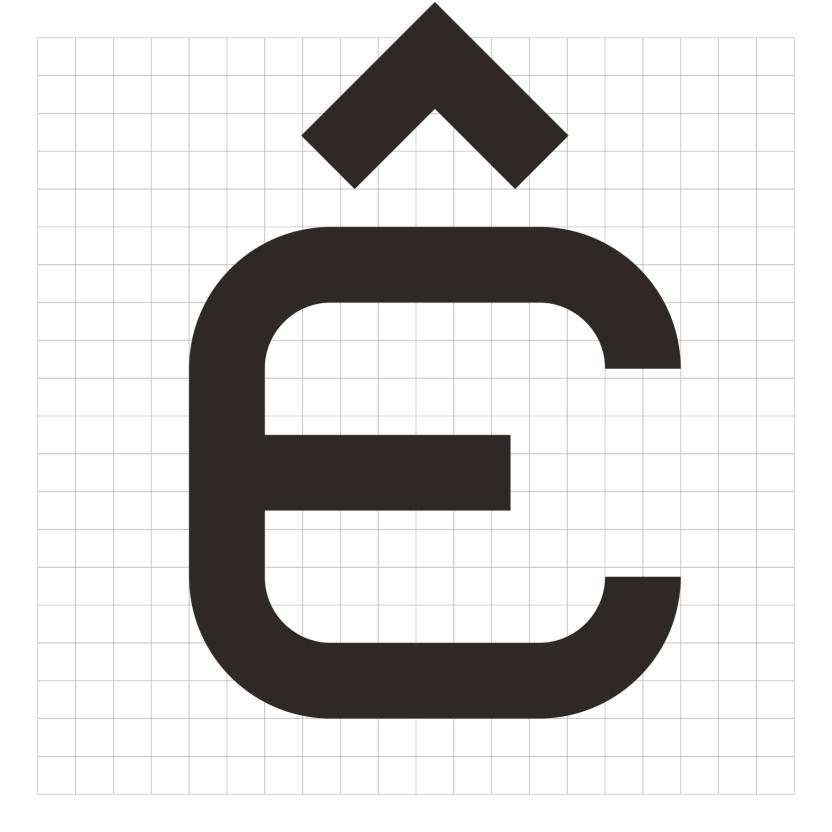


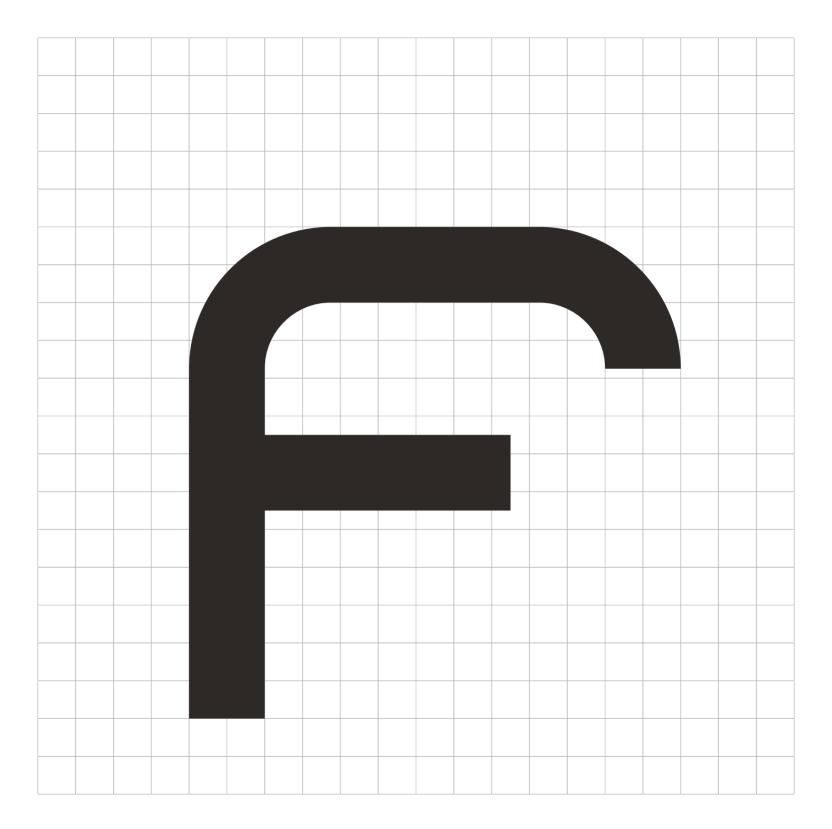


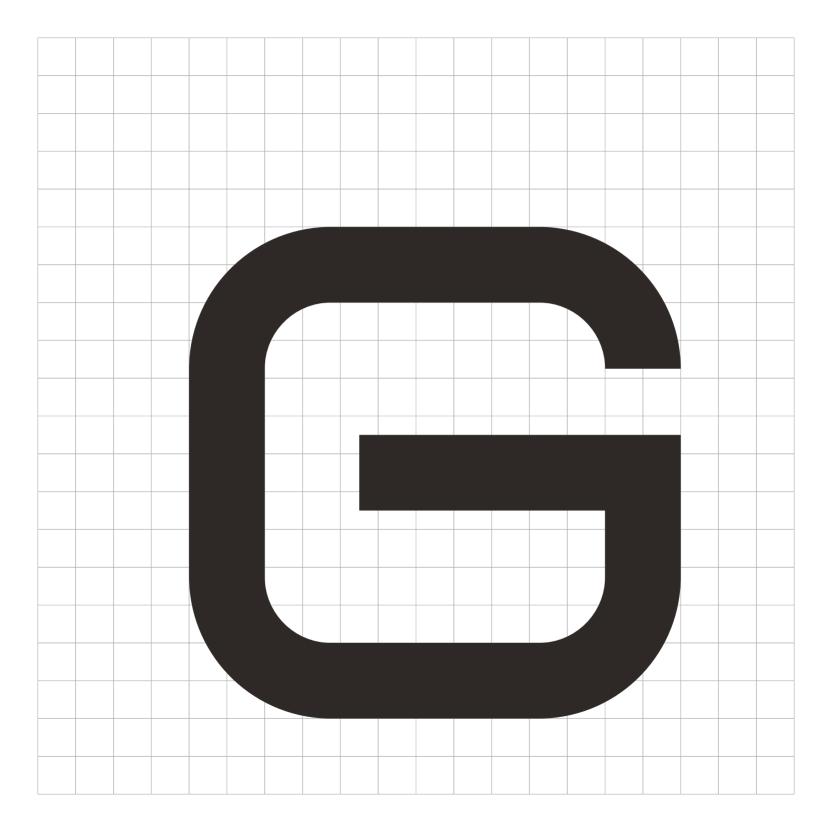


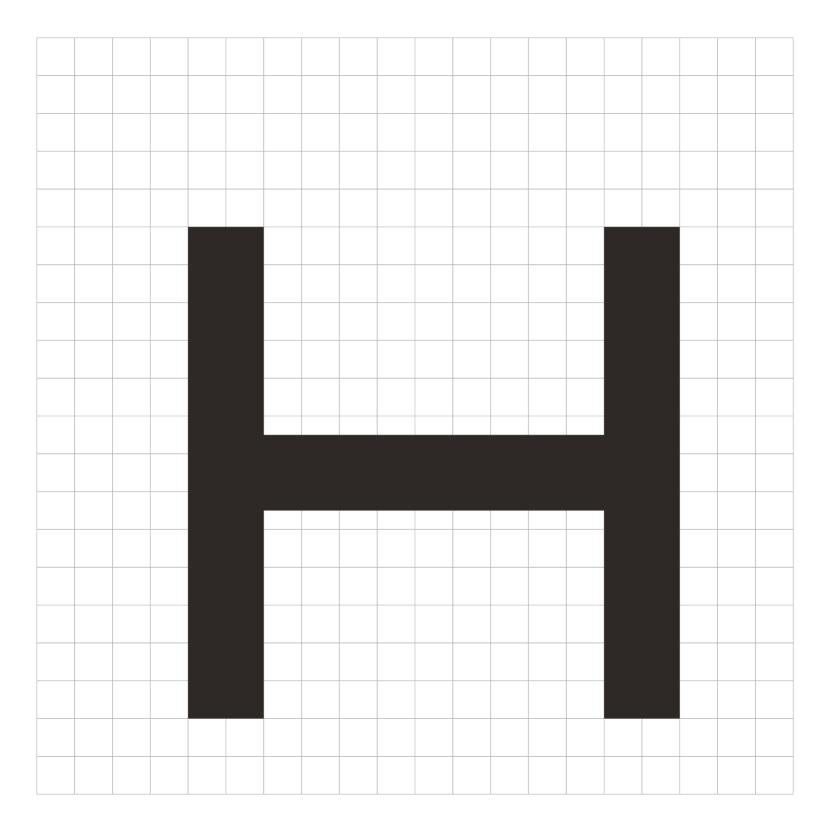


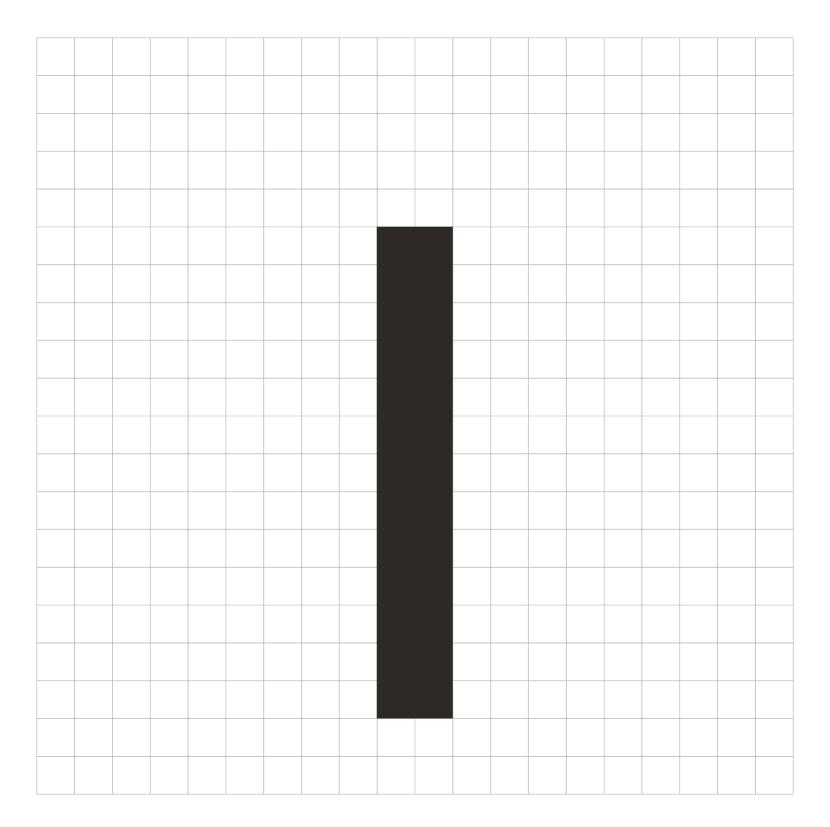


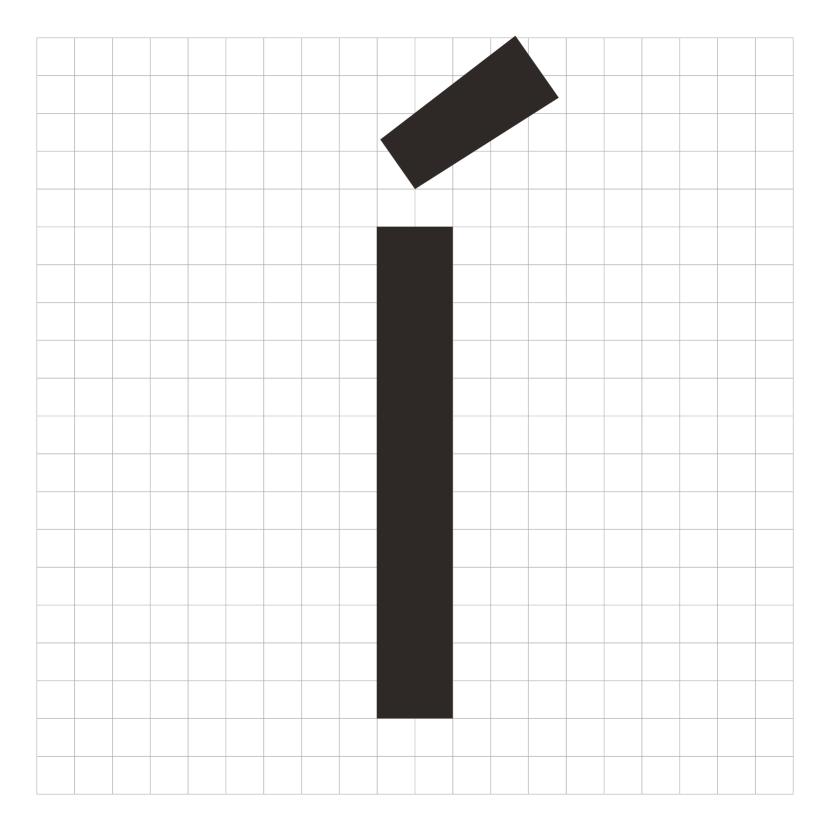


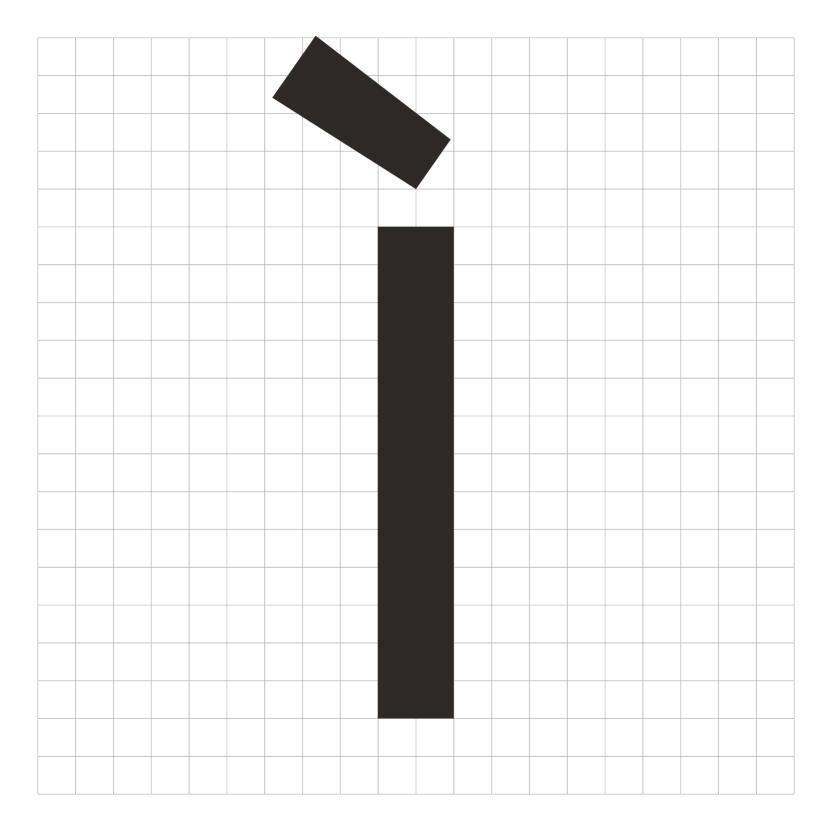


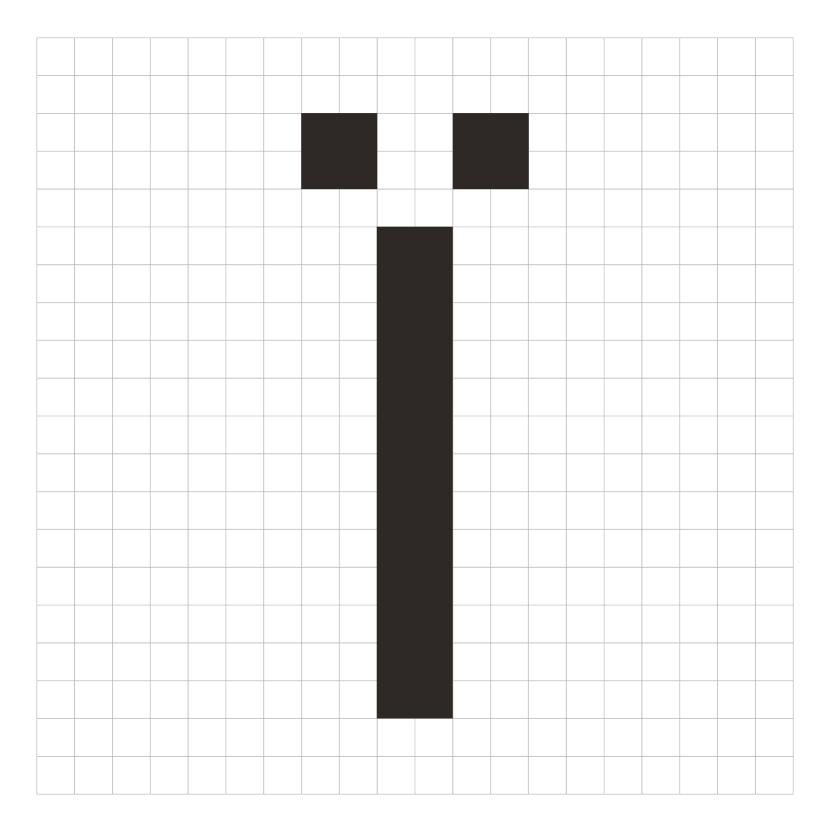


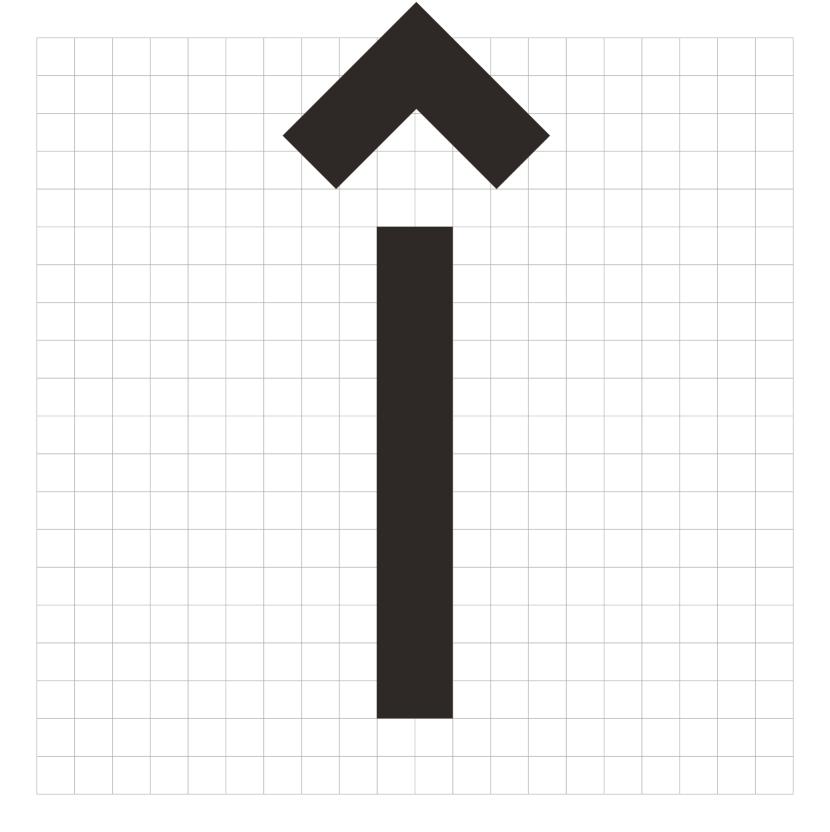


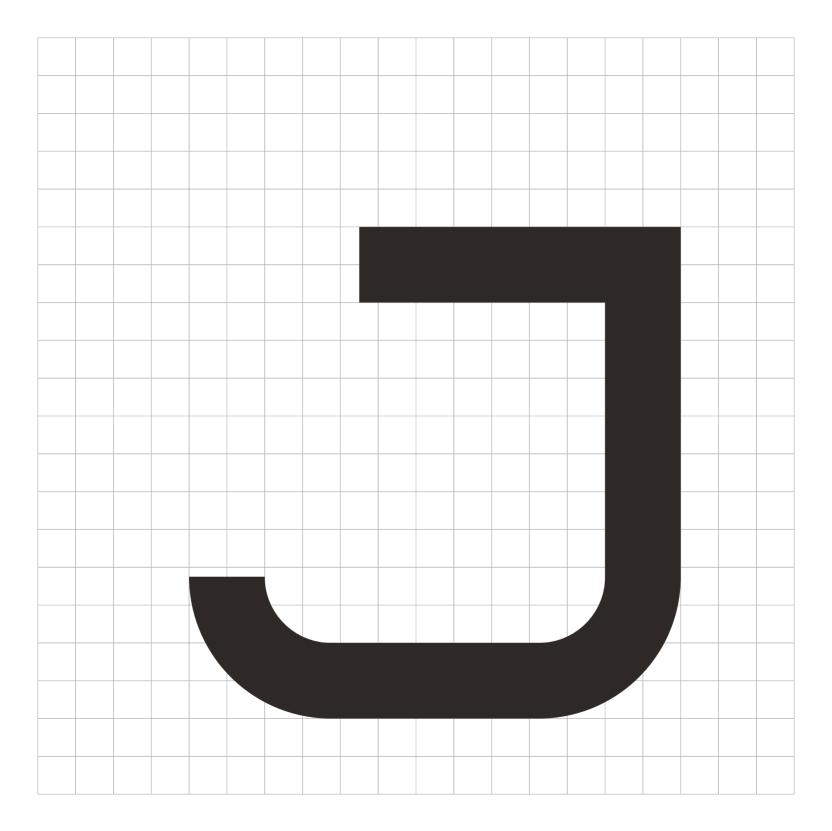


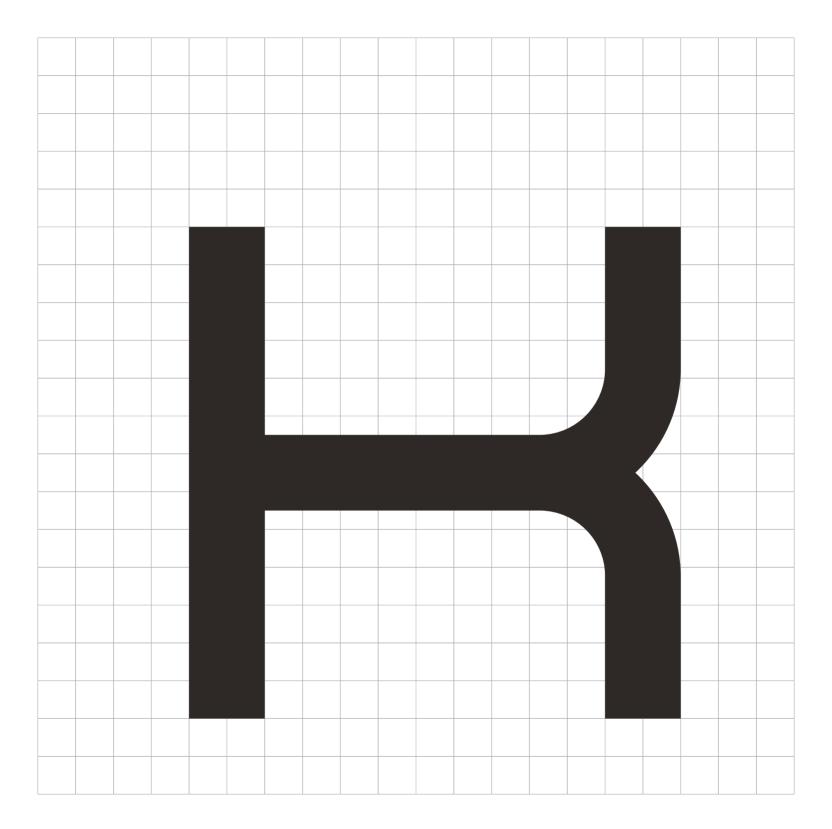


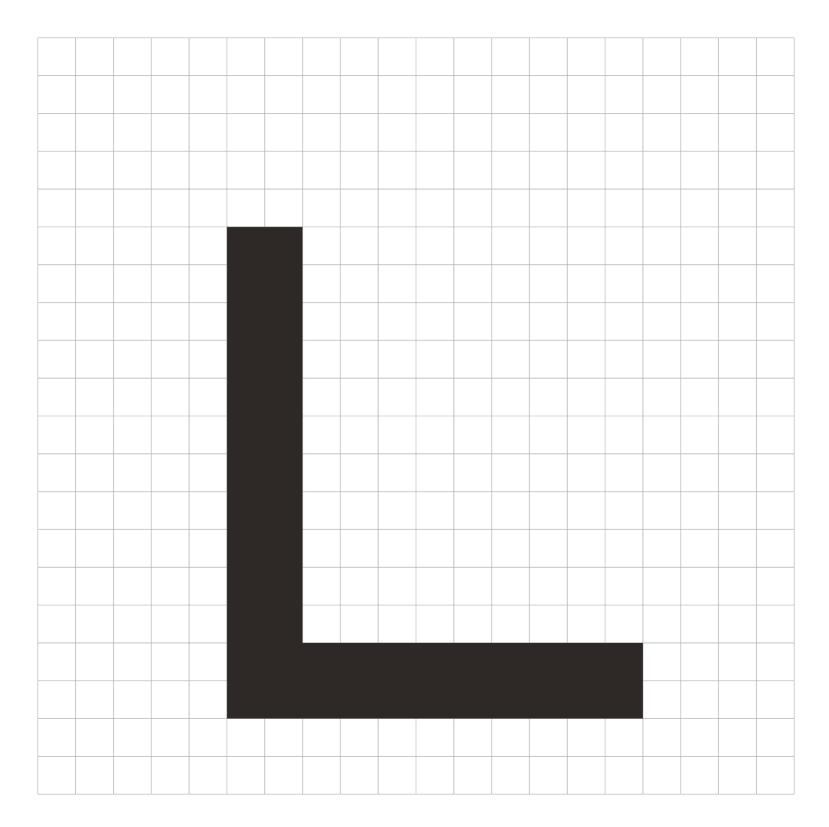


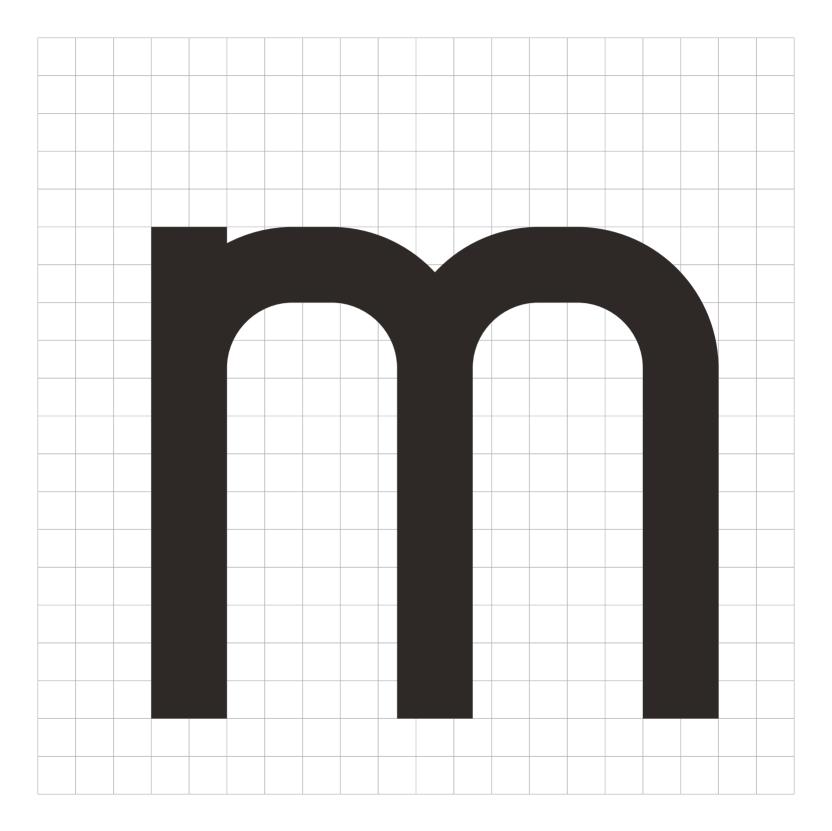


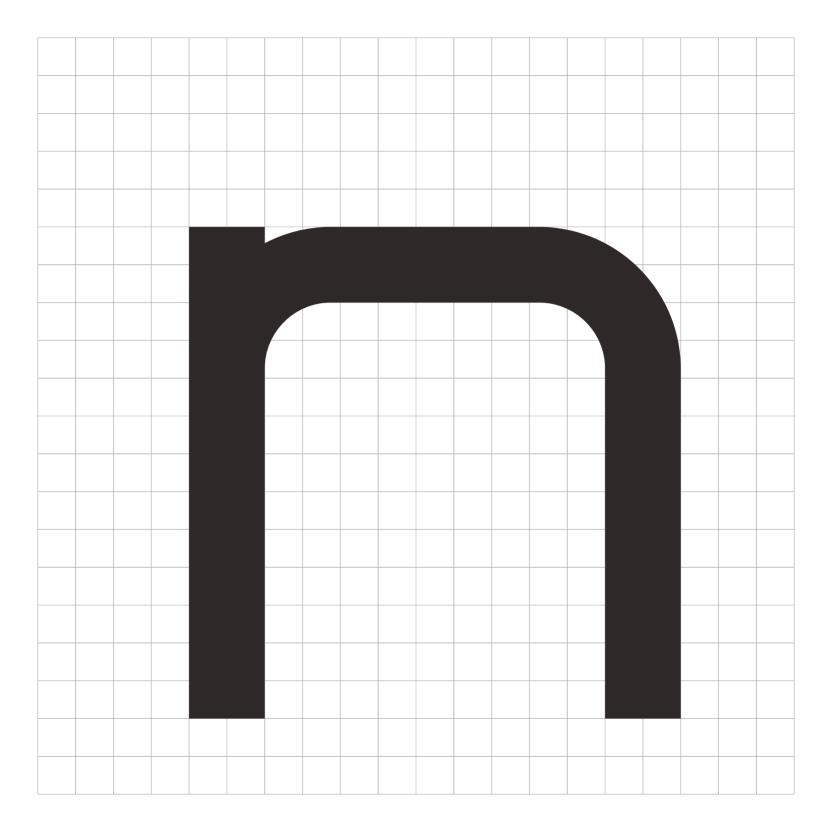


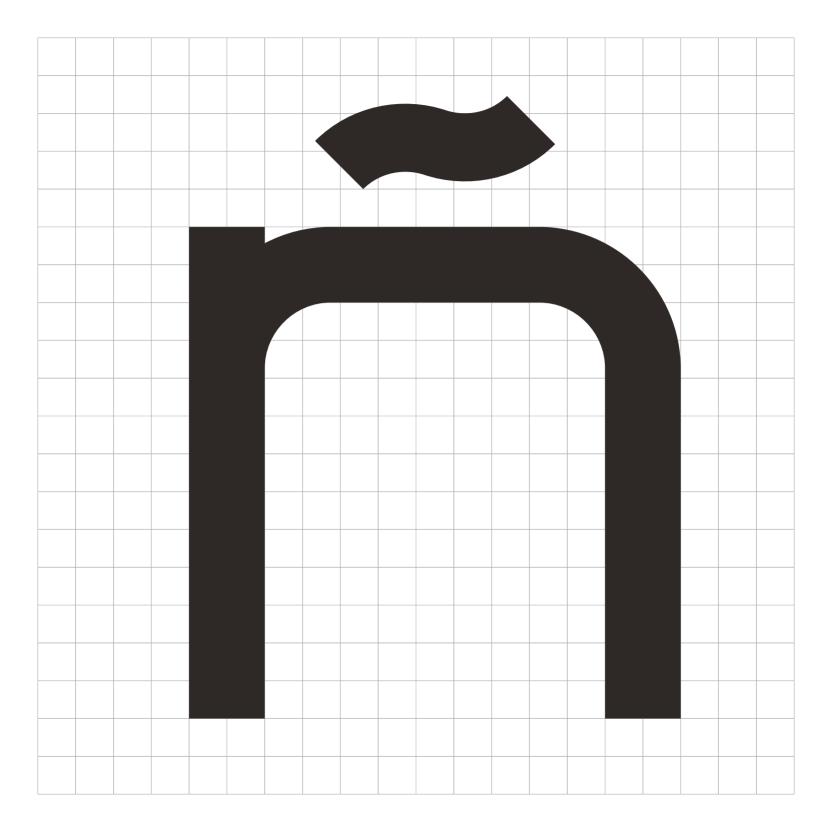


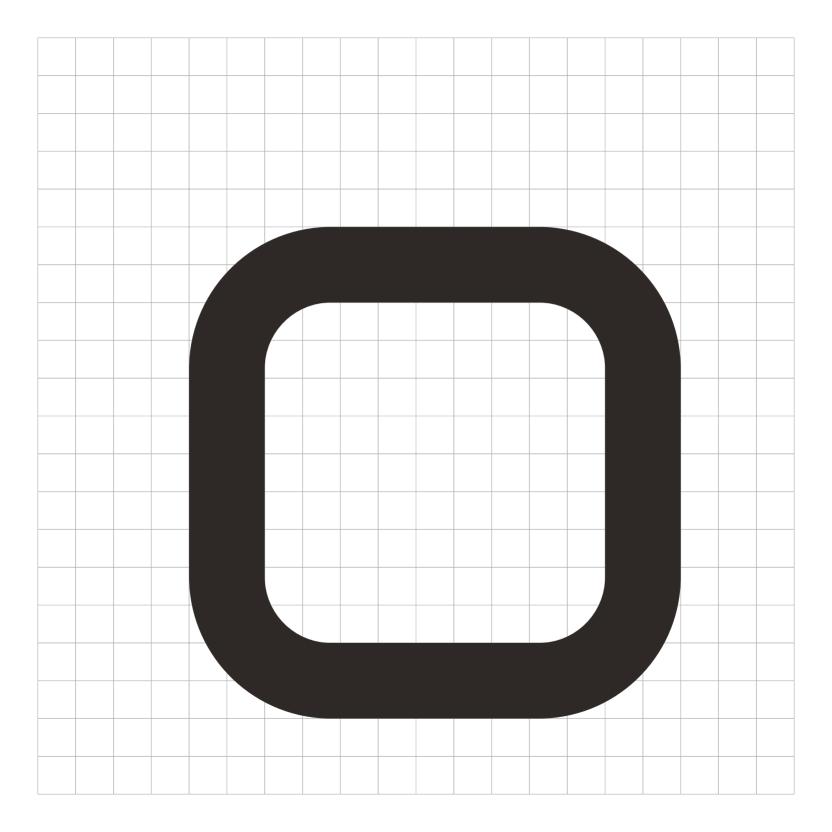


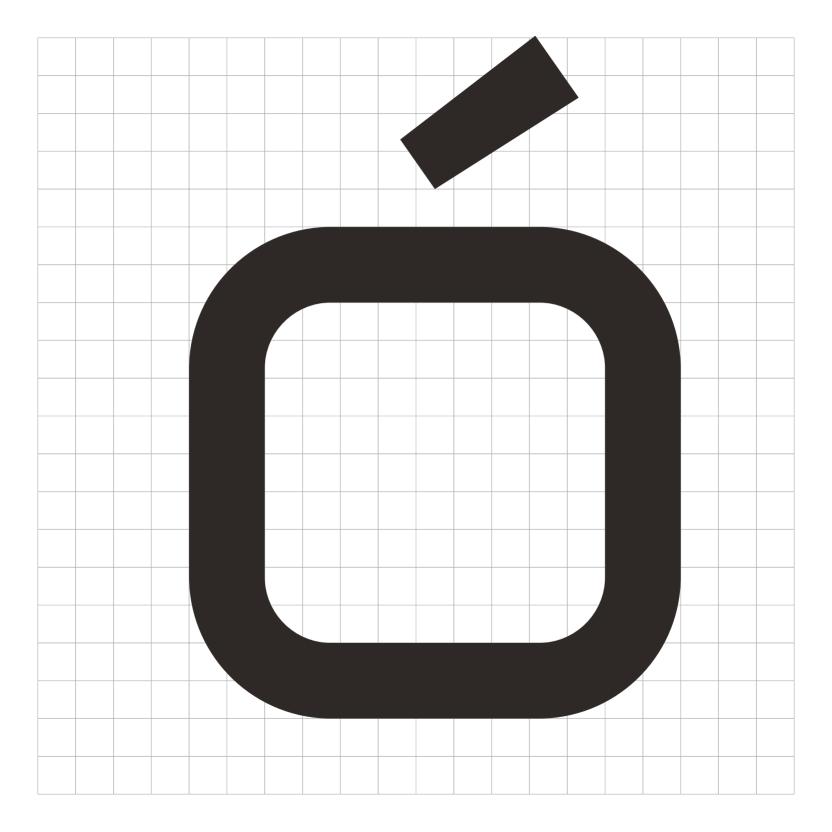


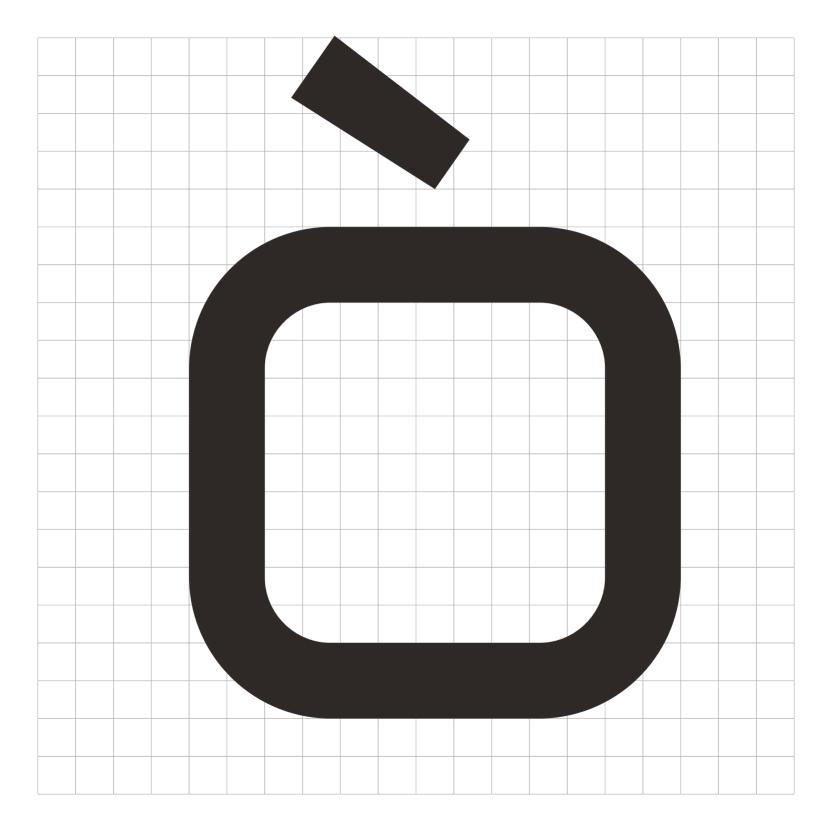


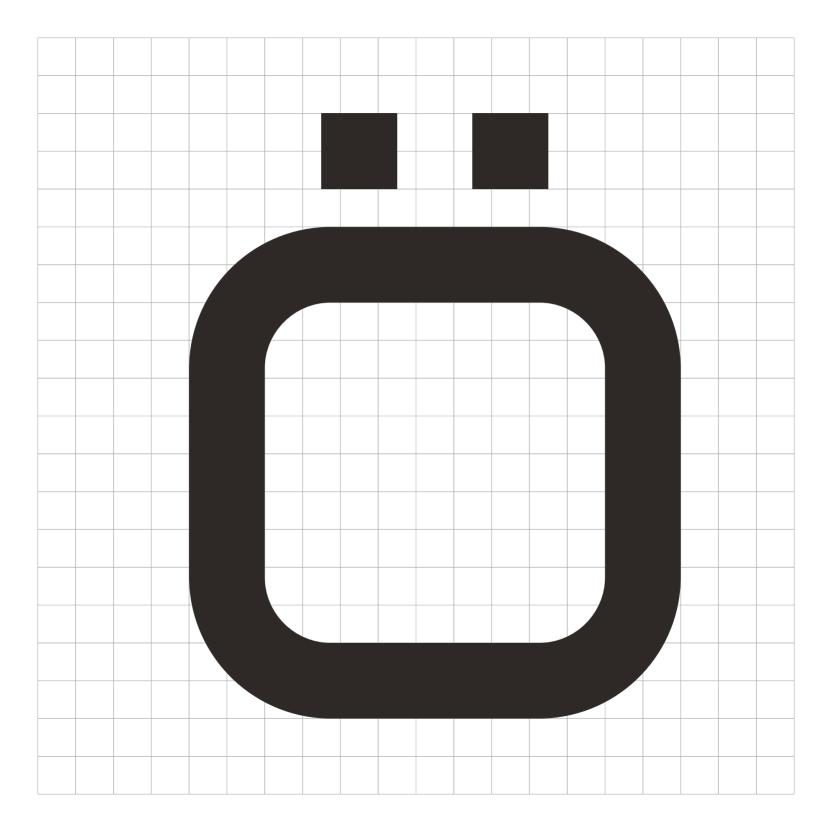


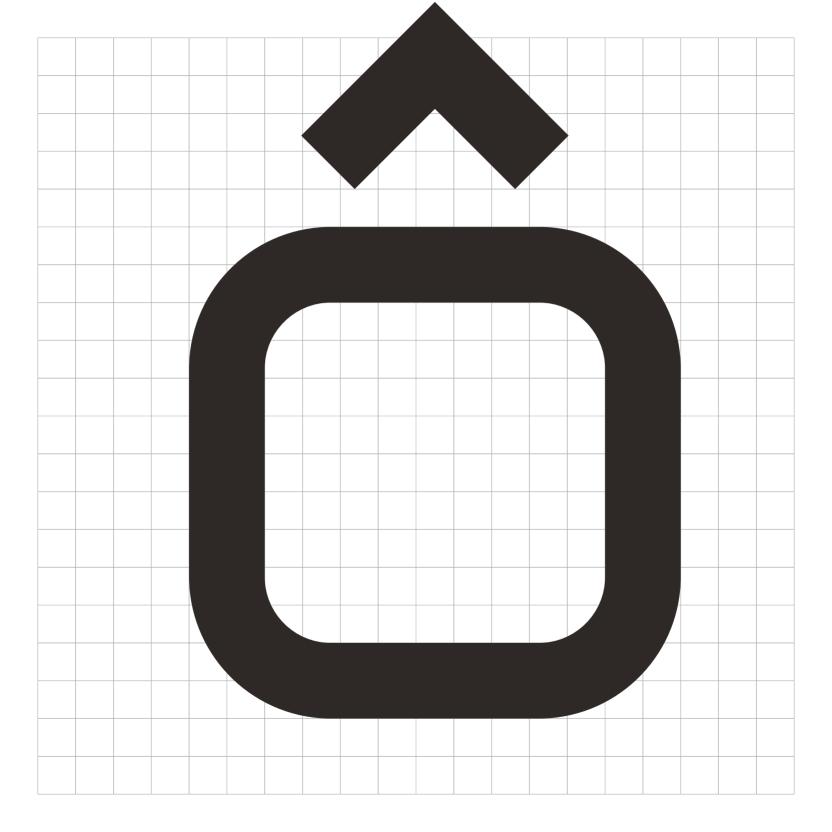


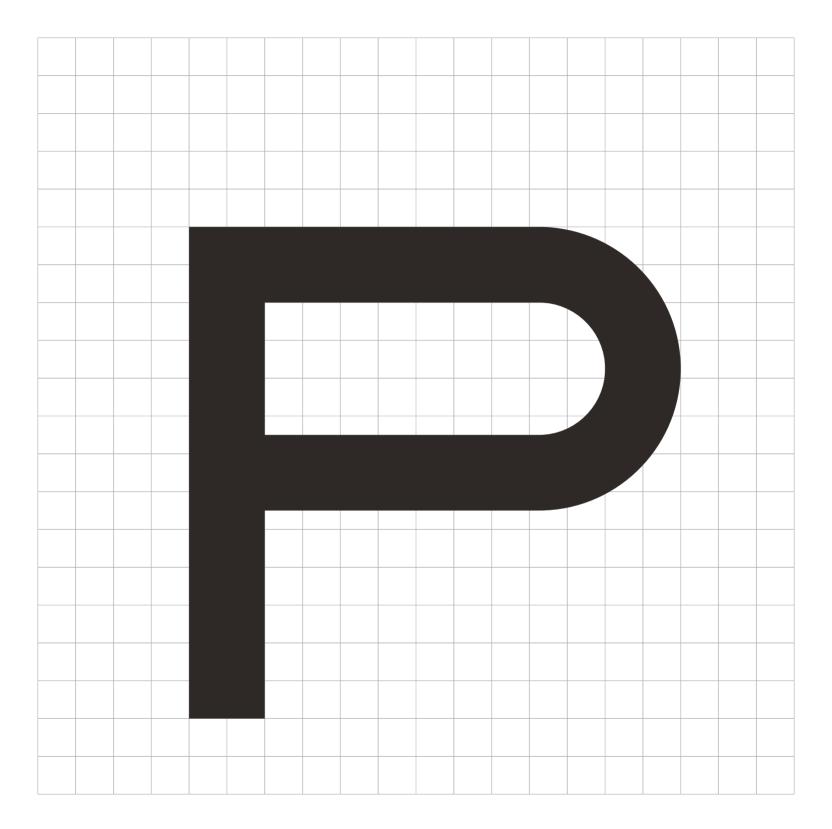


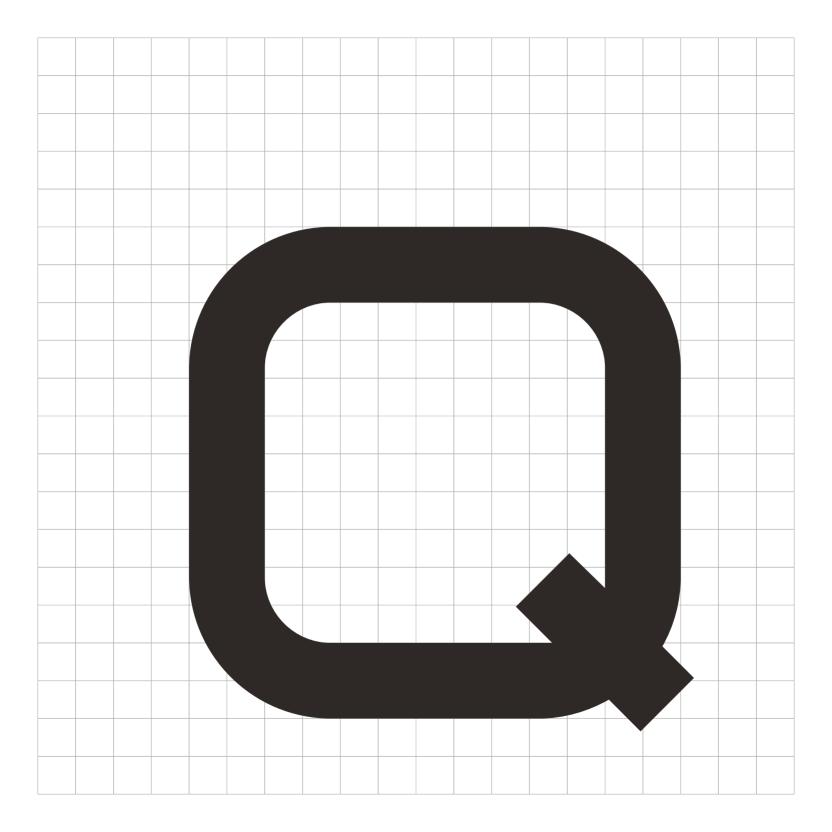


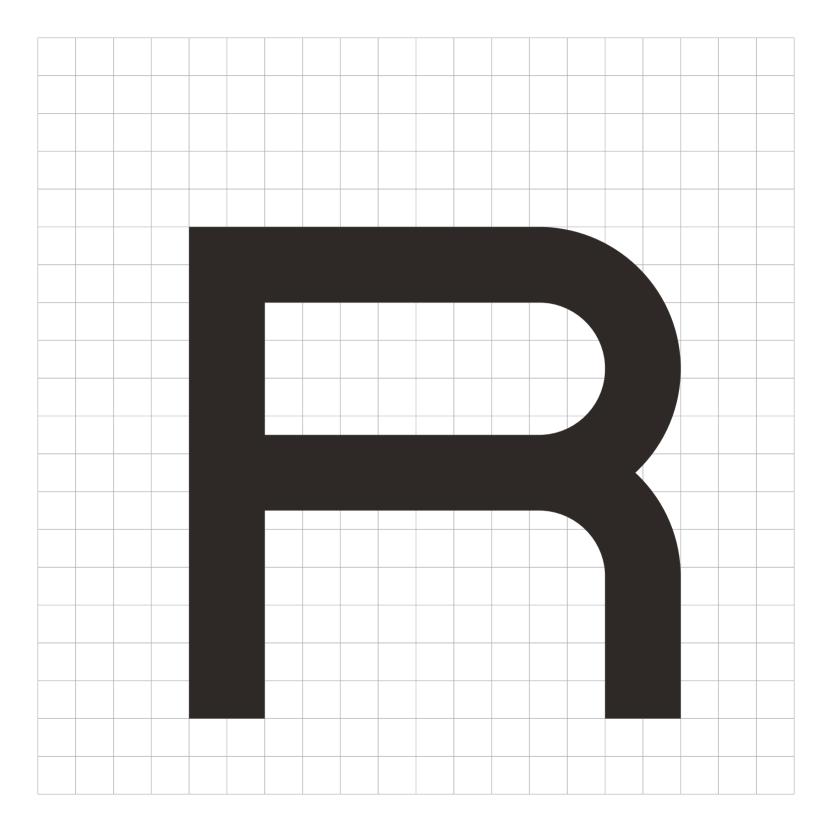


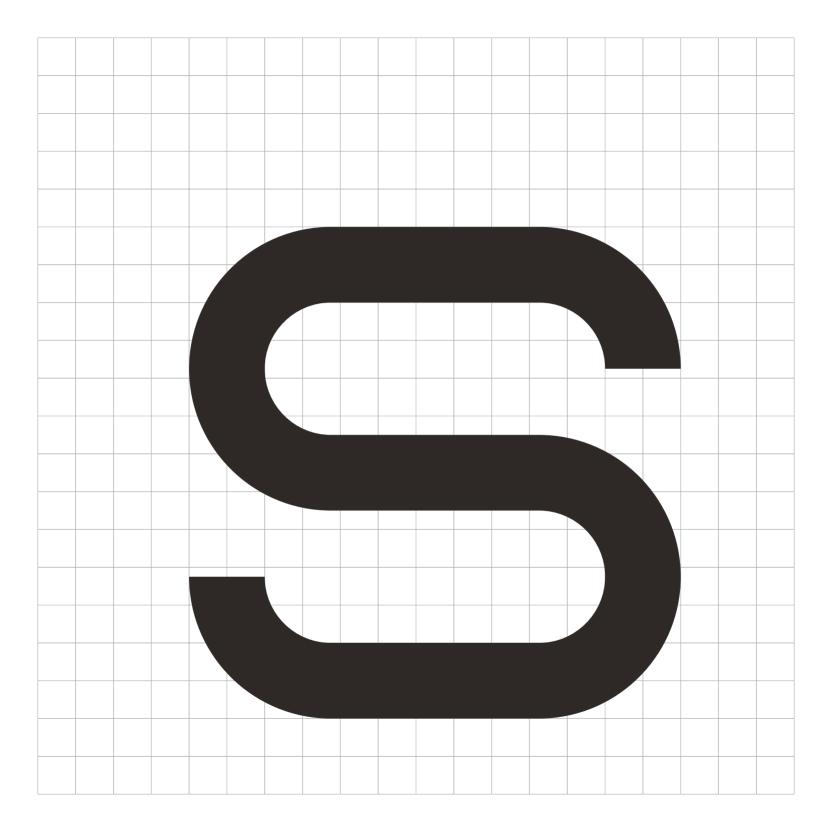


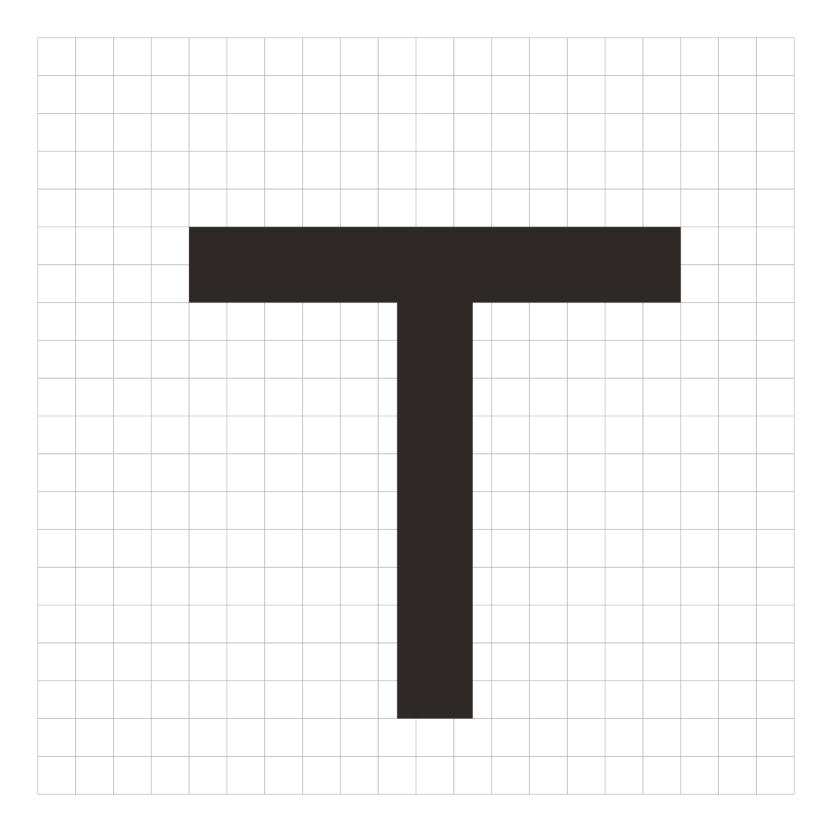


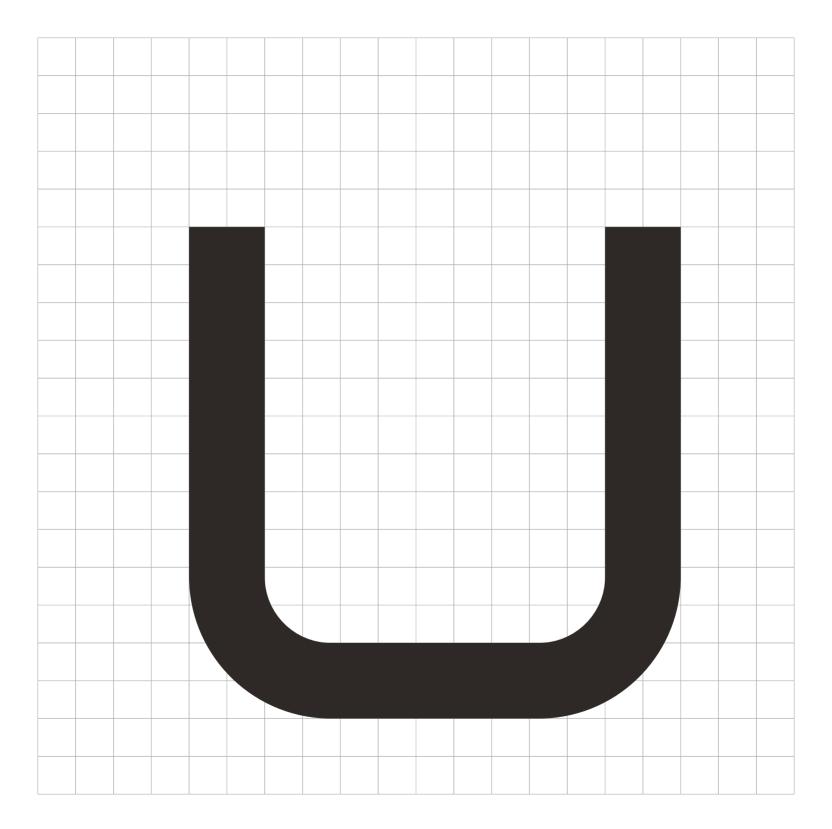


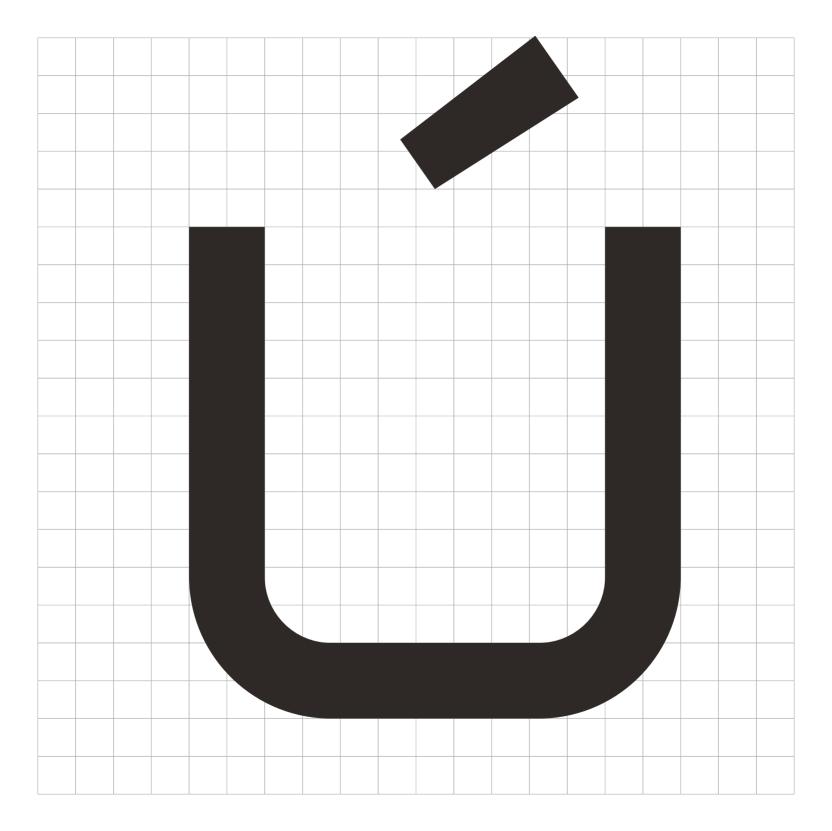


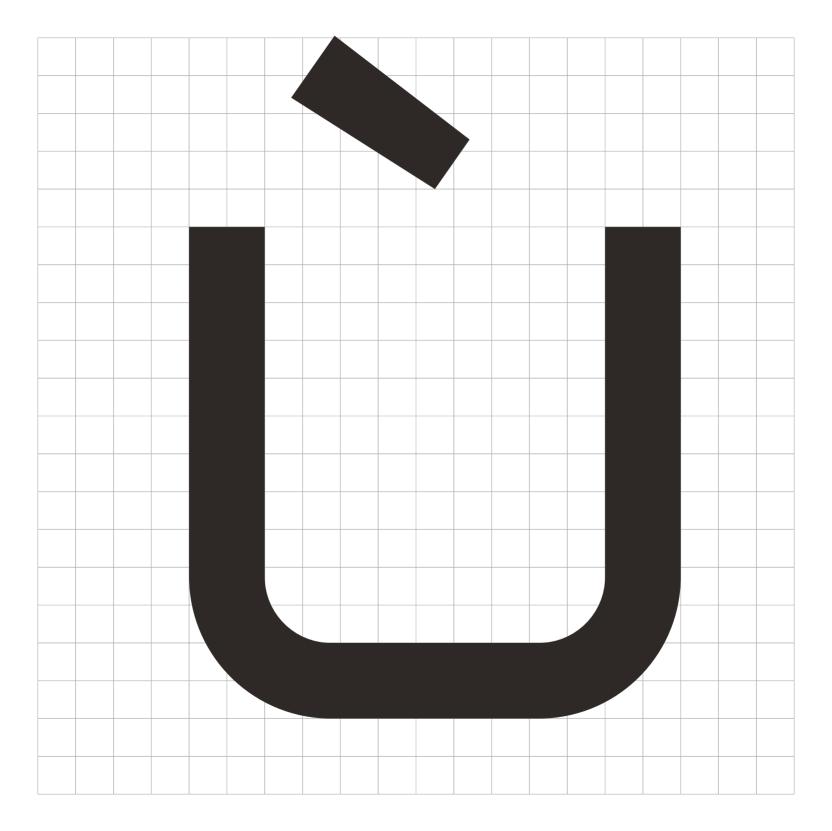


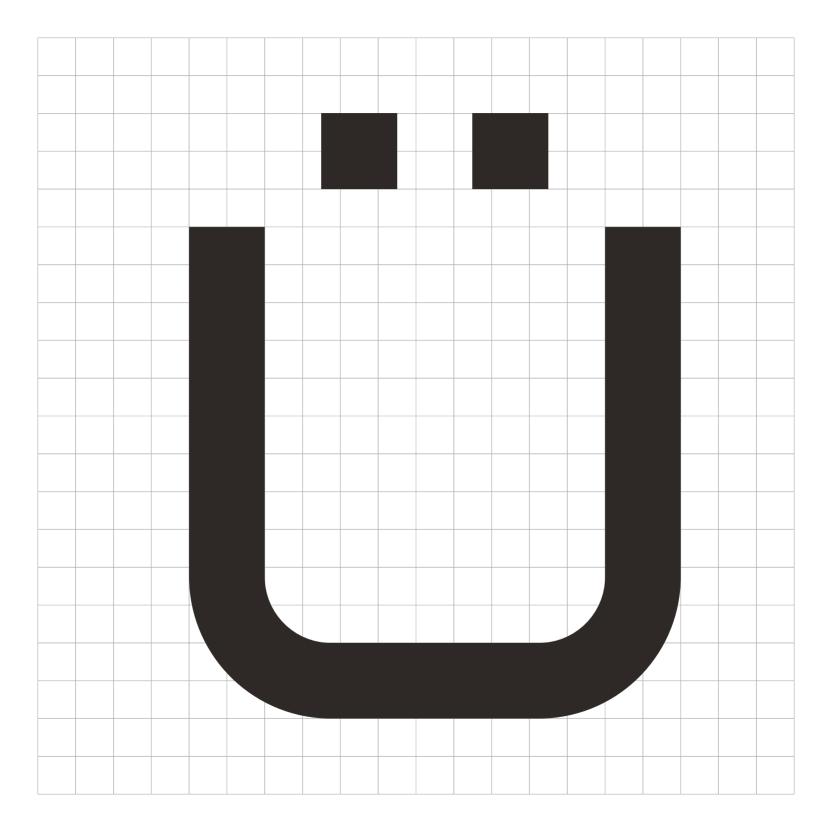


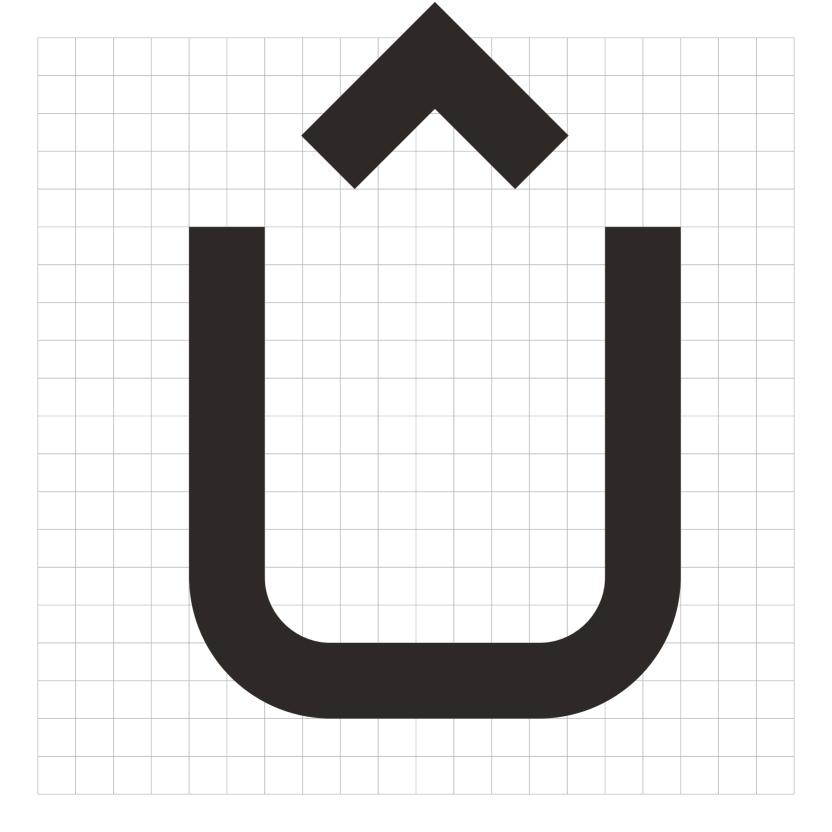


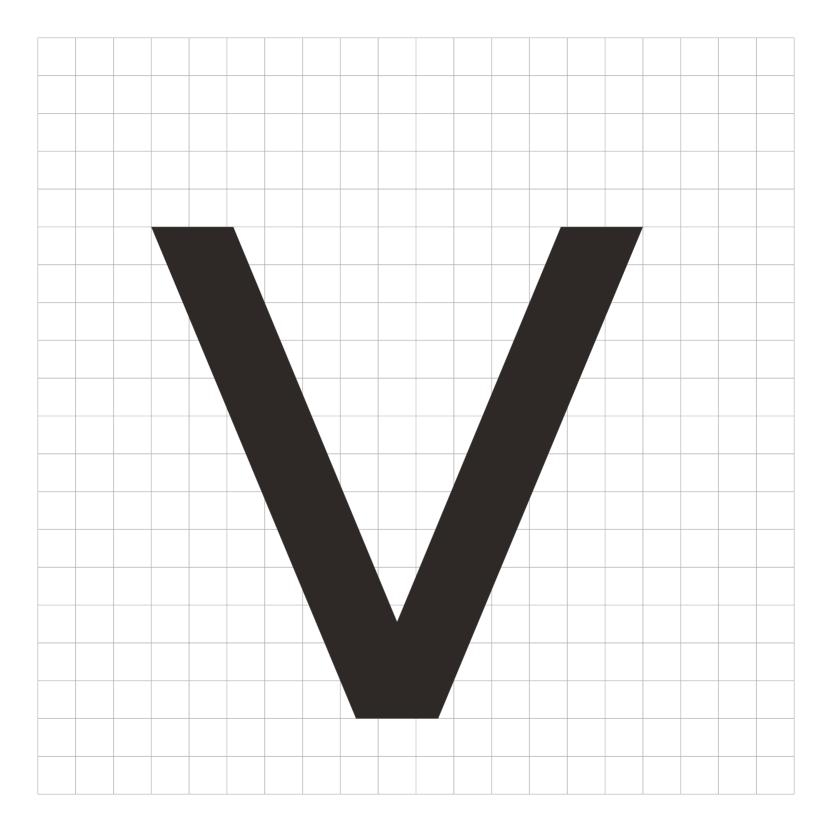


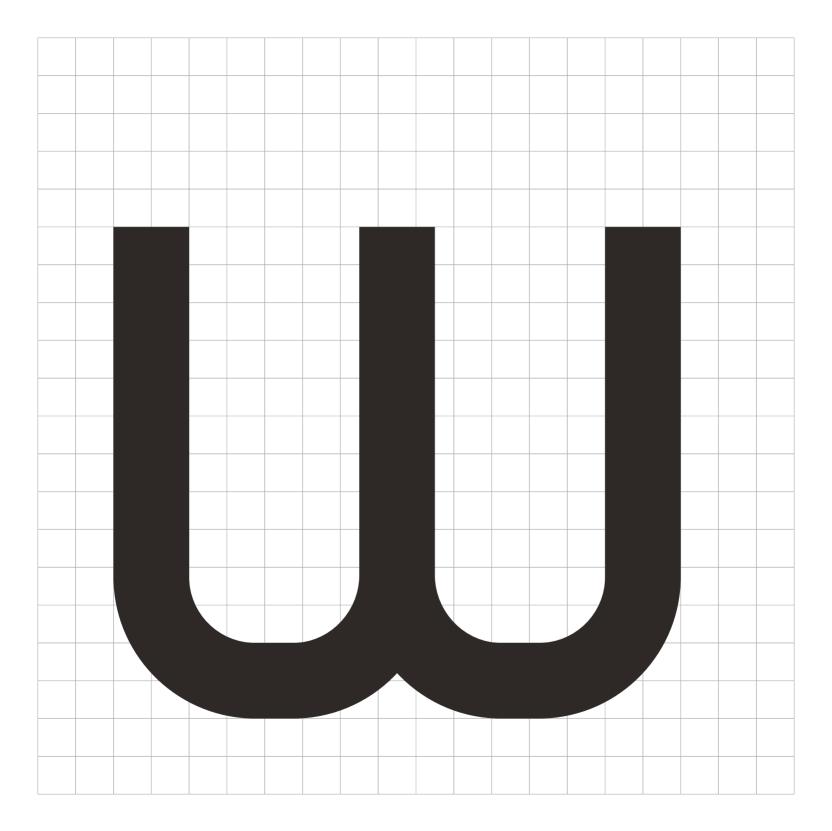


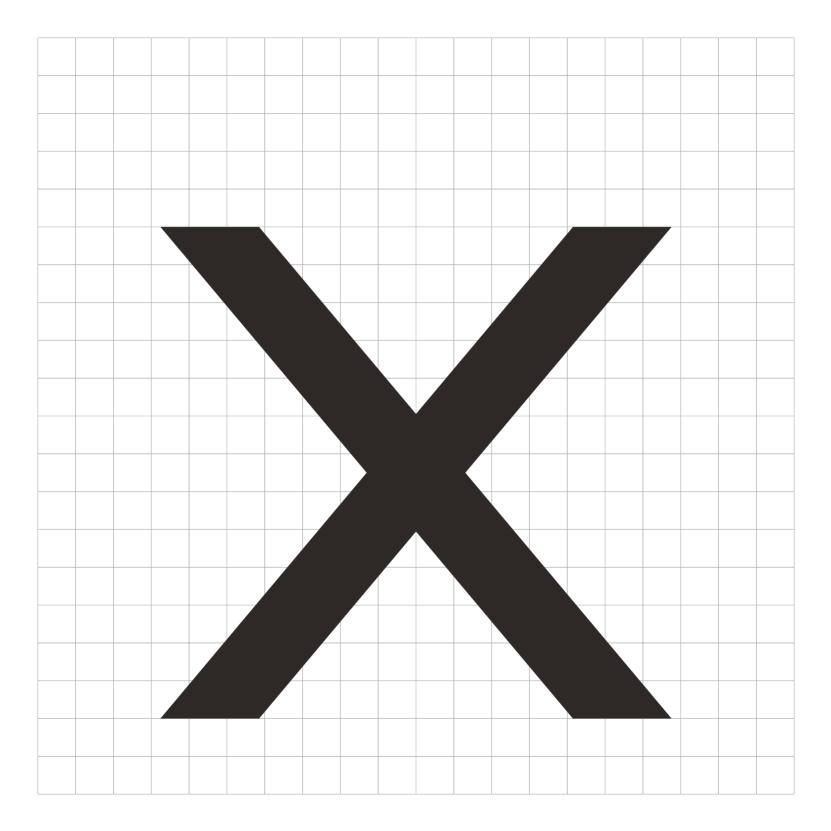


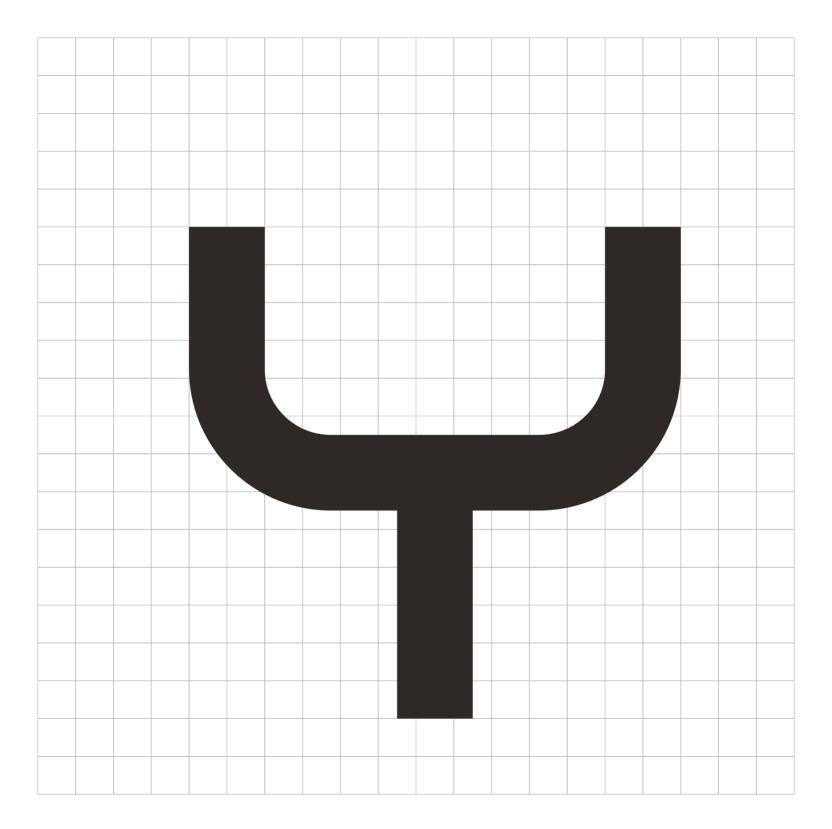


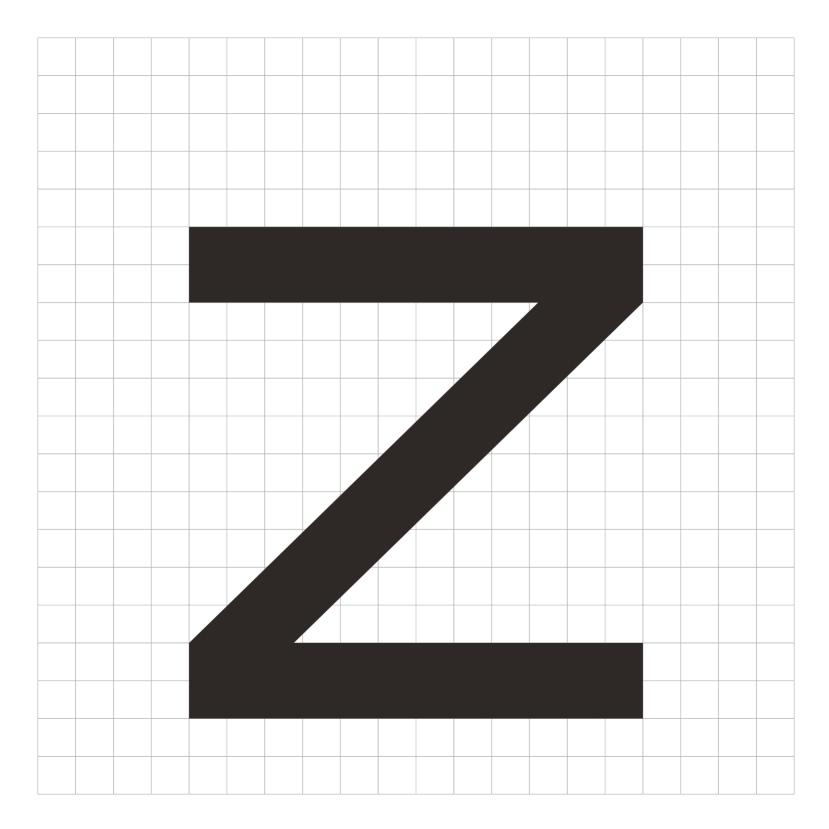


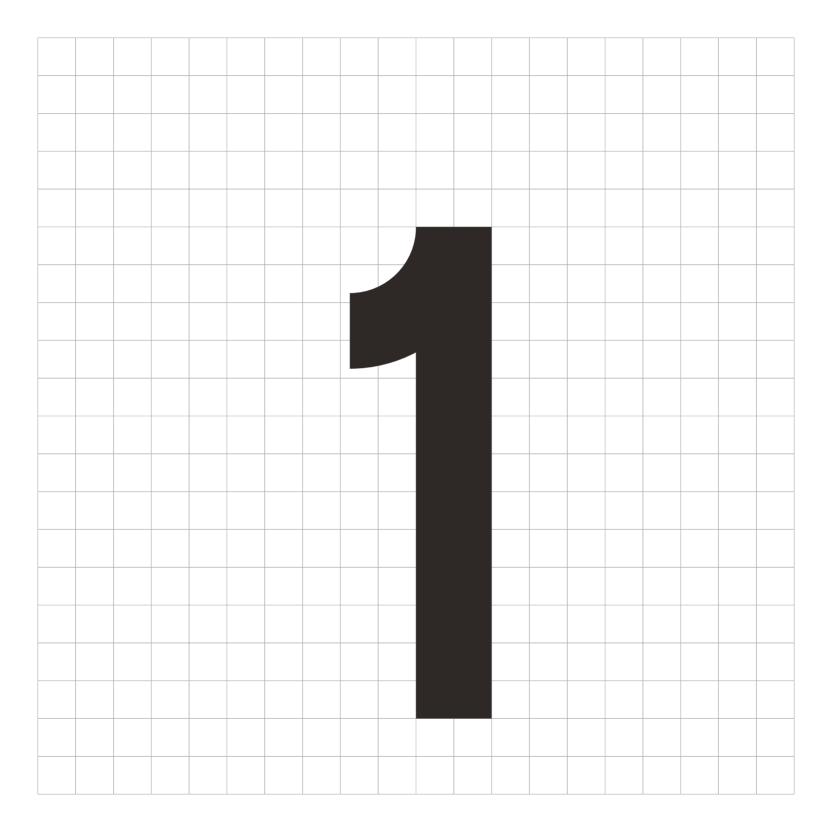


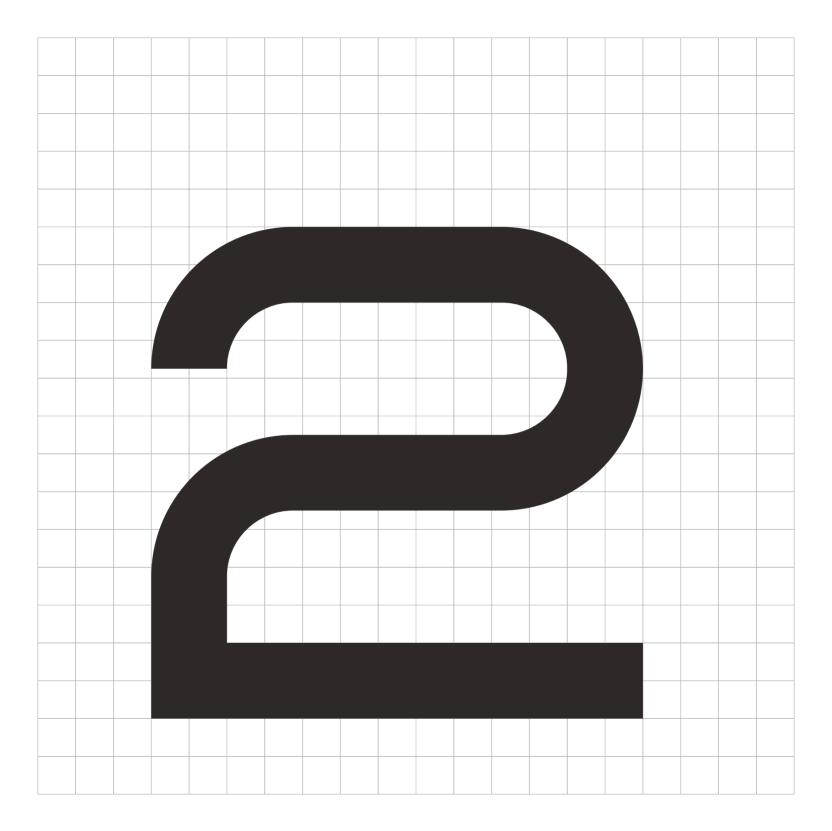


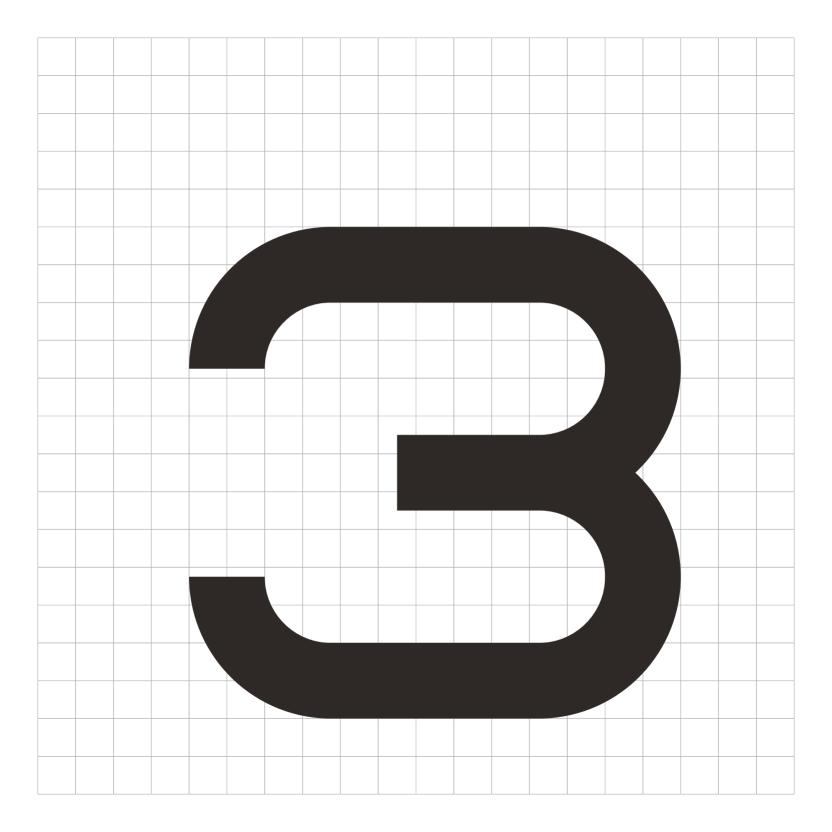


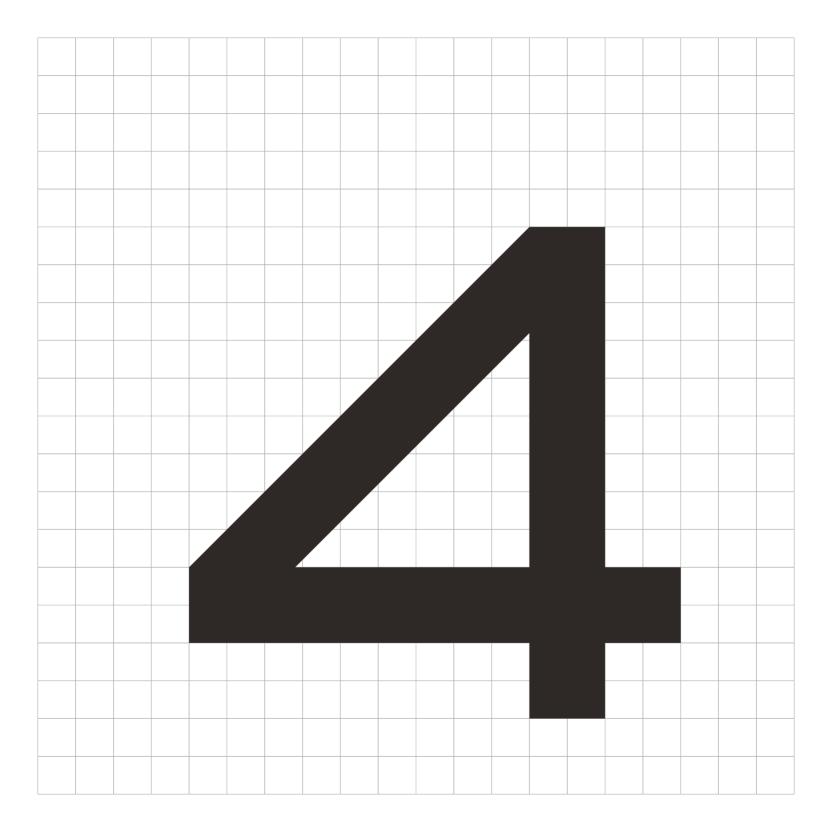


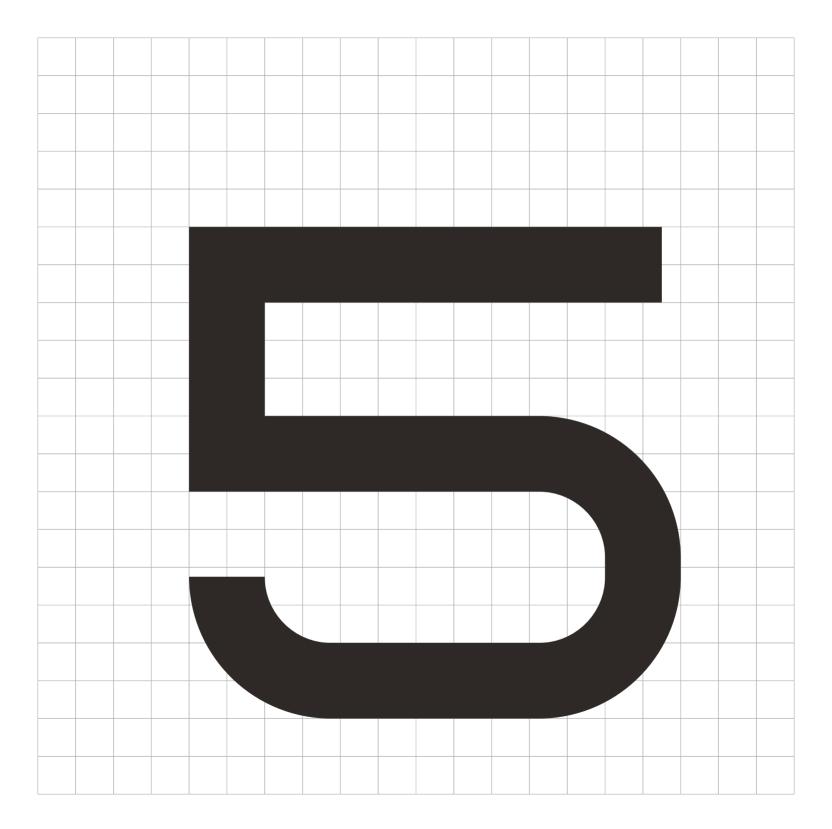


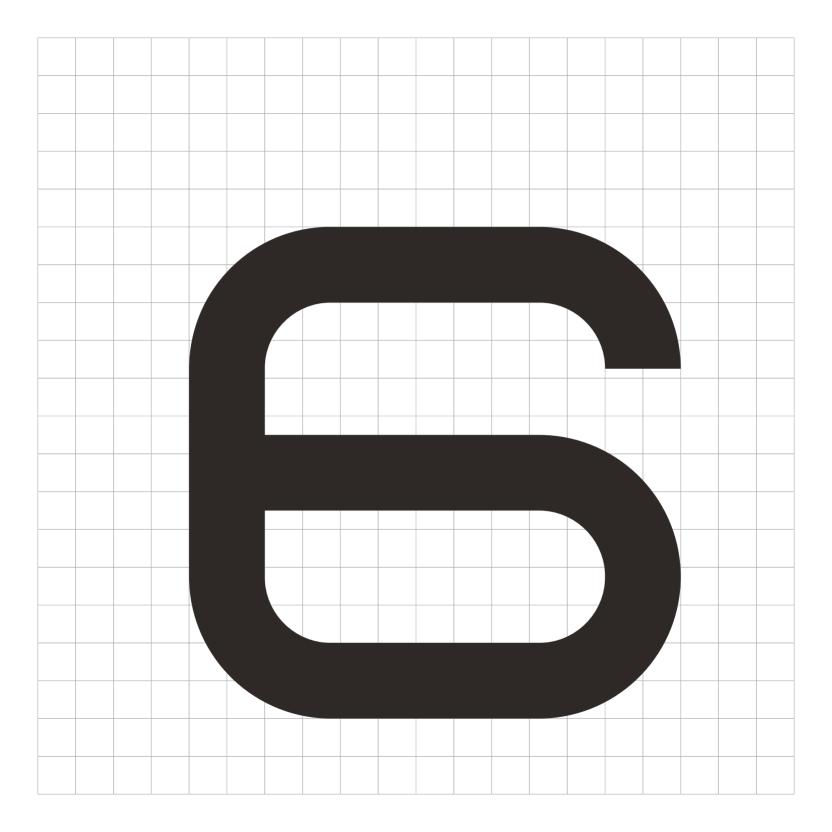


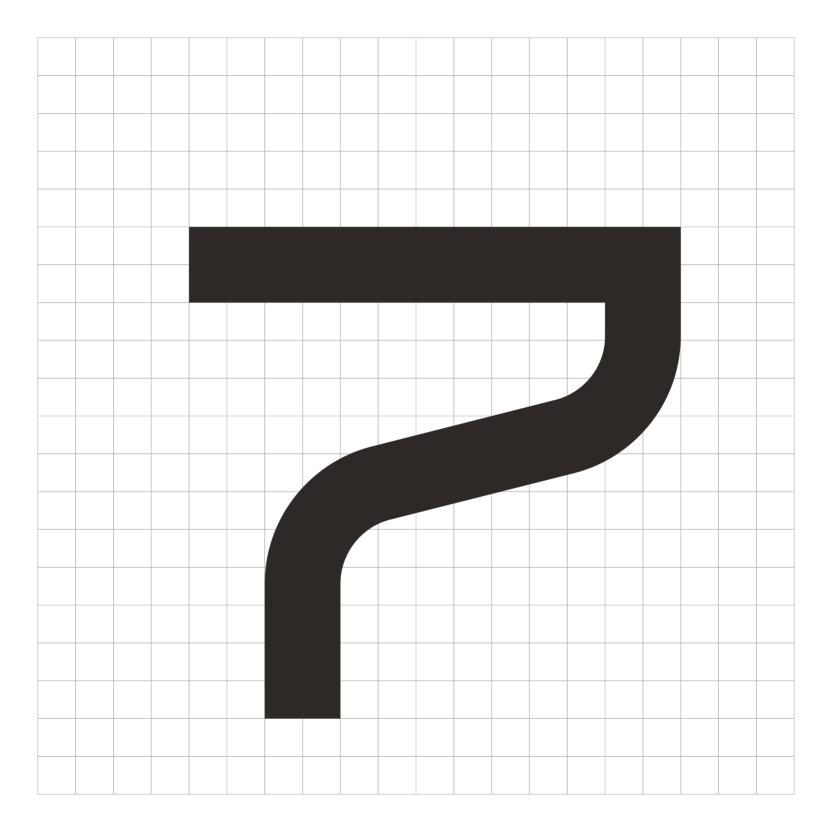


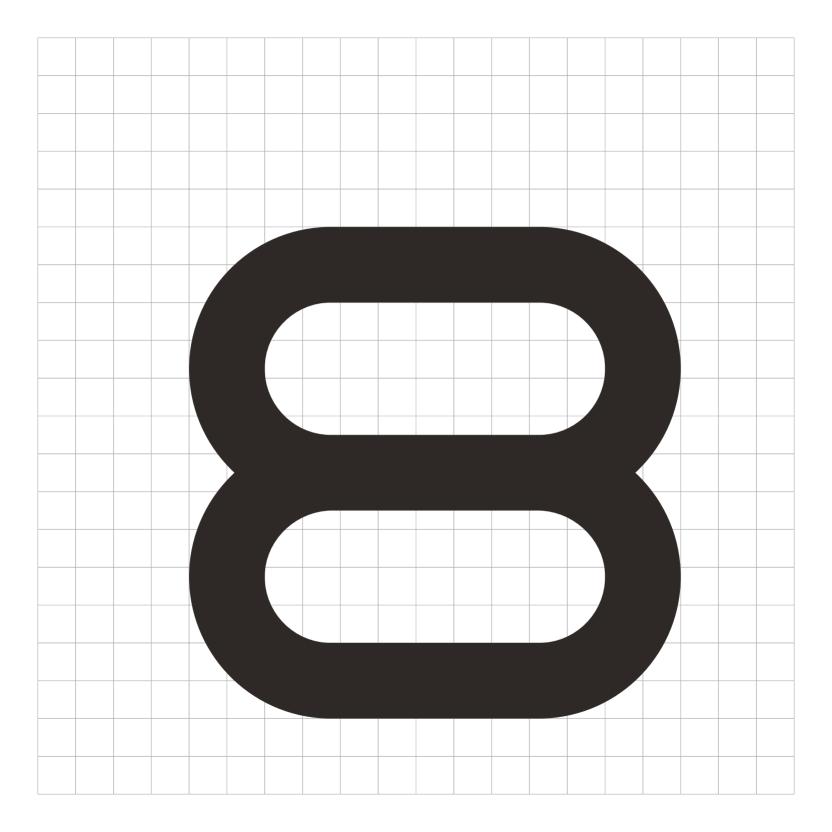


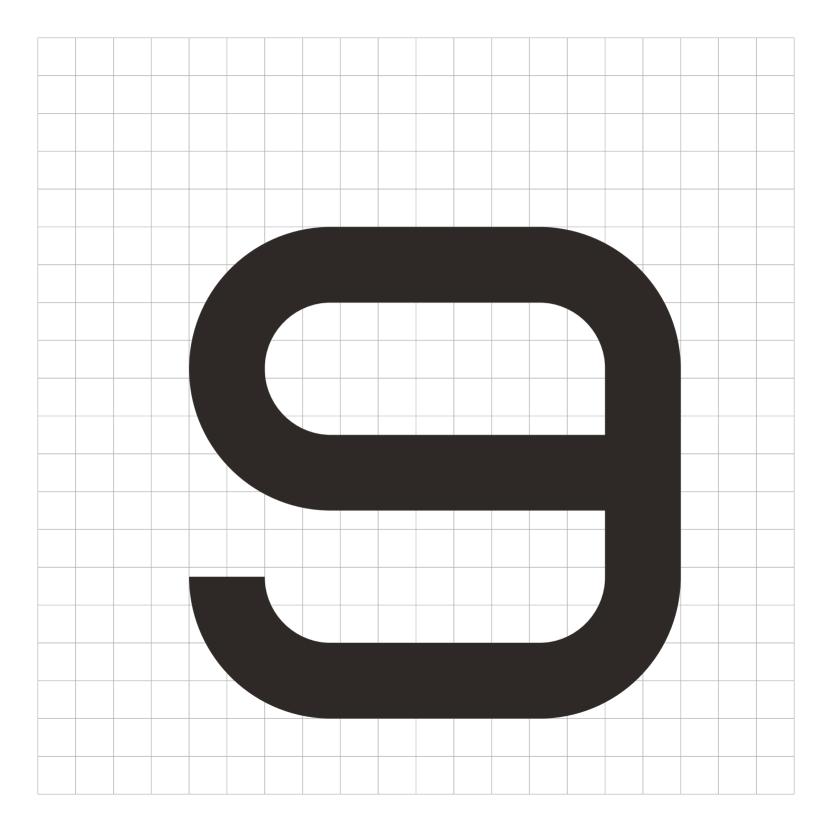


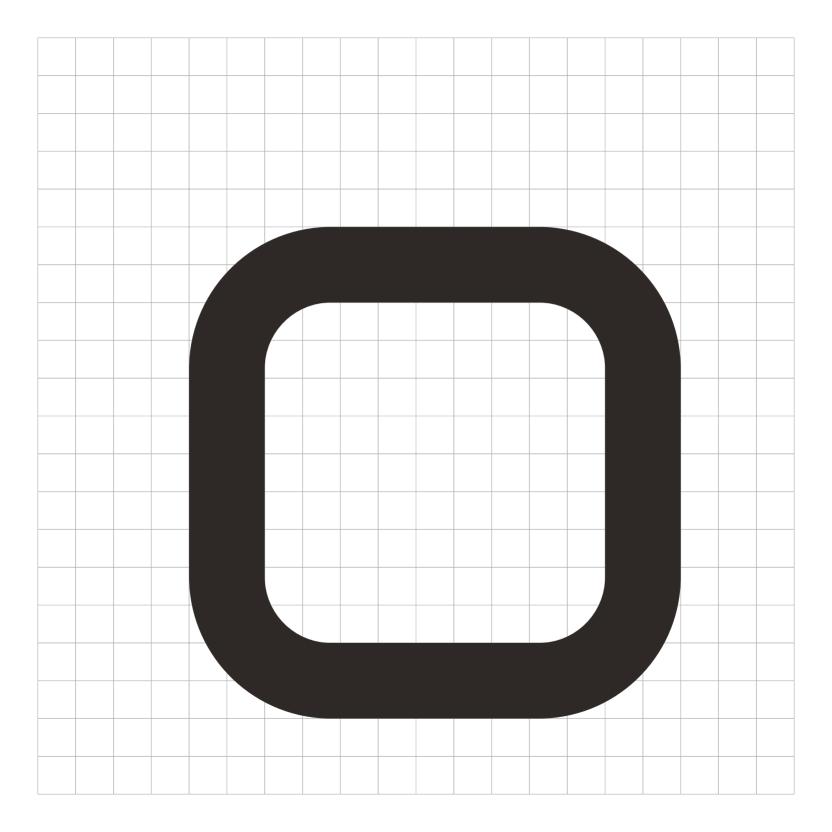


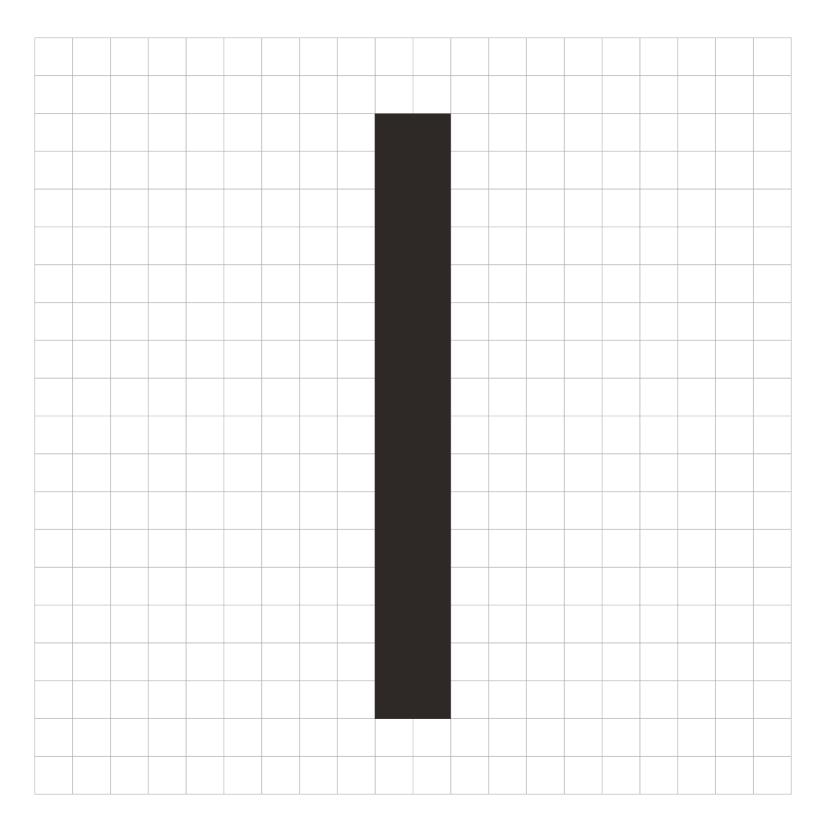


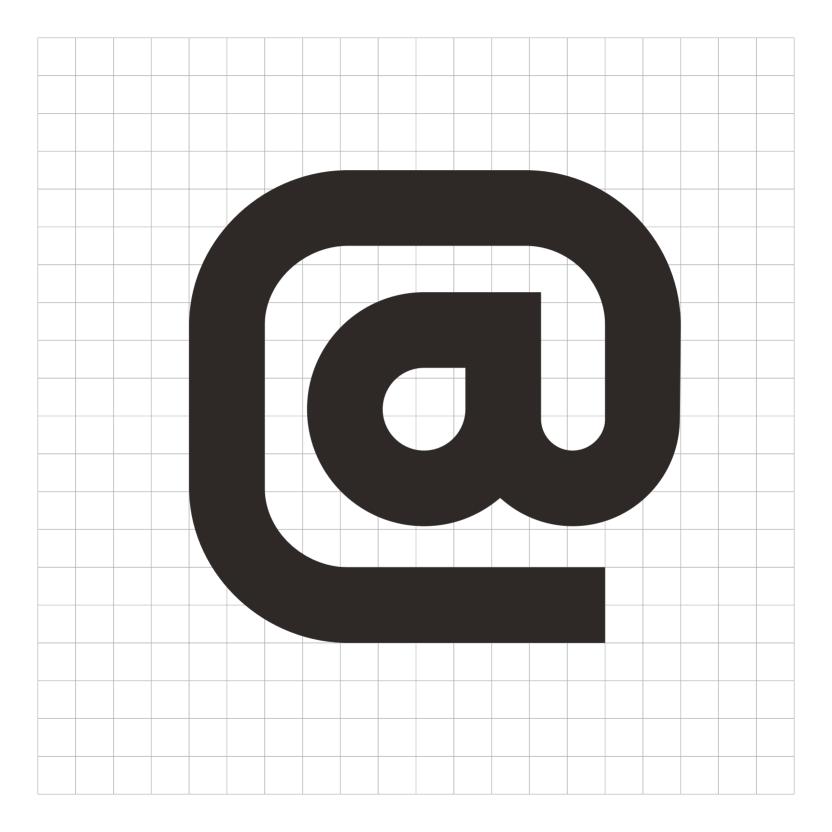


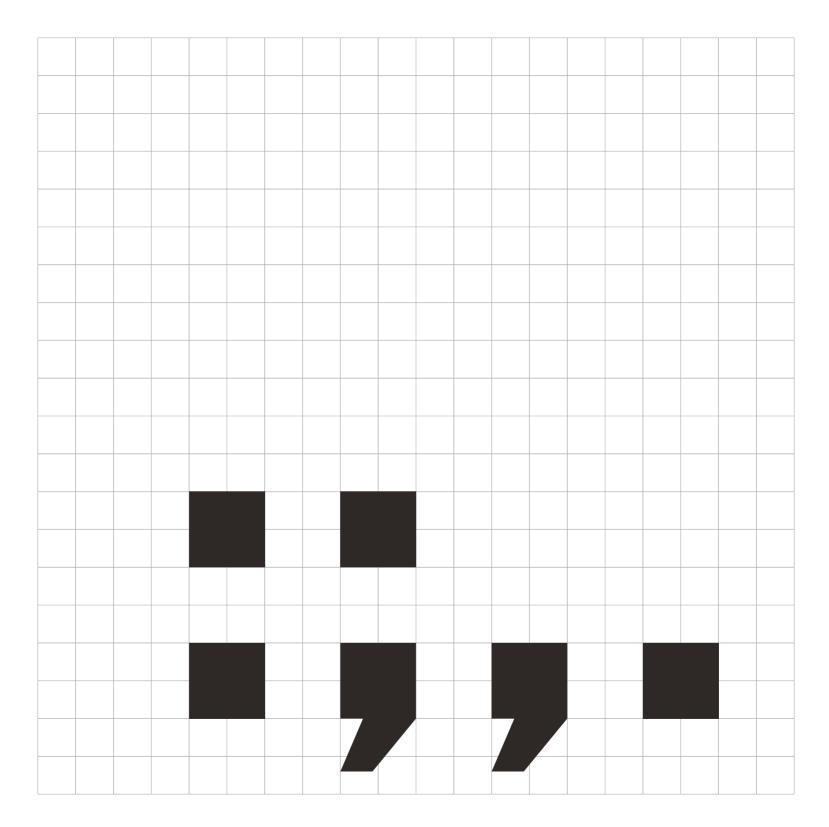


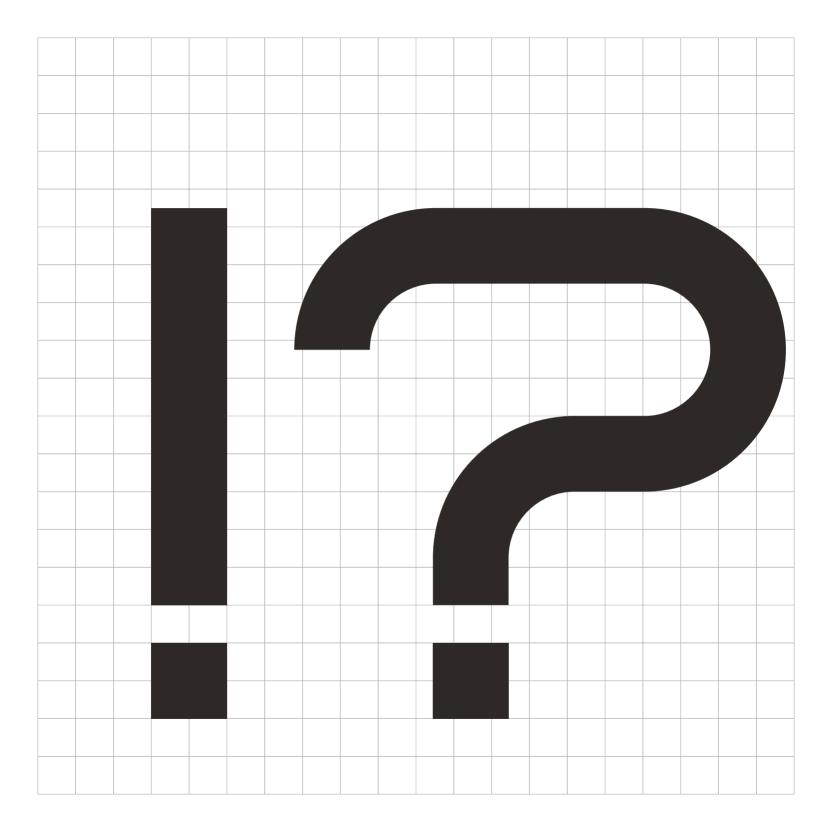


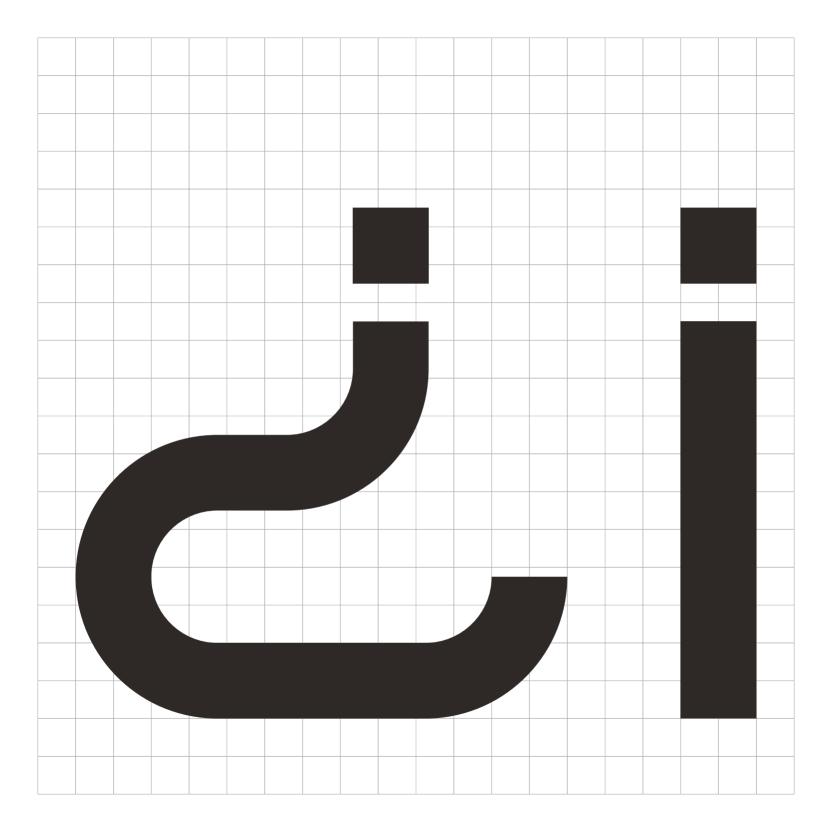


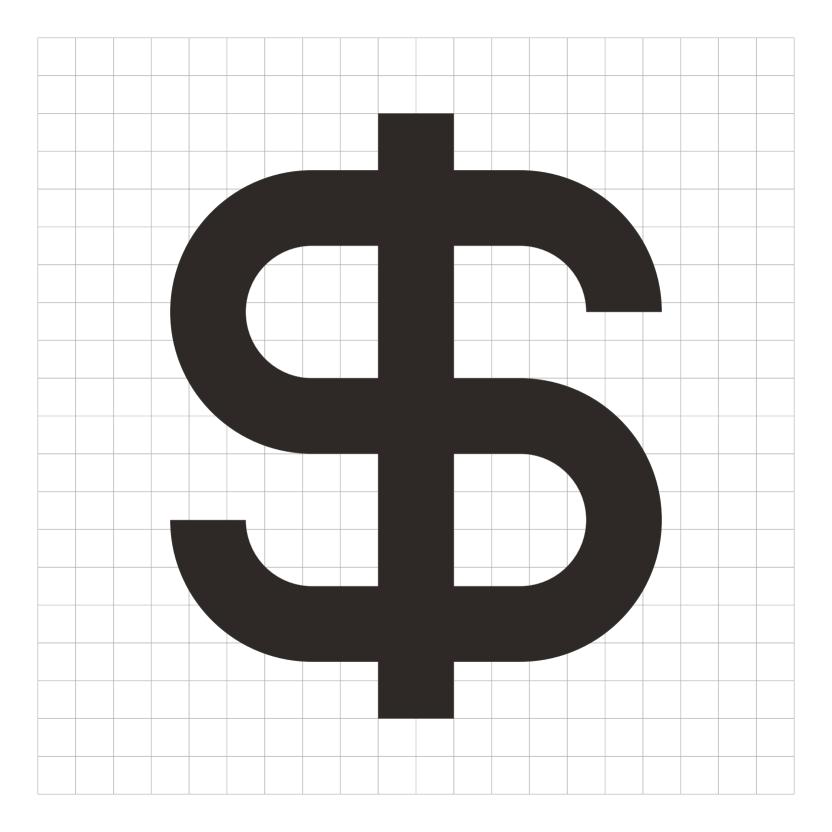


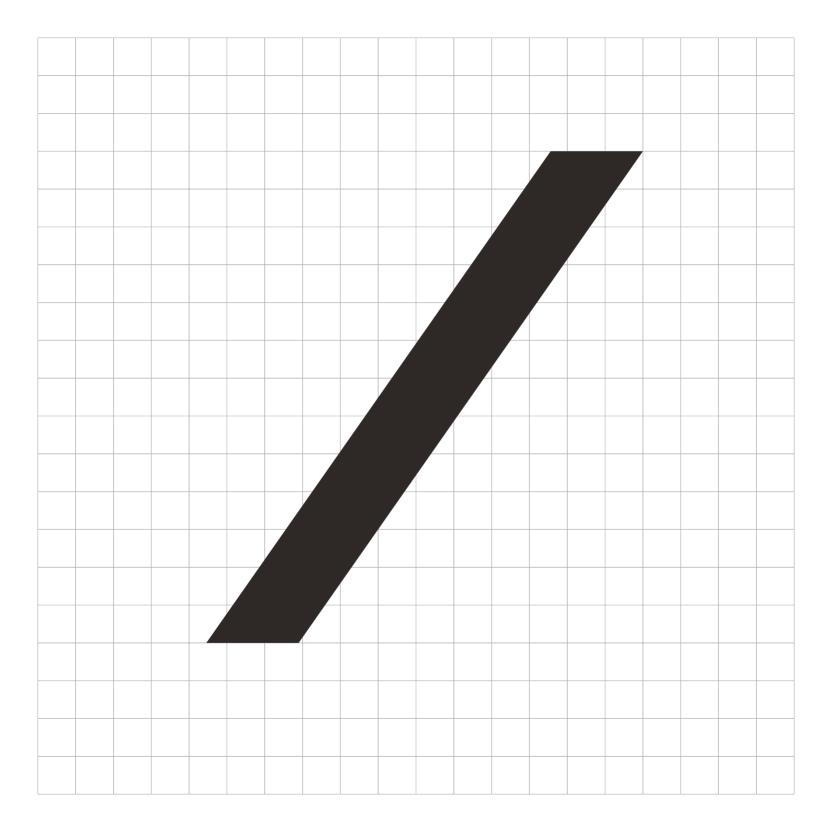


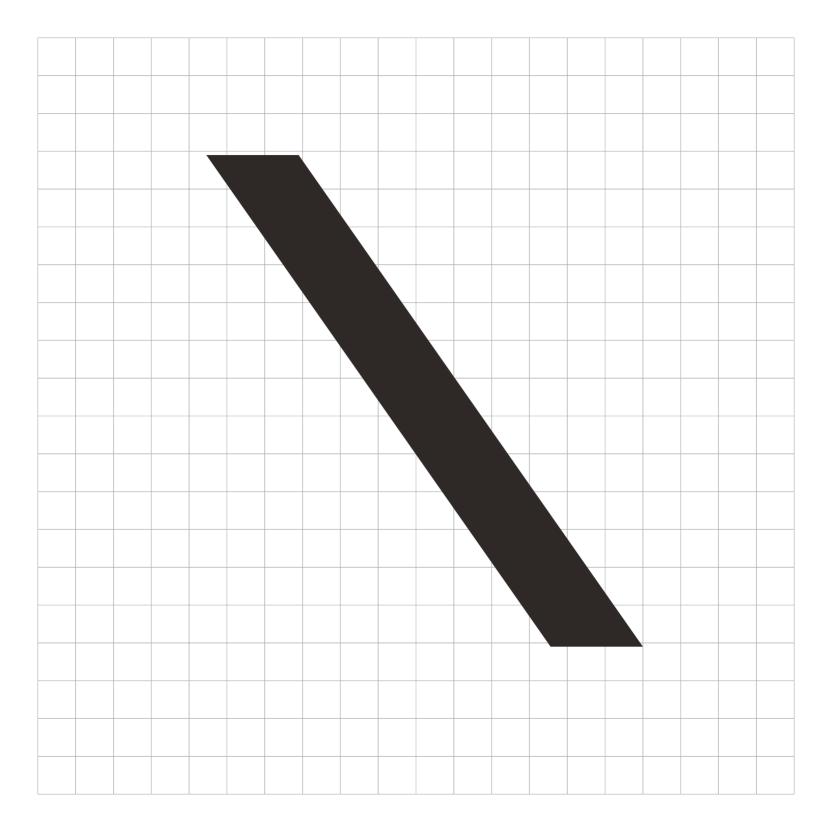


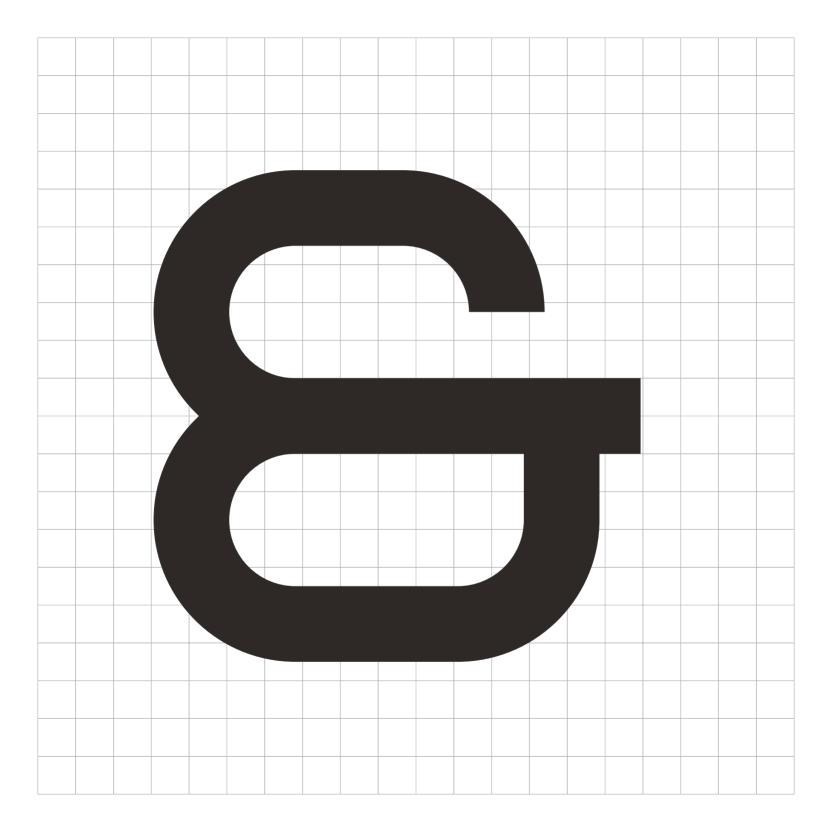


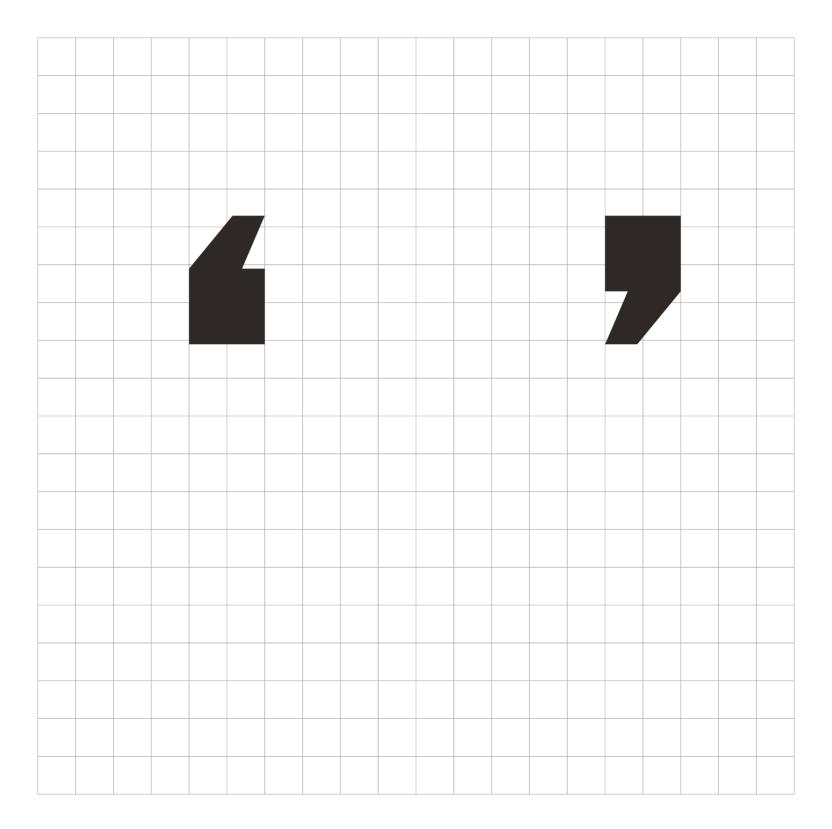


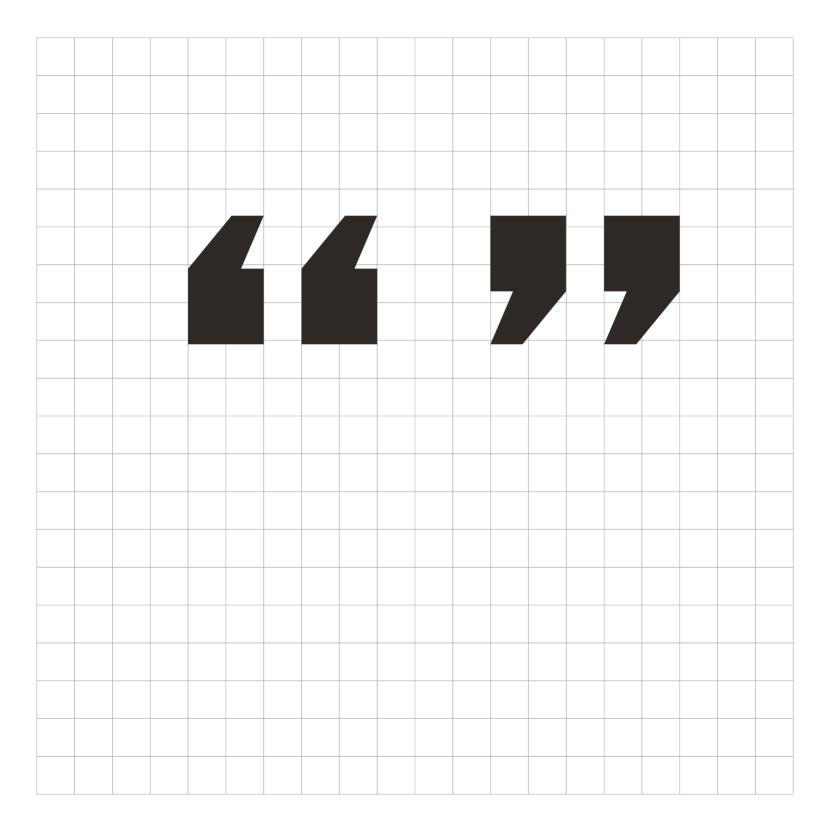


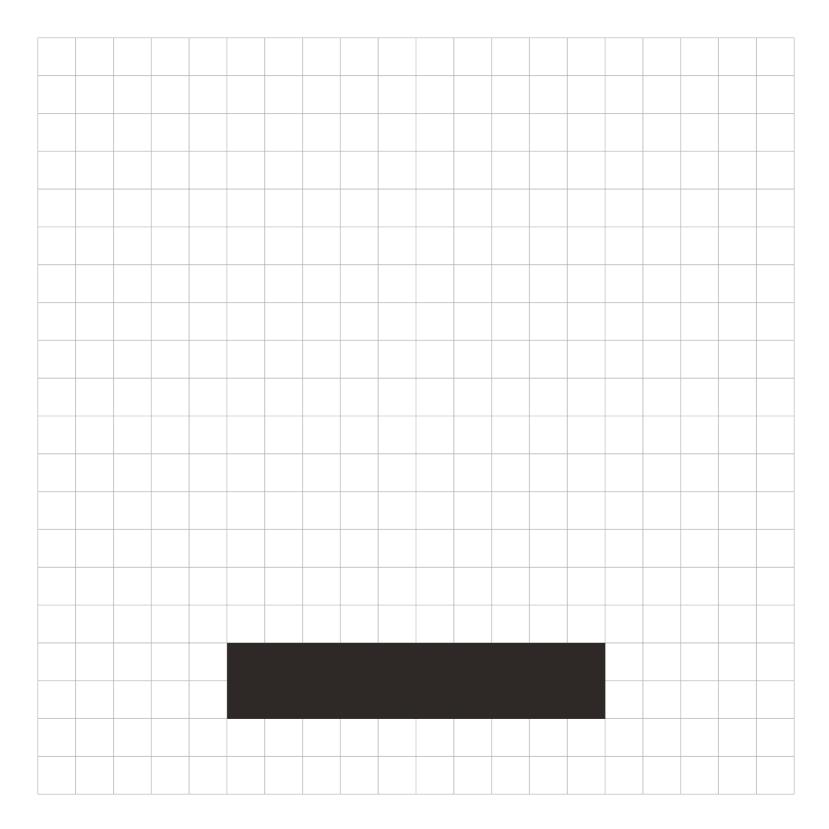


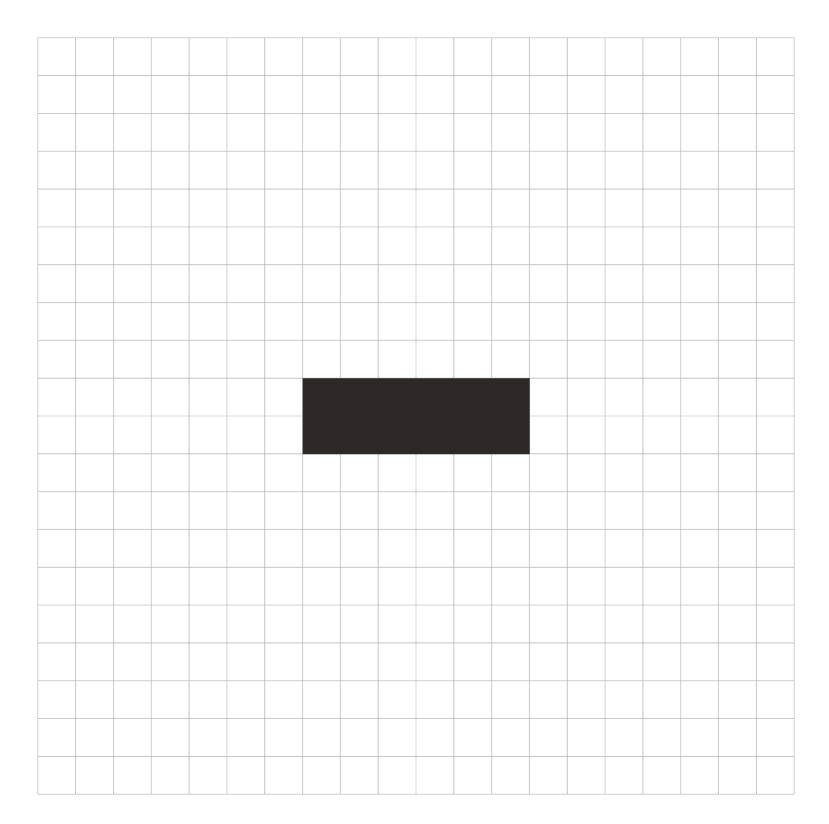


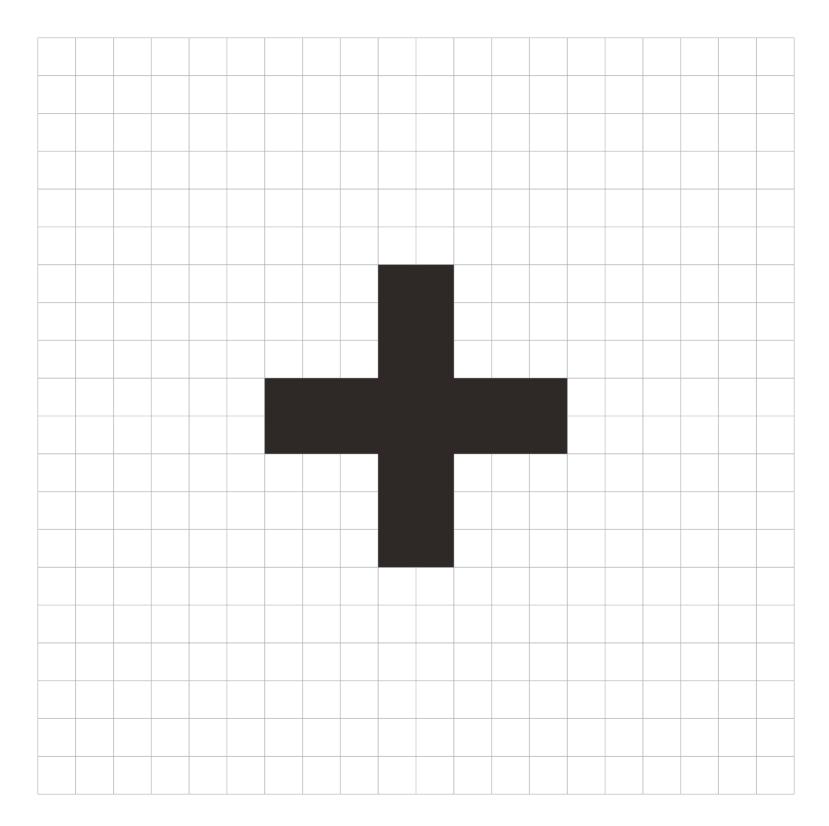


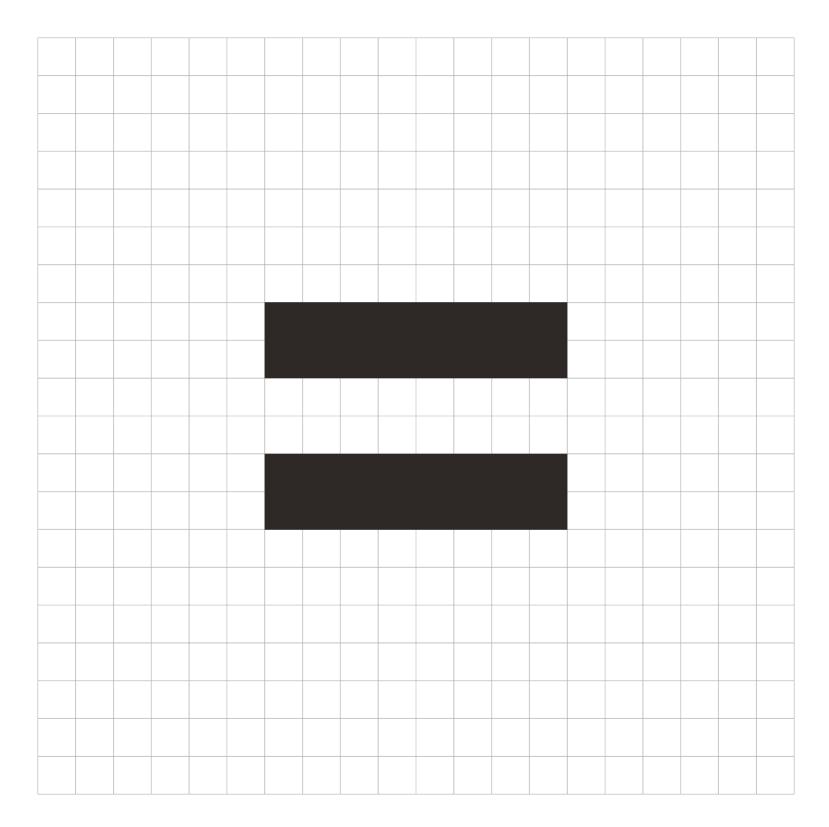


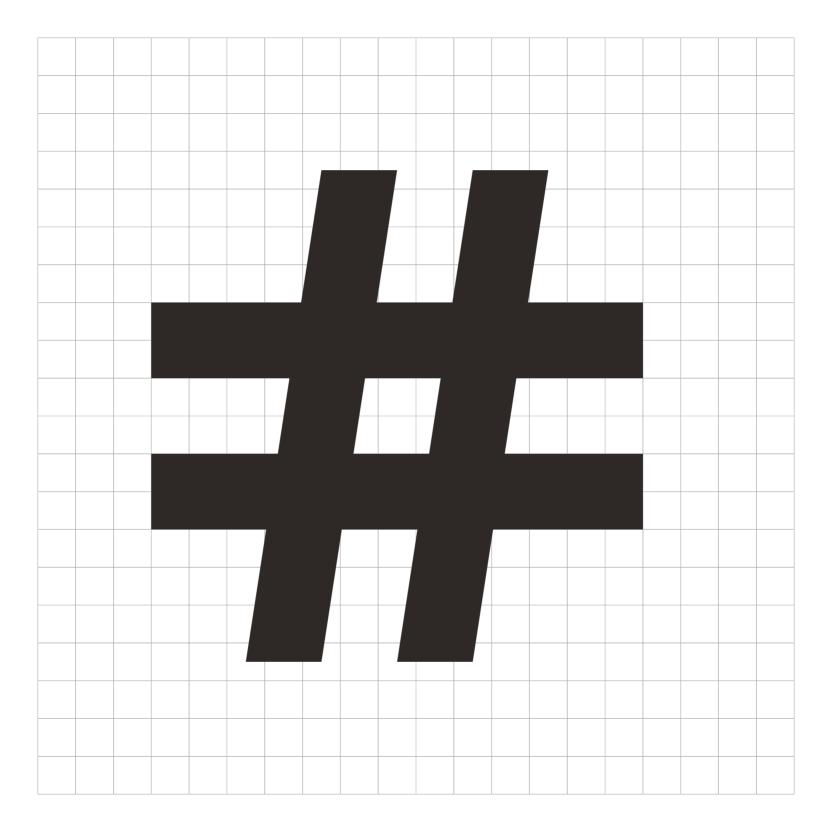


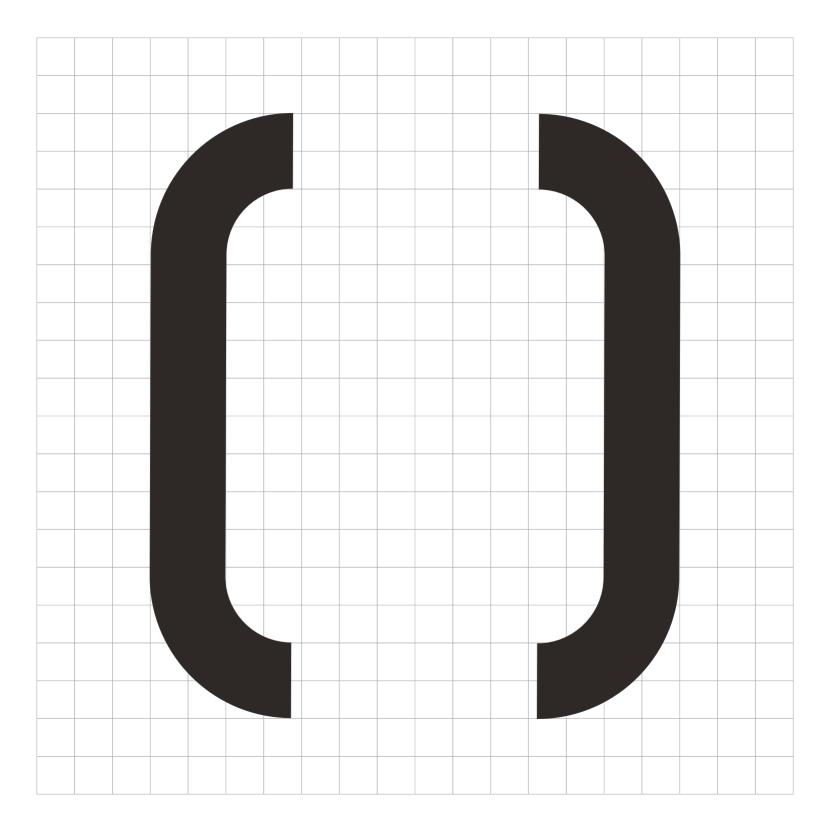


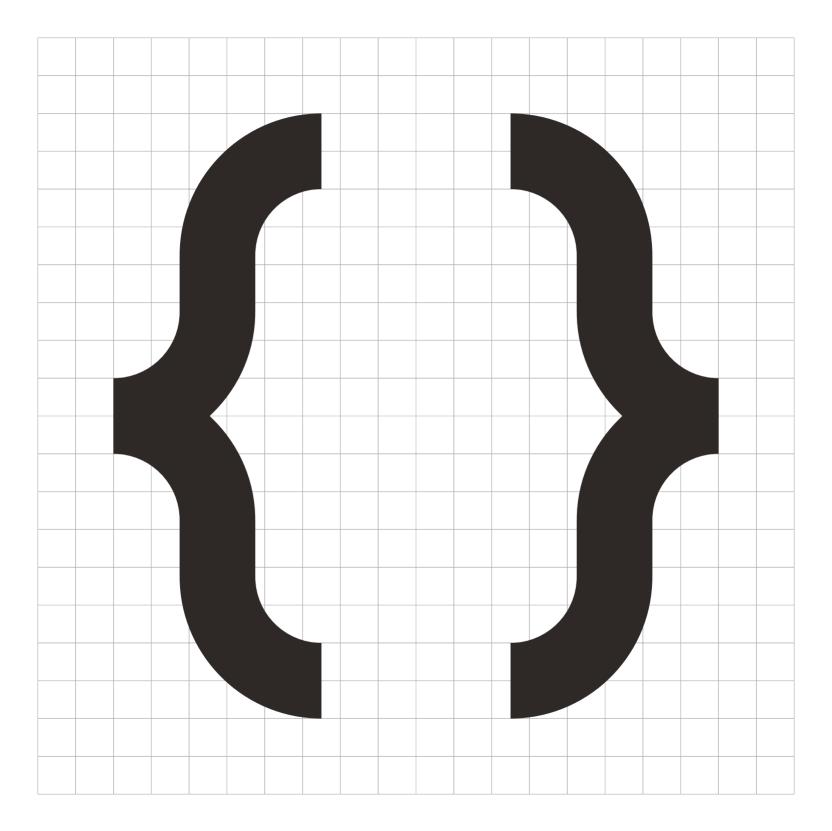


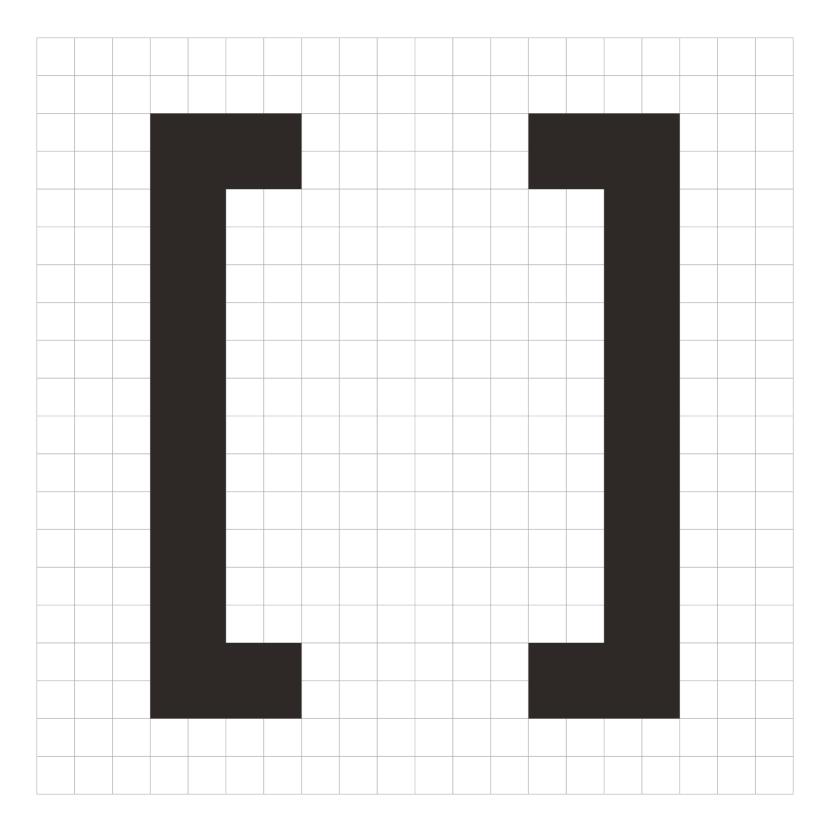


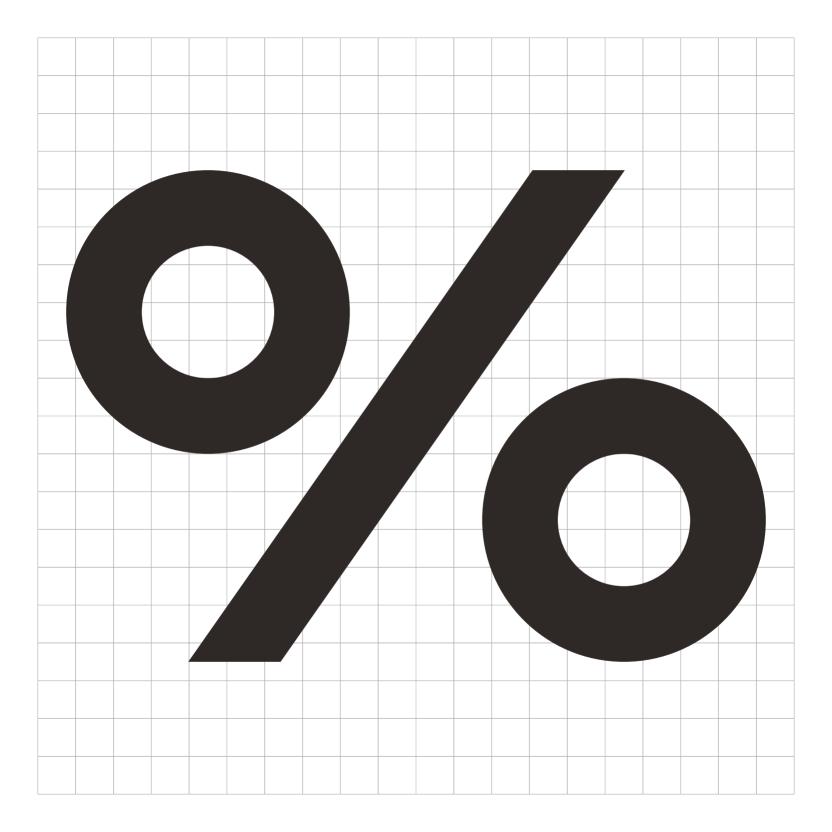


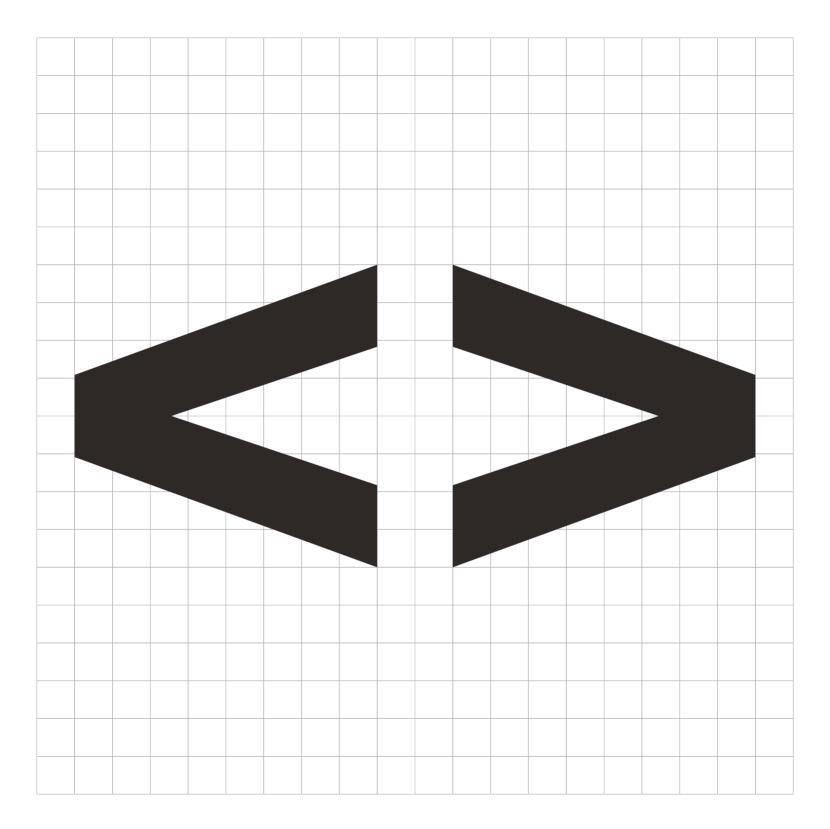


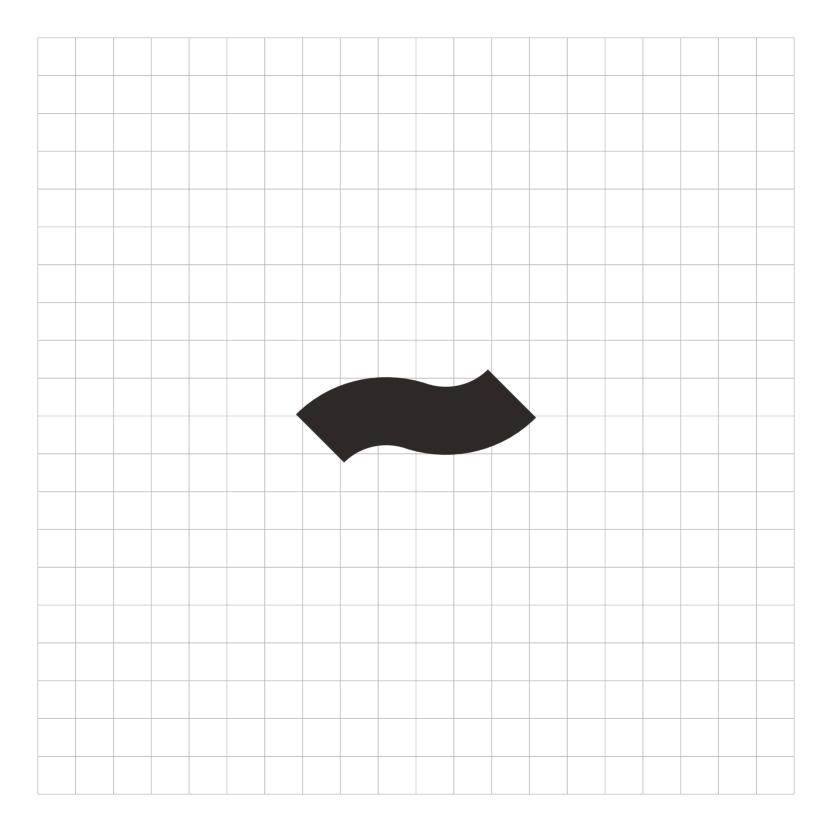


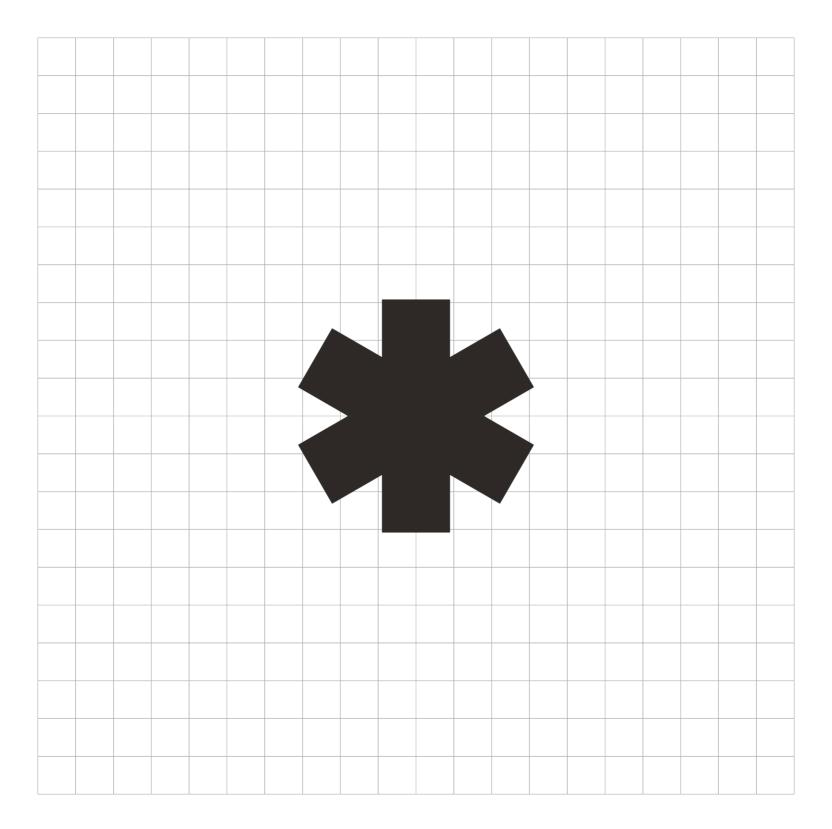








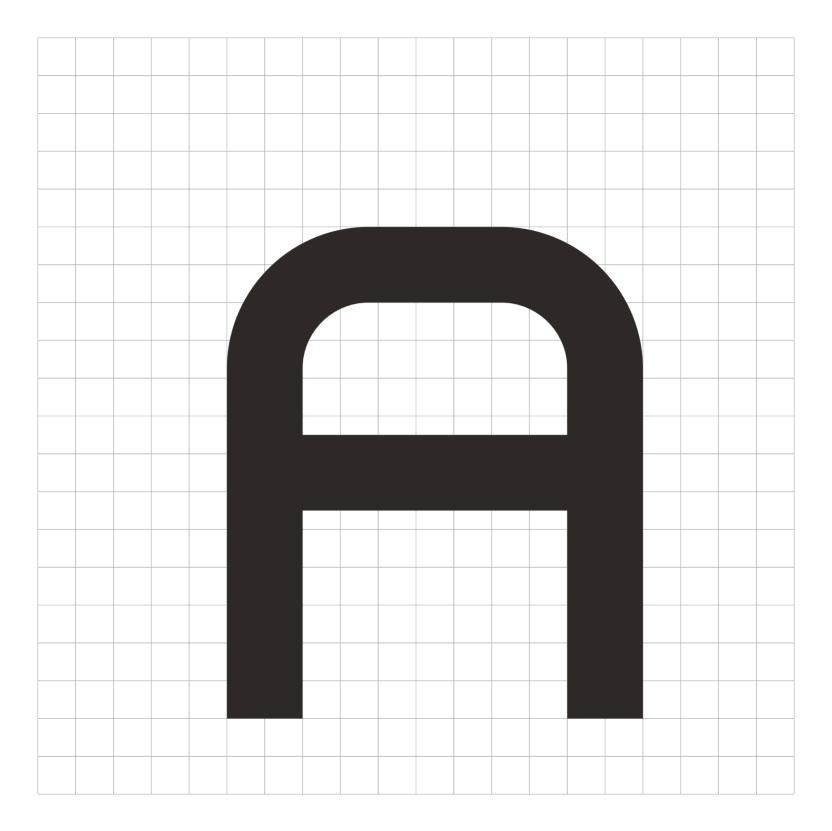


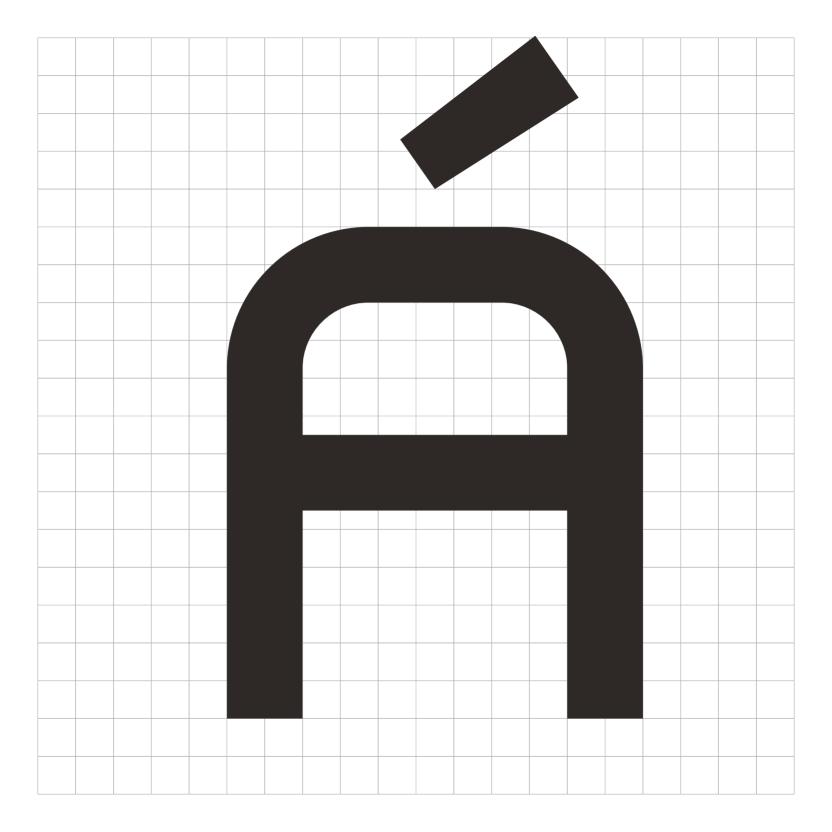


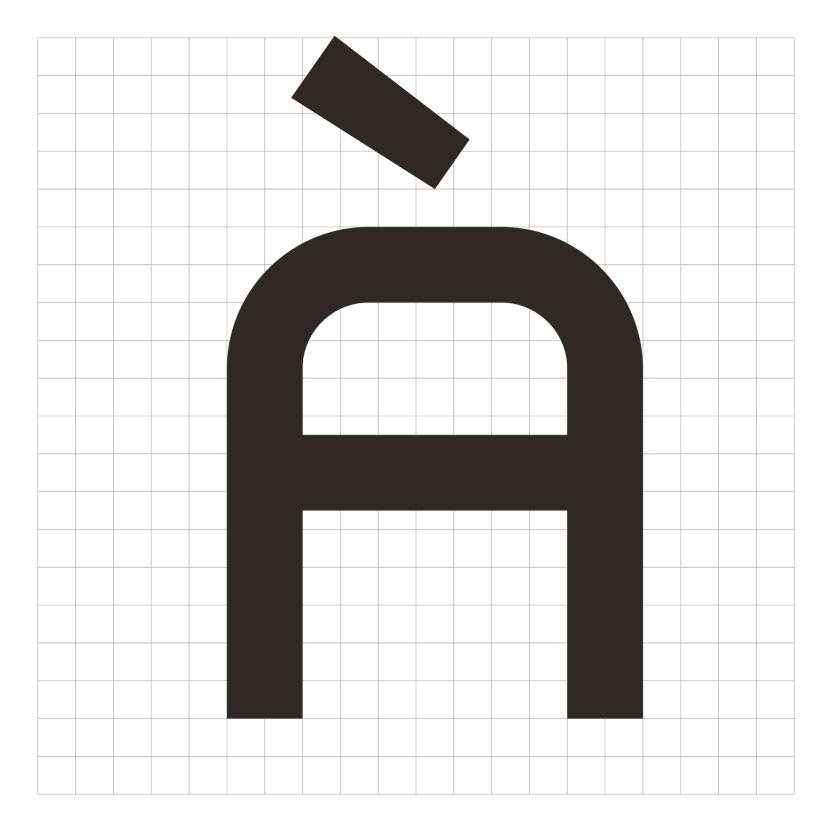
## TIPO MOVILIDAD INTEGRADA

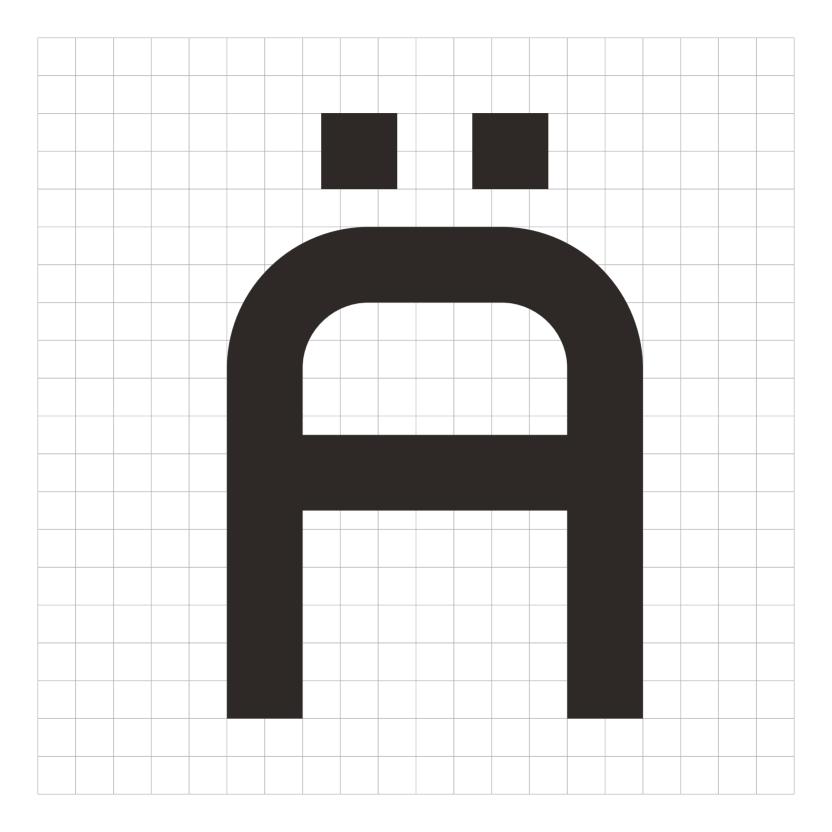
La tipografía conocida como MOVILIDAD INTEGRADA CDMX fue desarrollada a partir de la tipografía original del STC Metro de la Ciudad de México. Es una versión más angosta, creada con la finalidad de aligerar y condensar las aplicaciones tipográficas del sistema. Esta será la tipografía oficial para todas las aplicaciones del sistema de Movilidad Integrada. Para textos adicionales, se podría utilizar la tipografía Souce Sans Pro en sus tres modalidades básica: Regular,

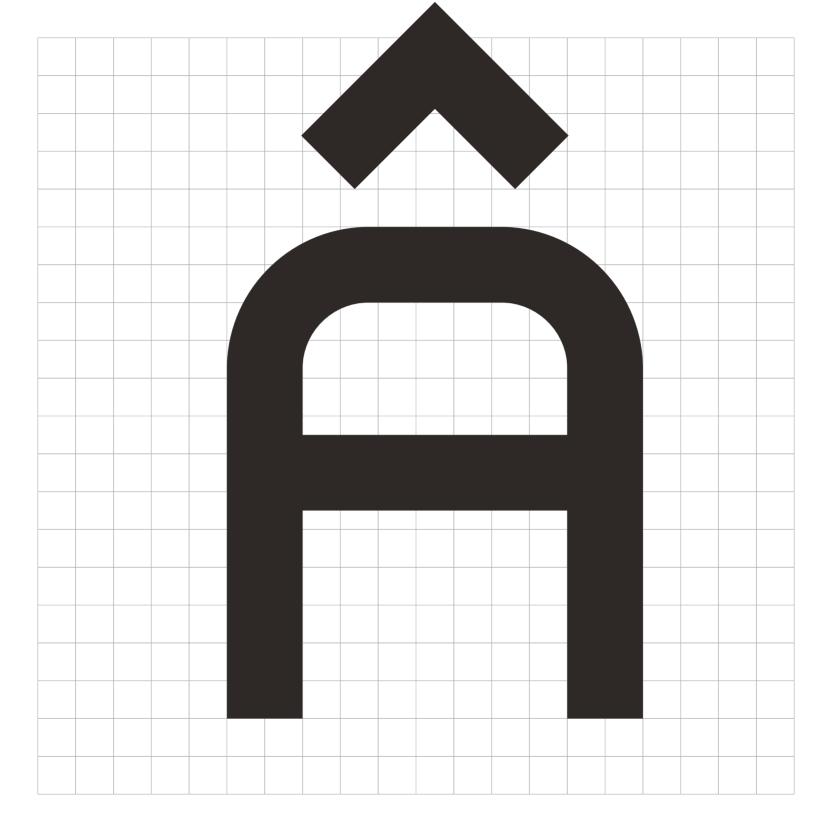
Bold e Itálica. En ningún caso se deberán utilizar fuentes descargables de Internet que se presenten como parte del proyecto tipográfico del STC Metro de la Ciudad de México. En la medida de lo posible, todas aquellas aplicaciones creadas anteriormente con dichas tipografías deberán remplazarse con las tipografías oficiales establecidas en este manual.

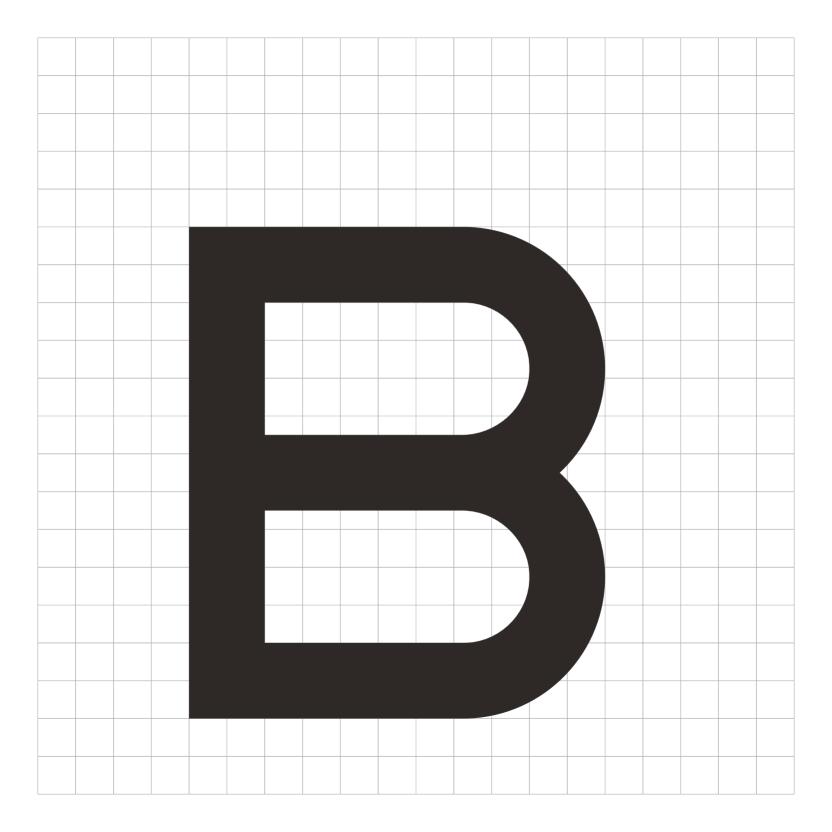


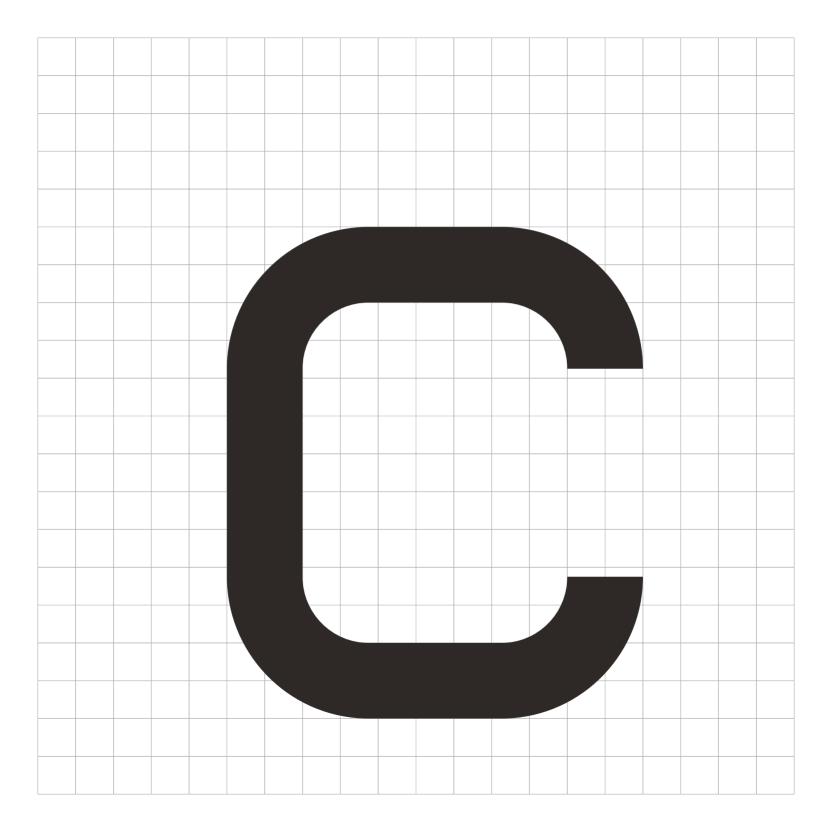


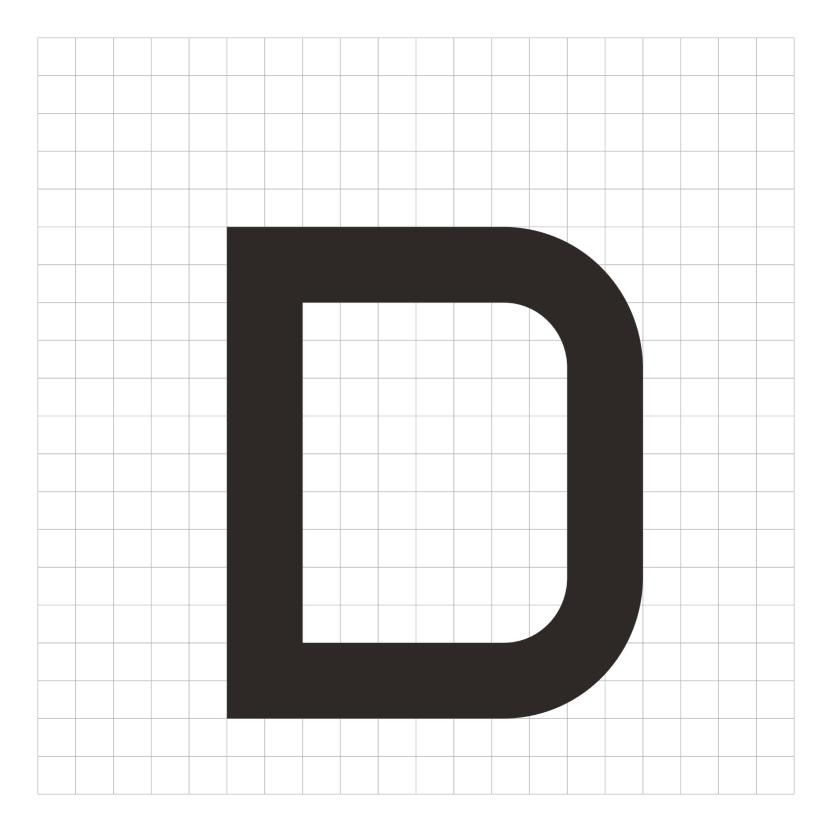


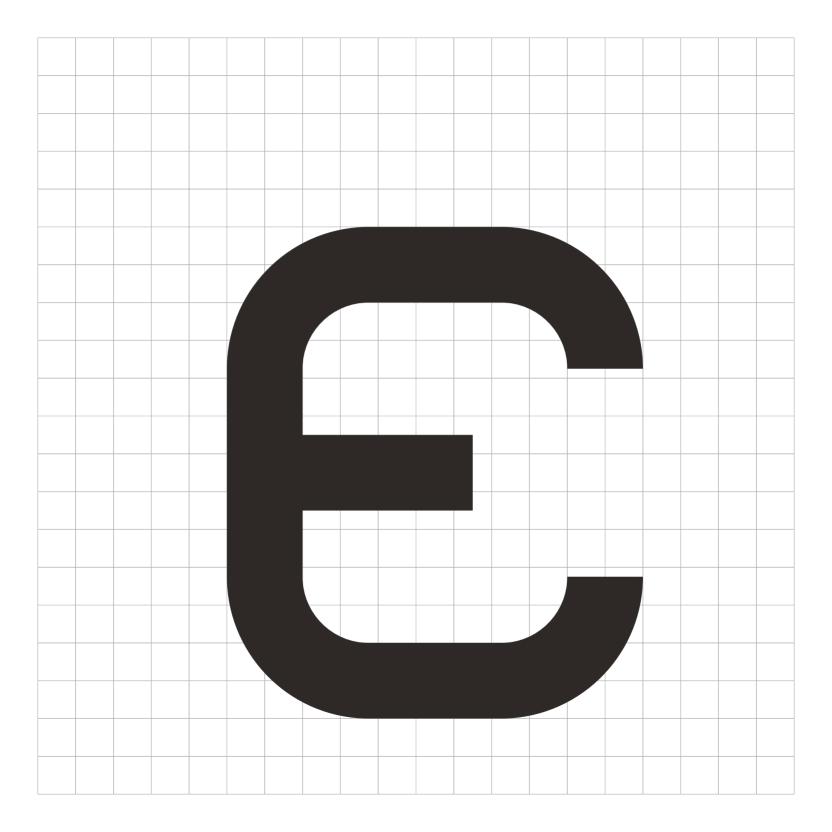


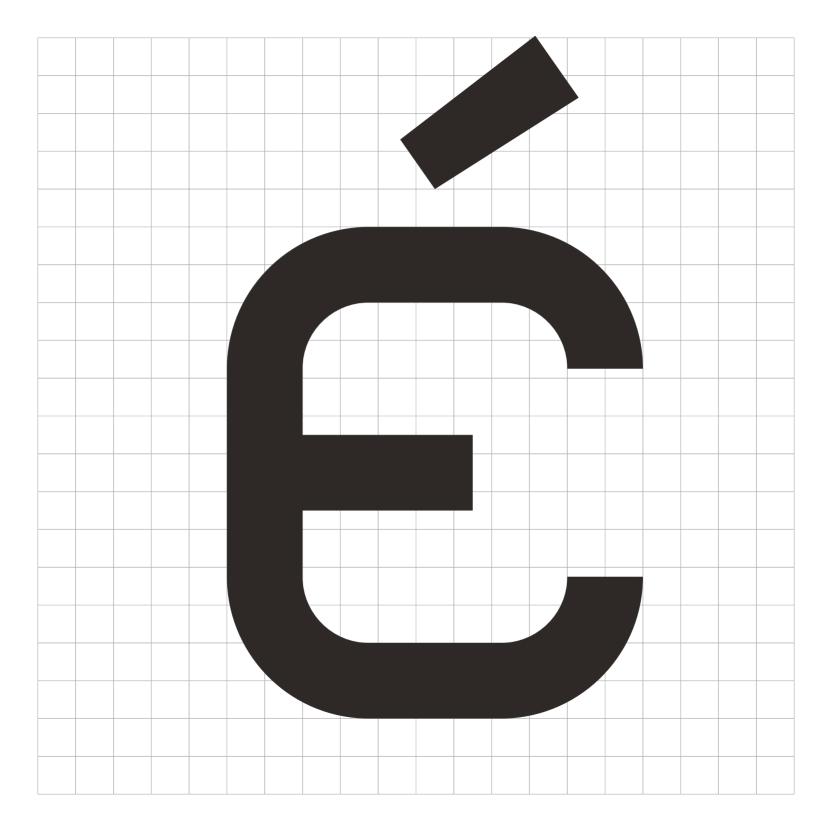


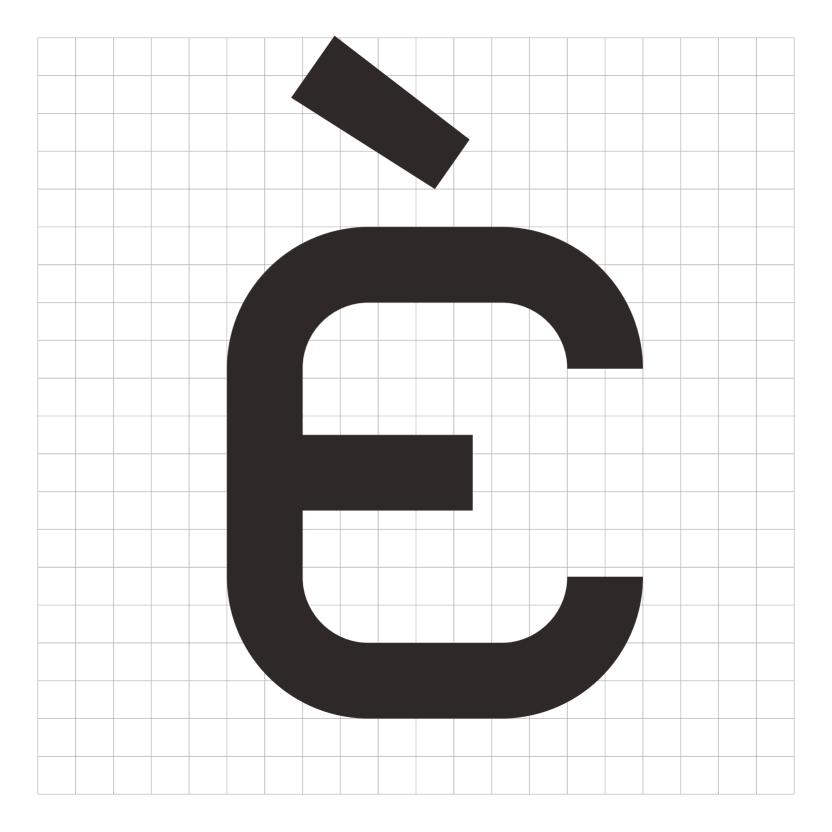


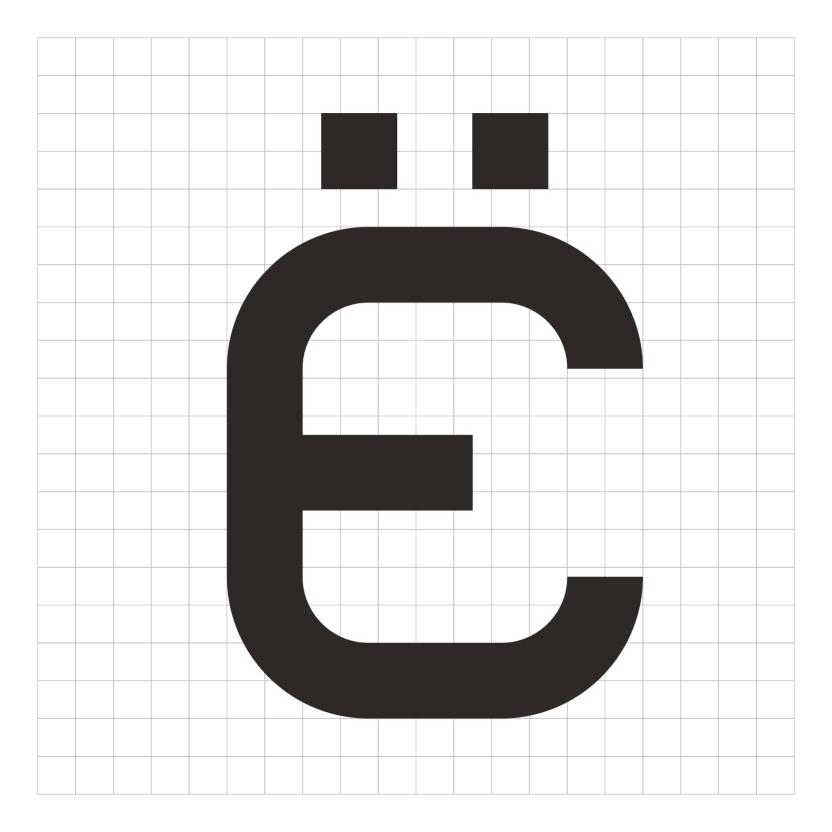


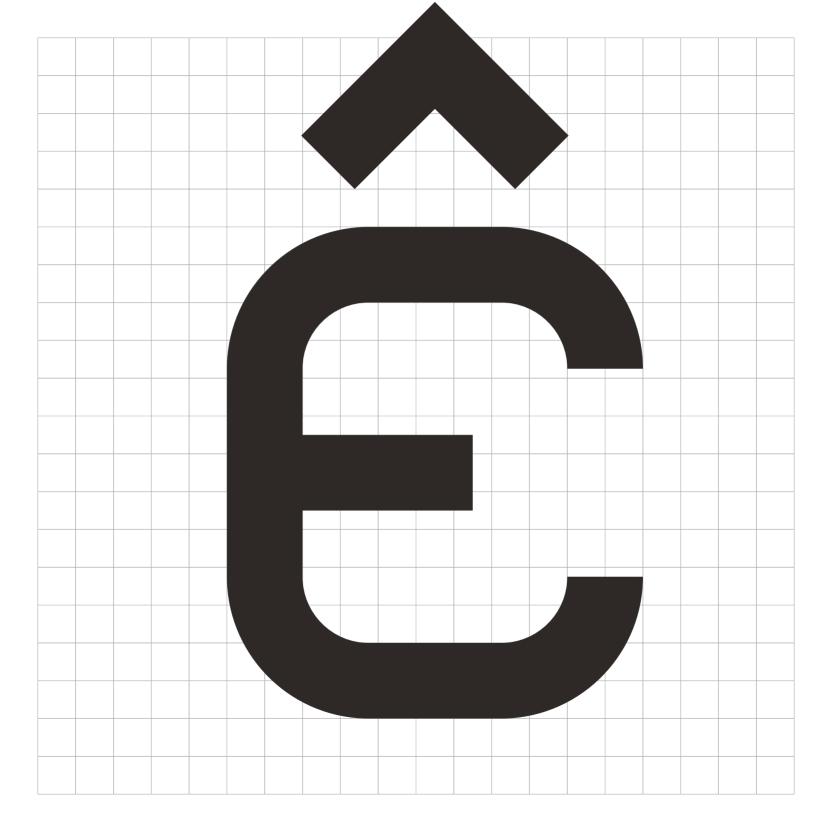






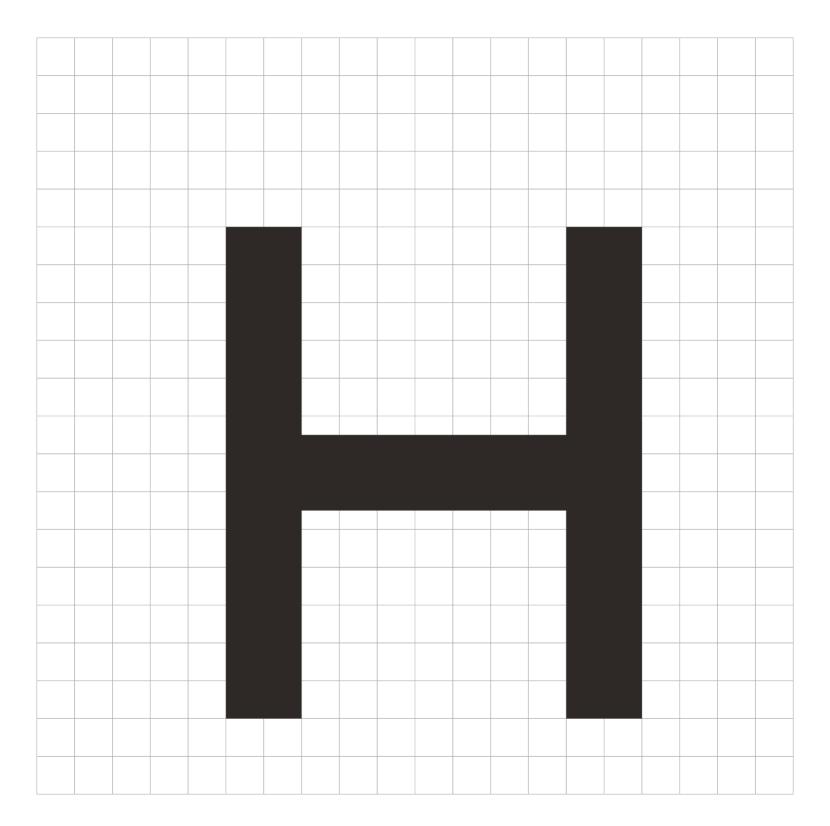


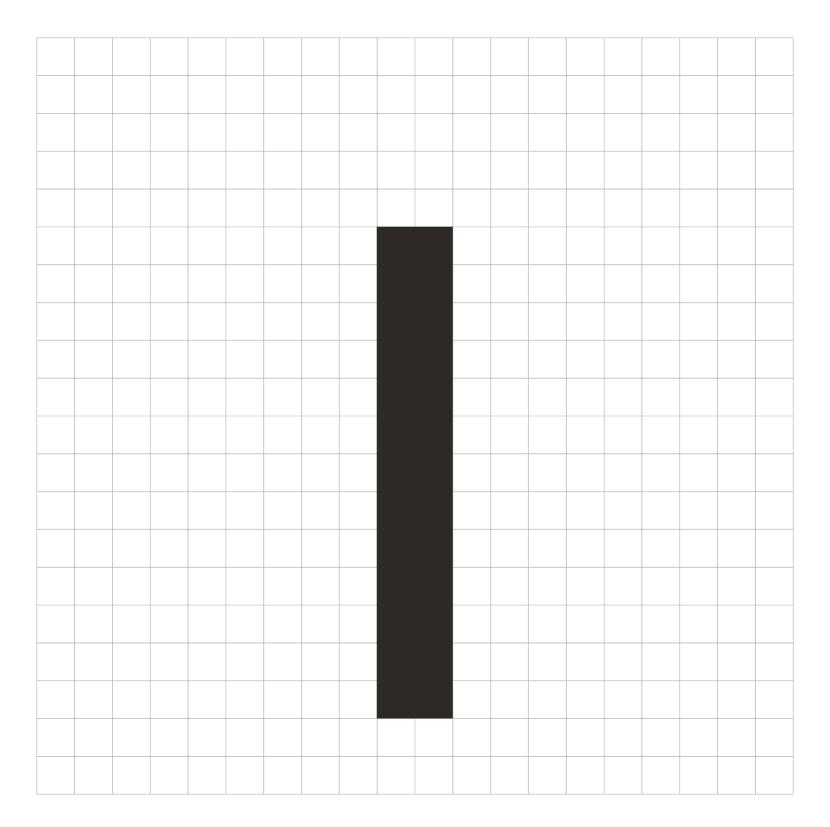


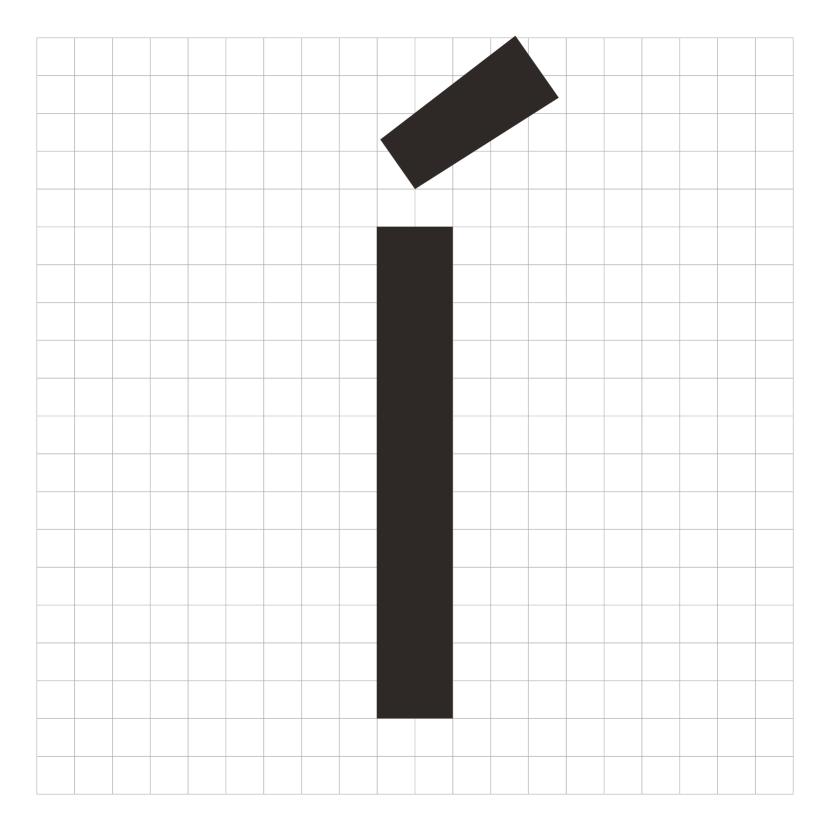


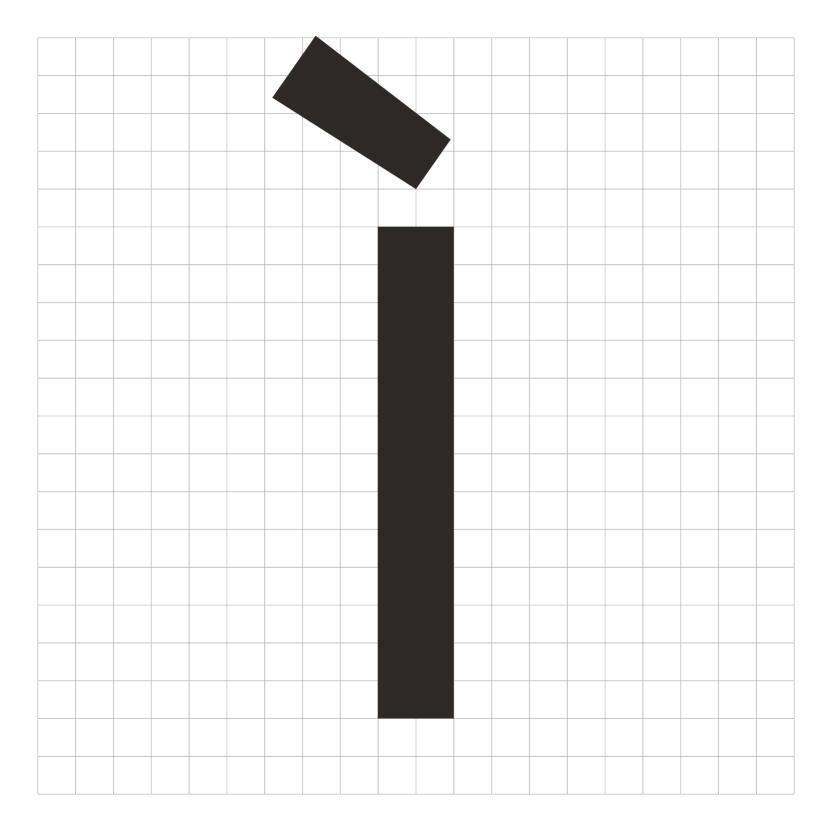


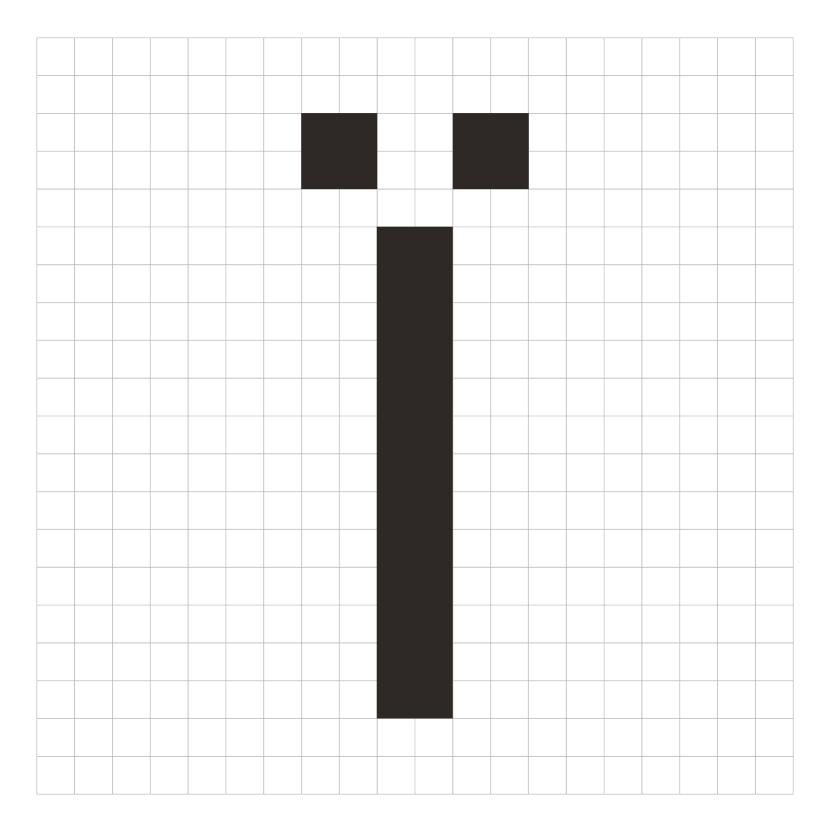


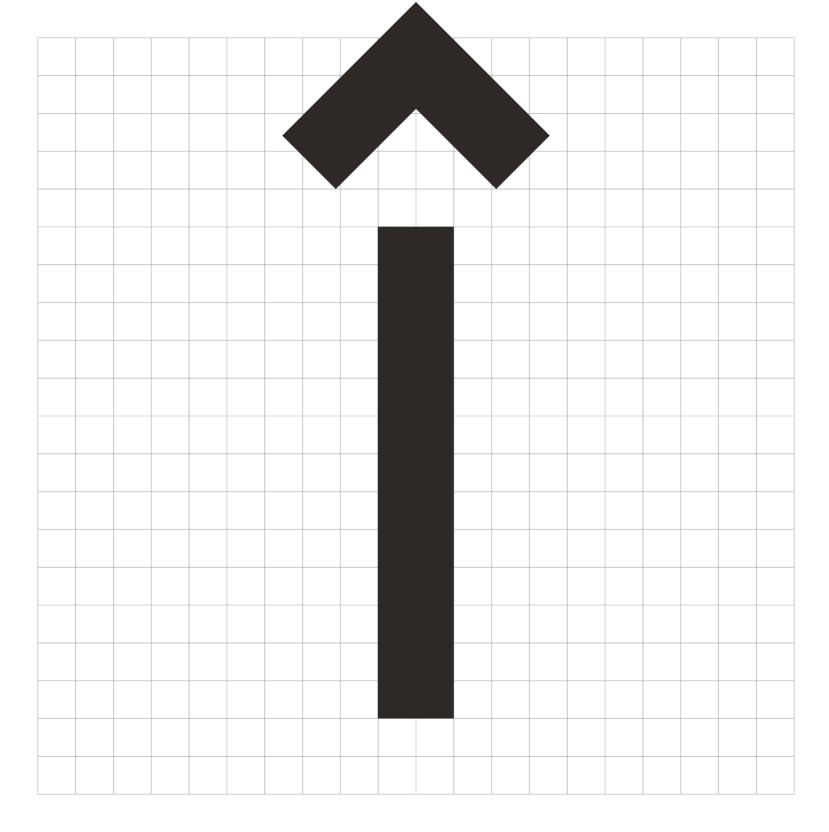


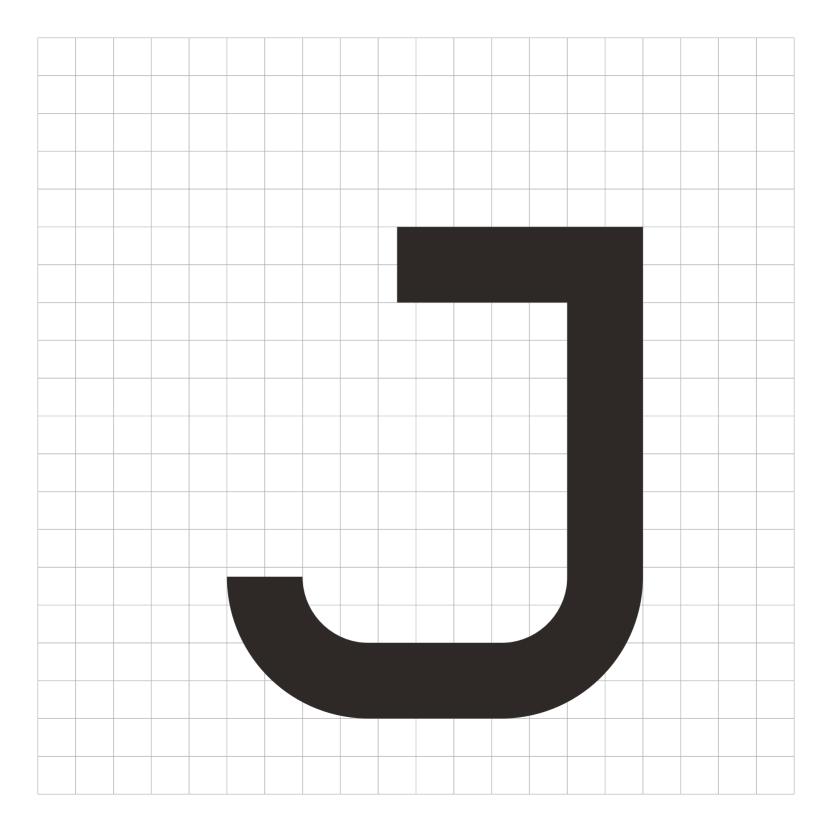


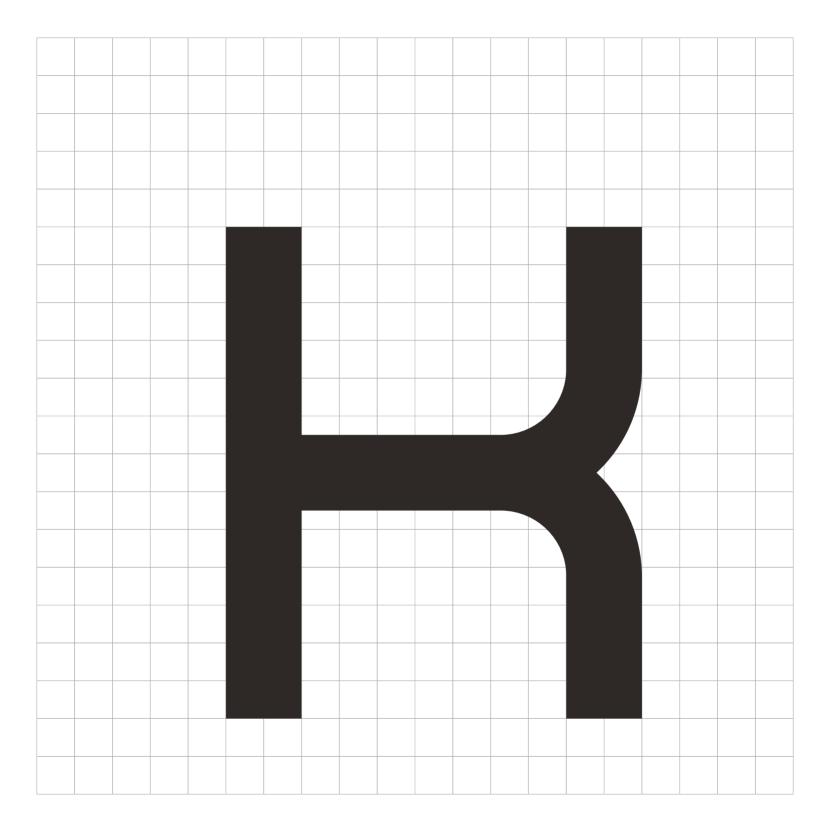


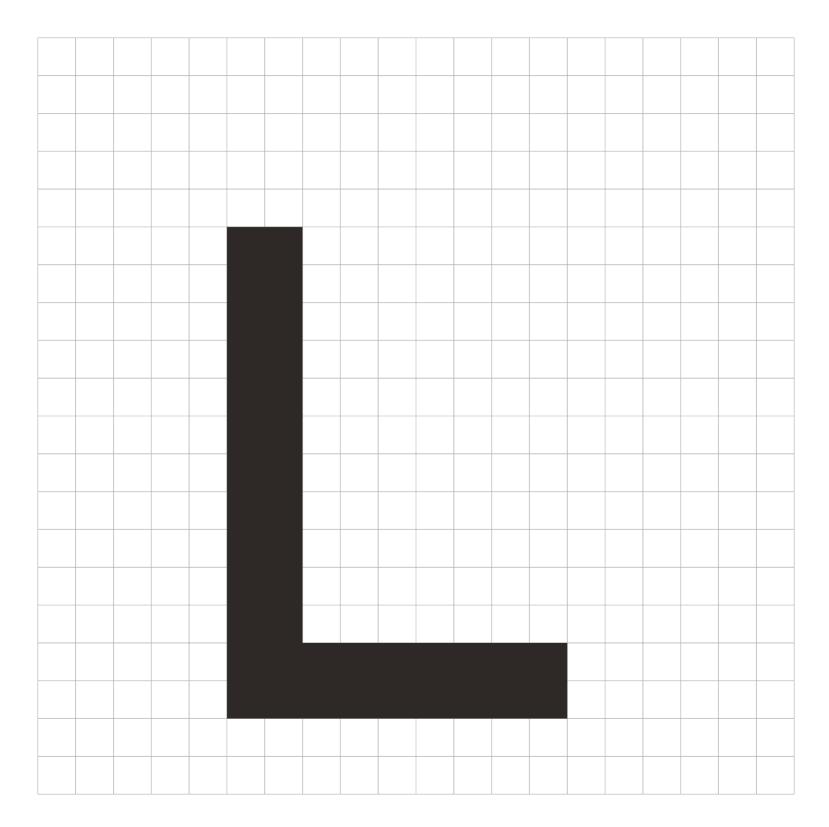


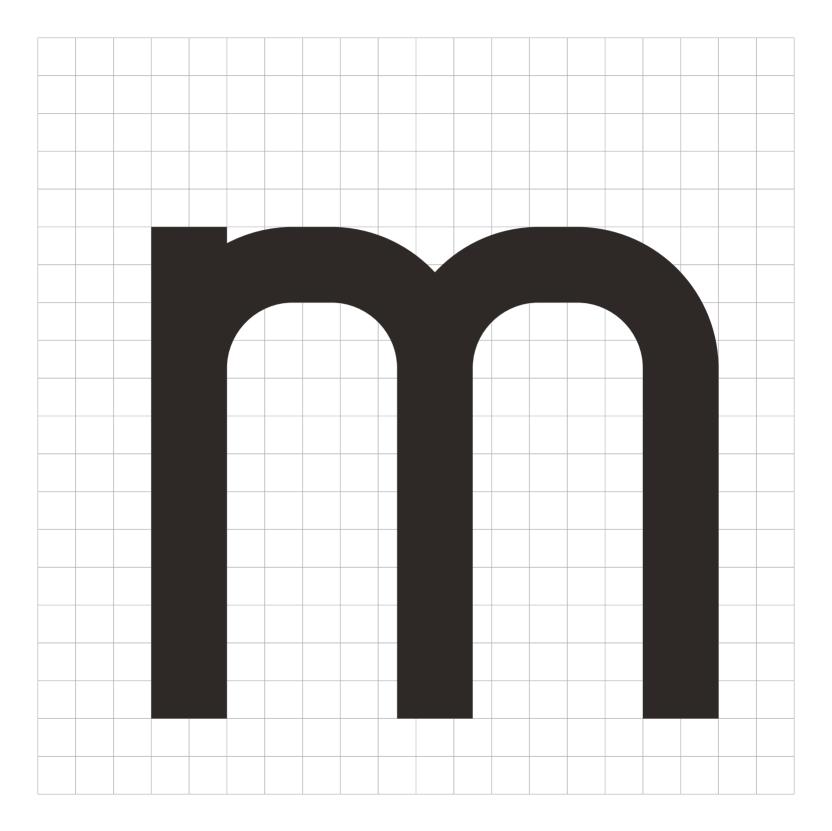


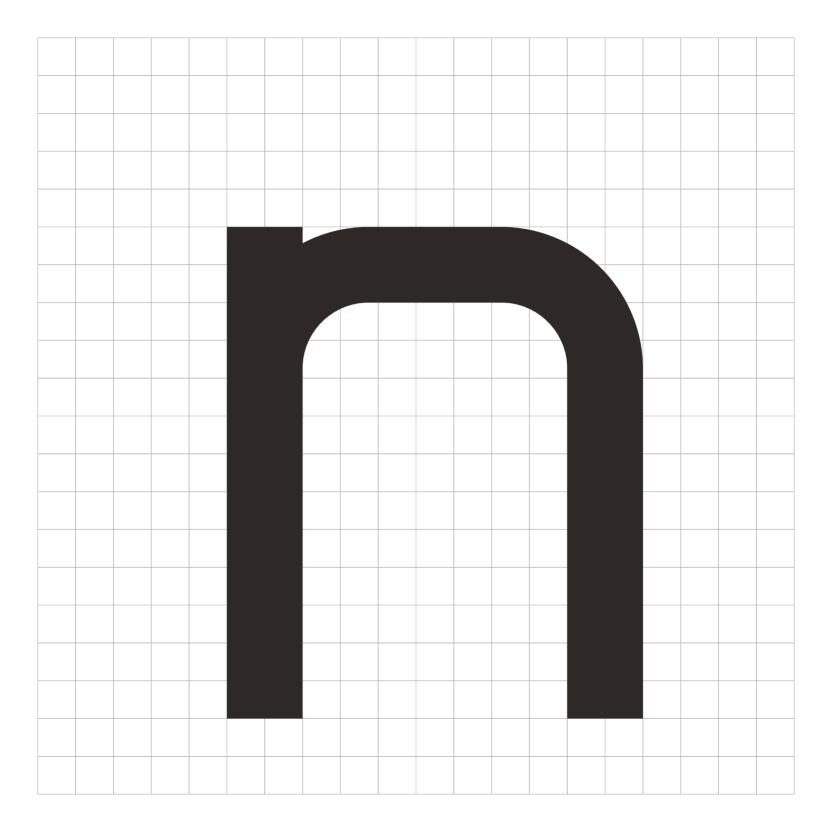


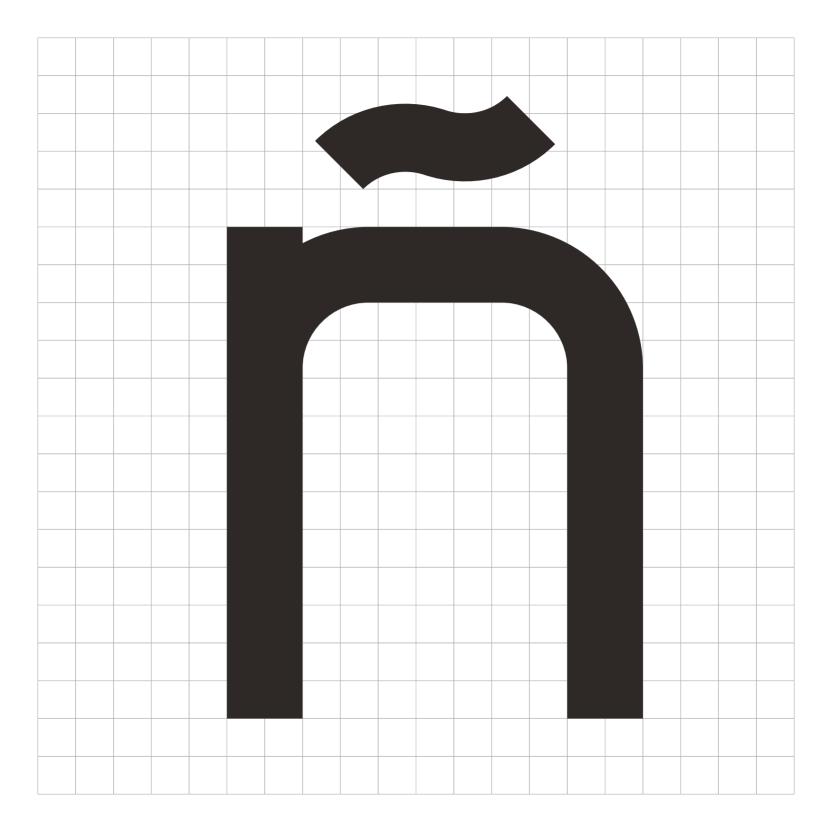


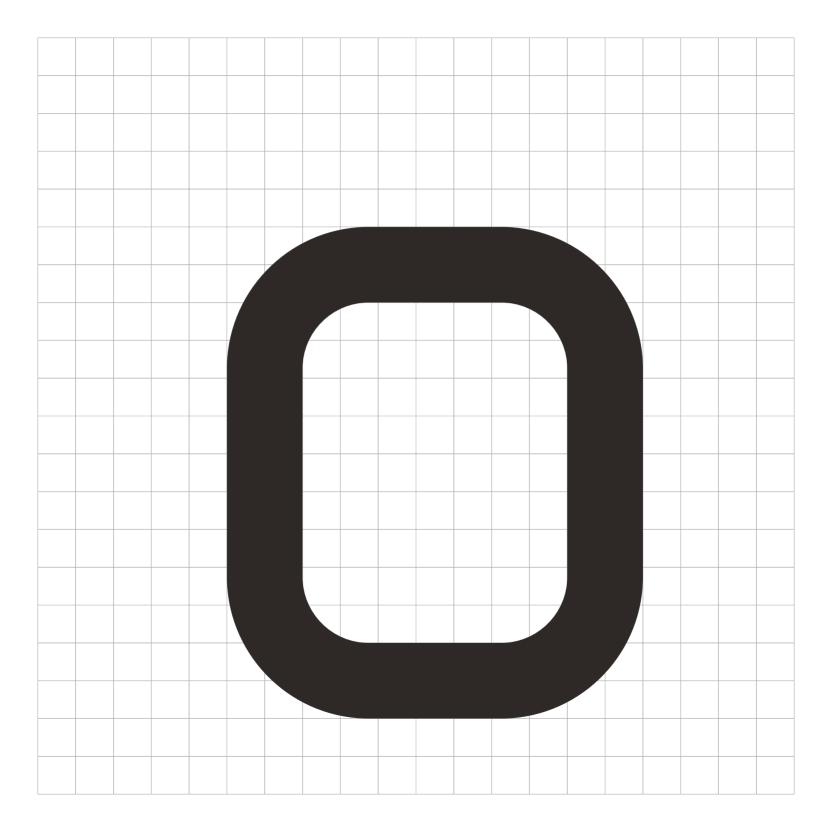


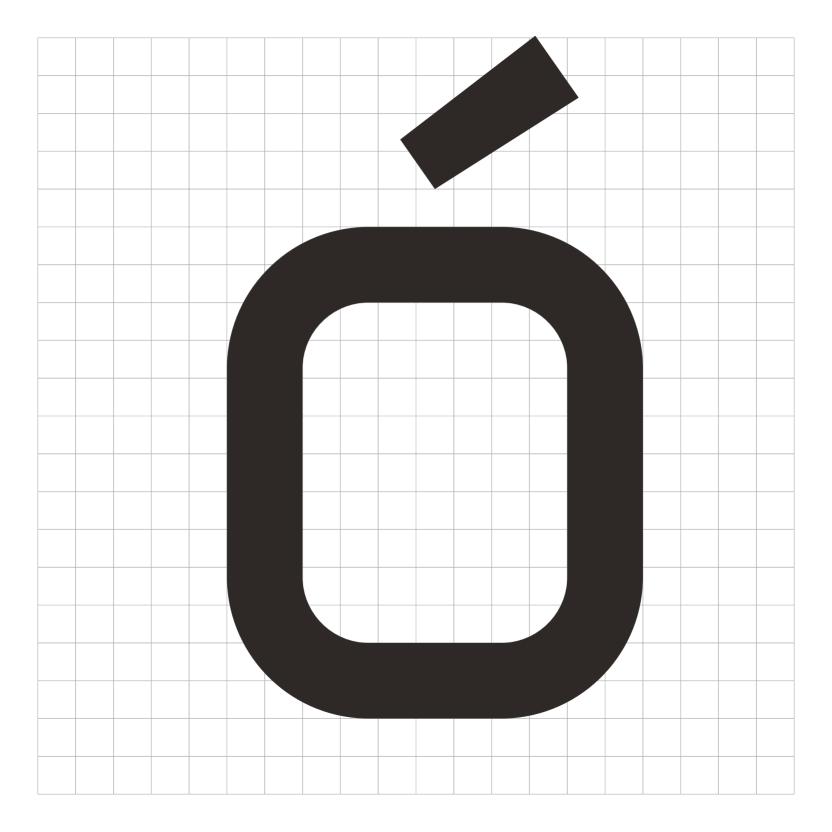


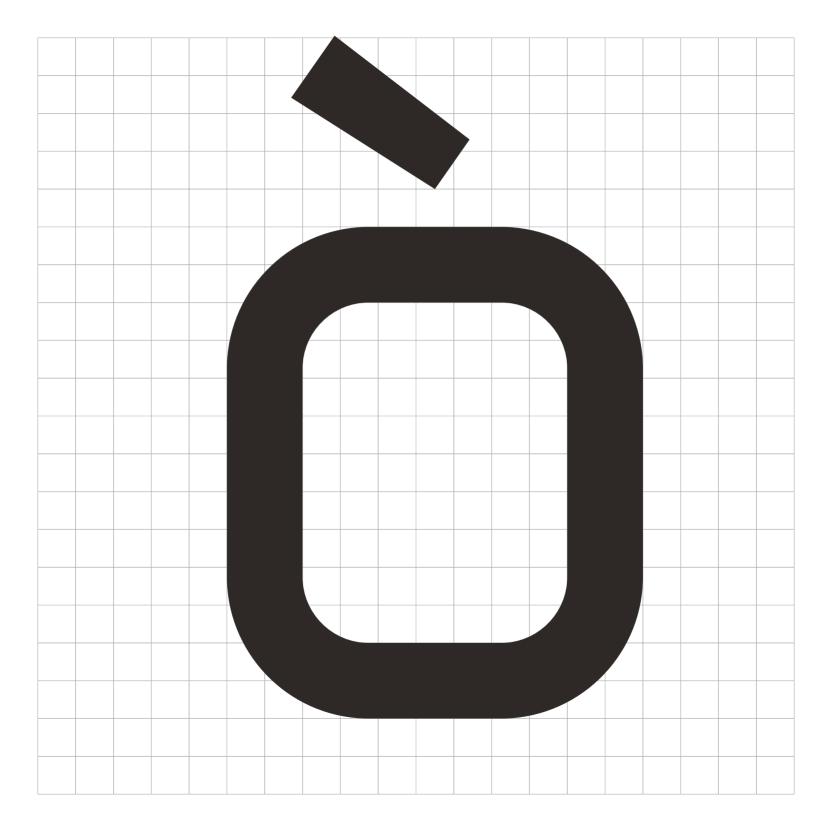


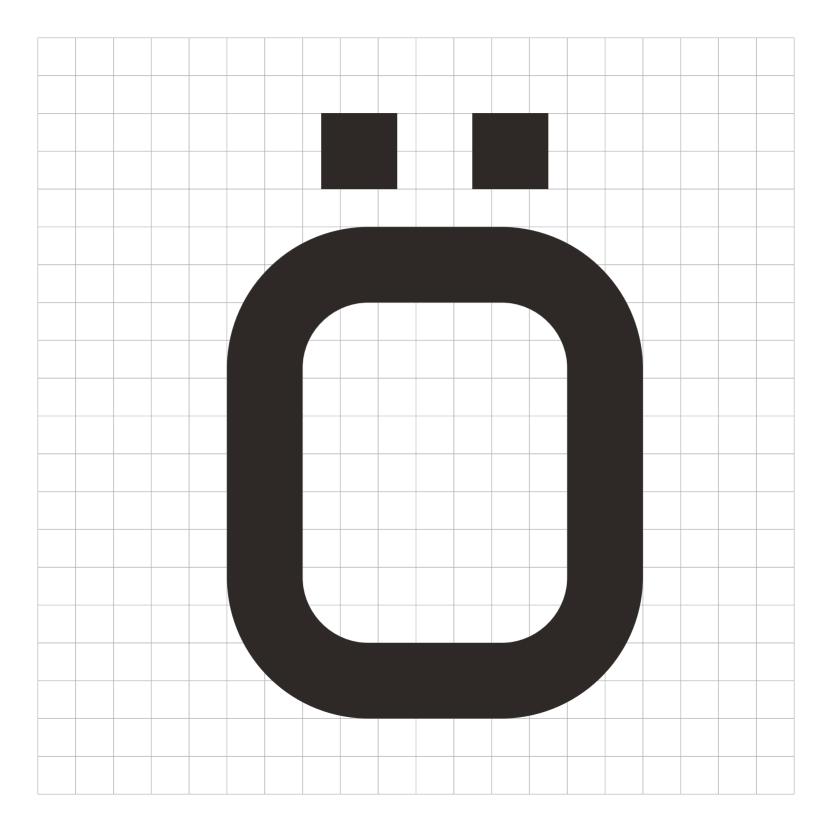


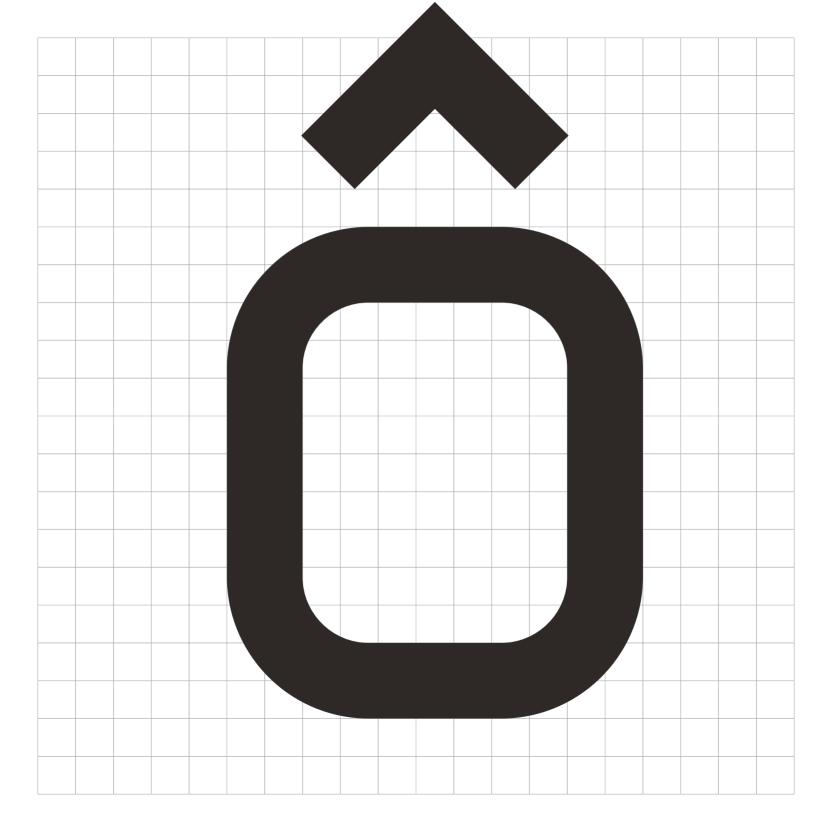


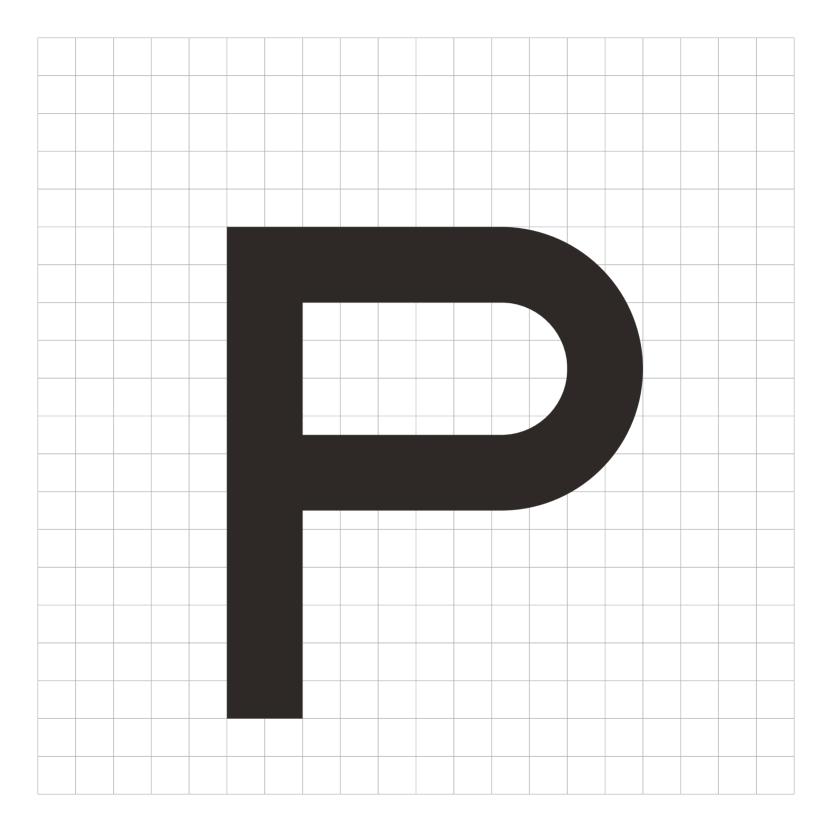


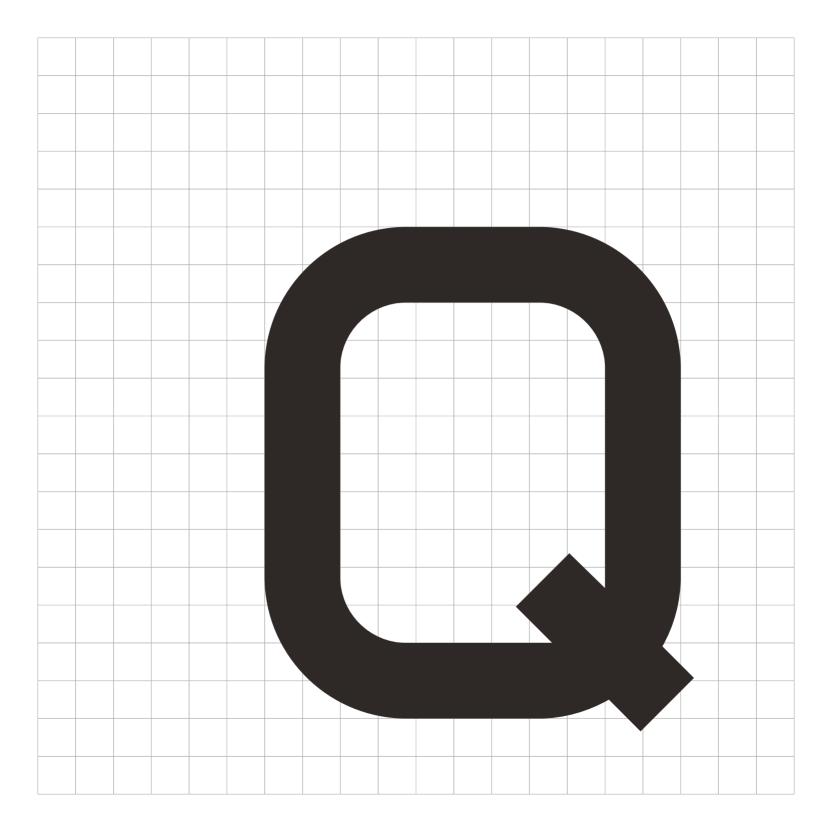


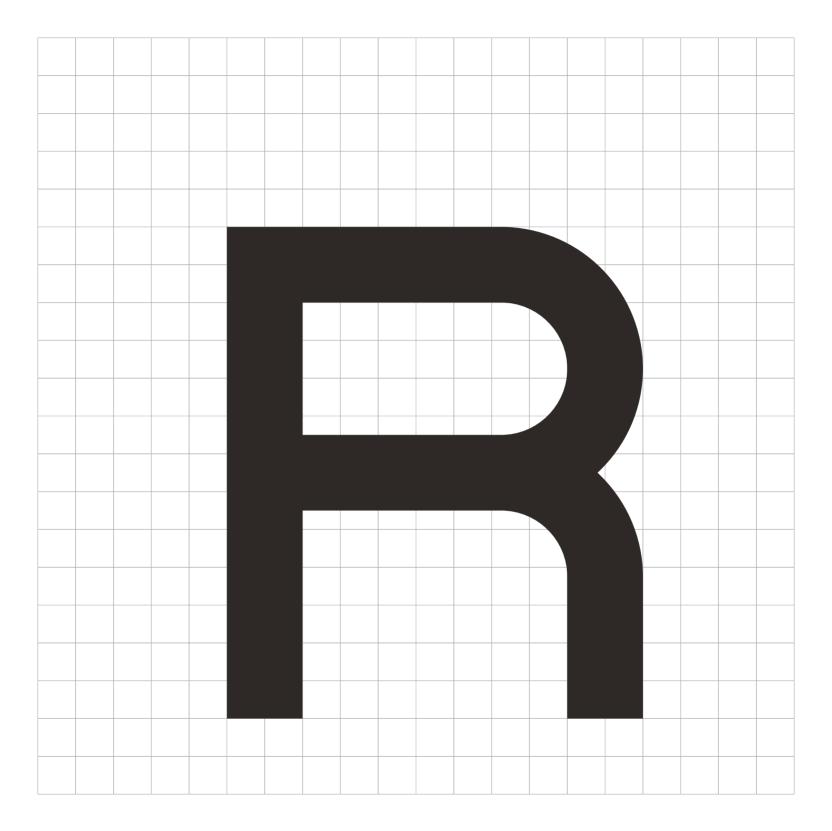


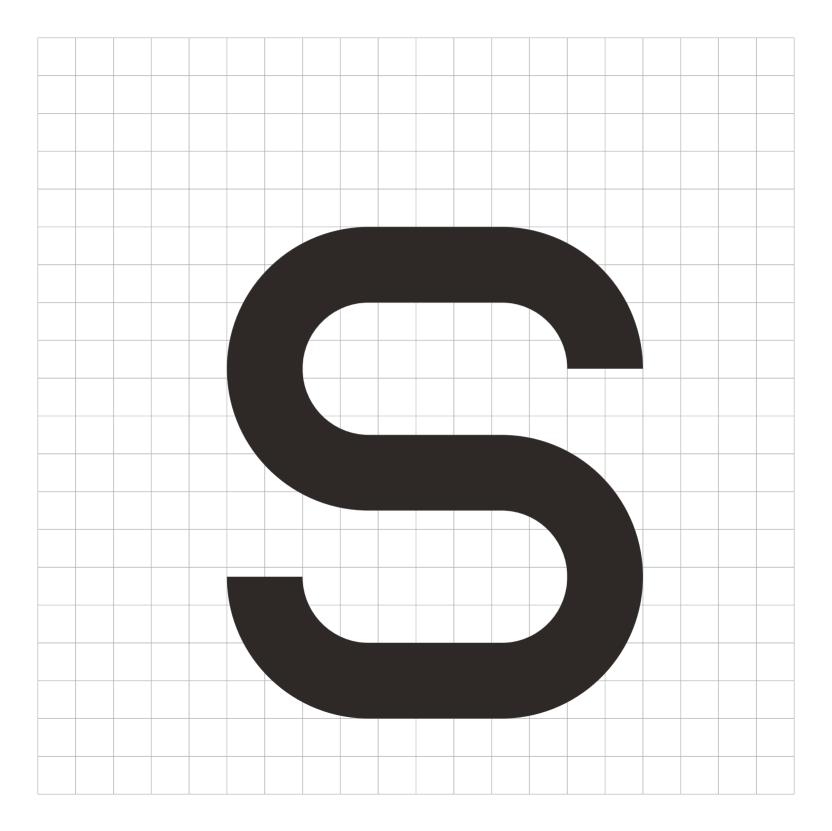


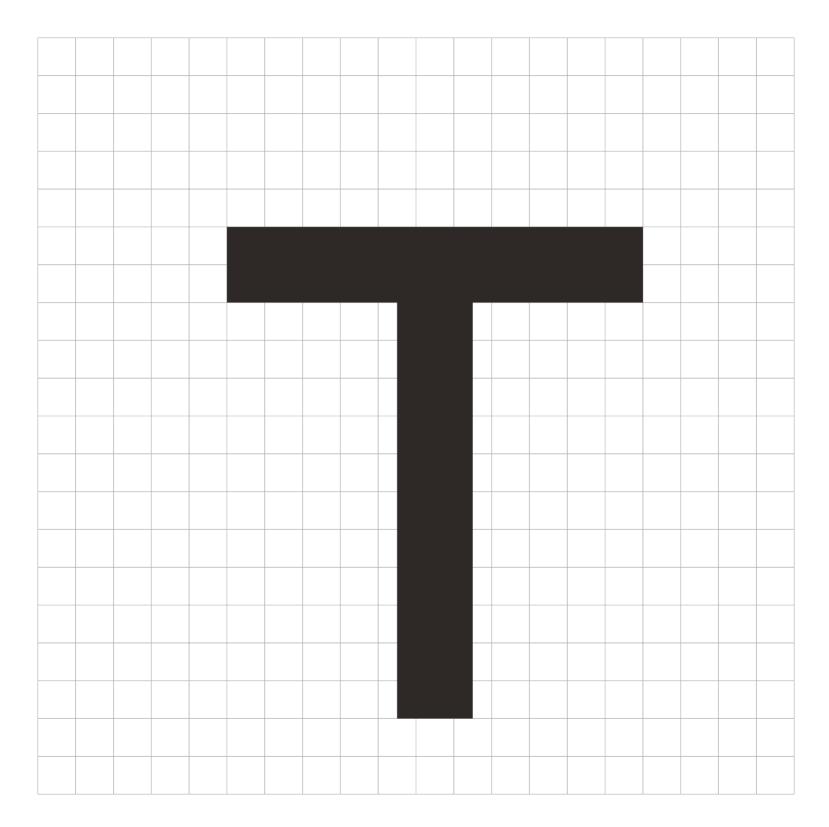


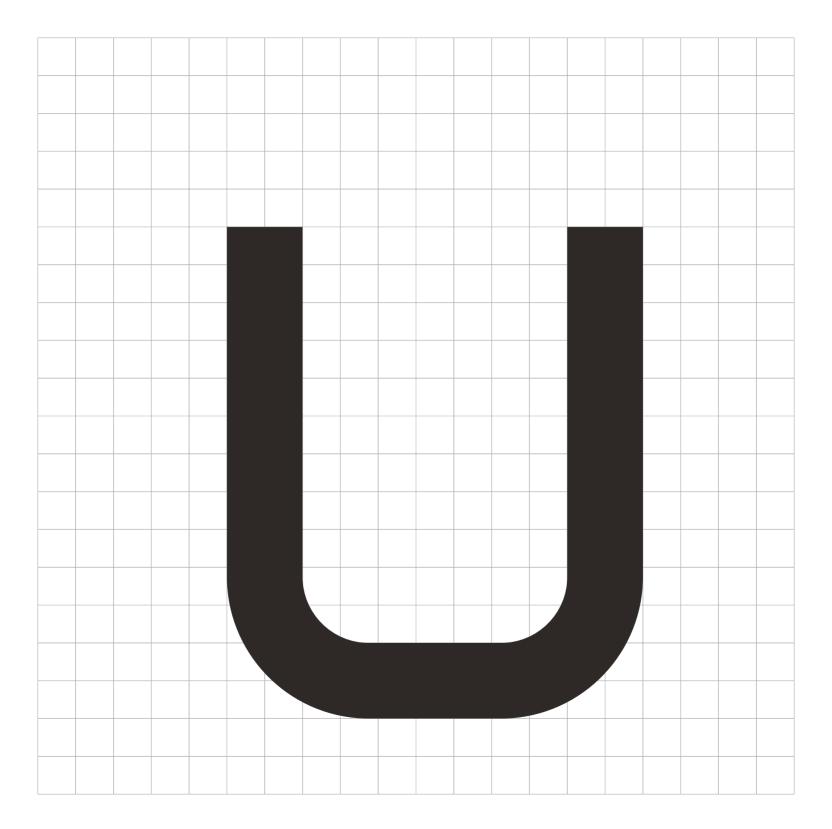


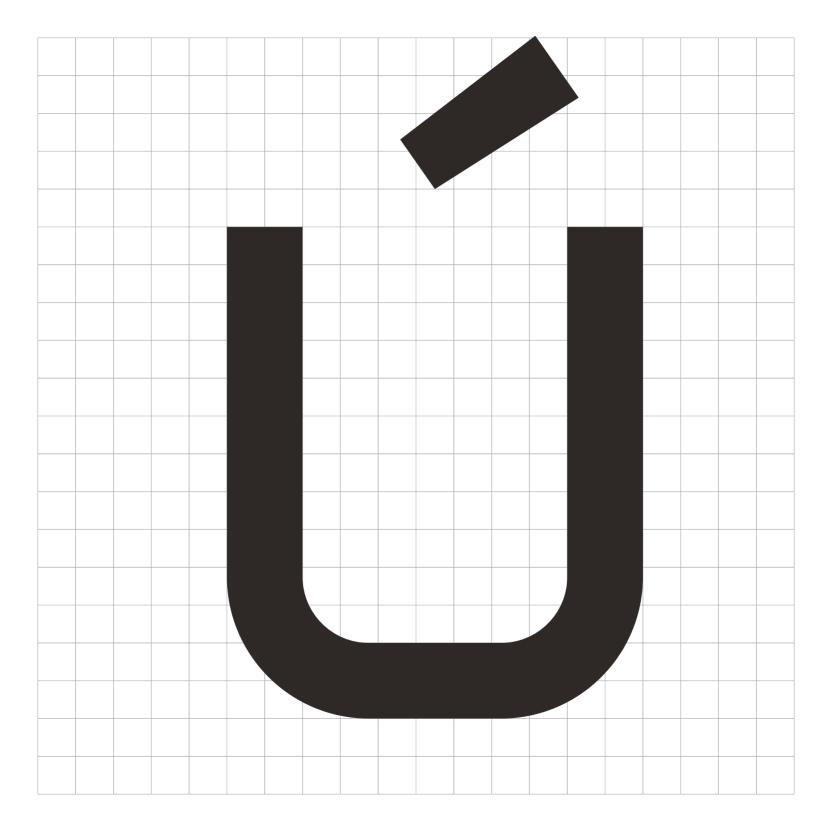


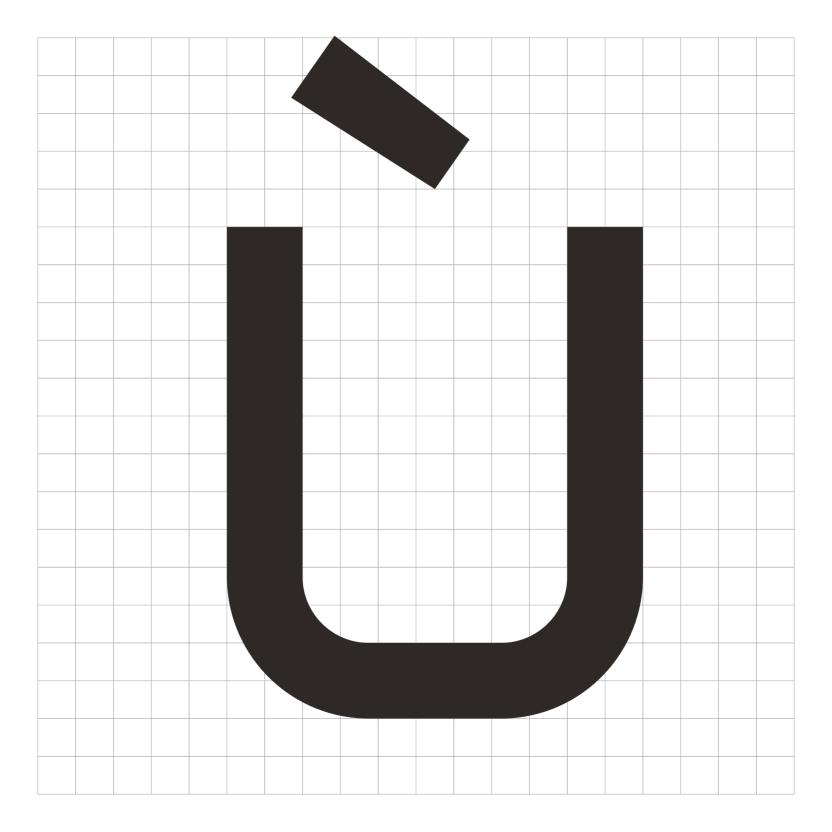


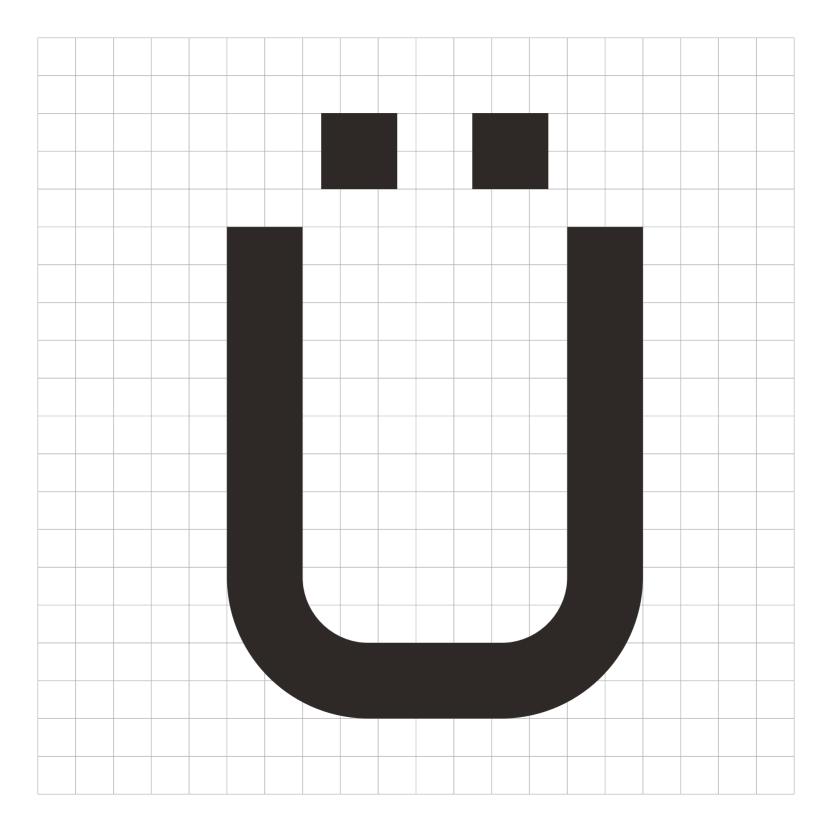


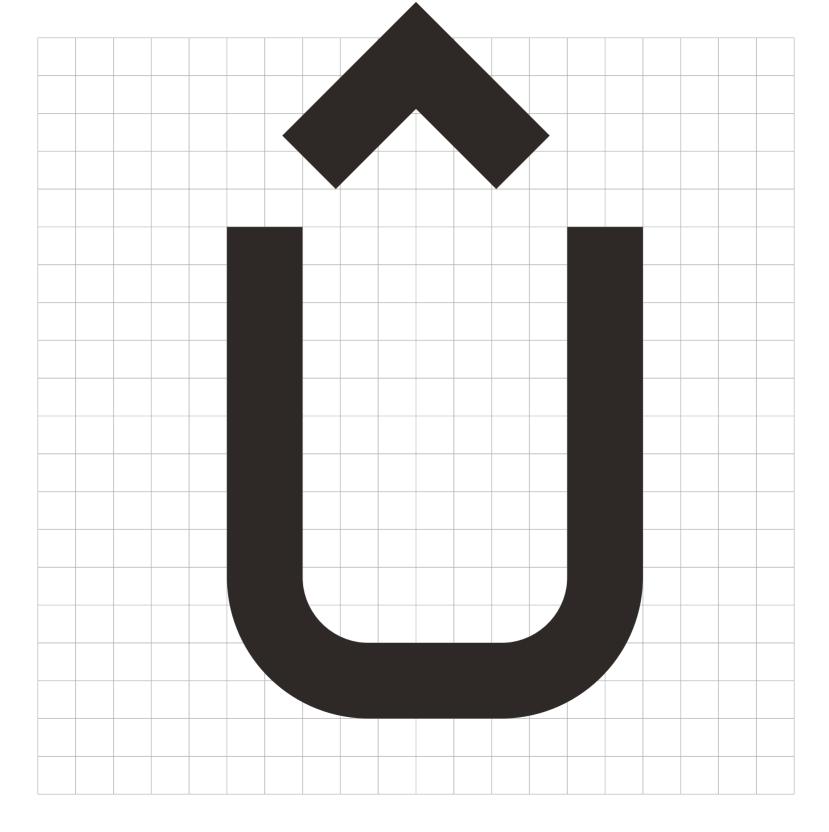


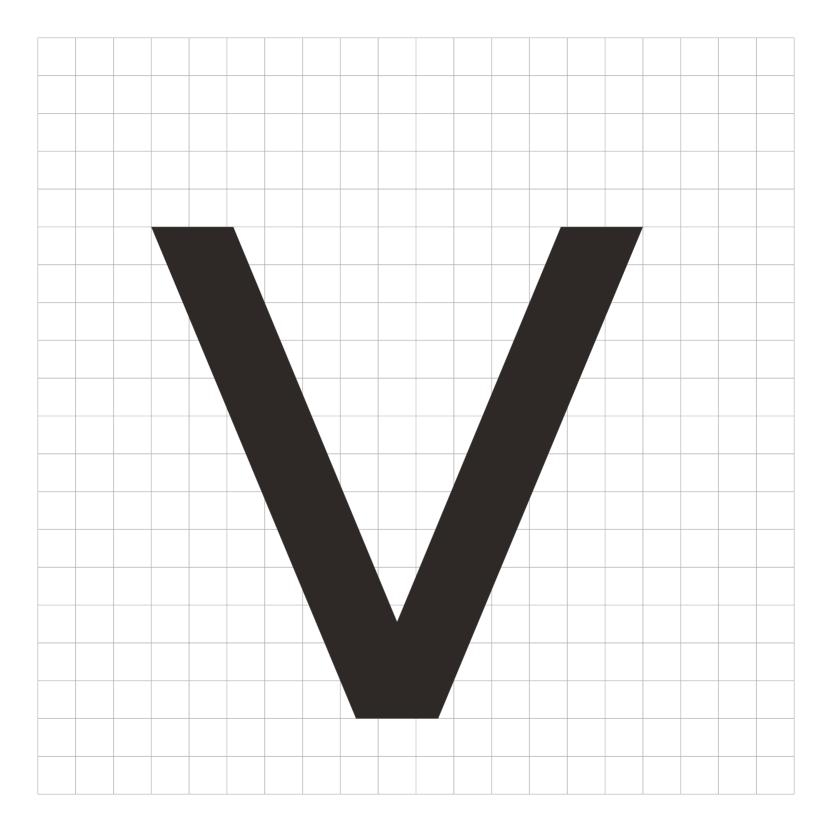


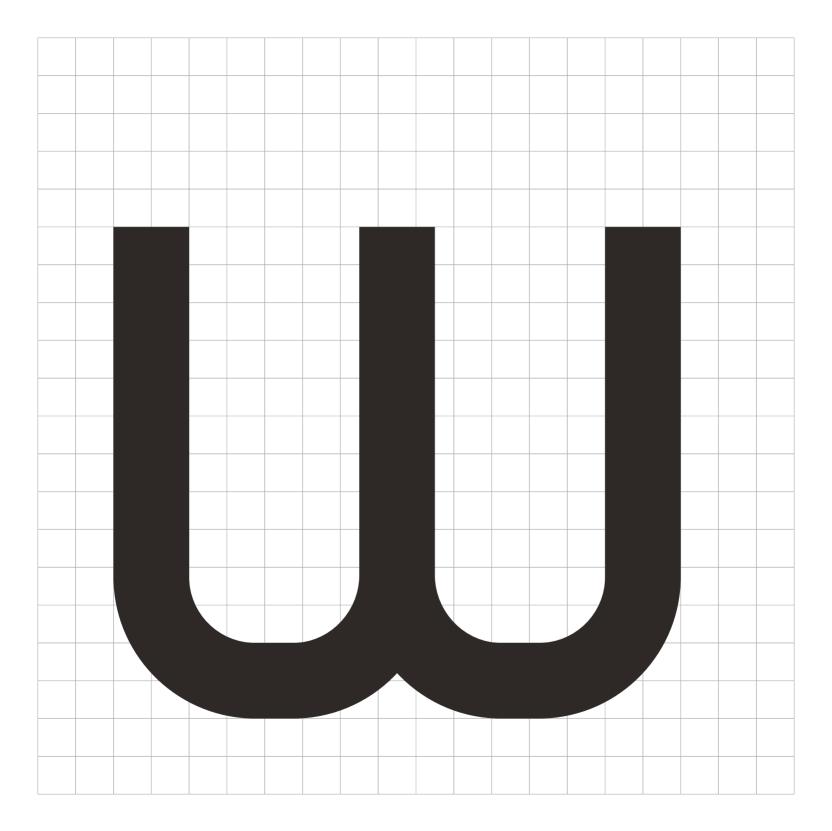


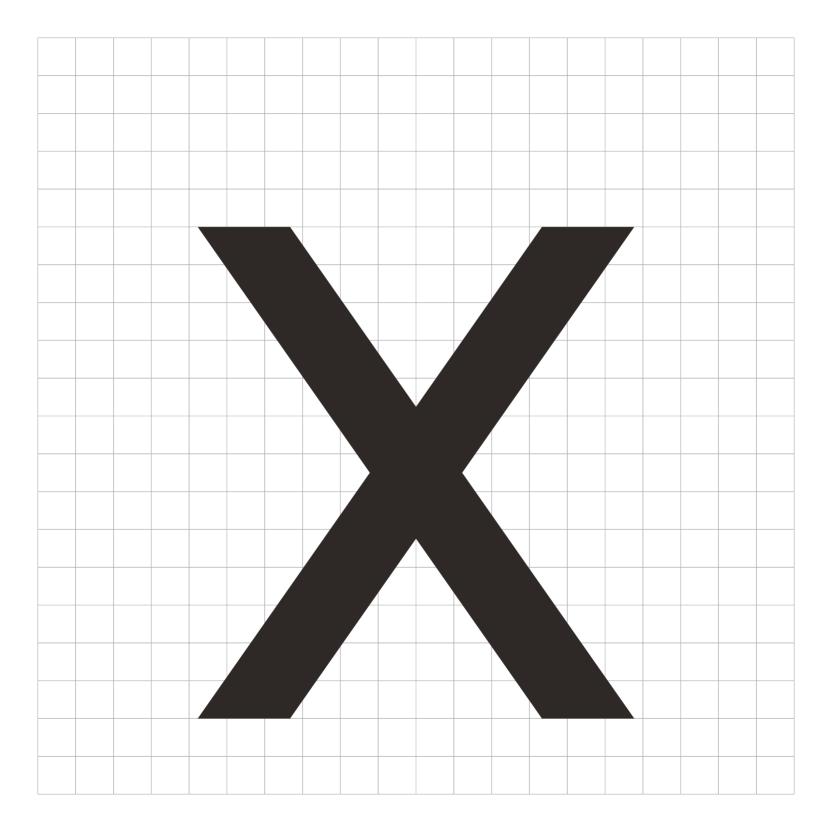


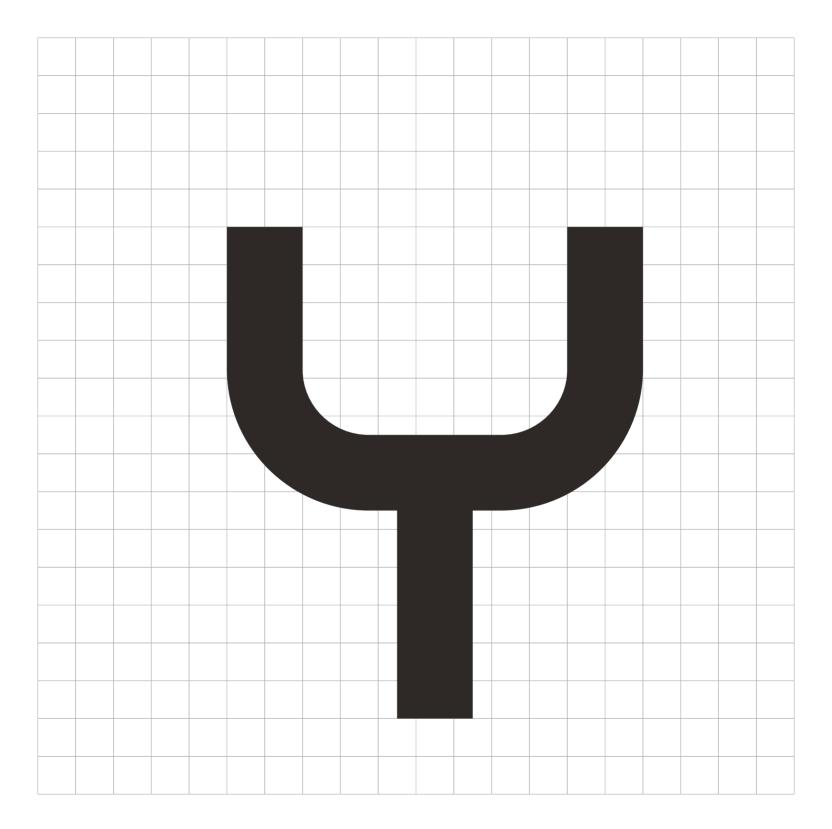


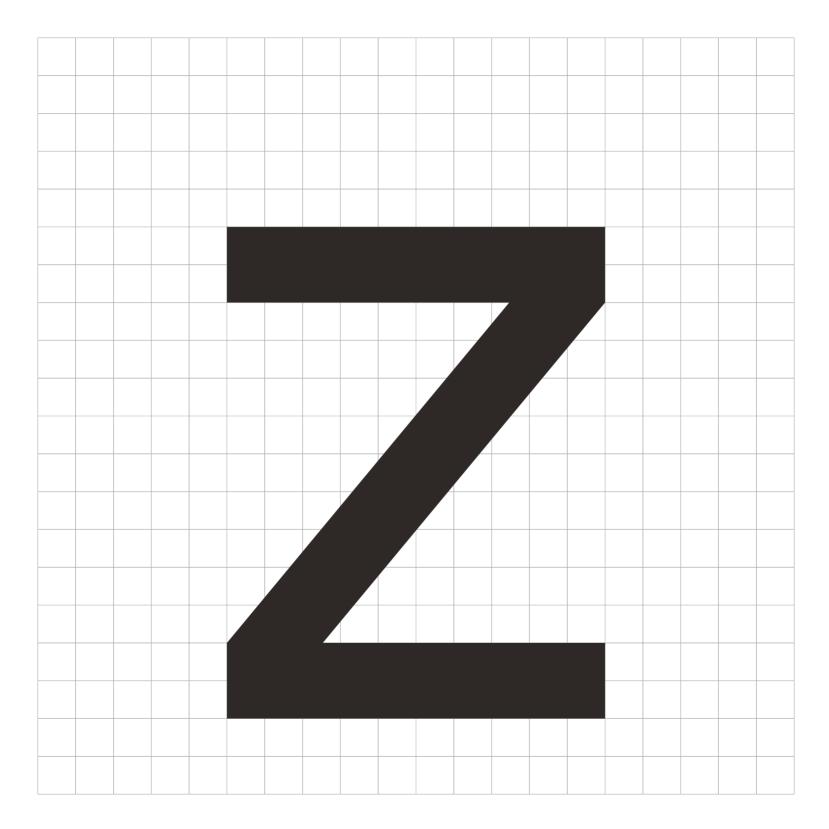


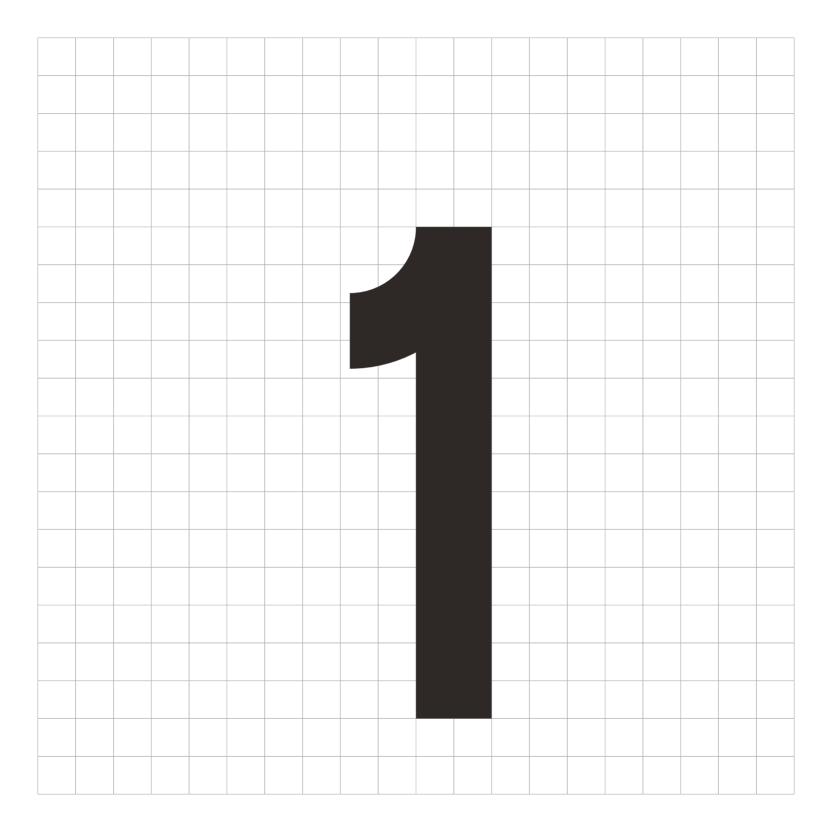


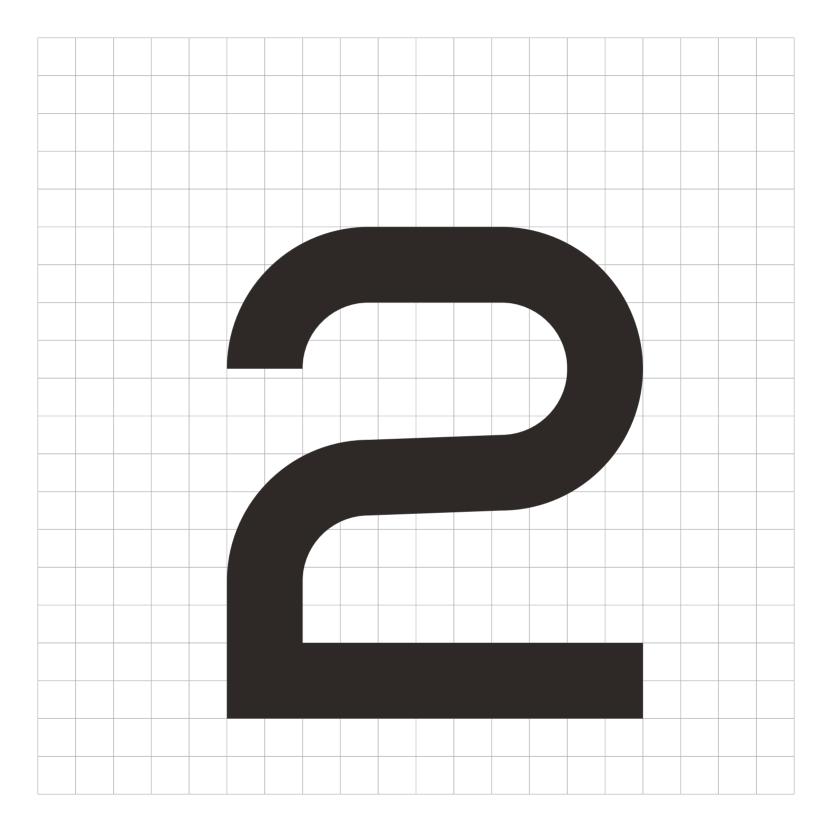


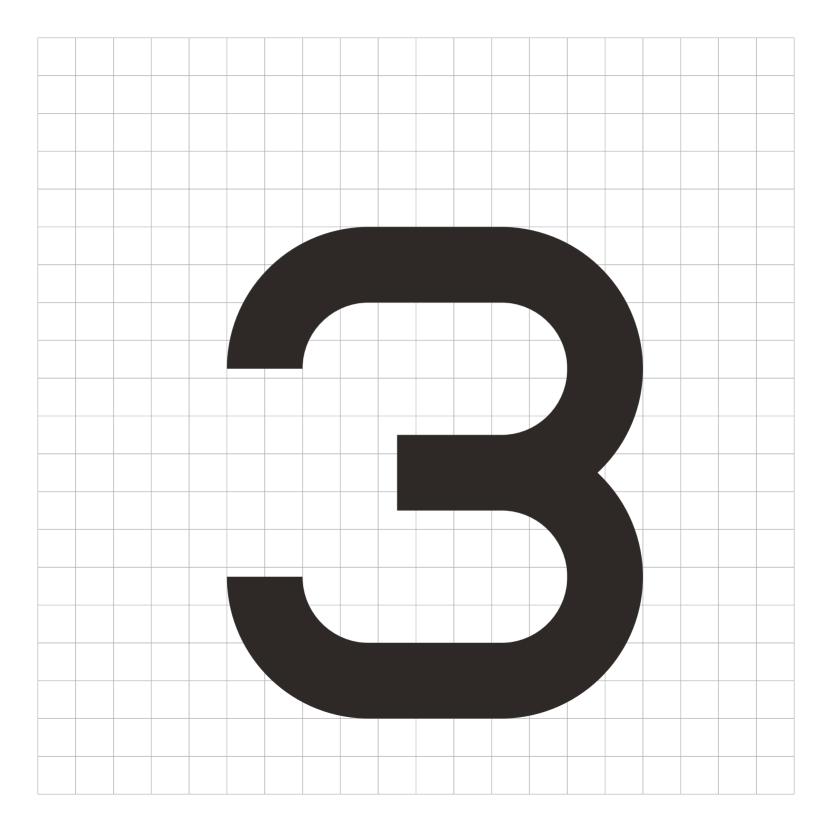


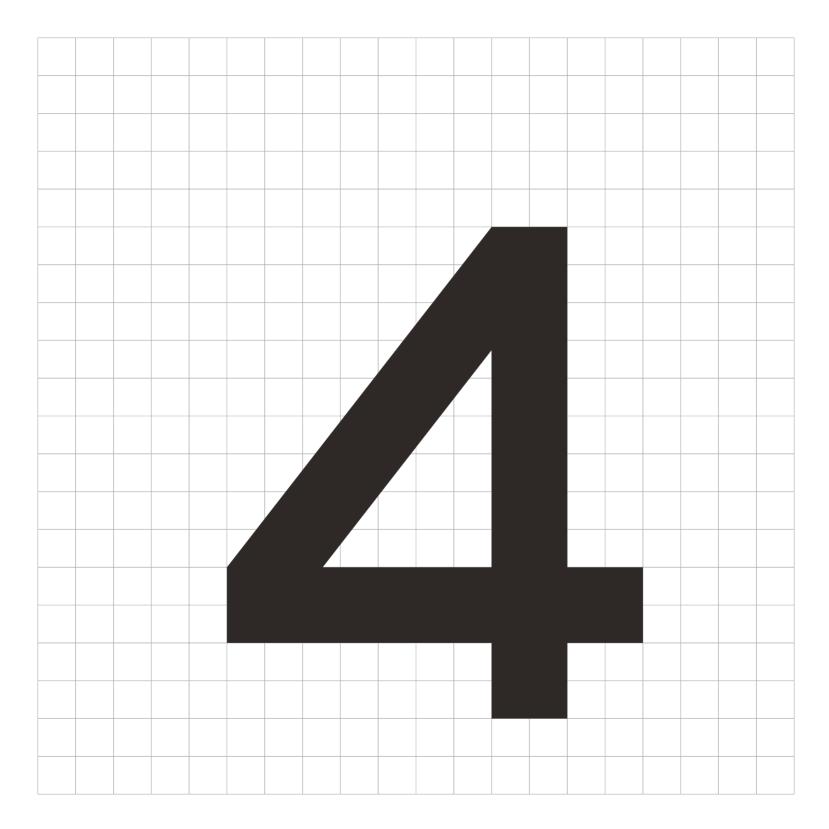




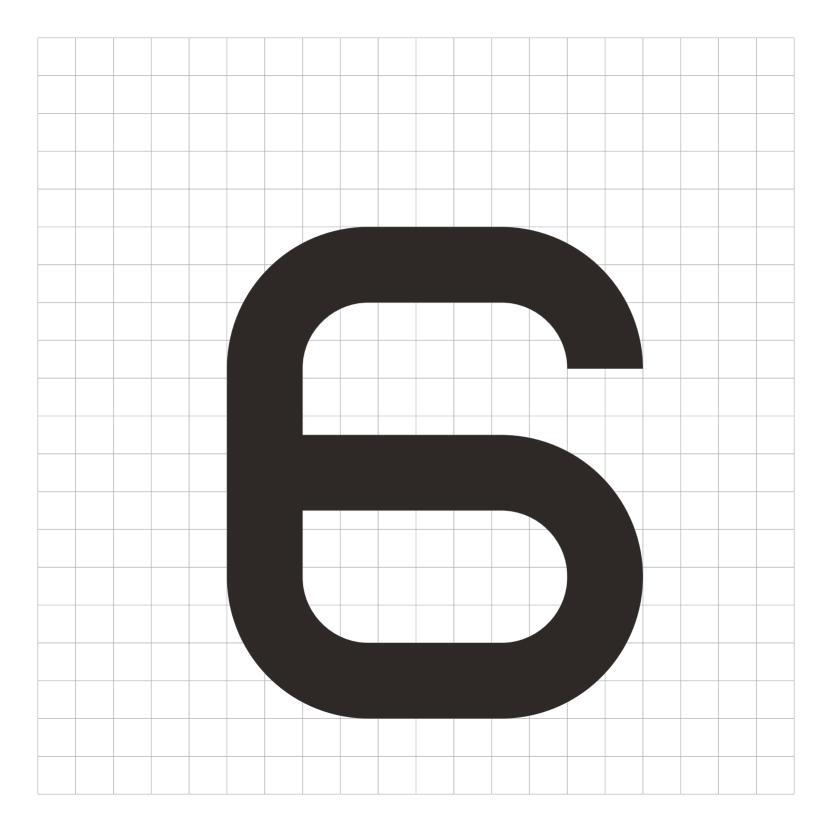


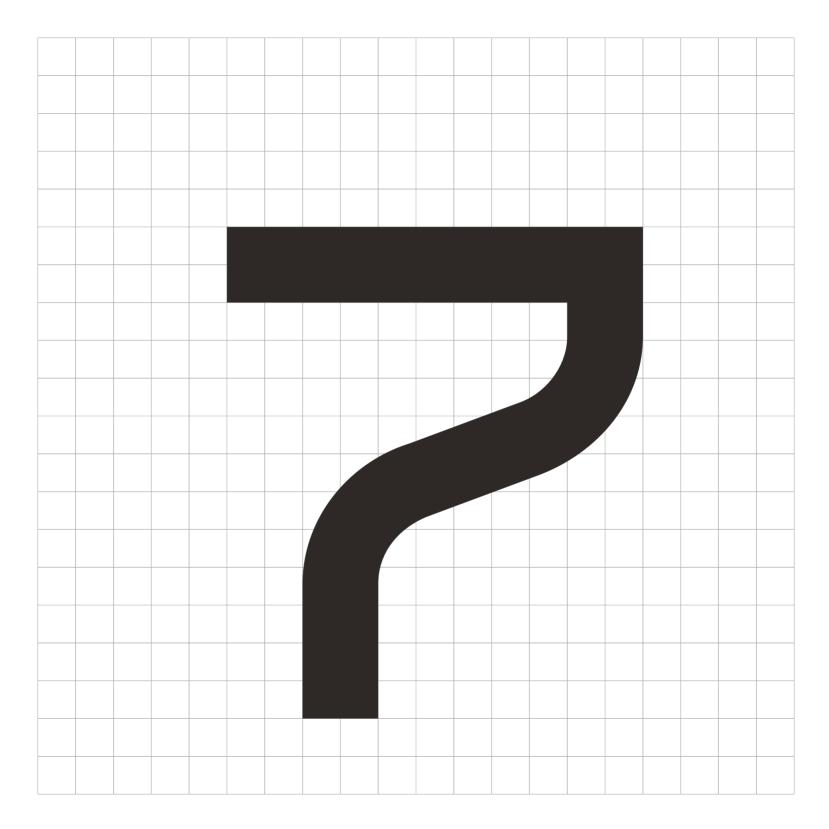


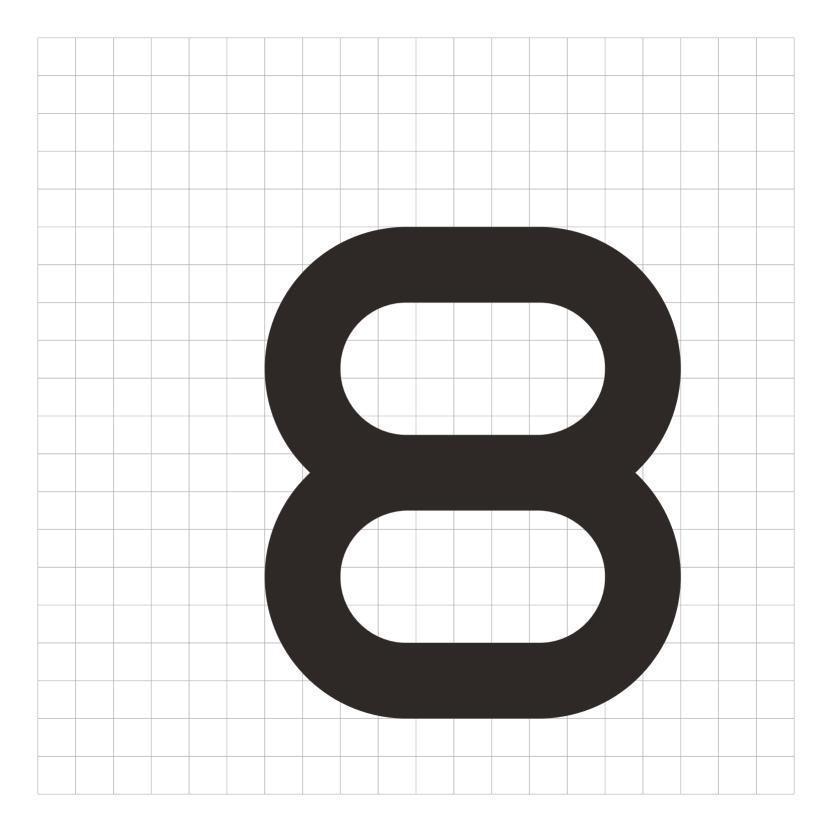


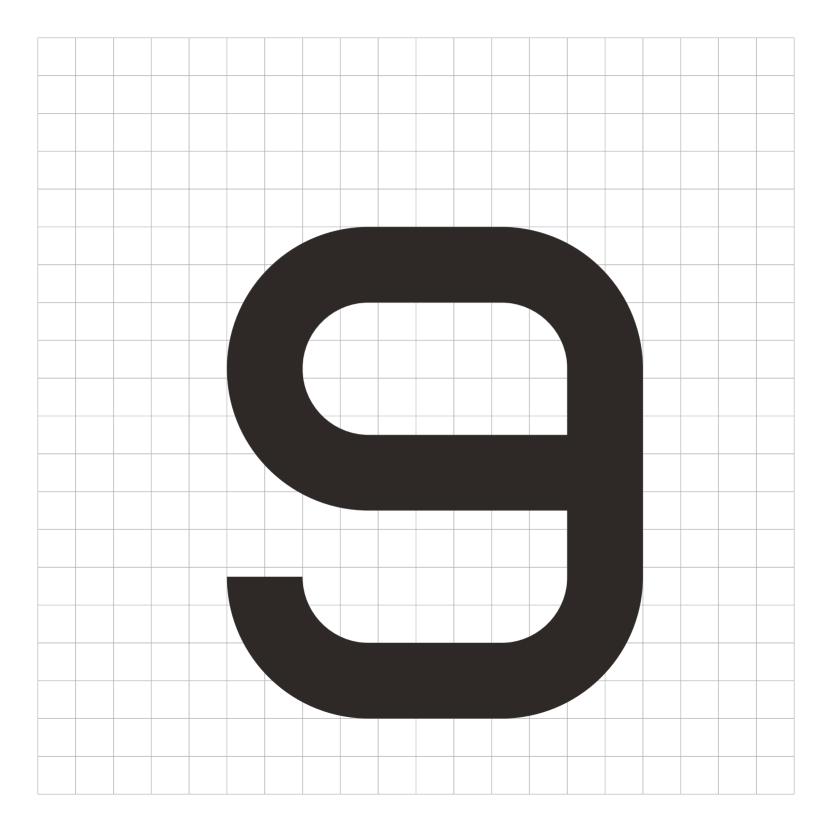


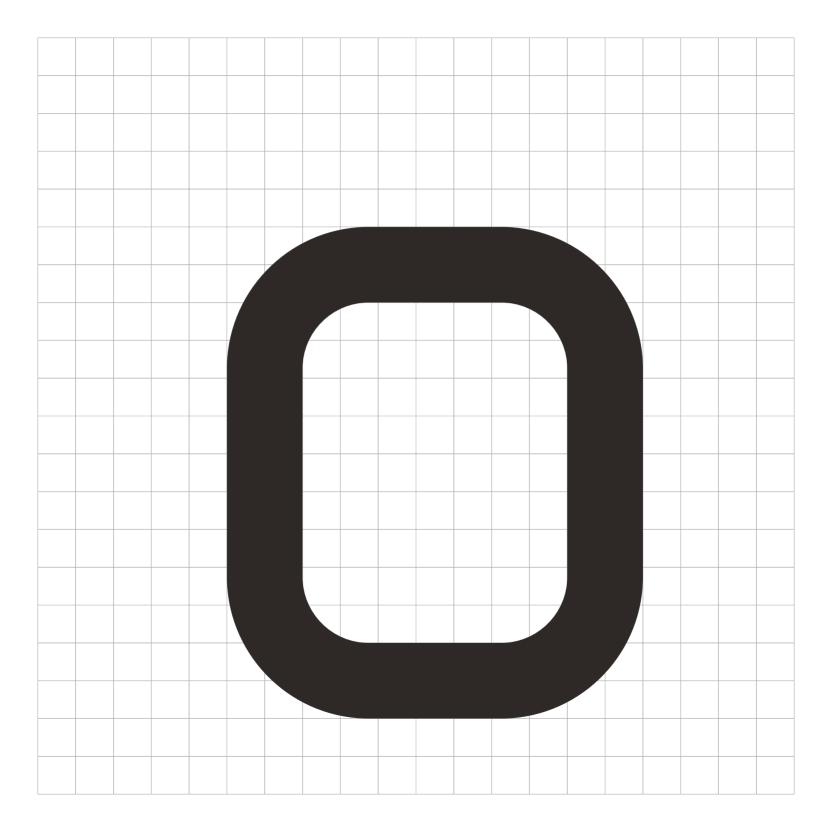


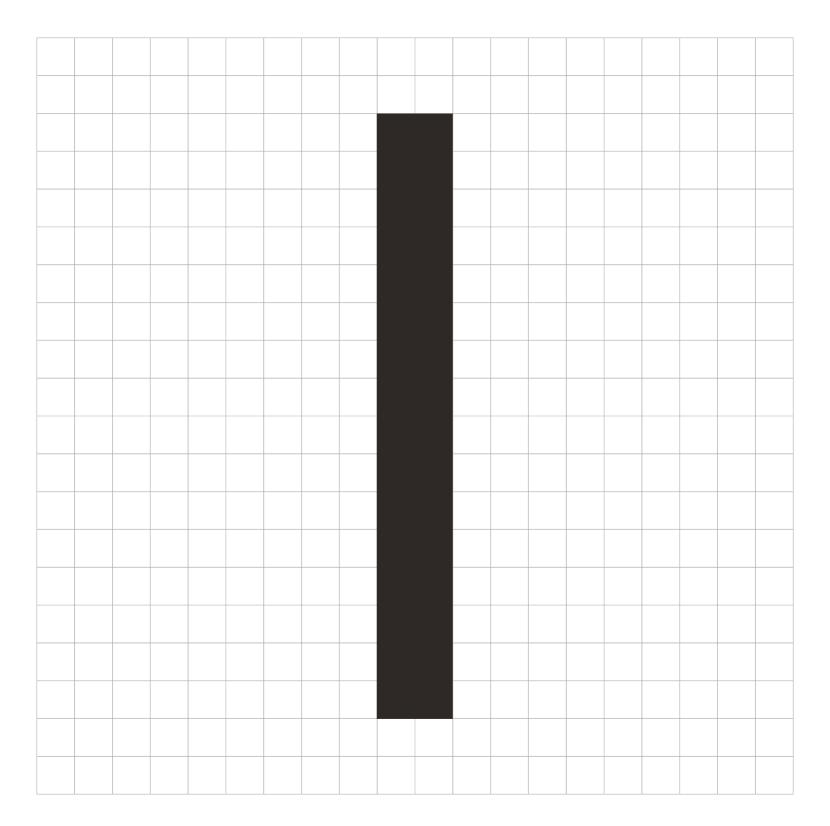


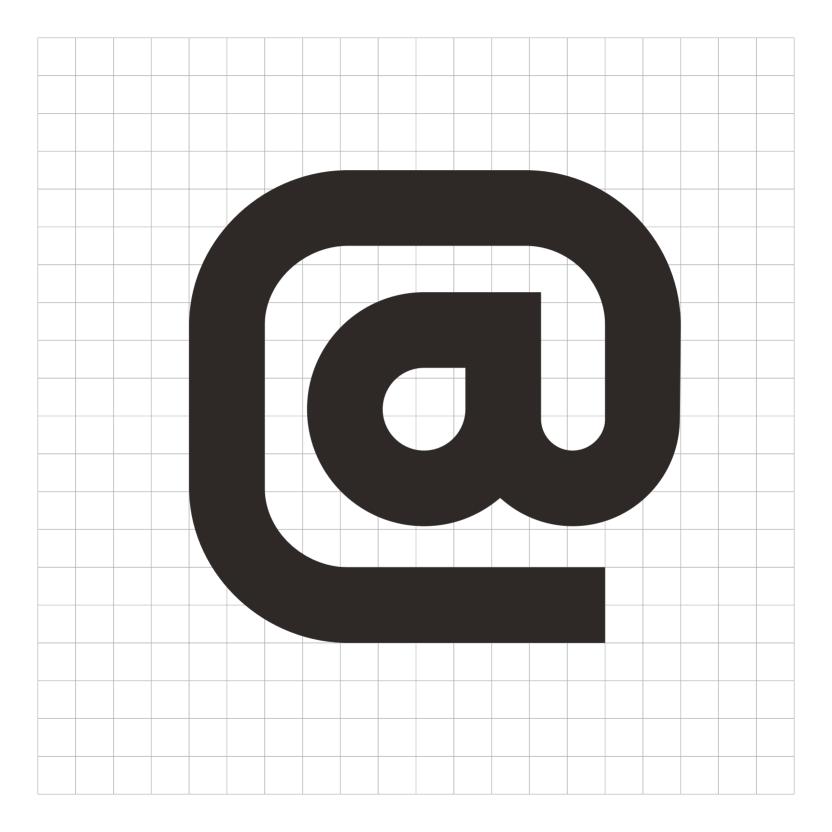


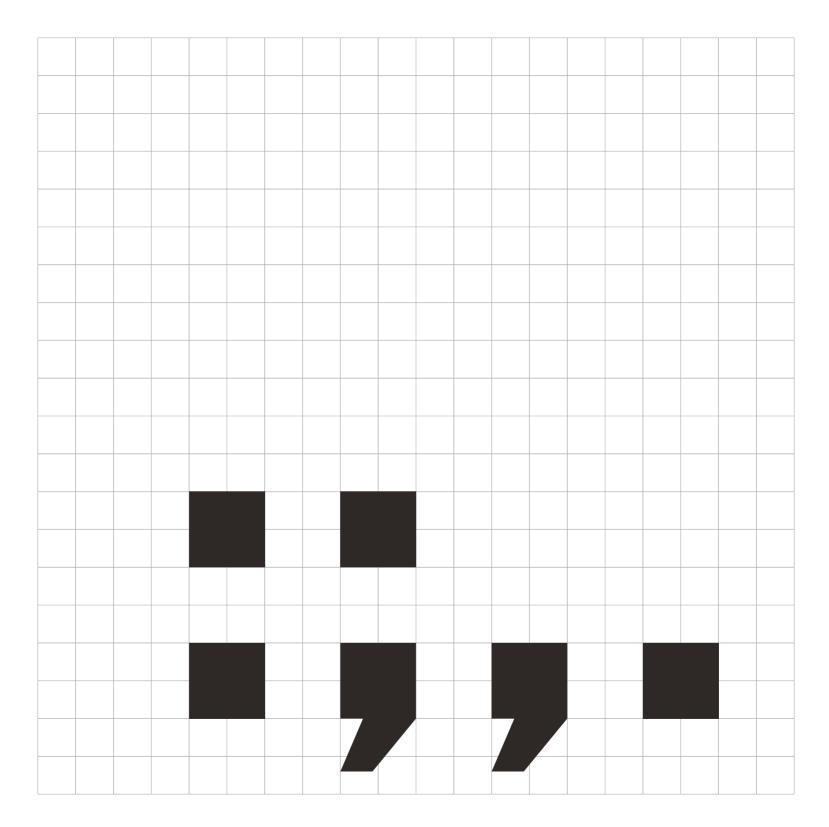


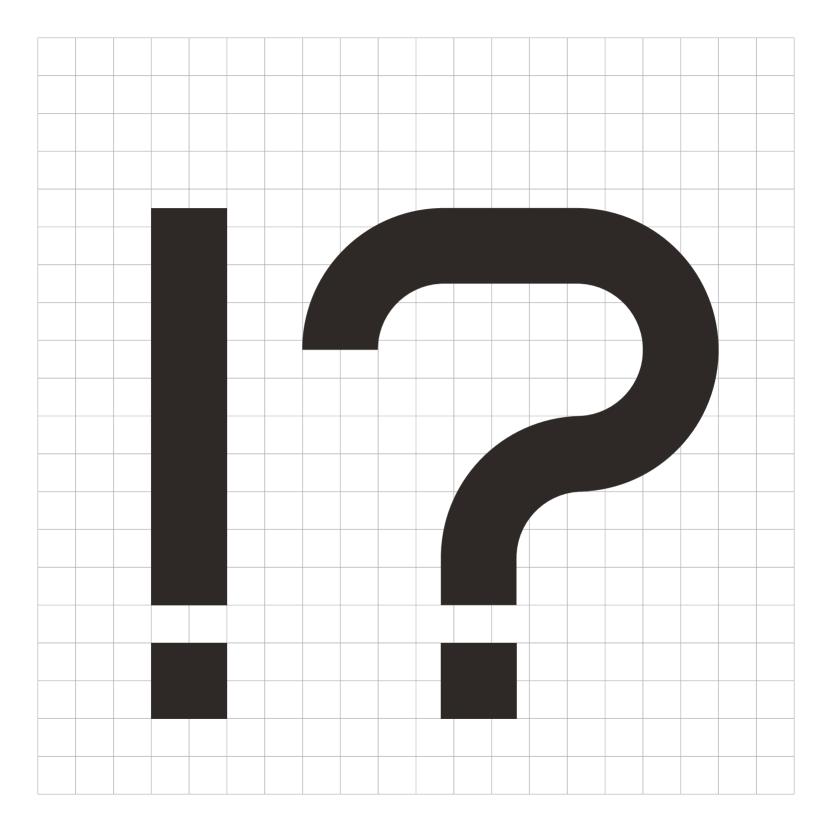


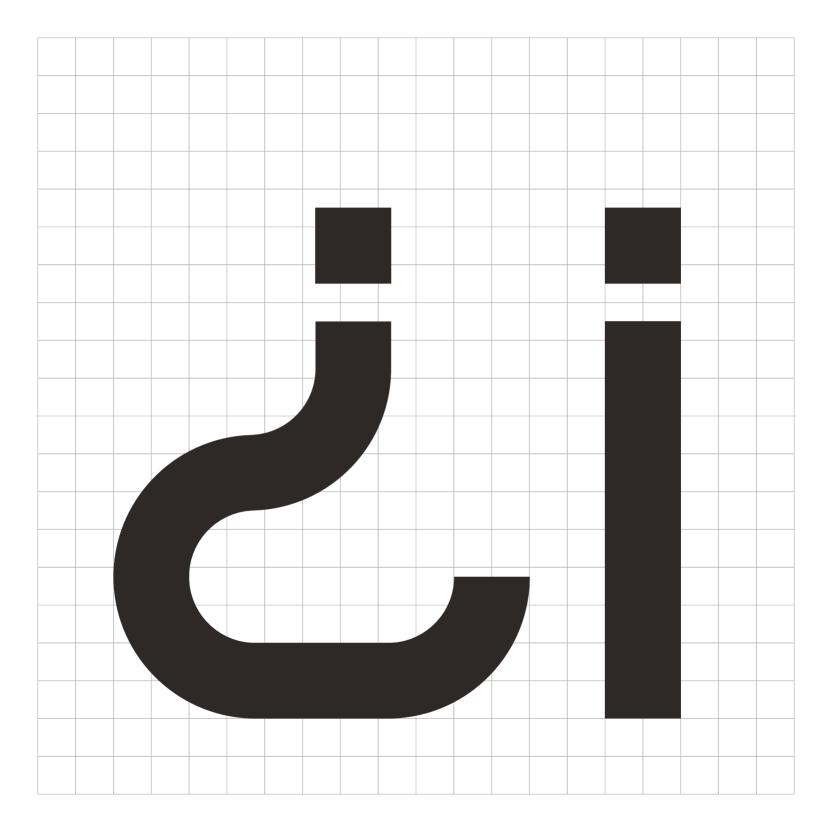


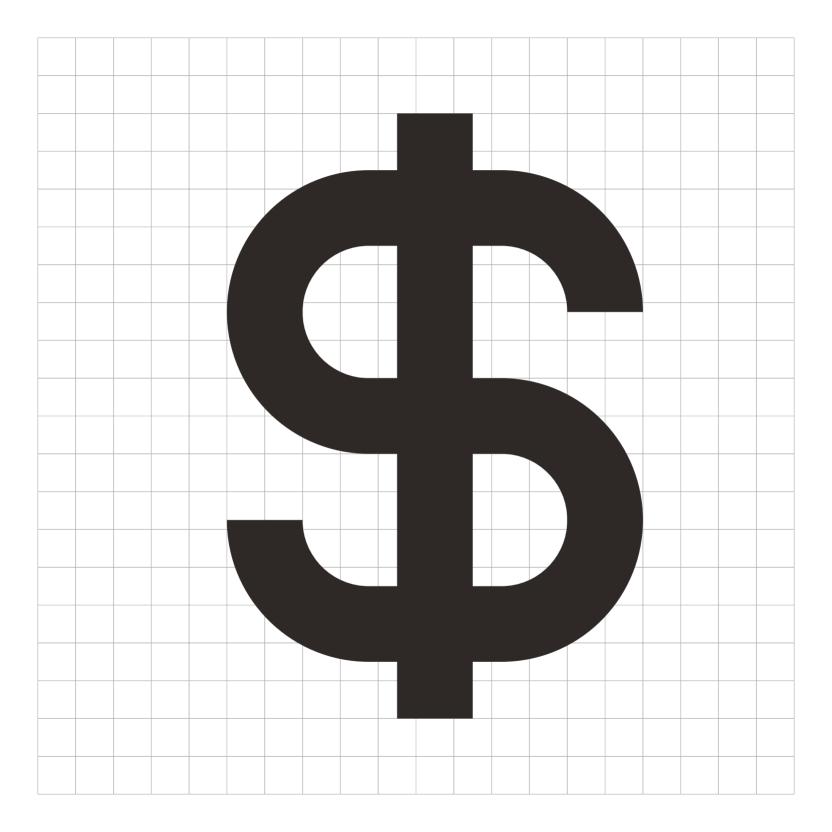


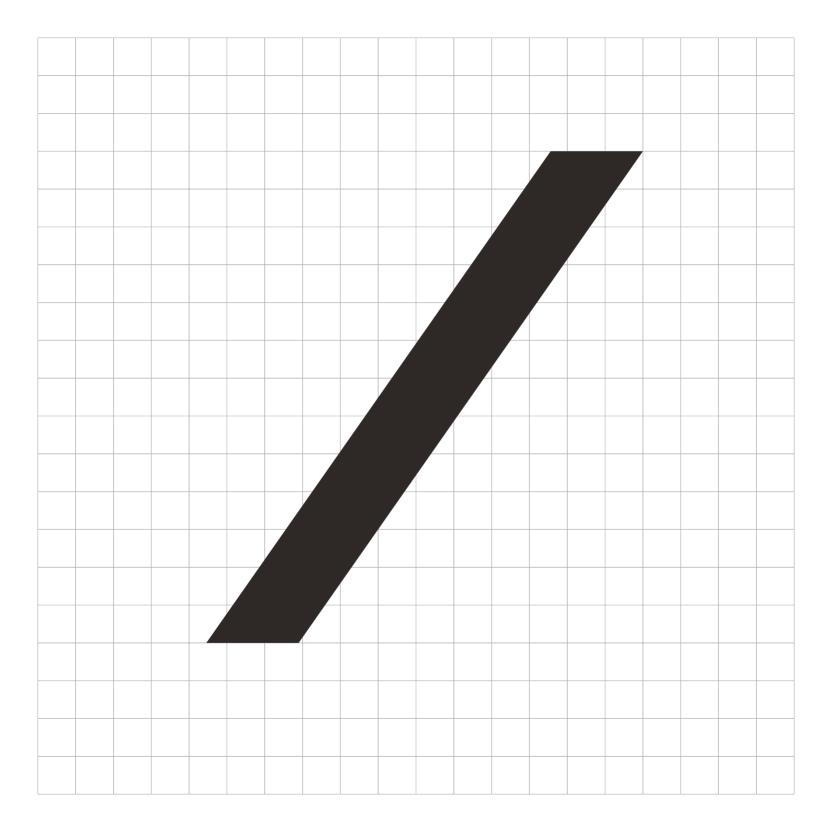


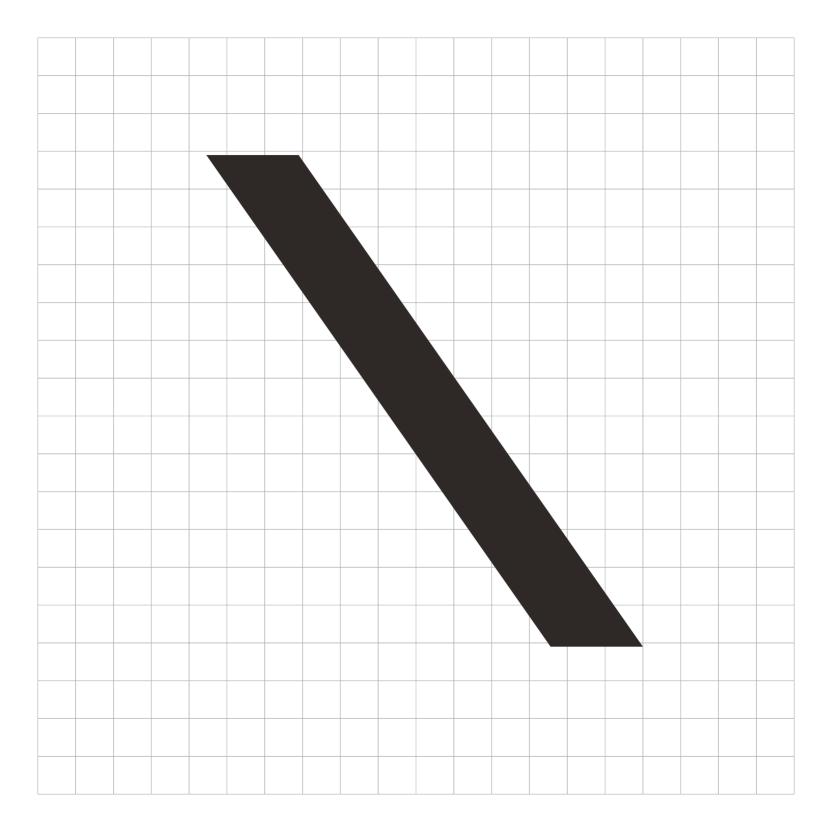


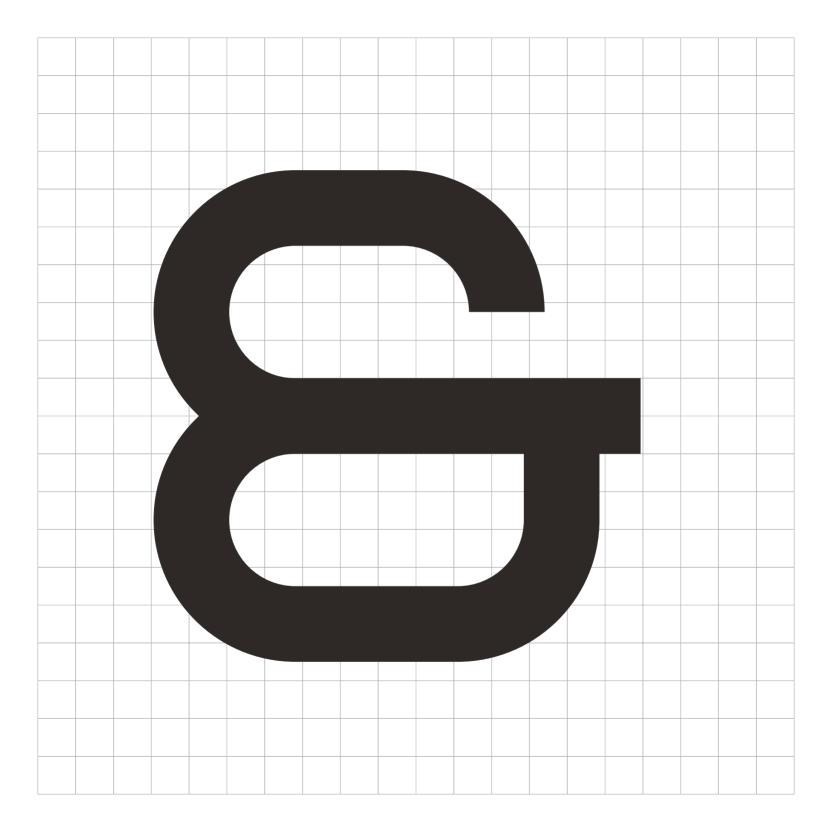


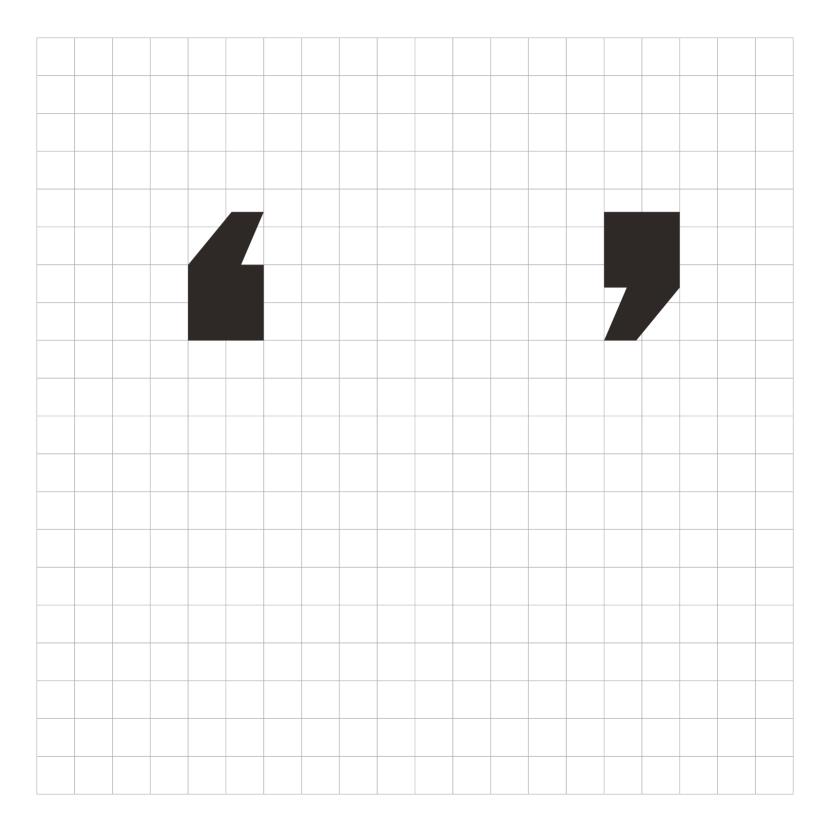


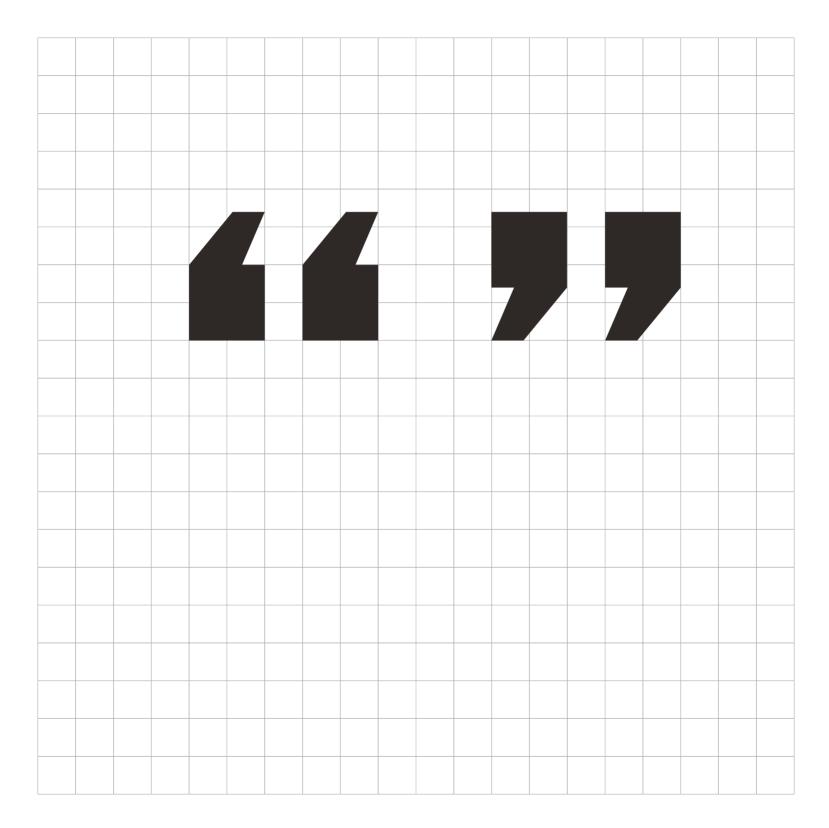


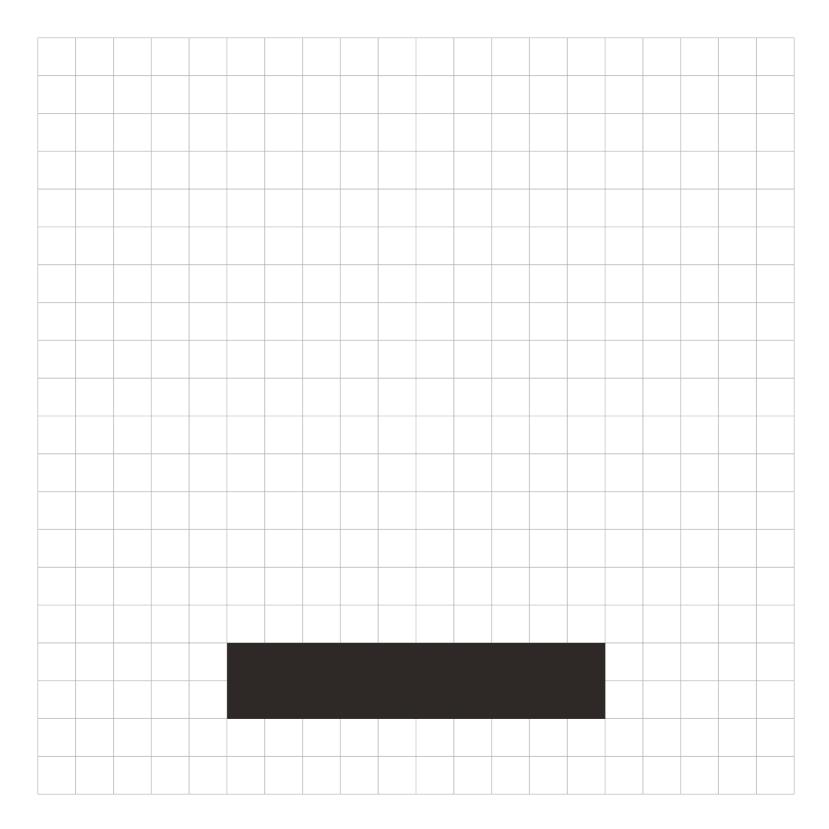


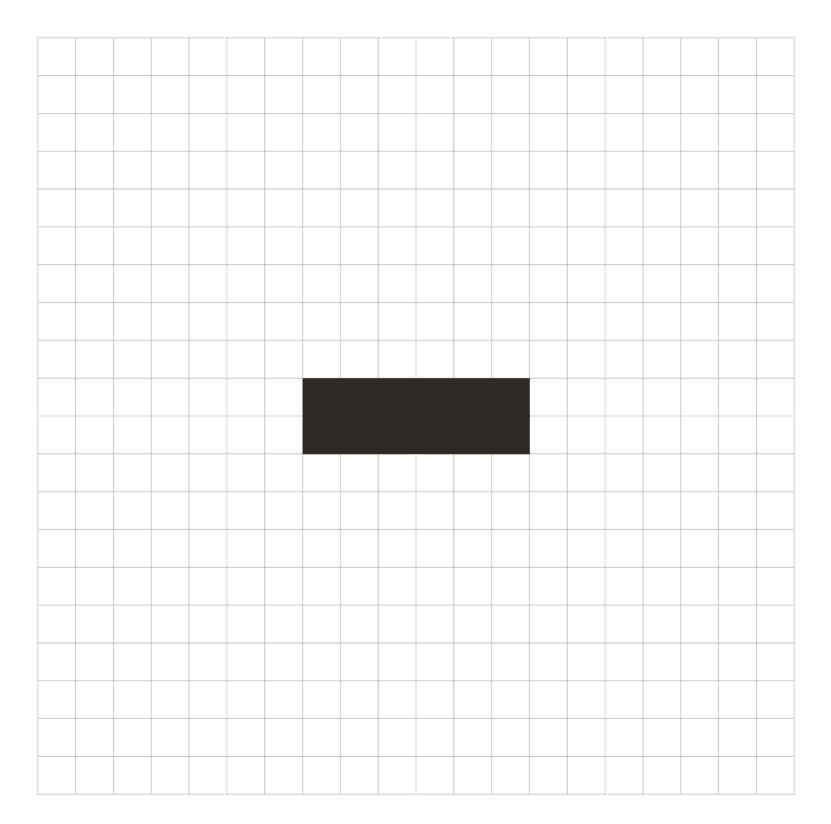


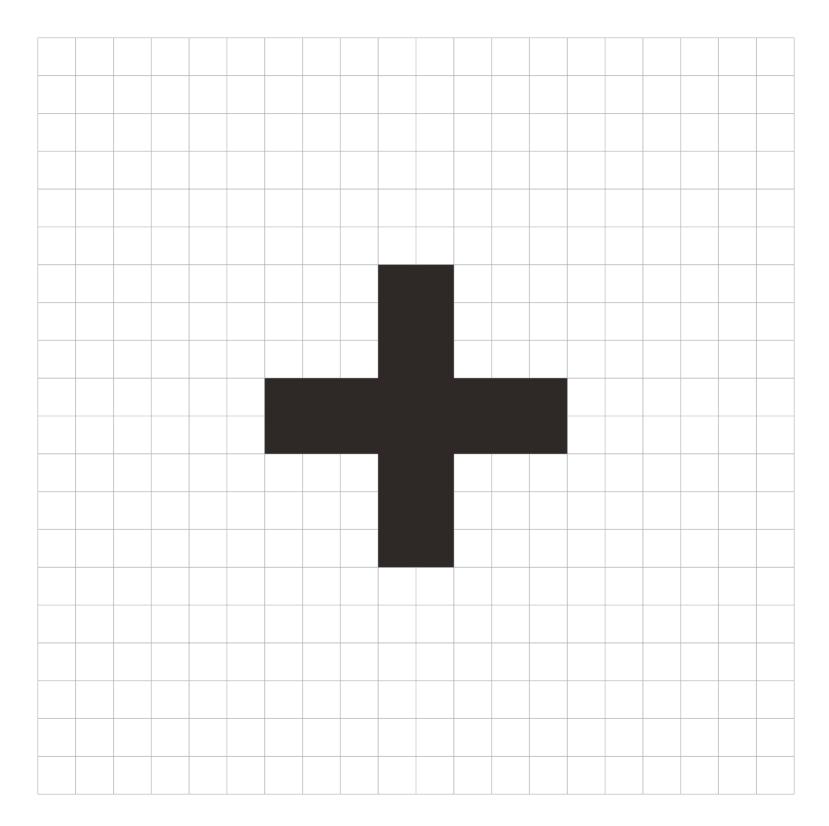


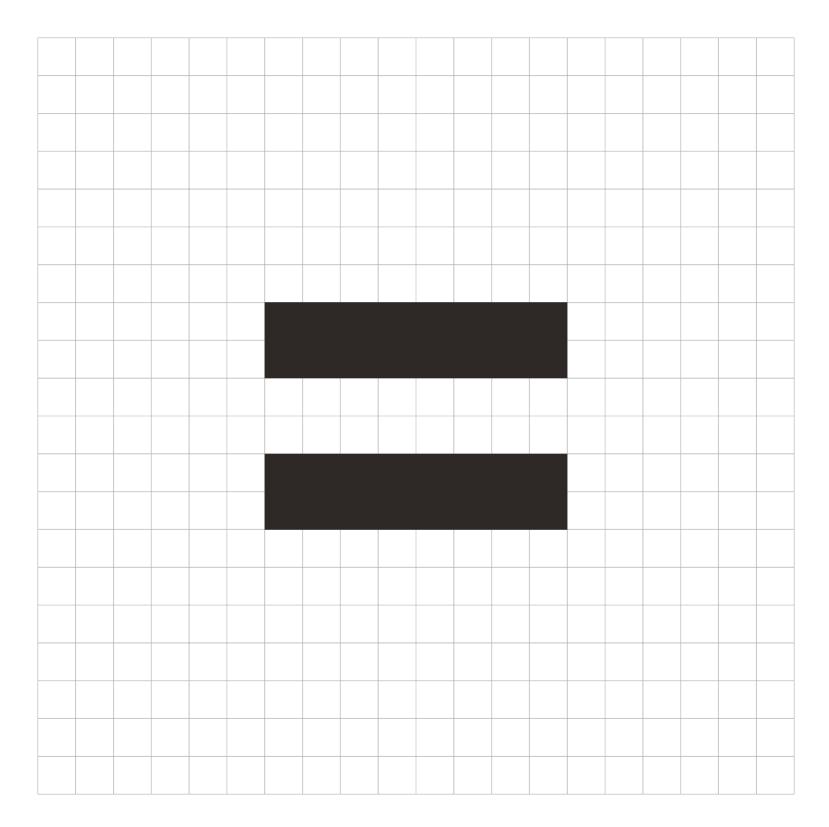


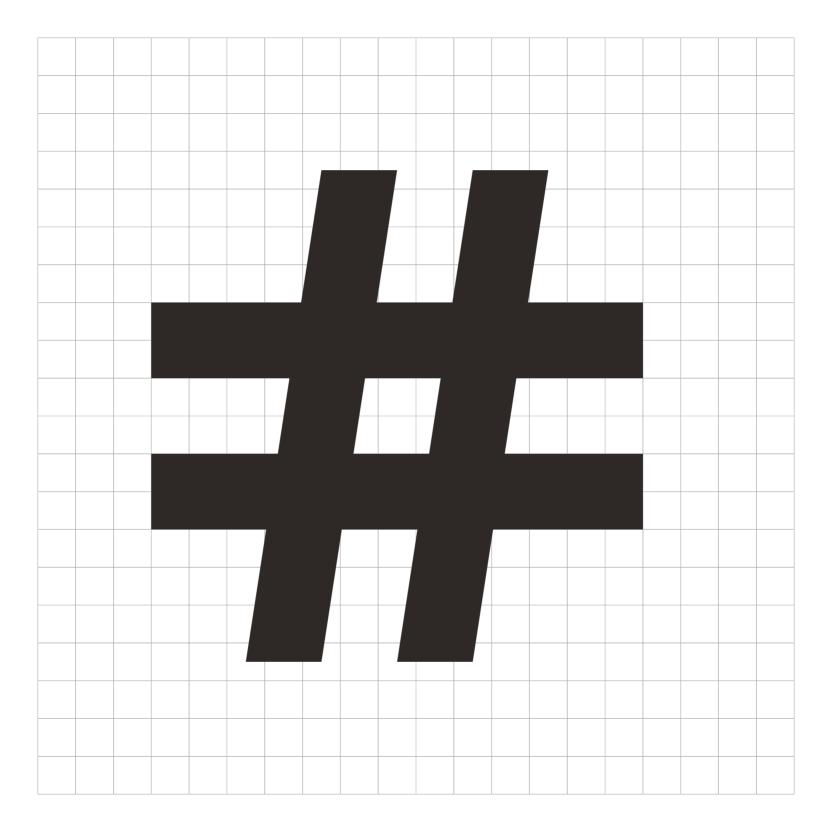


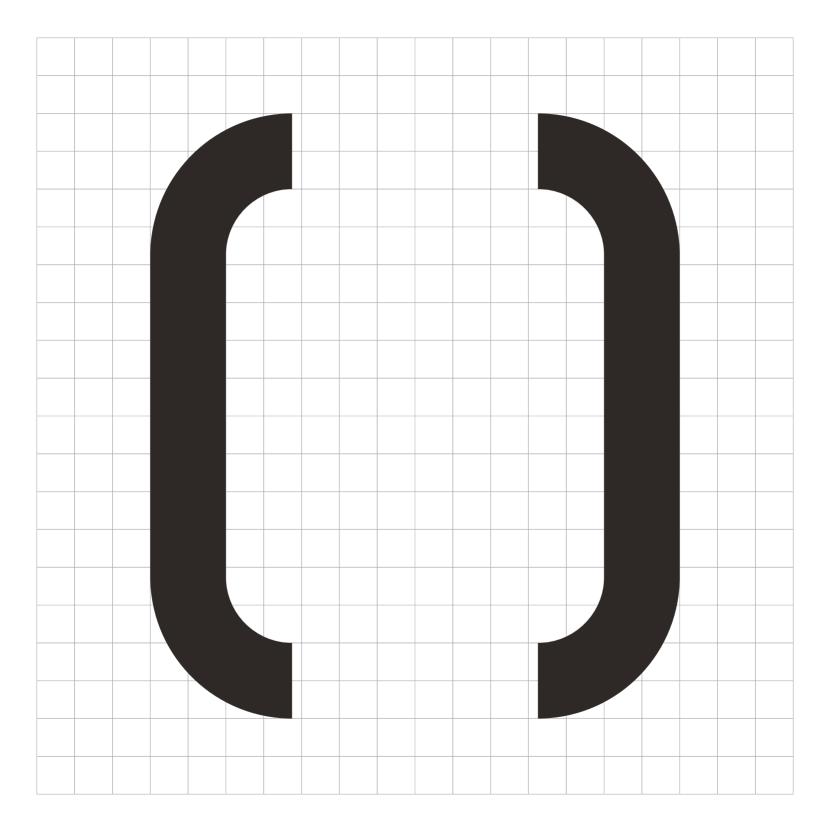


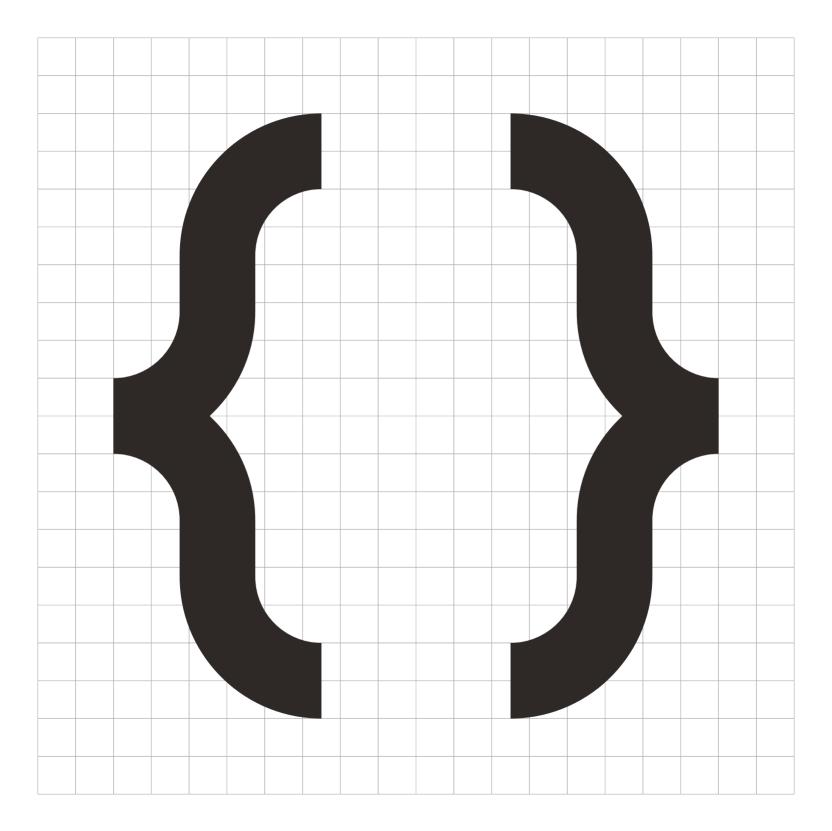


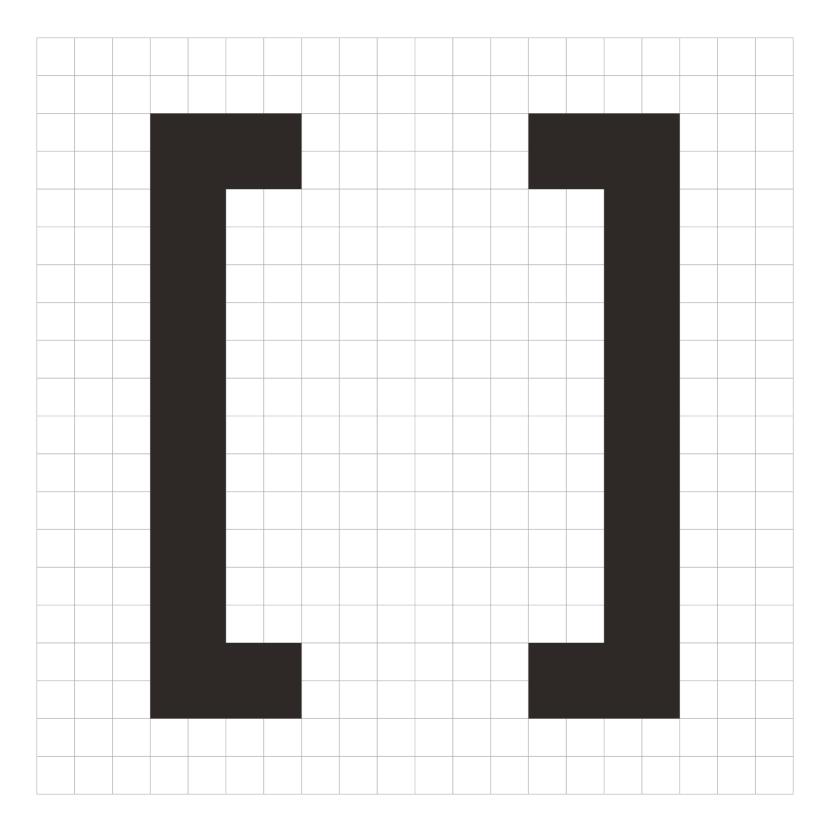


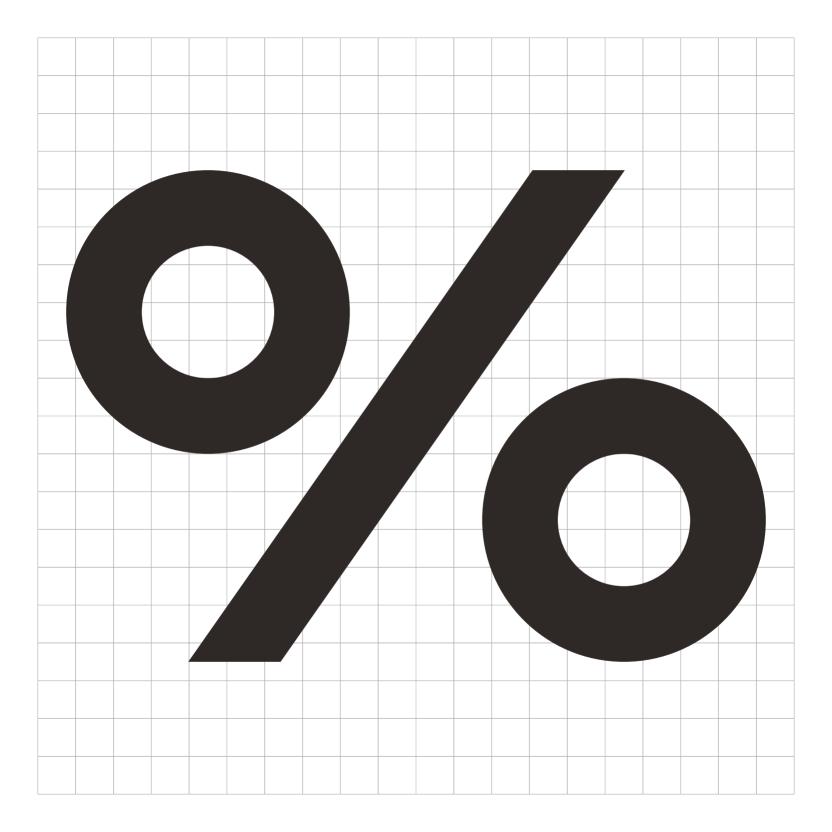


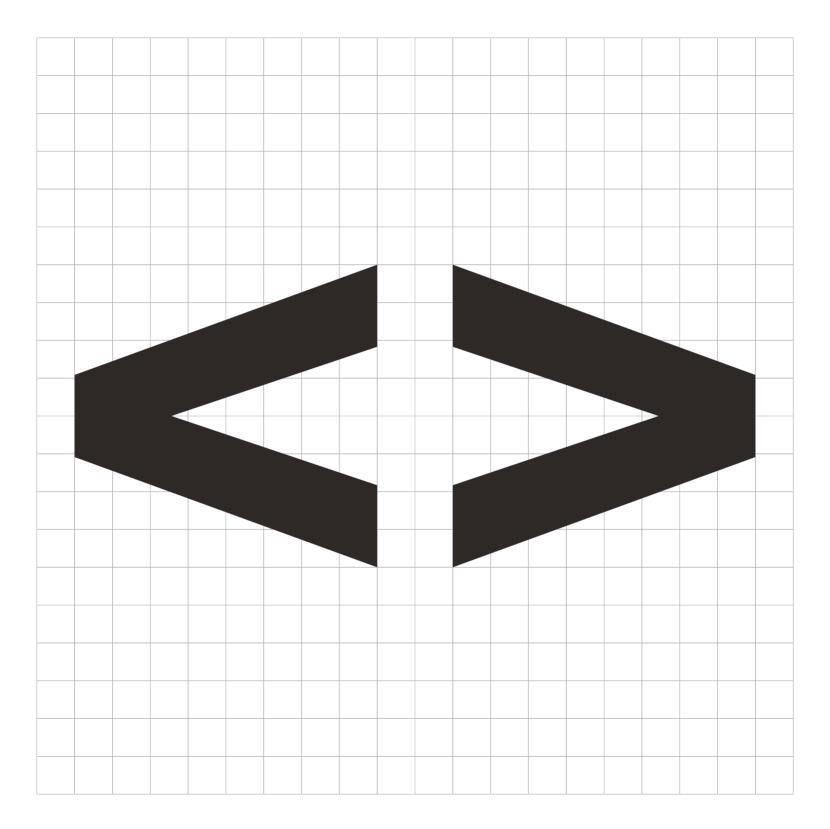


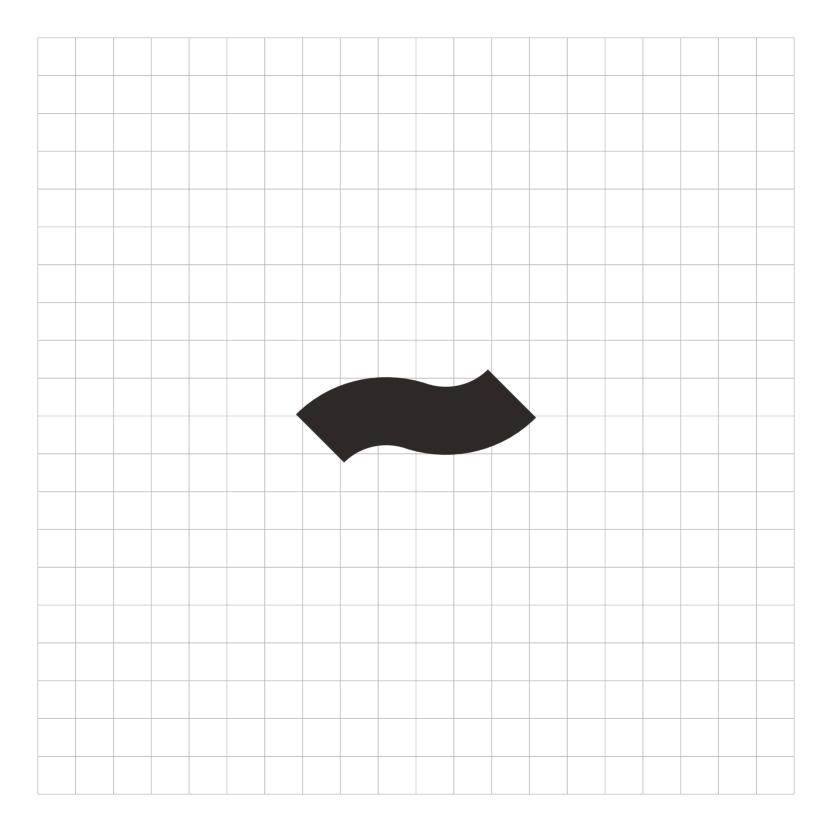


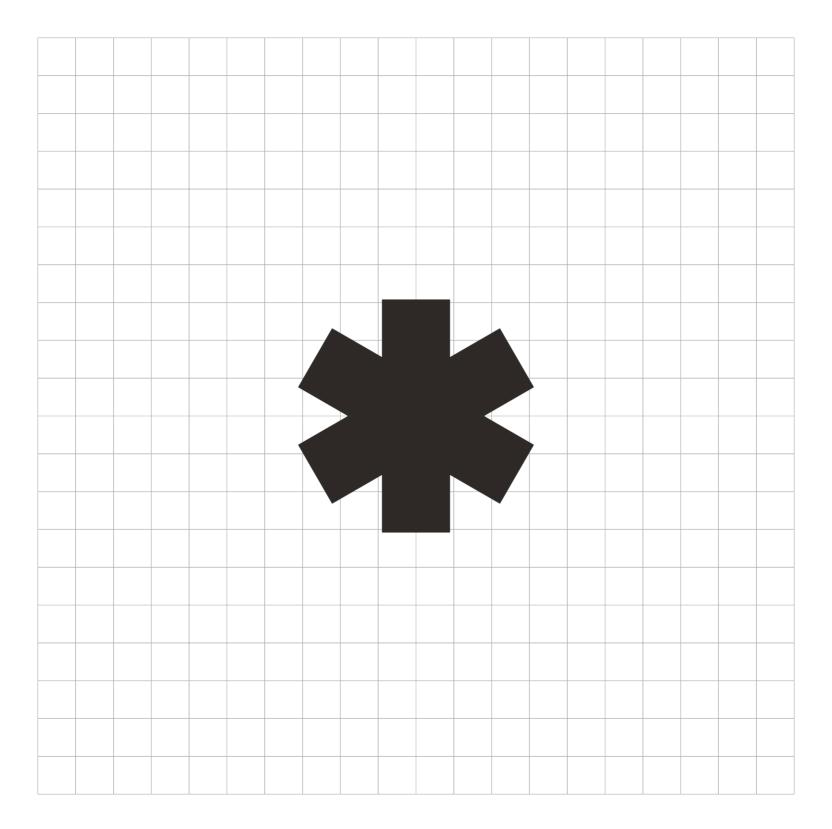












Source Sans Pro (Regular)
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0123456789
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Source Sans Pro (Bold)
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abcdefghijklmnñopqrstuvwxyz
0123456789

()@":;,.;!;?\$/

Source Sans Pro (Italic)

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abcdefghijklmnñopqrstuvwxyz

0123456789

() @":;,.;!;?\$/

TIPO MOVILIDAD INTEGRADA CDMX
ES LA FUENTE OFICIAL DEL SISTEMA. SE UTILIZA
PARA TODAS LAS APLICACIONES DE MEDIANO Y GRAN
FORMATO EN INFRAESTRUCTURA, VEHÍCULOS Y
APLICACIONES EN GENERAL

TIPO METRO CDMX
SOLAMENTE SE UTILIZARÁ EN CIERTAS
APLICACIONES DEL SISTEMA DE TRANSPORTE
COLECTIVO METRO A FIN DE RECONSTRUIR O
INTEGRAR APLICACIONES ANTIGUAS

## Source Sans Pro

Es la tipografía secundaria oficial. Se utiliza en contextos en los que la tipografía principal (Movilidad Integrada CDMX) resulte de difícil lectura. Esto incluye cuerpos de texto de medianos a largos y aplicaciones de pequeño formato.

## 1. Movilidad Integrada

Patrones y texturas

El logotipo de Movilidad Integrada podrá utilizarse para crear texturas y patrones para distintas aplicaciones tanto gráficas a pequeña escala, como urbanas de gran formato: textiles, pavimentos esténciles, marcas de agua, relieves, cenefas, etc. El carácter geométrico de estos patrones evoca ciertas tradiciones artesanales y artísticas mexicanas y permite ligar el programa de Movilidad Integrada a una cultura visual mucho más amplia y compleja. A continuación, se

presentan algunas sugerencias (a color y en blanco y negro) en cuanto a posibles usos de este tipo. Cualquier aplicación a futuro deberá ser aprobada previamente por la Secretaría de Movilidad de la Ciudad de México.



