



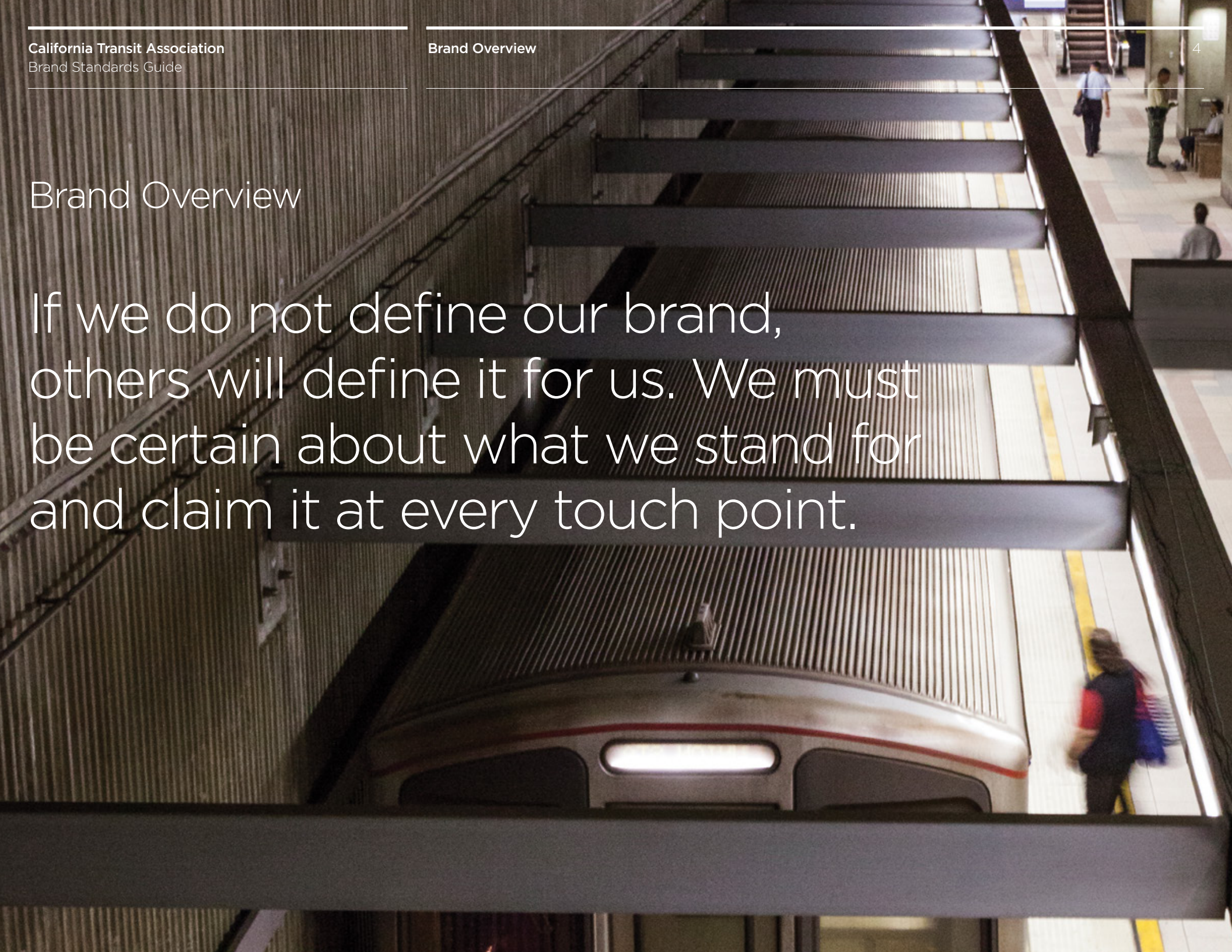
Brand Standards Guide

We are champions of public transit.

Public transit improves communities, stimulates economies and helps protect our environment. It benefits even those who never use it. We believe that public transit is beyond discretionary, that it is essential. Our claims do not come without detractors, and we must convincingly reiterate that transit, indeed, matters. We are the California Transit Association. We have a powerful story to tell, and now a bold, new brand through which to share it.

Brand Overview

If we do not define our brand,
others will define it for us. We must
be certain about what we stand for
and claim it at every touch point.



Defining our brand

How we wish our organization to be perceived is articulated in a brand positioning statement. The statement includes a concise description of what makes us unique, the key value we provide and what this allows our audience to achieve. It is intended as a guidepost for our stakeholders, so that everyone is working to promote the Association in the same manner. It is not a public statement, but influences the decisions we make and will ultimately shape how others experience our brand.

Our brand positioning statement

The California Transit Association believes public transit is an essential service that is good for all citizens, communities, economies and overall quality of life. We are known as advocates for public transit resources and for guiding a shared vision among transit agencies. This allows California to develop efficient and effective public transit.

The significance of our claims

By claiming public transit is good for all citizens, communities and economies, we are expanding the role and importance of transit to include non-riders, community stakeholders, businesses and the public at-large. It requires a compelling story to effectively accentuate this to everyone. And that’s what our brand is set up to do. While some people embrace transit as essential, others need to better understand transit’s role or simply need more convincing.

In essence, we are distinguishing and defining our organization as proponents of a cause – the cause of underserved public transit systems – and by doing so we are establishing ourselves on the forefront of the conversation about transit’s true value. This positions our organization, particular in regards to our interactions with the state’s legislature, as proponents for a better society and not simply proponents for those with a vested interest in public transit.

Elevating transit to this degree is both authentic, reflecting the passion found within our organization, and aspirational as we heartily commit to defending and promoting a critical component of our state’s well being.

Our organization is also unique and significant for its ability to facilitate collaboration, to unify transit systems for a stronger voice, and the education and training we provide our membership so that member agencies may learn and grow from each other.

Promoting an expanded value of transit, unifying and strengthening advocacy, teaching others in our industry – this is what our Association is about and this is what our brand is built to represent.

A platform for expression

The process of determining our brand positioning statement included analyzing and documenting the many ways our Association delivers value. These value points support our positioning statement and can serve as key messages (talking points) in our communications. A brand is strengthened when its messages are adopted and broadcasted back by an intended audience. That’s our goal, and it’s realized by consistent delivery of our external messages.

Our tagline

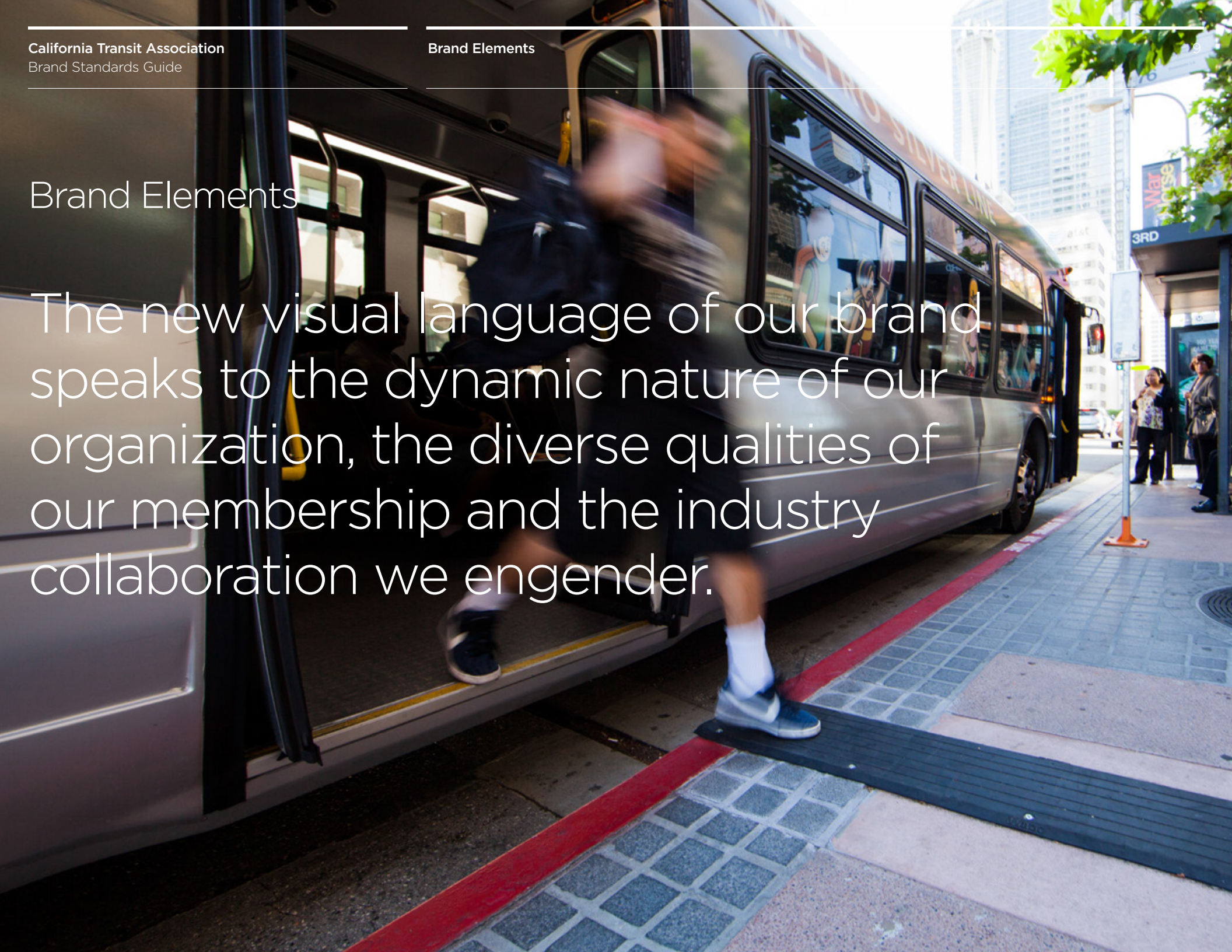
Our tagline embodies the essence of our brand position and is intended for display to external audiences. The Association's new tagline, *Connecting us*, works seamlessly with the new visual identity to convey the spirit and purpose of not only our Association, but also transit in general. We connect riders to destinations, communities to economic progress, Association members to lawmakers, industry professionals to like-minded industry professionals. We believe public transit is beyond discretionary – that it is essential – and serves as a vital connection to a better quality of life for all. For proper use of the tagline, *Connecting us*, always lower case the 'u' and include a period at the end.



Connecting us.

Brand Elements

The new visual language of our brand speaks to the dynamic nature of our organization, the diverse qualities of our membership and the industry collaboration we engender.



Logo

Our logo is the most highly visible graphic element of our brand and should be used with great diligence. Contemporary typography combined with swooping geometric shapes present our Association as an active, modern and engaging organization. The converging geometric shapes are emblematic of collaboration and bringing a shared vision of transit together. The logo's color scheme is intended to bring a balanced emphasis to both California and Transit, and was inspired by hues found throughout our state's naturally diverse landscapes. While use of the full color logo is preferred, several approved alternates are available for when black and white or one-color application is required.



BLACK AND WHITE



BLACK AND WHITE REVERSED VERSION



1-COLOR VERSION



1-COLOR REVERSED VERSION

Clear space / Minimum size

Maintaining the proper distance between our logo and other items allows us to clearly convey our brand’s authority over, or endorsement of, neighboring information. The protected area around the logo should be no less than the height of X — with X being equal to the distance that is measured from the top of the type to the top of the upper blue arc as illustrated here. This space should be protected around the entire perimeter of the logo.

To ensure legibility and brand recognition, the logo should never be reduced to a size smaller than 3/8” measured in height from the base of the logo to the top of the blue geometric shape as illustrated here.



To determine the size of X, measuring the distance between the top of the letters in our name and the top of the upper blue arc shape. Maintain clear space the height and width of X around the entire perimeter of the logo.



Logo minimum size (vertical height) : 3/8”

Color

Consistent use of color will help unify all applications of the brand, connecting them to our logo from which our color palette originates. The hues form a distinctively fresh palette inspired by the natural landscapes of California while maintaining a professional feel appropriate for a trade association.

The primary palette consists of the dominant colors derived from our logo. The secondary palette includes a supporting blue tone, plus a neutral gray. While all four colors may appear within the same application, use color with restraint. Our brand commonly uses color in a supportive manner and frequently as a graphic device (replicating the geometric shapes of logo).

See pages 23–35 for sample layouts demonstrating our brand’s approach to color. Adhere to the color specifications outlined here and use qualified vendors and reliable reproduction methods to ensure color consistency.

Pantone 2925
C=80 / M=27 / Y=00 / K=00
R=00 / G=150 / B=218
HEX #0096DA

PRIMARY COLORS

Pantone 124
C=07 / M=34 / Y=100 / K=00
R=237 / G=171 / B=00
HEX #EDAB00

Pantone 292
C=58 / M=17 / Y=00 / K=00
R=97 / G=175 / B=225
HEX #63AFE1

SECONDARY COLORS

Cool Gray 10
C=61 / M=53 / Y=50 / K=22
R=98 / G=98 / B=101
HEX #626265

Typography

for print

Maintaining typeface consistency helps create the distinctive look of our communications. Gotham is our brand’s preferred font for larger, display type such as headlines, subheads and introductory copy. Gotham is a contemporary sans serif font inspired by architectural letterforms found on directional street signs and other public signage of the 1920s. Univers, our brand’s secondary font, complements Gotham and is recommended for body copy and other lengthy text due to its legibility at smaller point sizes.

When to use
Use Gotham and Univers for all California Transit Association printed communications where possible. When use of Gotham or Univers is not possible, use the recommended web typefaces (see page 14).

PRIMARY TYPEFACE

California Transit Association Typeface

Gotham

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzæøå
1234567890(“.,,:%&?!)

SECONDARY TYPEFACE

California Transit Association Typeface

Univers

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzæøå
1234567890(“.,,:%&?!)

Typography for web

California Transit Association’s web typefaces are Proxima Nova and Arial. Use Proxima Nova for larger, display type such as headlines, subheads and introductory copy only when Gotham is not available. Use Arial for body copy and other lengthy text only when Univers is not available.

When to use

Situations where Proxima Nova and Univers cannot be used include but are not restricted to: Microsoft PowerPoint, Microsoft Word documents, or HTML content on web applications.

PRIMARY TYPEFACE

California Transit Association Typeface
Proxima Nova

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzæøå
1234567890(“,,:;%&?!)

SECONDARY TYPEFACE

California Transit Association Typeface
Arial

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzæøå
1234567890(“,,:;%&?!)

Iconography

A new set of icons has been designed to work in harmony with the new visual language. The default size is 37px and icons should be used with the flat button container. These can be used in any color unless otherwise specified.

When to use
Icons are primarily used in web applications. For more information or for the full set of icons contact the California Transit Association’s communication department at (916) 446-4656.





Imagery

Photography is an important way our brand tells its story. Images connect with people on an emotional level and provide instant context for our communications.



Imagery

We are moving transit forward and our imagery should reflect the momentum of our organization. Depicting modes of transportation in motion is one way to add energy to our brand. A preferred transit image would include a natural “motion blur” that still allows the audience to understand what is being depicted. Avoid overly hazy or distorted images. Identification of the specific transit system in the photography is permissible, but generally not required.

Transit in motion



Imagery

Images of people are an important way to demonstrate the vitality of public transit in our communities and the role transit plays in people's lives. Candid shots should be selected to bring a sense of realism to our communications. Consider depth of field and interesting crops for added photographic interest. Similar to our approach with transportation vehicles, images of people in motion support our position as a dynamic association supporting an essential service.

People and faces



Imagery

Highlighting the environment or locale of a transportation mode helps to reinforce the convenience and relevance of public transit. It also serves as an opportunity to feature the facilities and environments of our member systems. Environmental photography should convey transit in an uncluttered and positive manner.

The presence of transit riders within the environment brings a human element to the shot, but people are not required for images intended to showcase transit within a specific context.

Context and environment



Imagery

Public transit is in many ways an unseen industry. The planning, managing and maintaining of transit services – from funding negotiations at the state level to local regulatory compliance to daily vehicular maintenance – play a large role in keeping transit in motion. While these images may not be the expected “face” of transit, they have a place in our brand as a way to reiterate what it means to advocate for, and operate, an essential service.

Planning and organization



Sample Applications

The graphic elements presented in this guide work together seamlessly to create a bold and unified presentation of our brand. Here's how it all comes together.

Association business system

Our brand anchors the printed business collateral we use to interact with state government and other industry professionals. Layouts feature our Association logo within a calm, clean design that establishes our brand while naturally reserving areas for content. The geometric shapes from the logo are repeated as a secondary graphic device, adding uniqueness and interest to the layouts. Consistent design application across the collateral system enhances the recognition of, and confidence in, our brand.

Letterhead (8.5" x 11")

Paper: Mohawk Superfine Ultrawhite Smooth
28lb text

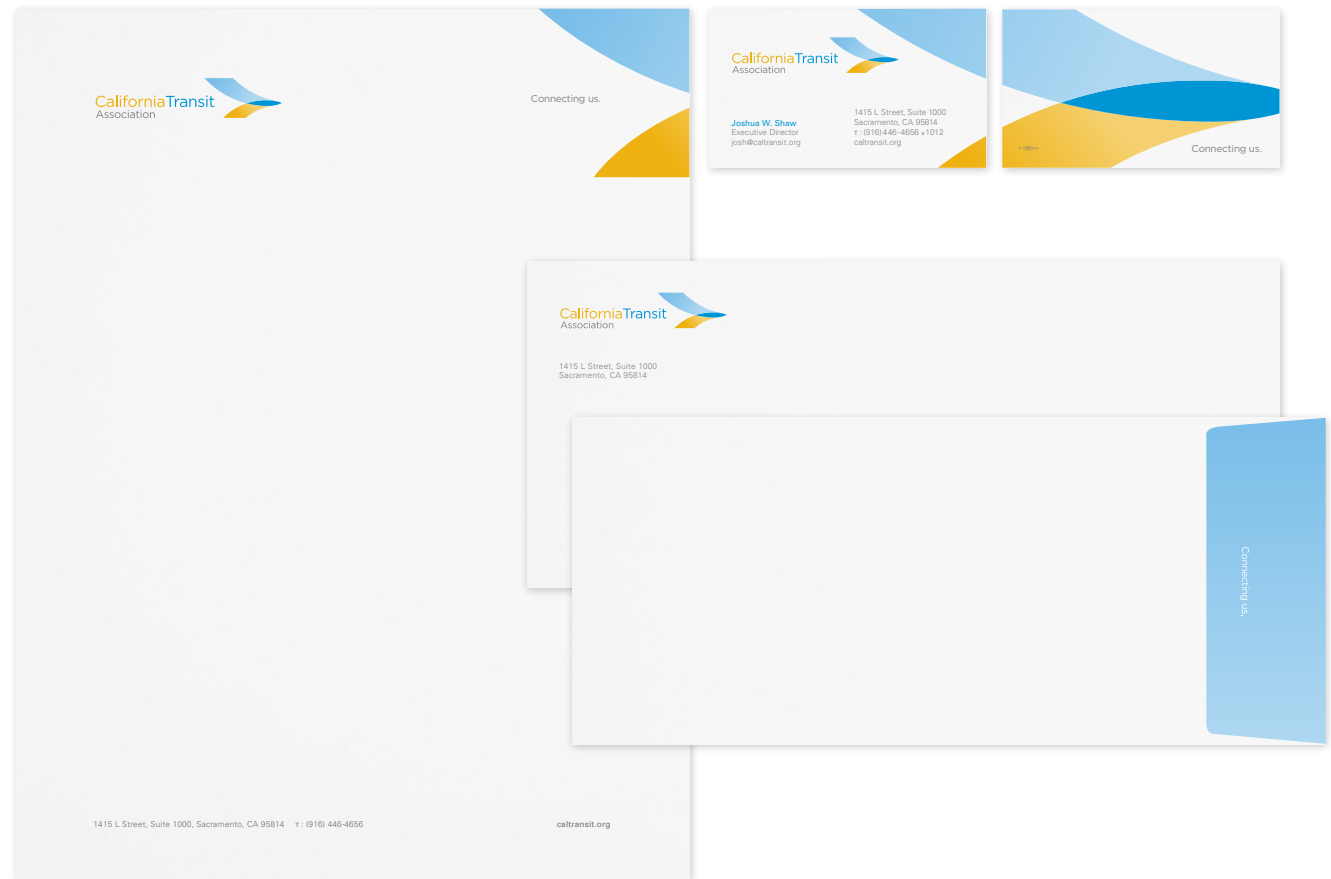
No.10 Policy Envelope (9.5" x 4.125")

Paper: Mohawk Superfine Ultrawhite Smooth
80lb text

Business Card * (3.5" x 2")

Paper: Mohawk Superfine Ultrawhite Smooth
130lb cover

* The union bug can be incorporated on the back lower left corner of the card but it is not mandatory.



Large envelope and mailing label

The mailing label can be used in conjunction with the large envelope but it is not mandatory. Each item can be used independently.

Large Envelope (9.5" x 12.625")

Paper: Mohawk Superfine Ultrawhite Smooth 80lb text

Mailing Label (4.5" x 3")

Paper: Mohawk Superfine Ultrawhite Smooth Label
60lb text



Thank you card

Card (5" x 7")

Paper: Mohawk Superfine Ultrawhite Smooth 100lb cover

A7 Envelope (5.25" x 7.25")

Paper: Mohawk Superfine Ultrawhite Smooth 80lb text

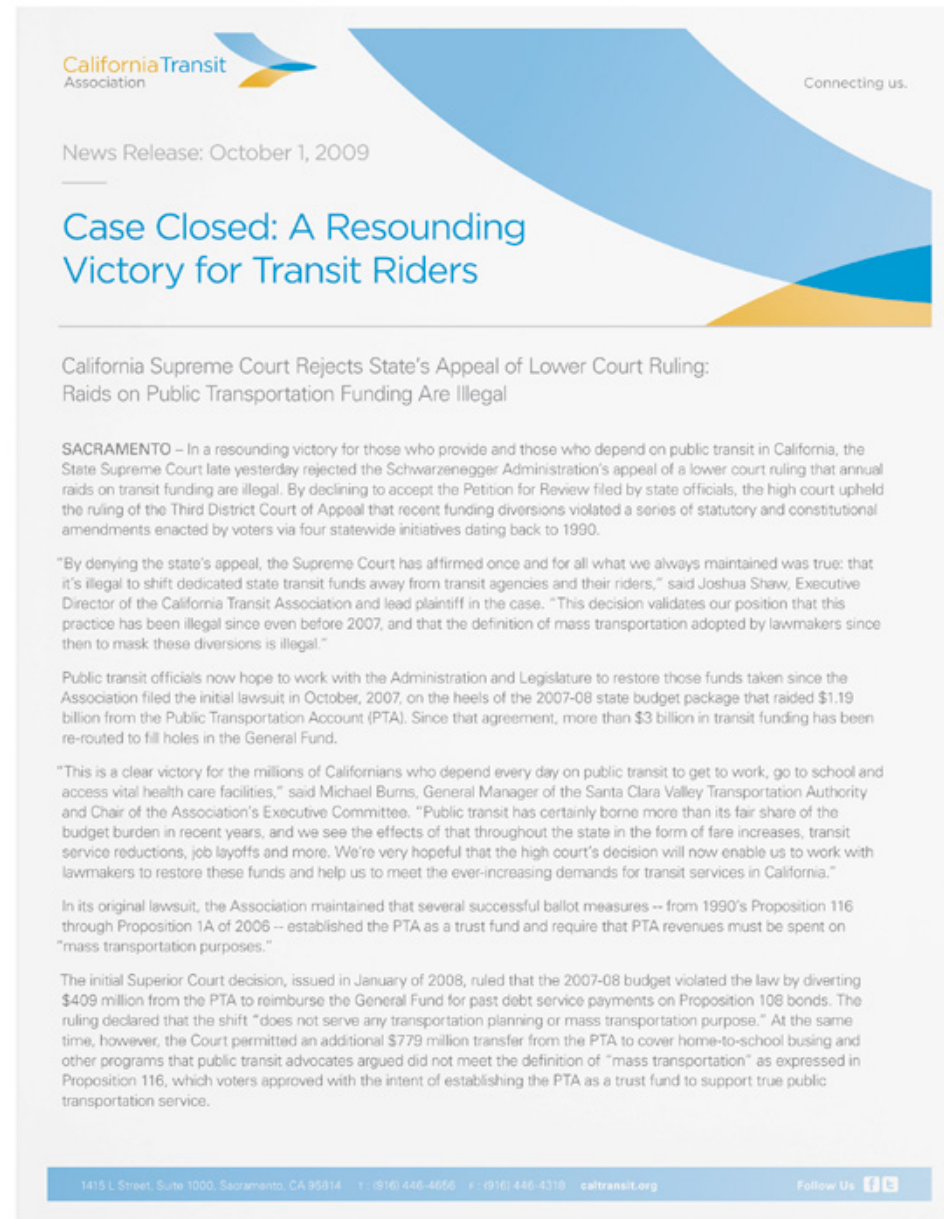


Folder

Custom Folder (9" x 12")
Paper: Mohawk Superfine Ultrawhite Smooth 120lb cover



Electronic press release



California Transit Association Connecting us.

News Release: October 1, 2009

Case Closed: A Resounding Victory for Transit Riders

California Supreme Court Rejects State's Appeal of Lower Court Ruling: Raids on Public Transportation Funding Are Illegal

SACRAMENTO – In a resounding victory for those who provide and those who depend on public transit in California, the State Supreme Court late yesterday rejected the Schwarzenegger Administration's appeal of a lower court ruling that annual raids on transit funding are illegal. By declining to accept the Petition for Review filed by state officials, the high court upheld the ruling of the Third District Court of Appeal that recent funding diversions violated a series of statutory and constitutional amendments enacted by voters via four statewide initiatives dating back to 1990.

"By denying the state's appeal, the Supreme Court has affirmed once and for all what we always maintained was true: that it's illegal to shift dedicated state transit funds away from transit agencies and their riders," said Joshua Shaw, Executive Director of the California Transit Association and lead plaintiff in the case. "This decision validates our position that this practice has been illegal since even before 2007, and that the definition of mass transportation adopted by lawmakers since then to mask these diversions is illegal."

Public transit officials now hope to work with the Administration and Legislature to restore those funds taken since the Association filed the initial lawsuit in October, 2007, on the heels of the 2007-08 state budget package that raided \$1.19 billion from the Public Transportation Account (PTA). Since that agreement, more than \$3 billion in transit funding has been re-routed to fill holes in the General Fund.

"This is a clear victory for the millions of Californians who depend every day on public transit to get to work, go to school and access vital health care facilities," said Michael Burns, General Manager of the Santa Clara Valley Transportation Authority and Chair of the Association's Executive Committee. "Public transit has certainly borne more than its fair share of the budget burden in recent years, and we see the effects of that throughout the state in the form of fare increases, transit service reductions, job layoffs and more. We're very hopeful that the high court's decision will now enable us to work with lawmakers to restore these funds and help us to meet the ever-increasing demands for transit services in California."

In its original lawsuit, the Association maintained that several successful ballot measures -- from 1990's Proposition 116 through Proposition 1A of 2006 -- established the PTA as a trust fund and require that PTA revenues must be spent on "mass transportation purposes."

The initial Superior Court decision, issued in January of 2008, ruled that the 2007-08 budget violated the law by diverting \$409 million from the PTA to reimburse the General Fund for past debt service payments on Proposition 108 bonds. The ruling declared that the shift "does not serve any transportation planning or mass transportation purpose." At the same time, however, the Court permitted an additional \$779 million transfer from the PTA to cover home-to-school busing and other programs that public transit advocates argued did not meet the definition of "mass transportation" as expressed in Proposition 116, which voters approved with the intent of establishing the PTA as a trust fund to support true public transportation service.

1415 L Street, Suite 1000, Sacramento, CA 95814 • (916) 446-4656 • (916) 446-4318 • caltransit.org Follow Us  

Official documents



Facsimile

CaliforniaTransit
Association



Connecting us.

Facsimile

Attention:

Company:

From:

Date:

Fax No.:

No. of Pages:

Subject:

Message:

1415 L Street, Suite 1000, Sacramento, CA 95814

T : (916) 446-4656

F : (916) 446-4318

caltransit.org

Brochure cover



Connecting us.
caltransit.org

Electronic media kit



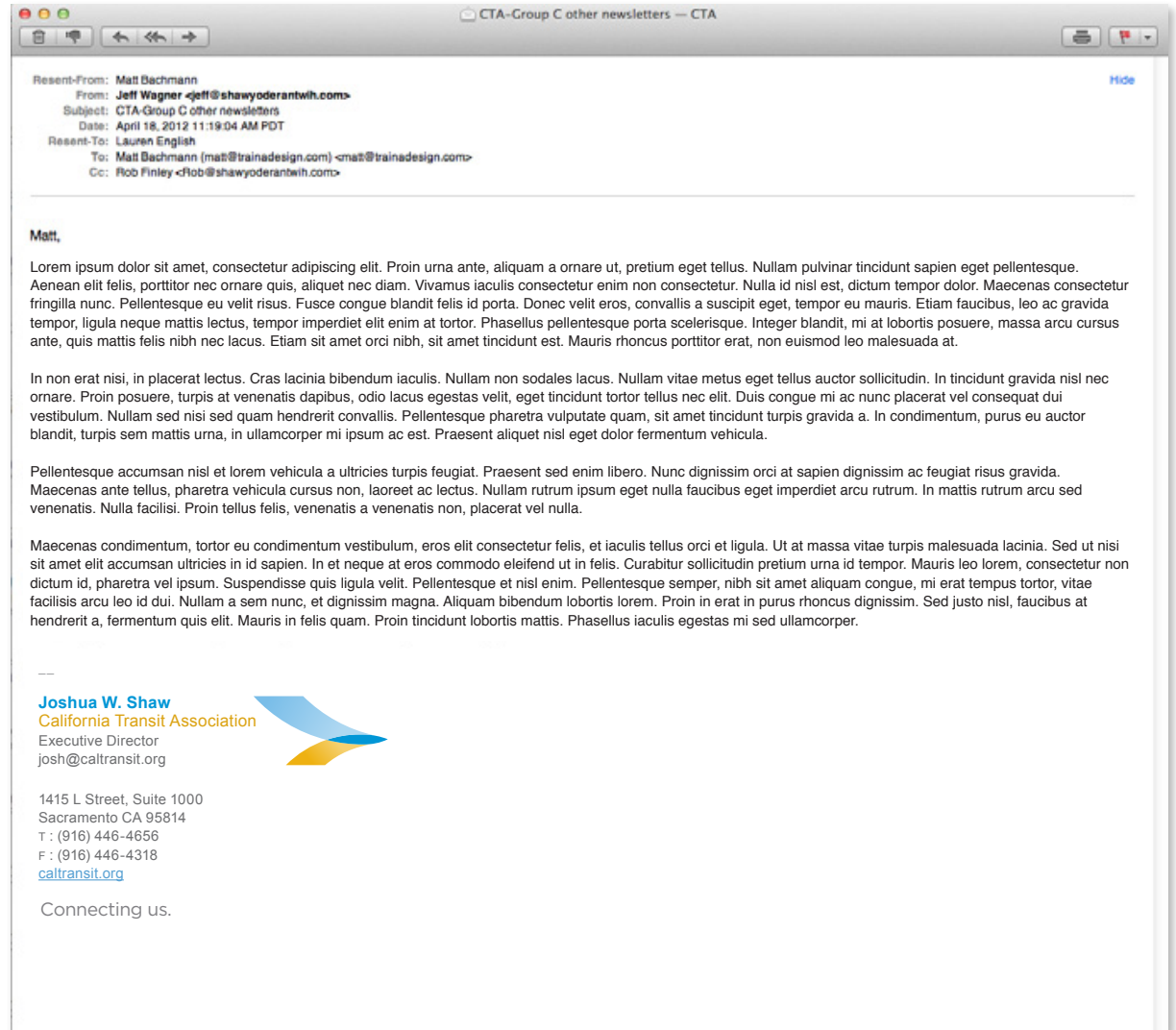
Website homepage



eNewsletters



Email signature



PowerPoint template

