Metro Transit

METRO TRANSIT
BRAND IDENTITY
& STYLE GUIDE

last updated 03/22/21

SERVICE EXCELLENCE

SAFETY

ENVIRONMENTAL RESPONSIBILITY

INNOVATION

TEAMWORK

COMMUNITY ORIENTATION

FINANCIAL RESPONSIBILITY

Metro Transit

OUR MISSION:

We at Metro Transit deliver environmentally sustainable transportation choices that link people, jobs and community conveniently, consistently and safely.

Metro Transit Brand Standards

The brand standards in this guide have been devised to ensure that Metro Transit remains true to its core values and to the people, products and services the company represents.

Use this information to protect the Metro Transit brand in all applications, in all market segments and across every geography. Please read these guidelines carefully, implement them faithfully and partner with Metro Transit Creative Services for support in harnessing this tool to consistently portray the power of the Metro Transit brand as an important business asset.

A consistent, clear brand identity not only gives us strong recognition among our customers and potential riders but also presents a professional image that helps the public, stakeholders, business partners and legislators view Metro Transit as a valuable community asset.

Contact

If you have questions about use of the Metro Transit logo or need help incorporating branding into a project, contact 612-349-7671.

Specific style guides for signage, vehicle graphics and web are available on MetNet.

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Brand Strategy

The Metro Transit brand is one of our most important business assets.

A strong Metro Transit brand influences preference and loyalty in customers—key for retaining and building ridership. By managing our brand identity consistently and fluidly, we protect and grow our ability to build ridership and increase revenue.

The Metro Transit brand experience

Our brand is the sum of our customers' experiences. This experience is created through our performance, responsiveness, support and reputation.

By consistently demonstrating a better understanding of our customers' motivations in our communications, we make good on our promise to "go beyond the expectations of our customers to deliver a convenient, comfortable and dependable experience."

Identity Elements

Service Mark

What is a service mark?

A service mark (like a trademark) is a word, phrase, symbol, logo, etc., that identifies one's brand of service and distinguishes it from the services of others.

The Metro Transit brand is what distinguishes our services from other transportation services.

Why is a service mark so important?

A service mark identifies and protects a service and must be used continuously and consistently to maintain its legal standing.

How to use the service mark.

To help protect and maintain the Metro Transit service mark, we ask that you observe the following guidelines when listing Metro Transit in any advertising literature, displays and signs, promotional items or business documents, correspondence and promotional items.

Service Mark Usage

Never add an "s" to the Metro Transit name.

✔ **Right:** Metro Transit offers a reliable, environmentally sustainable transportation method.

✘ **Wrong:** All Metro Transits provide a safe and secure environment for our customers.

When the Metro Transit brand is used in text, it is always used as two capitalized words, never abbreviated.

✔ **Right:** Metro Transit

✘ **Wrong:** Metrotransit, MetroTransit, metrotransit, metro transit, Metro-Transit, Met Transit, MT

Any Metro Transit phone number should always be separated with dashes, never with periods, spaces or brackets.

✔ **Right:** 612-373-3333

✘ **Wrong:** (612)373-3333, 612.373.3333, 612 373 3333

The web address in text, the web address is always lowercase and without the "www."

✔ **Right:** metrotransit.org

✘ **Wrong:** www.metrotransit.org, WWW.METROTRANSIT.ORG, www.MetroTransit.org

Care should be taken to avoid including lengthy URLs in print. If you need to easily direct a large number of people to a specific page, contact Creative Services who can provide a shortened URL.

✔ **Right:** metrotransit.org/register

✘ **Wrong:** https://store.metrotransit.org/registerfarecard.aspx

Metro Transit Logo

The Metro Transit logo is the single most visible symbol of our company. You are expected to preserve its value as a brand and trademark with correct and consistent usage.

It is crucial to use our logo correctly and consistently to ensure the visual impact and overall integrity are not compromised or diluted. The size of the logo may be changed as required, provided that its original proportions are maintained. See the list of DOs and DON'Ts in using the logo, followed by illustrated examples.
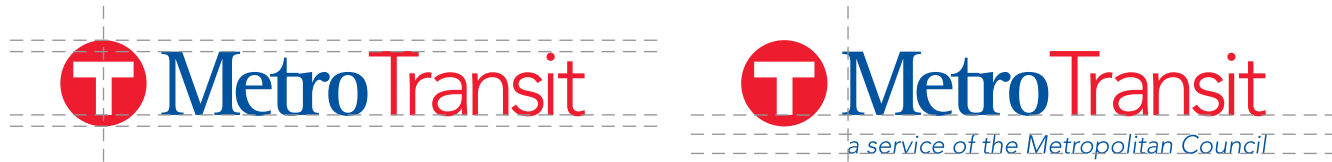
Current downloadable logo files are located on **metrotransit.org/images**

To secure legibility and impact, the Metro Transit logo should be surrounded by a minimum percentage of clear space equal to the x-height of the lowercase letters in the logo. This area separates the logo from other elements, such as headlines, text, imagery and the edge of the document. Too little space can lead to confusion between the logo and outside elements, resulting in difficulties with legibility and communication.

To preserve legibility, the Metro Transit logo should never be scaled smaller than 1.375".

When accompanied by the tag line, the minimum scale size is 1.75".

1.375" minimum

1.75" minimum

Acceptable Uses for the Metro Transit Logo

DO

- Use the appropriate file format for your specific application (see page 16 for examples).
- Produce the logo from approved electronic artwork.

DON'T

- Condense, expand, or otherwise distort it beyond its original proportions.

- Attempt to redraw or alter the symbol.

- Change the colors of the logo to anything non approved.

- Use other typefaces or alter the typeface defined for the logotype.

- Use logo after "Metro Transit."

- We no longer use the tag line, "Hop on."

Contact Information

Full logo

When the full logo needs to be accompanied with the URL and/or phone number on marketing materials, the information can be stacked below the logo. In this example, the width of the logo is 1.75" and the contact information is typeset at 10 pt Avenir 55 Roman in the color Transit Blue.

Metro Transit
metrotransit.org
612-373-3333

Metro Transit
metrotransit.org

Metro Transit
metrotransit.org
612-373-3333

Circle "T" icon

When there is limited space, the circle "T" icon with a URL is an accepted use of showing our logo and URL together.

Color

Color Palette

Color is among the strongest elements of any visual system, providing a recognizable brand cue. Metro Transit uses a primary palette of three colors—blue, red and yellow—that convey energy and reliablility.

Transit Blue	Transit Red	Transit Gold	white
PMS 287	PMS 485	PMS 116	

RGB: 0/83/160	RGB: 237/27/46	RGB: 255/210/0
CMYK: 100/72/0/6	CMYK: 0/100/91/0	CMYK: 0/16/100/0
HEX: 0053A0	HEX: ED1B2E	HEX: FFD200

2-color Logo

The PMS 2-color logo is the preferred logo treatment.

PMS 287
PMS 485

4-color Logo

Use this logo when printing 4-color process

c100 m72 y0 k6
c0 m100 y91 k0

1-color Logo

The PMS 1-color logo is to be used only when the 2-color and 4-color logos cannot be used.

100% Black

Reversed out of 100% Black

Reversed out of PMS 287

Reversed out of PMS 485

2-color Logo Exception

The 2-color logo can be semi-reversed on top of the listed colors below. This logo retains the red "T" icon, with the rest of the logo reversed to 100% white.

Reversed out of 100% Black
with Transit Red icon

Reversed out of Transit Blue with
Transit Red icon

Reversed out of Transit Gold

Color Usage

The 2-color logo should be reproduced only on a white or very light background. Do not set the logo on a background that overpowers the logo. Follow the guidelines on the previous page for the 1-color logo.

Right

Wrong

Right

Circle "T" Icon

Acceptable Uses for Stand Alone Icon

The Circle "T" is the single most important icon that represents Metro Transit. It has become a regionally recognizable symbol for public transportation in the Twin Cities metro area—seen on buses, trains, signs, shelters and facilities. It is crucial to use the mark correctly and consistently.

Approved uses:

- May tastefully be used as an additional graphical element on printed materials, signs or building facades. If possible, the whole Metro Transit logo must also be present.
- May use to represent Metro Transit facilities on a map.

DO

- Use the appropriate file format for your specific application (see page 16 for examples).
- Produce the logo only from approved electronic artwork.

DON'T

- Condense, expand, or otherwise distort it beyond its original proportions
- Attempt to recreate the symbol or use a font for the "T"
- Change the colors of the logo to anything non approved.

Icons

The Metro Transit icon set is used to easily identify our specific services in promotional items, routes and maps. The color palette guidelines apply when incorporating these into documents and should never be recreated or modified.
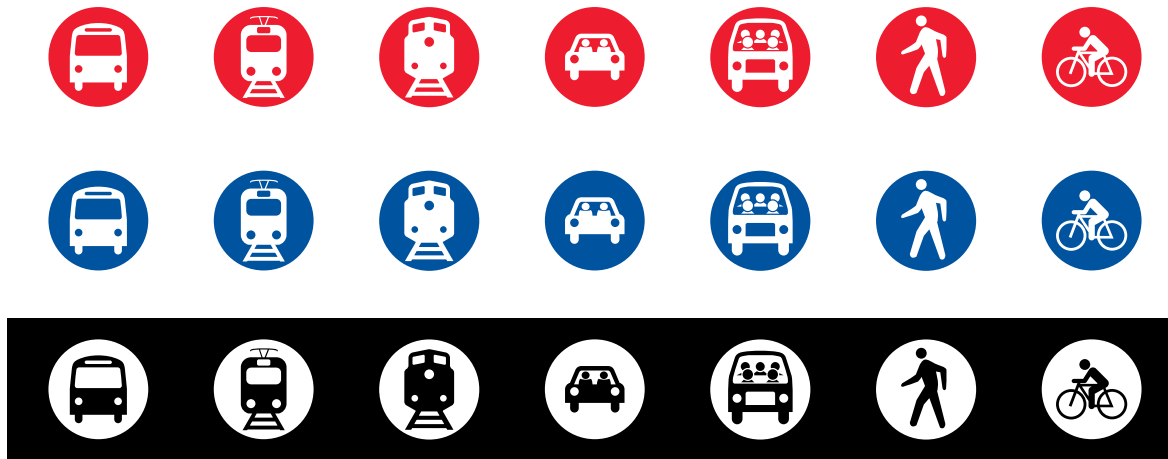
Typography

Typography is an essential component of the Metro Transit brand. A disciplined use of typographic standards helps maintain a strong and effective brand identity. Typography standards also add consistency to Metro Transit communications in all forms. The preferred typeface for use in Metro Transit online and printed documents is Avenir. This is a paid-licensed font and cannot be distributed freely. Metro Transit will not provide the font files.

Avenir Book / *Book Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Roman/ *Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Medium/ *Medium Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Heavy/ *Heavy Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Black/ *Black Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Trademarks

Metro Transit Logo

The Metro Transit logo is a registered trademark of the Metropolitan Council.

This trademark may not be used in connection with any product or service not belonging to Metro Transit, in any manner likely to cause confusion among customers, or in any manner that disparages or discredits Metro Transit.

Recommended File Formats

To achieve optimum reproduction quality of the Metro Transit logo, please refer to the chart to the right to determine which file format is best suited for your application.

Application	File Format
Viewable files only	.pdf
Word®	.png
Excel®	.png
Powerpoint®	.png
Web	.svg
Illustrator®	.ai
Photoshop®	.psd
InDesign®	.ai

Current downloadable logo files are located on **metrotransit.org/images**

Imagery

Images provided by Metro Transit may not be used in any manner likely to cause confusion among customers, or in any manner that disparages or discredits Metro Transit. Images may not be modified in any manner that substantially alters the content, subject or meaning of the image.

Any use of an image must be accompanied by a photo credit to "Metro Transit."

Current downloadable files are located on **flickr.com/photos/metrotransitmn**

Brand Family

Metropolitan Council Regional Transit Brands

Service Type	Name	Logo
LRT & BRT	METRO	
Local, Limited, Express Bus	Metro Transit	
Commuter Rail	Metro Transit Northstar	
Regional ADA	Metro Mobility	
Regional Dial-A-Ride	Transit Link	
Regional Vanpool	Metro Vanpool	

Note: All use the regional transit blue and red.

METRO System

METRO Brand and Logos

The METRO system is a regional network of transitways that offer frequent, all-day service between stations with enhanced amenities. The METRO brand supercedes the "operating service brand" (i.e. Metro Transit or MVTA).

The METRO logo is made up of the Circle "T" icon and METRO in all caps. The elements are vertically centered. Do not recreate the logo with any other font or use a shortened version of the Metro Transit logo. In writing, METRO should always be in uppercase.

The METRO logo can be used when referring to the entire system of lines and should appear on a white or yellow background. When not possible, a reverse logo may be used.

Preferred CMYK logo

Reversed out on dark background — special circumstances only

Color Palette

The METRO brand uses the regional colors of blue, yellow and red. In addition, each METRO light-rail and highway bus rapid transit line is assigned a specific color and the lettered lines (arterial bus rapid transit) are assigned a singular gray color. The Blue Line, Red Line and Gold Line use the regional transit blue, red and gold (yellow). The Green Line and Orange Line add their own unique swatch to the color palette. Only these colors are to be used to represent the colored METRO lines.

Blue Line	Red Line	Green Line
Transit Blue	**Transit Red**	**METRO Green**
PMS 287	PMS 485	PMS 348
RGB: 0/83/160	RGB: 237/27/46	RGB: 0/130/68
CMYK: 100/72/0/6	CMYK: 0/100/91/0	CMYK: 97/23/100/10
HEX: 0053A0	HEX: ED1B2E	HEX: 008144

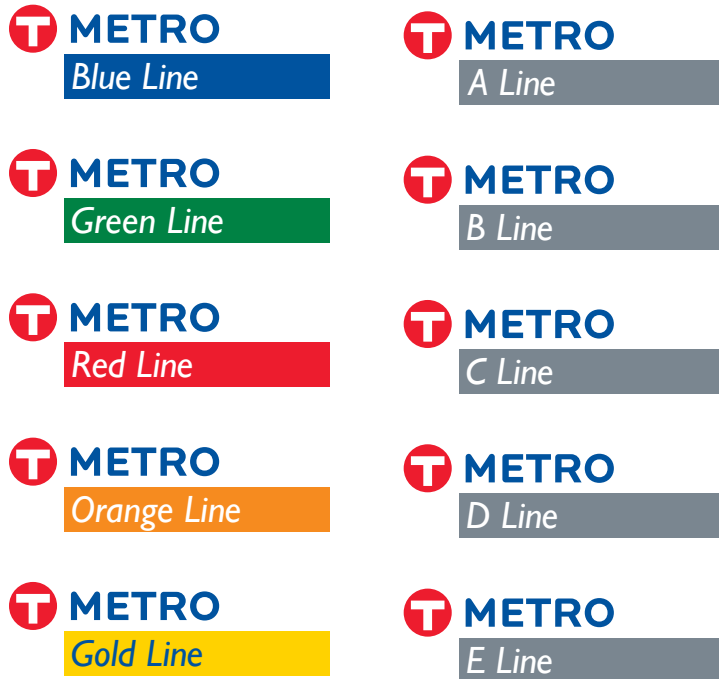| Orange Line	Gold Line	Lettered Lines
METRO Orange	**Transit Gold**	**METRO Gray**
PMS 151	PMS 116	PMS 430
RGB: 246/139/31	RGB: 255/210/0	RGB: 122/134/144
CMYK: 0/55/100/0	CMYK: 0/16/100/0	CMYK: 55/40/35/5
HEX: F68A1E	HEX: FFD200	HEX: 7A8690

Individual METRO lines

Individual METRO lines are named by colors and have their own logos made up of the METRO logo plus a color bar with the line name. All METRO line logos are available as artwork and should not be recreated.

Note: The "line" name is in Gill Sans Italic font and should be sized and spaced as shown above.

T METRO
Blue Line

T METRO
A Line

T METRO
Green Line

T METRO
B Line

T METRO
Red Line

T METRO
C Line

T METRO
Orange Line

T METRO
D Line

T METRO
Gold Line

T METRO
E Line

Minimum Bar Length

METRO line logos must have a minimum bar length to balance the logo. The minimum length is determined by having an equal space to the left and right of the word "METRO".

equal space to left and right of METRO

= minimum bar length
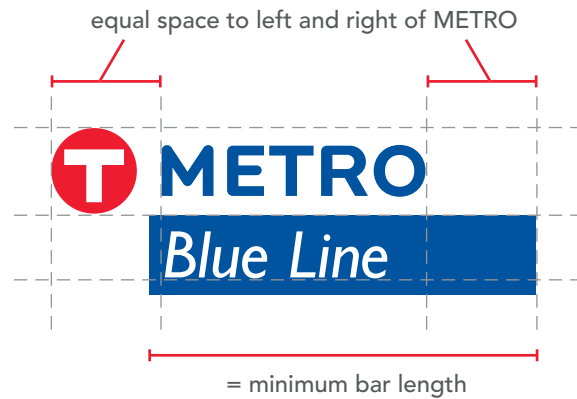
Stacked METRO Line Logos

The stacked logo should be used whenever possible for specific METRO lines. In addition multiple line names can be stacked in combination if necessary (e.g. on shared signage or brochures).
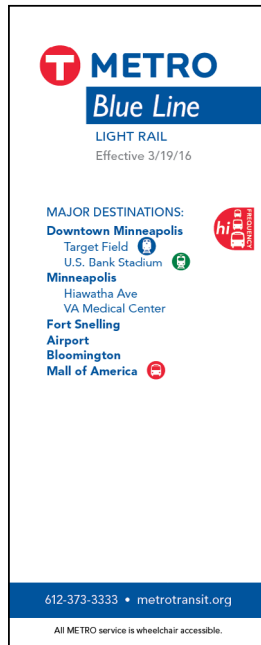

Side by Side METRO Line Logo

An optional horizontal side-by-side version may be used in special circumstances when there is not enough vertical layout space.

Accepted Uses of METRO Line Logos

The logo should be used on a white background, and placement should be along the right edge with the bar bleeding off the page. The bar length may be adjusted for layout balance.

METRO
Blue Line

LIGHT RAIL
Effective 3/19/16

MAJOR DESTINATIONS:
Downtown Minneapolis
Target Field
U.S. Bank Stadium
Minneapolis
Hiawatha Ave
VA Medical Center
Fort Snelling
Airport
Bloomington
Mall of America

612-373-3333 • metrotransit.org

All METRO service is wheelchair accessible.

Effective Date: 12/7/19

METRO Fares & Frequency

METRO
Blue Line
Green Line
Red Line
A Line
C Line

Go-To Payment System

Go-To Brand and Logos

The Go-To brand is the regional electronic fare system. The Go-To logo is found on all Go-To Cards and Passes, card validators and associated informational materials. The full Go-To logo should be used whenever possible.

1-color Exceptions

If the logo cannot be printed in full color or needs to be simplified to use at a very small size (e.g. used on maps for indicating Go-To Card retailers), the following logos may be used.

Go-To Green

CMYK = 40/0/90/0

Transit Blue

Black

Reverse – limited use

Application Design

Considerations

When looking for images, be sure to consider the tone and feeling we want to establish.

Design - clean, modern, vibrant, accessible

Text/Tone - intelligent, direct, caring, good value

Photography - should reflect current fleet, technology, include people and ensure a mixture of diversity representative of the Twin Cities

PowerPoint

The Metro Transit PowerPoint template is to be used with all presentations representing the brand. There is a standard and a wide-screen option. Access council templates from your PowerPoint application. Click on New, My Templates, then the Council Tab.

Guidelines for PowerPoint presentations:

- Never place anything in the blue bar (text, images)
- Leave clear space below the blue bar (do not put headlines directly inside or directly below the bar)
- Follow the font guidelines (Avenir and Arial)
- Use at least 20-point font
- Use only 4-5 points per slide; use a different point sizes for main points and supporting points
- CAPITALIZE only when necessary
- Try to not use more than three images per slide
- Do not place images or text over or abutting the logo in the lower right

Other

Metro Transit employees should use officially branded materials whenever conducting agency-sanctioned business.

Please follow Metro Transit templates or follow the guidelines in this manual when developing any materials that will use the Metro Transit brand. Some examples would include:

- Email Signature
- Promotional Items
- Uniforms
- Badges
- Letterhead
- Business Cards

METRO TRANSIT

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Minneapolis, MN 55411

612-373-3333

metrotransit.org