



METRO TRANSIT
BRAND IDENTITY
& STYLE GUIDE



Through our Strategic Plan, we focus on four goals:

- 1** We provide service that is resilient, reliable, and easy to use.
- 2** We provide service that is safe, welcoming, and comfortable.
- 3** We are a great place to work and build a career.
- 4** We make our region more environmentally sustainable.

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 branding@metrotransit.org.

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

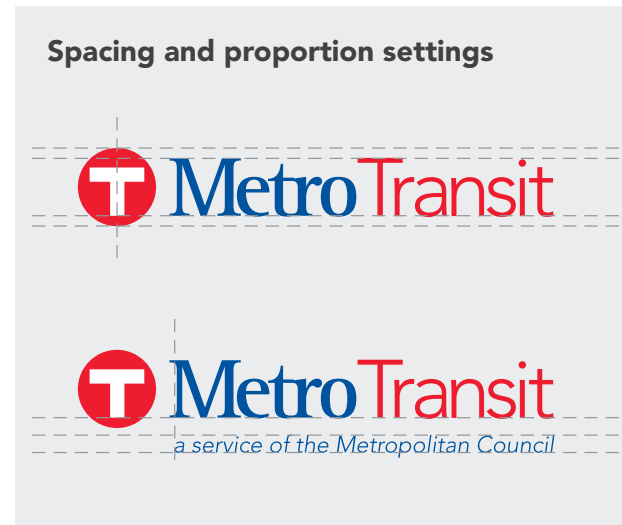
✗ **Wrong:** https://store.metrotransit.org/registerfarecard.aspx

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.

The logo has been carefully designed for spacing, proportion, and balance. It is crucial to maintain these settings. Using our logo correctly and consistently ensures the visual impact and overall integrity are not compromised or diluted.

See “Metro Transit Logo Usage Guidelines” on page 8 for how to and how not to use the logo, followed by illustrated examples.



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

Primary Logo

2-color Logo

The 2-color logo is the preferred logo treatment. It uses the colors Transit Blue and Transit Red (see color codes on the right).

The logo should be reproduced only on a white or very light background. Use an approved alternate logo if background cannot be altered.



Transit Blue

PMS 287

CMYK: 100/72/0/6
RGB: 0/83/160
HEX: 0053A0

Transit Red

PMS 485

CMYK: 0/100/91/0
RGB: 237/27/46
HEX: ED1B2E

Alternate Logos

2-color Logo Alternate

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

Use this version only when the background is dark and cannot be altered.



Reversed out of 100% Black
with Transit Red icon

1-color Logo

The 1-color logo is to be used only when the 2-color logo cannot be used. It can be in 100% black on a light color or white on a dark color.



100% Black



Reversed out of PMS 287

Logo lock-ups

Full logo lock-up

When the full logo needs to be accompanied with the website 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.

Circle "T" icon logo lock-up

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



Spacing and proportion settings



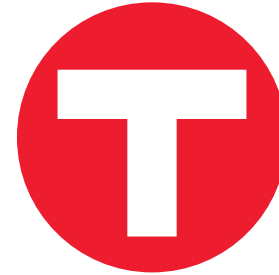
Circle "T" Icon

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. This is a stand-alone symbol and Metro Transit should not appear below it. See "Metro Transit Logo Usage Guidelines" on page 8 for additional information.

Approved Uses for Stand Alone Icon

- 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.



Metro Transit Logo Usage Guidelines

Color Usage

Do not set the logo on a background that overpowers the logo. A minimum contrast ratio of 3:1 is recommended to ensure readability by those with moderate low vision and those who have color deficiencies. Use an approved alternate logo if background cannot be altered.

The 2-color logo should be reproduced only on a white or very light background.

Clear Space

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.

Size

The size of the logo may be changed as required, provided that its original proportions are maintained. 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".



Right



Wrong



1.375" minimum



1.75" minimum

Acceptable Uses

- Use the appropriate file format for your specific application (see “Recommended File Formats” on page 13 for examples).
- Produce the logo from approved electronic artwork.
- Place logo on a background with adequate contrast.

Unacceptable Uses





- 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.
- Apply other typefaces or alter the typeface defined for the logotype.
- Use circle “T” icon after or under “Metro Transit.”
- Use retired tag lines (example: “Hop on.”)
- Place logo on a background without a sufficient contrast ratio.



Color

Primary Brand 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 reliability.

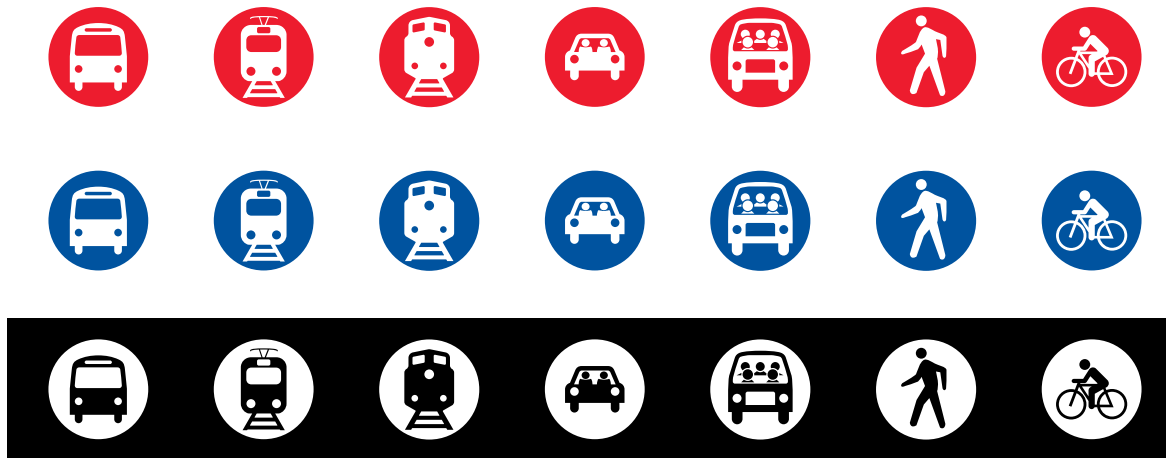
			
Transit Blue	Transit Red	Transit Gold	white
PMS 287	PMS 485	PMS 116	
CMYK: 100/72/0/6	CMYK: 0/100/91/0	CMYK: 0/16/100/0	
RGB: 0/83/160	RGB: 237/27/46	RGB: 255/210/0	
HEX: 0053A0	HEX: ED1B2E	HEX: FFD200	



An expanded set of color guidelines are located on the [Creative Services MetNet page](#) (an employee SharePoint site).

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.

For Microsoft files, please use the font Tenorite as a comparable alternative to Avenir.

Avenir Book / Book Oblique

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Roman/ Oblique

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Medium/ Medium Oblique

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Heavy/ Heavy Oblique

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir Black/ Black Oblique

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

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.

<i>Application</i>	<i>File Format</i>
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

When looking for images, be sure to consider the tone and feeling we want to establish. Photography should reflect current fleet, technology, include people and ensure a mixture of diversity representative of the Twin Cities.

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/metrotransitm](https://www.flickr.com/photos/metrotransitm)

Approved, searchable images are available to all Metropolitan Council employees at metc.intelligencebank.com

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



Approved alternate logo:
reversed out on dark background

METRO Brand 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.



Transit Blue

PMS 287

CMYK: 100/72/0/6
RGB: 0/83/160
HEX: 0053A0



METRO Green

PMS 348

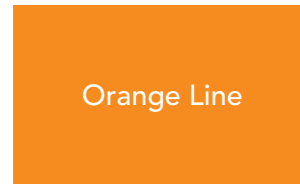
CMYK: 97/23/100/10
RGB: 0/130/68
HEX: 008144



Transit Red

PMS 485

CMYK: 0/100/91/0
RGB: 237/27/46
HEX: ED1B2E



METRO Orange

PMS 151

CMYK: 0/55/100/0
RGB: 255/115/0
HEX: FF7300



Transit Gold

PMS 116

CMYK: 0/16/100/0
RGB: 255/210/0
HEX: FFD200



METRO Purple

PMS 2603

CMYK: 70/100/0/5
RGB: 107/31/124
HEX: 6B1F7C



METRO Gray

PMS 430

CMYK: 55/40/35/5
RGB: 122/134/144
HEX: 7A8690

Individual METRO line logos

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.



METRO Logo Usage Guidelines

Color Usage

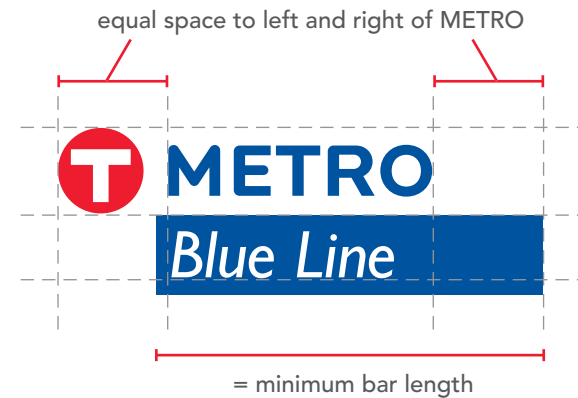
Do not set the logo on a background that overpowers the logo. The full color logo should be reproduced only on a white or very light background. A minimum contrast ratio of 3:1 is recommended to ensure readability by those with moderate low vision and those who have color deficiencies. Use an approved alternate logo if background cannot be altered.

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".

Clear Space

To secure legibility and impact, the METRO 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.



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). Limit the number of stacked lines to 5.

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.



Go-To Payment System

The Go-To brand is the regional electronic fare system.

Go-To Logo

The 2-color Go-To logo is the preferred logo treatment. This logo uses the colors Transit Blue and Go-To Green (see color codes on the right).

The logo should be set on a white or lighter color background. A minimum contrast ratio of 3:1 is recommended to ensure readability by those with moderate low vision and those who have color deficiencies. Use an approved alternate logo if background cannot be altered.

The Go-To logo is found on all Go-To Cards and Passes, card validators and associated informational materials.

Logo Alternate

A reverse color alternate is available when the logo needs to be on a blue background.

1-color Logo Icon

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), a 1-color (green, blue or black) circle icon with just the text can be used.



Transit Blue

CMYK: 100/72/0/6
RGB: 0/83/160
HEX: 0053A0

Go-To Green

CMYK: 100/72/0/6
RGB: 0/83/160
HEX: 0053A0



Brand Usage

Considerations

When creating branded content, consider the following when implementing:

- **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 Template

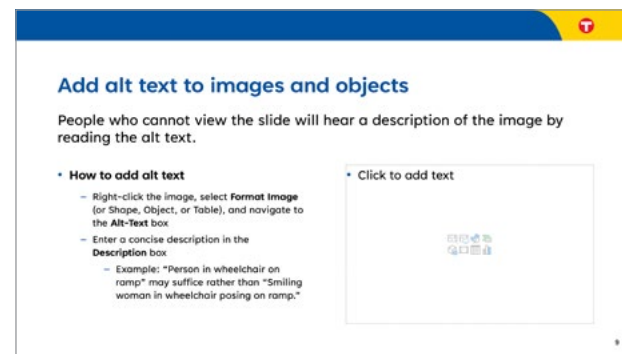
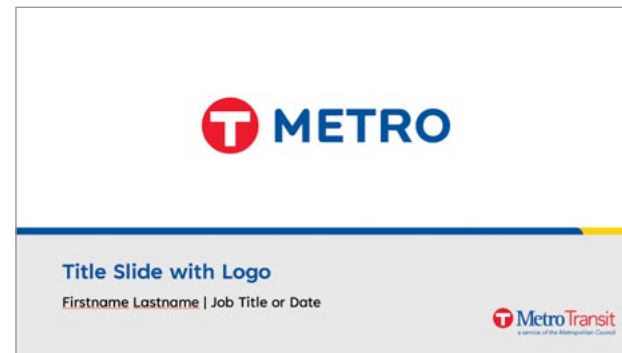
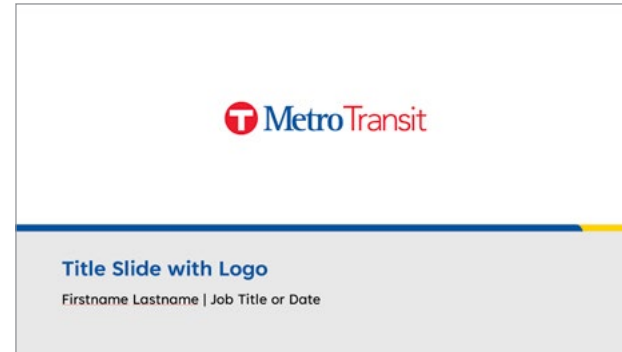
There are two specific templates that each offer a variety of slide masters.

- The Metro Transit PowerPoint template is to be used with all presentations representing the Metro Transit brand.
- The METRO PowerPoint template is to be used with METRO project specific presentations.

Access council templates from your PowerPoint application. Click on New, choose the 'Metropolitan Council' Tab, and then choose 'Metro Transit.'

Guidelines

- Never place anything in the blue bar
- Leave clear space below the blue bar (do not put headlines directly inside or directly below the bar)
- Use the provided font styles (Tenorite)
- Consider font size and the environment you will be presenting (example: small text in a large room will not be readable; small text presented in a virtual setting may be acceptable.)
- CAPITALIZE only when necessary



Word Template

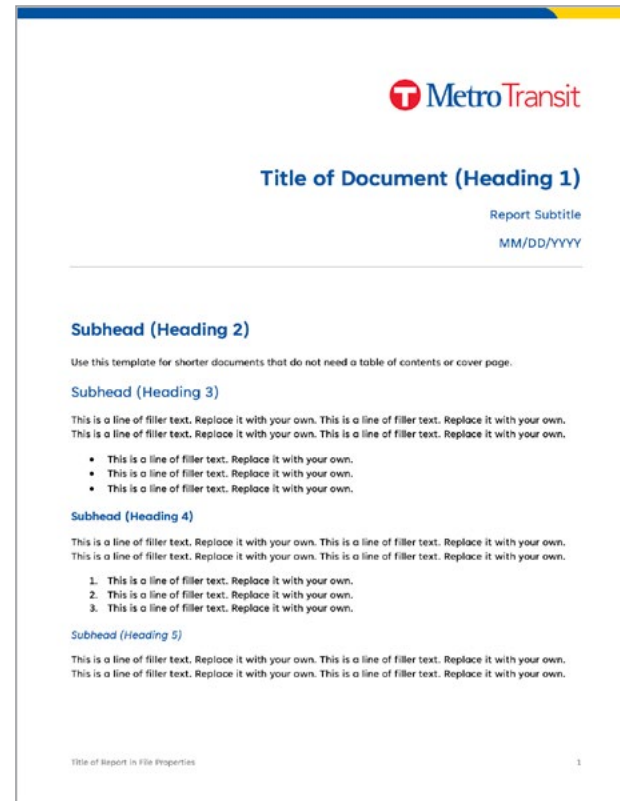
Several Word templates are available for both Metro Transit and the METRO brand. Some available templates include:

- Letterhead
- Agenda
- Internal Memo
- 5-point Memo
- Meeting Notes
- Report Summary
- Report - multi-page
- General
- Department-specific templates

Access council templates from your Word application. Click on New, choose the 'Metropolitan Council' Tab, and then choose 'Metro Transit.' Choose the appropriate template for your project.

Guidelines

- Use the most current templates; don't start from an older document
- Use paragraph styles (fonts) effectively; be careful copying/pasting text. All templates use Microsoft font Tenorite
- Ensure accessibility



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 or METRO brand. Some examples would include:

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

Creative Services must approve logo use before products are produced. Email branding@metrotransit.org to submit items for approval.



METRO TRANSIT

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