



Passenger communications

Style guide, v1.0 | May 2021

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All aboard

If your role is to connect with the public and deliver information that affects our passengers' daily commutes, this guide is for you.

These guidelines outline our passenger communication style and the most effective ways of expressing it.

Find more resources, including passenger communications assets at:

 [**soundtransit.org/brand**](https://soundtransit.org/brand)

Style strategy

As we serve Link, Sounder and ST Express passengers, it's important that we keep them informed of any changes or updates to their commutes. Our communications style is easy to understand, visually engaging, friendly and consistent — which gives our riders confidence that we will transport them to destinations safely and on schedule.

Use this guide to ensure that our visuals and voice are consistent across all of our customer touchpoints.



Customer touchpoints

There are many ways we connect with our passengers and they connect to us. We call these connections touchpoints. These touchpoints keep them informed and updated, so they can manage their daily commutes or plan ahead for evening and weekend trips.

Our passenger communications style is consistent across all of our customer touchpoints. It's easy to understand, and it's relatable, so we can better serve the diverse communities within our service area.



Customer journey

All of our customer touchpoints have distinct purposes. They allow us to connect with riders to deliver specific types of content and provide a better user experience. Here are three main purposes:

Alert

Notifications — digital and print — with the purpose of calling attention to temporary changes or service disruptions, and giving riders our alternatives.

Inform

These provide more content and tools to help riders understand the system and stay aware of the latest developments.

Update

Notifications — digital and physical — with the purpose of updating service changes or the conclusion of service disruptions.

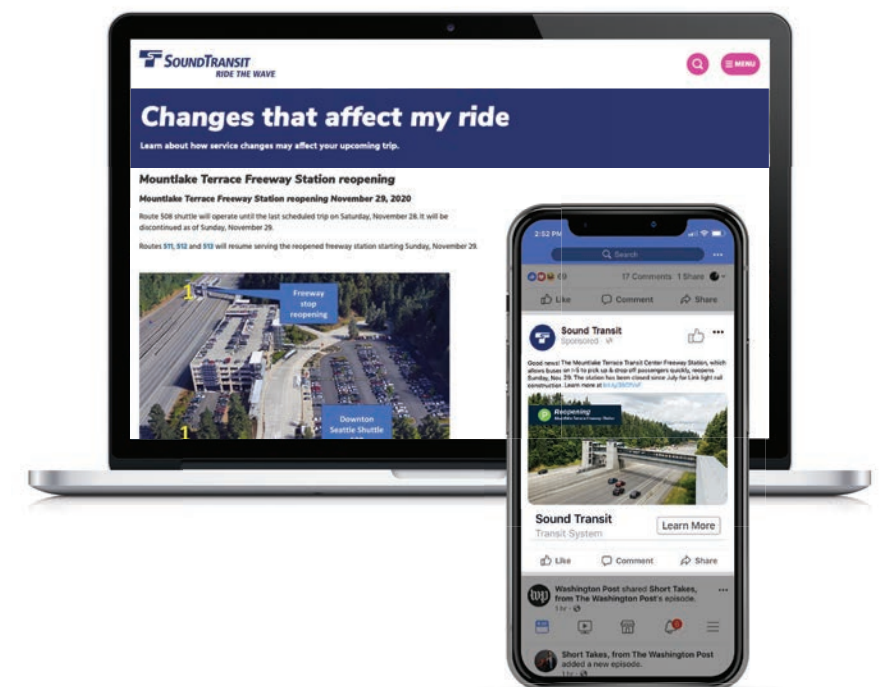
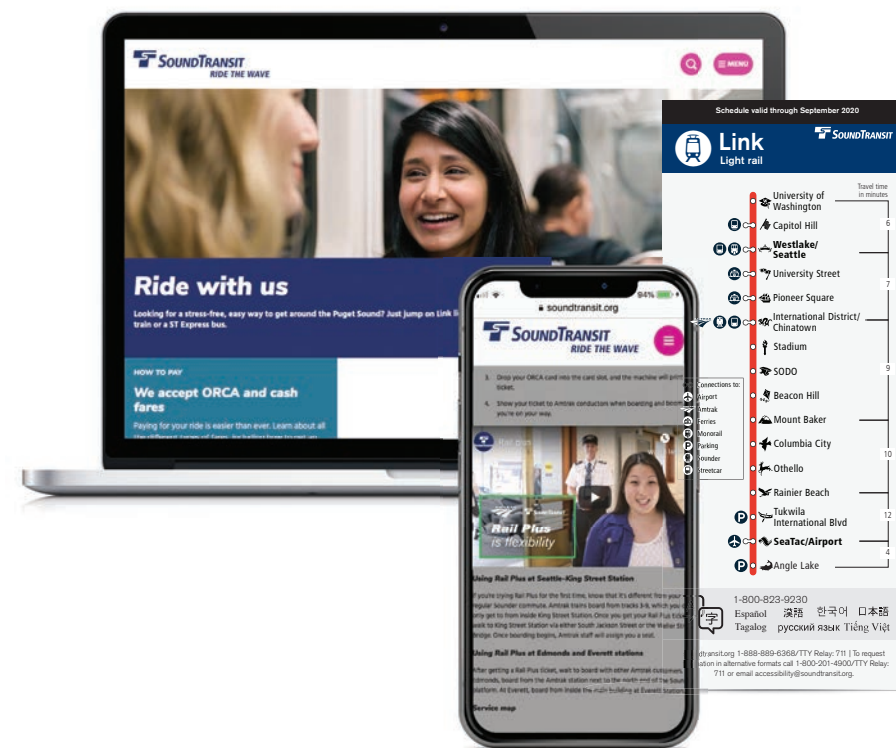
Major touchpoints

Below are some examples of our communications style.

Alert

Inform

Update



Customer touchpoints:

- SoundTransit.org
- Ride with Us
- Service alerts
- The Platform blog
- ST microsities

- Social media
- Paid
- Organic
- Email
- Text messages

- Print
- Temporary signage
- Brochures and rack cards
- Posters and channel cards
- Vinyl banners
- Displays

Style expression

When presenting ourselves to our riders, all of our information should have a consistent look, feel and tone — in other words, a unified style expression. This improves our riders' experience, because it's identifiable, relatable and builds trust in our brand promise.

The following elements make up our style expression:

Voice and tone

Colors

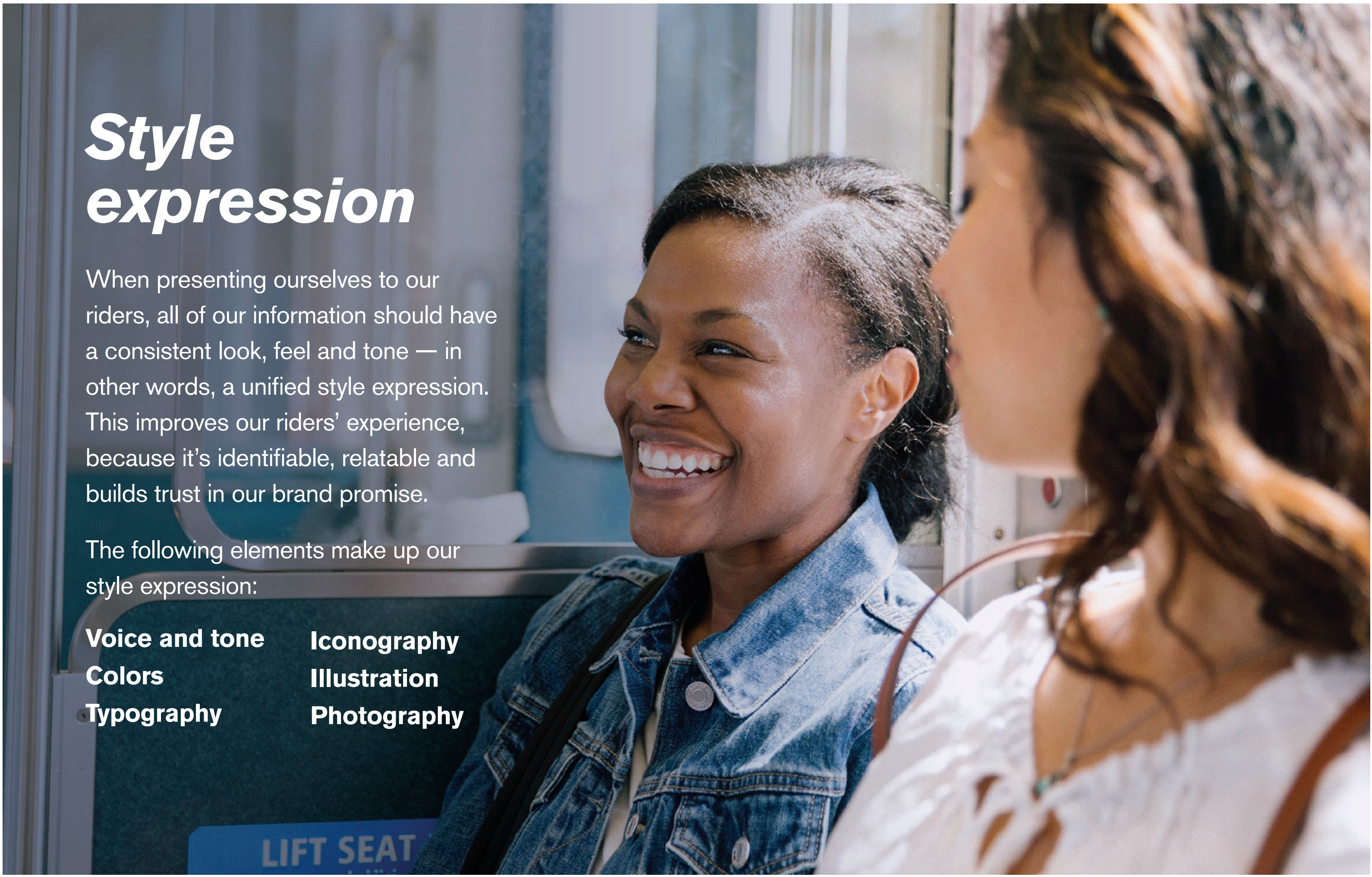
Typography

Iconography

Illustration

Photography

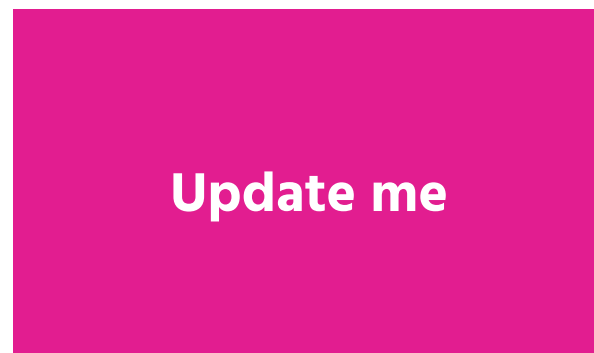
LIFT SEAT



Overview

These elements make up our style expression:

Voice and tone



Colors



Typography



Iconography



Illustration



Photography



Voice and tone

Hello. We're Sound Transit.

Think of us as your smart and likable friend you can count on to help you navigate our system and keep you informed on the latest developments. Our trusted advice is simple, helpful and conversational. **Our Voice and tone is:**

Positive
Helpful

Conversational
Empathetic

Knowledgeable
Competent

Genuine
Confident

These guidelines give you some boundaries so no matter what you're communicating, and to whom, it should feel like it's coming from the same person.

Voice and tone

Customer insights

People’s feelings and emotions are different, depending on the kind of information they seek or receive. Knowing and understanding this will help you craft messages to ease their concerns and guide them in a positive direction. Here are some examples:

Alert

Fear | Anticipation | Anger | Relief

“How am I going to make my connection?” to “It looks like there is a another bus that will get me there.”

Inform

Caution | Uncertainty | Positivity | Excitement

“How do I take Link light rail to the airport?” to “Where do I put my luggage?” to “This is way better than driving and a lot cheaper than parking at SeaTac.”

Update

Anticipation | Relief | Excitement

“Are they almost done with that construction project?” to “This is going to make my commute so much easier.”

Voice and tone

High-level messaging

When it comes to headlines and alerts, we want to ensure that they are simple, empathetic and convey competence. The tone needs to assure that we care about our riders and their concerns.

Alert

Please allow extra time.

Inform

Know before you go.

Update

Link light rail is back on track.

GRAPHIC STYLE

Colors

- Use this color for ST Express bus service.
- Use these colors for Rider/Service Alerts.
- Use this color for calls-to-action.

AA Colors meet the accessibility standard for sufficient contrast for readability. This applies in instances when text is placed on top of the color. Note the use of white text for darker colors and black text for lighter colors.

1 Use these colors for service lines on interactive/responsive web maps and in user interfaces.

<p>WAVE BLUE PMS 294 C CMYK 100/70/5/40 RGB 0/46/109 HEX 002E6D</p>	<p>ACTION PINK PMS 255 C CMYK 5/96/0/0 RGB 229/26/146 HEX E51A92</p>	<p>GO GREEN PMS 368 C CMYK 59/2/100/0 RGB 118/188/67 HEX 76bc43</p>	<p>PARKS GREEN PMS 30% 368 C CMYK 18/0/30/0 RGB 208/231/187 HEX D0E7BB</p>	<p>RAILWAY GRAY PMS COOL GRAY 11 CMYK 0/0/0/80 RGB 90/90/90 HEX 5A5A5A</p>
<p>WAVE GREEN PMS 3298 C CMYK 100/22/75/32 RGB 0/104/109 HEX 006852</p>	<p>ALERT RED PMS ORANGE C CMYK 0/82/100/0 RGB 255/82/0 HEX FF5200</p>	<p>DARK TEAL PMS 633 C CMYK 100/40/29/3 RGB 0/114/151 HEX 007297</p>	<p>WATER BLUE PMS 60% 290 C CMYK 16/2/2/0 RGB 213/231/243 HEX D5E7F3</p>	<p>HIGHWAY GRAY PMS COOL GRAY 9 CMYK 0/0/0/65 RGB 120/120/120 HEX 787878</p>
<p>WAVE TEAL PMS 632 C CMYK 92/23/22/0 RGB 0/145/179 HEX 0091B3</p>	<p>CONSTRUCTION ORANGE PMS 158 C CMYK 1/65/98/0 RGB 239/118/34 HEX EF7622</p>	<p>STATION BLUE PMS 539 C CMYK 97/76/40/55 RGB 0/40/66 HEX 2B376E</p>	<p>LAND GRAY PMS 35% COOL GRAY CMYK 0/0/0/6 RGB 240/240/240 HEX F0F0F0</p>	<p>SERVICE GRAY PMS COOL GRAY 6 CMYK 0/0/0/40 RGB 170/170/170 HEX AAAAAA</p>
	<p>HI-LITE YELLOW PMS 1235 C CMYK 0/32/95/0 RGB 255/184/25 HEX FFB819</p>	<p>DARK CHARCOAL PMS 447 C CMYK 69/60/60/55 RGB 51/51/51 HEX 333333</p>		<p>ROADWAY GRAY PMS COOL GRAY 1 CMYK 0/0/0/15 RGB 220/220/220 HEX DCD CDC</p>

Soundtransit.org, online surveys and other agency microsites.
Optimized for desktop and mobile screens.

<p>WAVE BLUE RGB 43/55/110 HEX 2B376E CSS 'BrandNavy'</p>	<p>ALERT GREEN RGB 52/168/83 HEX 34a853 CSS 'UtilityGreen'</p>
<p>ACTION PINK RGB 214/7/142 HEX D6078E CSS 'BrandMagenta'</p>	<p>ALERT RED RGB 216/78/52 HEX d84e34 CSS 'UtilityRed'</p>
<p>WAVE TEAL RGB 42/121/151 HEX 2a7997 CSS 'BrandTeal'</p>	<p>HI-LITE YELLOW RGB 245/166/35 HEX f5a623 CSS 'UtilityOrange'</p>
<p>WAVE GREEN RGB 0/130/129 HEX 008281 CSS 'BrandGreen'</p>	<p>LINE ORANGE RGB 243/139/0 HEX f38b00 CSS 'LineOrange'</p>
<p>LINE GREEN RGB 40/129/63 HEX 28813f CSS 'LineGreen'</p>	<p>LINE LIGHT BLUE RGB 154/182/211 HEX 9ab6d3 CSS 'LineLightBlue'</p>
<p>LINE BLUE RGB 0/124/173 HEX 007CAD CSS 'LineBlue'</p>	<p>DARK CHARCOAL RGB 51/51/51 HEX 333333 CSS 'DarkCharcoal'</p>
<p>LINE PURPLE RGB 167/79/196 HEX a74fc4 CSS 'LinePurple'</p>	<p>CHARCOAL RGB 74/74/74 HEX 4c4c4c CSS 'NeutralCharcoal'</p>
<p>MODE GRAY RGB 103/116/131 HEX 677483 CSS 'ModeGray'</p>	<p>BEIGE RGB 245/245/245 HEX f5f5f5 CSS 'NeutralBeige'</p>

SERVICE LINES

<p>LINK 1 LINE PMS 361 C CMYK 76/4/100/0 RGB 61/174/43 HEX 3DAE2B</p>	<p>LINK 2 LINE PMS 299 C CMYK 81/18/0/0 RGB 0/160/223 HEX 00A0DF</p>	<p>LINK 3 LINE PMS 232 C CMYK 6/85/0/0 RGB 237/64/169 HEX ED40A9</p>	<p>LINK 4 LINE PMS 2582 C CMYK 42/78/0/0 RGB 177/79/197 HEX B14FC5</p>	<p>LINK T LINE PMS 144 C CMYK 2/55/100/0 RGB 243/139/0 HEX F38B00</p>	<p>STRIDE S1, 2, 3 LINE PMS 124 C CMYK 7/36/100/0 RGB 235/169/0 HEX EBA900</p>	<p>SOUNDER N & S LINE PMS 644 C CMYK 39/20/7/0 RGB 154/182/211 HEX 9AB6D3</p>
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Typography

Words communicate, and so do typefaces. They offer subtle visual cues to frame our messages, reinforce our identity, and complement our Voice and tone. Our Rider Information typeface families consist of **Akzidenz Grotesk, Nunito Sans and Hind**. Use Akzidenz Grotesk for print, social media, animations and video graphics. Use Nunito Sans and Hind for web (HTML) fonts on [soundtransit.org](https://www.soundtransit.org).

Akzidenz Grotesk

Know before you go

So many ways to travel, so little time:

➔ [soundtransit.org](https://www.soundtransit.org)

Nunito sans + Hind

Ride with us

Looking for a stress-free, easy way to get around the Puget Sound? Just jump on Link light rail, Sounder train or a ST Express bus.

New to Sound Transit?

Typography

Print, video and social

Our core typeface, **Akzidenz Grotesk**, offers a clean and clear complement to our full style expression. Use it for printed materials, social media assets, videos and .gif animations.*

Akzidenz Grotesk Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akzidenz Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akzidenz Grotesk Regular Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

*Font licenses can be purchased through the [H. Berthold Typefoundry website](#).

Typography

Web-based products

Our web and digital properties call for a more open-source typographic solution. Complementary to our core typeface, **Nunito Sans + Hind** together set the standard on our agency website and outreach microsites.* Use Nunito Sans for headlines and subheads, and use Hind for bodycopy.

Nunito Sans Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hind Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hind Regular


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Both webfonts can be found, license-free, at fonts.google.com.

Typography

Usage

Not all copy fits neatly into this style format. So use this as a starting point to help you design more elaborate communications.

Heading: Level 1 (H1) Akzidenz Grotesk Bold Italic		<i>Your Link to the airport</i>
Heading: Level 2 (H2) Akzidenz Grotesk Bold		Fly past traffic with Link light rail. It's quick, easy and economical.
Body copy Akzidenz Grotesk Regular		Getting to the airport takes just 38 minutes from the heart of downtown Seattle.
Inline hyperlink Akzidenz Grotesk Regular		Check out our handy trip planner at soundtransit.org .
Call-to-action Akzidenz Grotesk Bold, URL icon		 soundtransit.org

Graphic assets

We've developed a library of visual elements that are available to better help you communicate with our riders.

For access to these and more assets, go to:

 soundtransit.org/brand

Iconography



Illustration/
Animation



Photography/
Video



Iconography

Our icons are universal. They share ideas that bypass language and literacy barriers and act as a visual language to help our riders navigate our transit system. Our passenger communications icons are a branch of our larger icon family — simple, elegant shapes that successfully depict complex concepts and ideas.

Service modes



Rider alerts/updates



People/riders



Communication



Stations/trip planning



Fares/Money



Illustration

Illustrations can often convey what photos can't. When communicating simple ideas or complex instructions, we need visual tools that tell stories and inform our riders, often without the use of language.



Illustration

Core elements

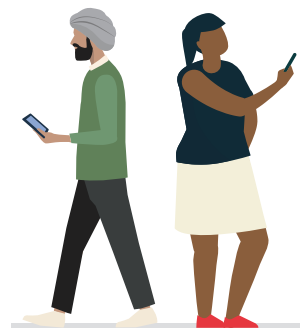
Use simple Illustrations, like these, in combination with other shapes and elements to create dynamic visual graphics. These and many more are available in the Sound Transit illustration library.



Passengers



Accessibility



Diversity



ST Ambassadors



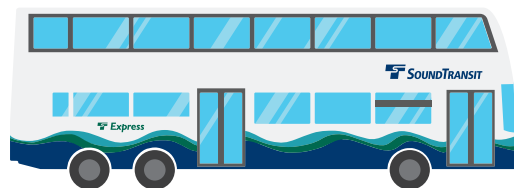
Tap readers



Bicycles



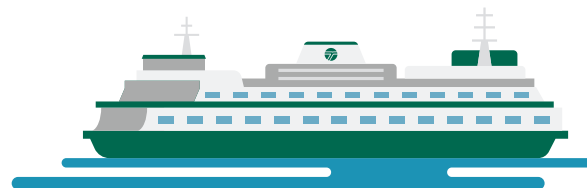
Trip planning



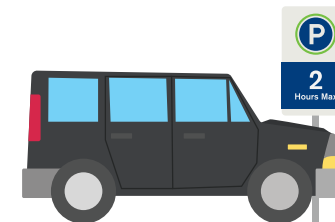
Sound Transit service vehicles



KCM service vehicles



WSDOT ferries



Cars/parking



Service modes



Ticket vending machine

Illustration

ST Vehicles

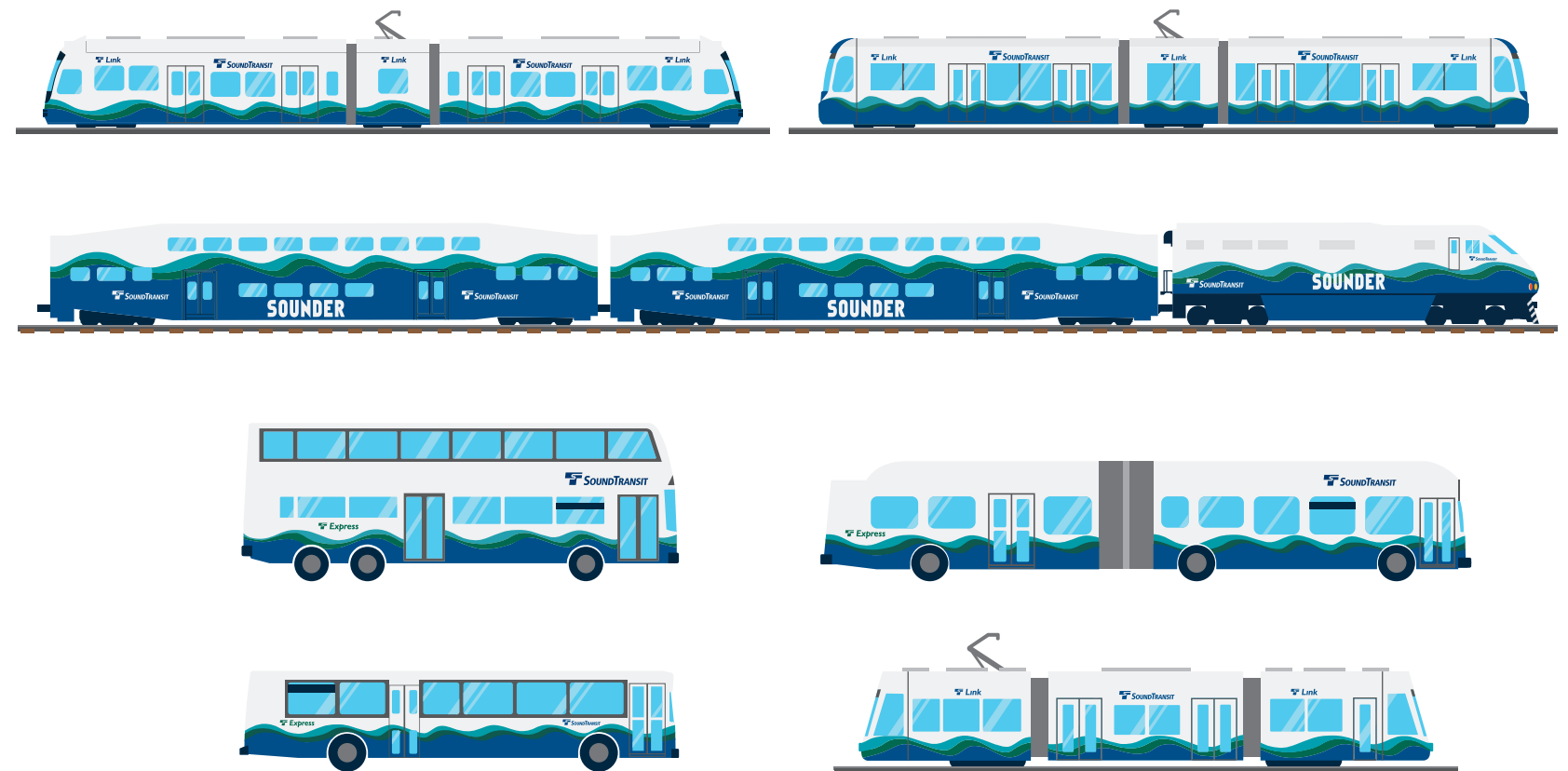
Here are two illustration styles of Sound Transit vehicles. Consider the final size, location and audience of your communications when choosing a style. The photo-realistic style is visually dynamic for promotions and sponsorships. The simple style illustrations are perfect for infographics and animations.

Photo-realistic vehicles



Go to: <https://www.soundtransit.org/get-to-know-us/our-brand> to download these images.

Simple style vehicles



Illustration

Principles and tips

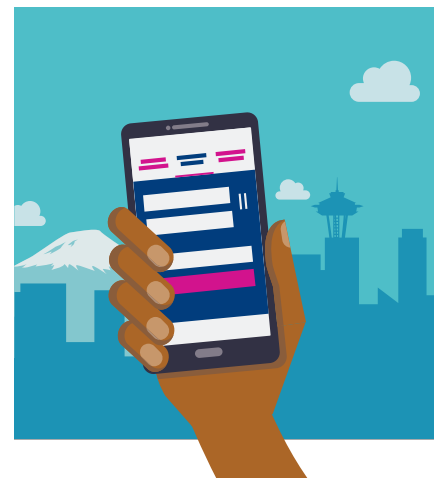
Use illustrations for a purpose, not to decorate. They should communicate a single and specific scenario. Always be instructive and purposeful, never decorative or superfluous. Use the following tips to guide your communications.



Tell a clear story

Visual metaphors can communicate complex ideas and detailed instructions. Visual storytelling is about using metaphors to symbolize big ideas.

Simplify the story down to the basic elements to maintain clarity.



Use geometry and simple shapes

Keep shapes simple and geometric. For people, use real body postures and remember that the human form is never static.

Think in layers. The farther away from the focal point an object is, the less detail it needs.



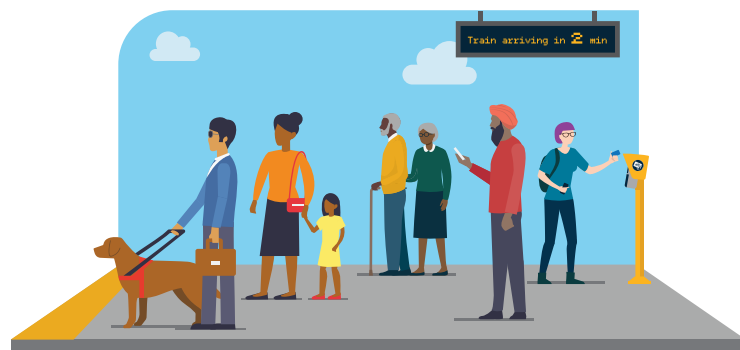
Keep an open composition

Give the story room to breathe and don't include unnecessary detail. Stay simple and maintain a central focal point. Elements that don't add to the story can be eliminated.

Illustration

Principles and tips

Good compositions can communicate valuable information nonverbally, which makes translations easier and promotes positive brand equity.



Show diversity

Illustrations can effectively portray diversity and inclusion for all of our passengers and the communities we serve.



Friendly, approachable and authentic

Our employees are friendly, helpful and approachable. Use our Illustrations to communicate this to our audience, so they feel comfortable in our stations and on our vehicles.



Use the brand colors

ST brand colors should be dominant in every composition, to maintain accuracy and consistency. When our materials are consistent, they are easily noticeable and identifiable, even when placed out of context.

Photography/video

Our photo library has a unique style that beautifully features our services and stations. There are hundreds of images to help riders understand our system better. When selecting photos, consider the nonverbal information in the composition and how it supports the message of your communications.



Photography/video

Considerations

Use these tips to help you select the right photography for your projects.

Do this:

Select close-up images to capture specific information and clearly show the Sound Transit vehicle.



Always portray our ambassadors as friendly, approachable and helpful. This builds trust with our riders. Show their faces and let the image tell a story.



Use specific images to show bus routes, bus numbers or a notable stop on the schedule. This helps riders quickly identify valuable information that could affect their commute.



Select images of passengers that are interesting and have a purpose. Show diversity and authenticity. This ensures that passengers will feel welcome on our system.

Don't do this:

While this photo shows an ST bus, it's not prominent in the picture and looks incidental to the scene. The location is meaningless and the passengers appear without purpose. The image tells nothing about our services, our stations or our passengers.



Examples

To provide context and demonstrate how to apply these guidelines, the following section contains examples of some common forms of rider communications. Note the consistent use of visuals and voice from one touchpoint to another.

For access to these and more assets, contact:

✉ STbrand@soundtransit.org



EXAMPLES

Agency website

Soundtransit.org and ST microsities are the hubs where riders get information and updates. When producing content, use descriptive photography or simple illustrations to clearly communicate information and shape a user-friendly experience.

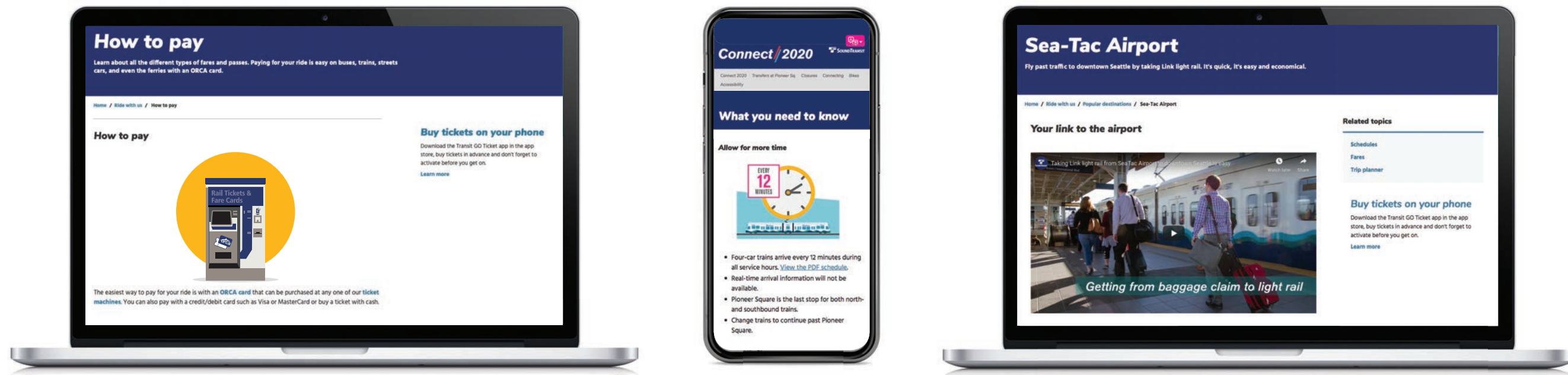


Image Sizes

Blog post: 816 x 544 pixels

Blog landing page: 1296 x 540

Category article post: 1296 x 648

EXAMPLES

Video graphics

Sound Transit videos are one of our most engaging channels for passenger communications. Good typography and graphics shape the details of the video and pass on information seamlessly to the viewers.

Title card/intro

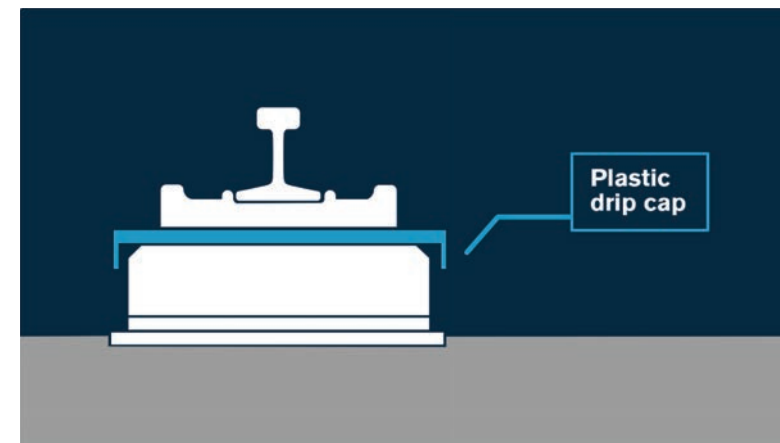


Use bold type and a colored outline box to contain the title and logos. The color should match the service line or construction project featured in the video. If necessary, use a darker tone within the box to maximize contrast and legibility.

Captions/infographics/lower thirds



Use white type for names and job titles. Add a color underline to identify the service line or construction project.



Use white type and colored outline boxes. The color of the outline box should match the service lines or construction project.

Social media

Profiles and covers

The Sound Transit logo is consistent across all social media platforms for ease of recognition and readability. Use only the ST letter graphic as our profile image and select dynamic photos from the ST photo library for the Cover Photo. All of the elements work together to create a branded space.



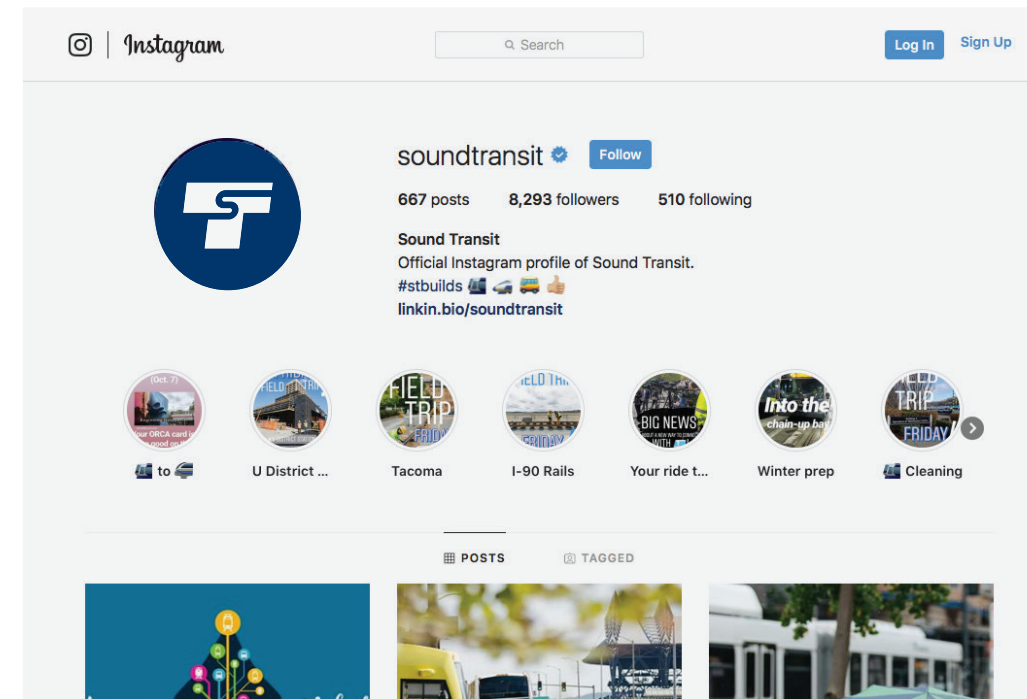
Profile Image: ST icon on Dark Wave Blue as the default image for all social media platforms.

Cover Photo: Use ST photos and the transit line graphic.

Twitter



Instagram

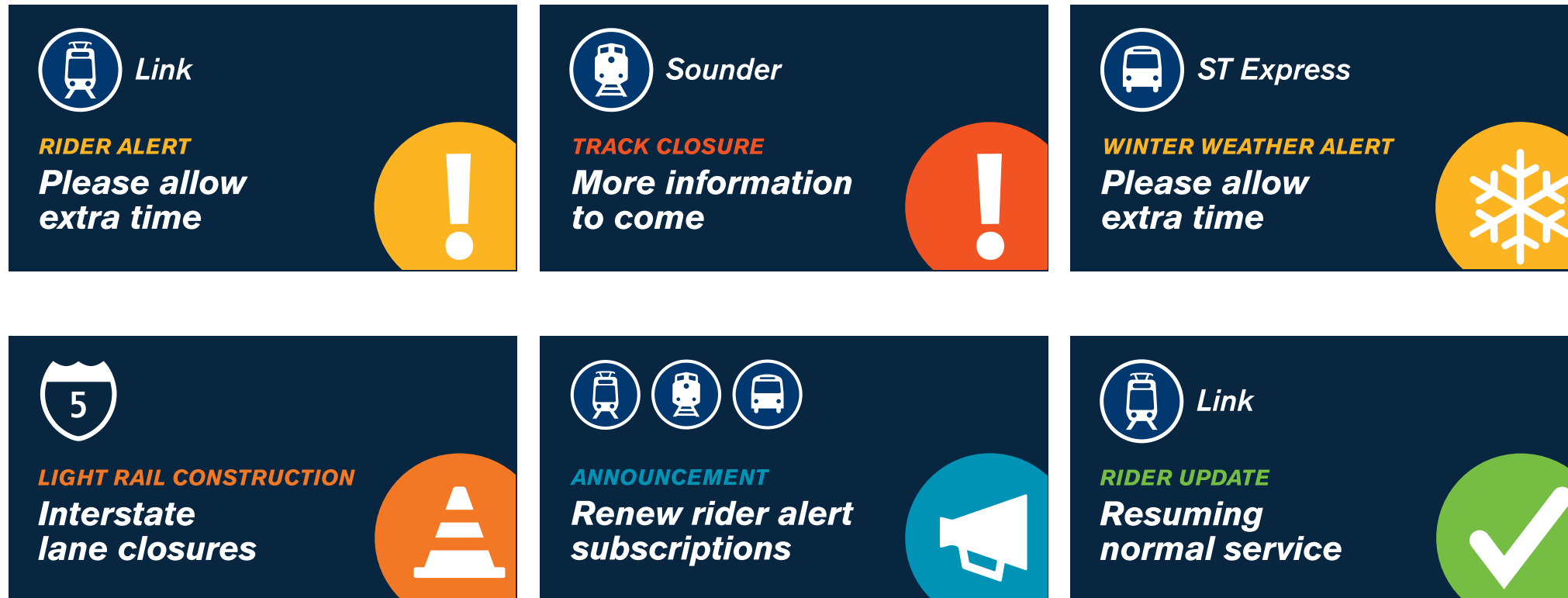


Social media

Service alerts

Sound Transit service alerts are clear, easy to read and consistent. They call attention to the type of alert, while the copy in the social post communicates more specific information and/or hyperlinks to the page on ST.org.

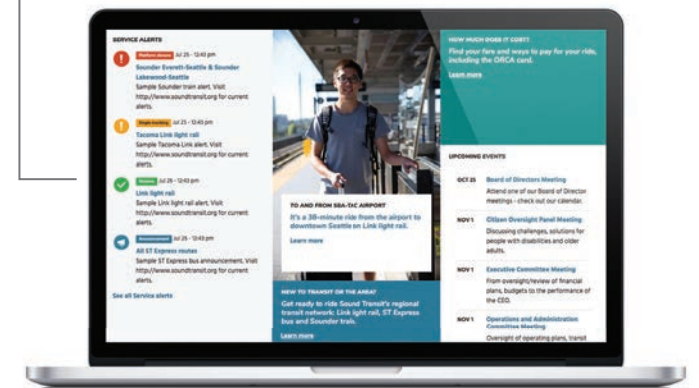
Twitter/Facebook



Sizes

Twitter/Facebook: 1200 x 675 pixels
 Instagram Stories: 1080 x 1920 pixels

Always check that social media graphics are consistent with the Service Alerts on the soundtransit.org homepage.



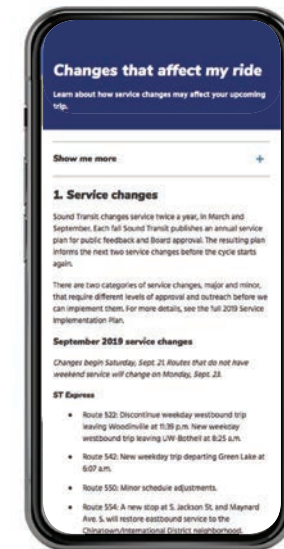
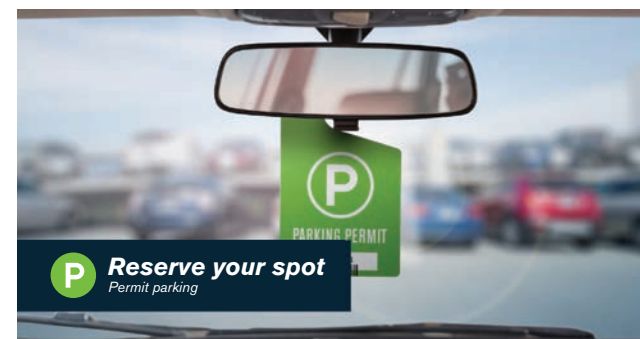
EXAMPLES

Social media

Service changes and updates

Use accurate photos and graphic icon tags to make these easy to read, even on the smallest digital devices. Call attention to the type of alert and let the copy in social post give the details.

Twitter/Facebook



Always cross-check that the social media images and information are accurate and match the content posted on [soundtransit.org](https://www.soundtransit.org).

Sizes

Twitter/Facebook: 1200 x 628 pixels

Instagram Stories: 1080 x 1920 pixels

EXAMPLES

Brochures/rack cards

Brochures and rack cards communicate detailed rider information, like maps, schedules and updates. Consistent use of Sound Transit icons, illustrations and colors make these easy to identify and understand.

Connect / 2020 | SOUNDTRANSIT

Rider Alert

Limited Service
Jan 4 - Mar 15

We're reducing Link service to construct new tracks downtown so we can extend light rail to the Eastside in 2023.

What you need to know

Allow for more time
If you're on a crowded or unfamiliar platform, look for signage and staff to point you in the right direction. Four car trains come every 12 minutes.

Change trains at Pioneer Square Station
If traveling through Pioneer Square, in either direction, you'll need to change trains via a temporary center platform.

No bikes at Pioneer Square Station
During the 10 weeks, riders with bicycles must exit the train one stop prior, at either University Street or International District/Chinatown. Check out our bike detour map at soundtransit.org/connect2020.

Allow for priority seating and boarding
Leave elevators and escalators for those needing them, and allow seniors and people with disabilities to board the train first and take seats.

soundtransit.org/connect2020
Get information, tips and trip-planning advice.

Attention Transit riders

Lakewood Souder Station parking update

In January 2020, Sound Transit will reserve some parking areas at the Lakewood Souder Station for carpool and single-occupant vehicle permit parking on weekday mornings. Starting in December, riders can pay for a solo driver parking permit or apply for a free carpool parking permit via soundtransit.org/permitparking.

Reserved parking options

Single-occupant vehicle permits
Solo driver permits provide a new access option for transit riders who frequently drive alone to the park-and-ride after 6:30 a.m., when it often fills. Permits cost \$45 per month. Riders qualified for ORCA Lift receive a discounted rate of \$15 per month.

Carpool permit
Riders who carpool to the park-and-ride at least 12 weekdays per month may apply for a free carpool permit for use on days when they share a ride.

All permit holders must live in the Sound Transit district, have an ORCA card or Regional Reduced Fare Permit, and ride transit from the station at least 12 days per month to maintain eligibility.

Permit holders will have exclusive use of designated spaces until 8 a.m. on weekdays. After 8 a.m., and all day on weekends and holidays, any and all open spaces are free to use.

For more information or a permit
Visit: soundtransit.org/permitparking, or contact us at 1-888-889-6368, or parking@soundtransit.org. To see if you qualify for ORCA Lift reduced fares and parking, visit soundtransit.org/orca-lift. Check if you live in the Sound Transit District and are eligible for permits at: rtamps2.soundtransit.org/st_determineaddress.html.

SOUNDTRANSIT

Schedule valid through September 2020

Souder Train

Travel times between stations

Everett	11
Mukilteo	15
Edmonds	27
King Street-Seattle	13
Tukwila	7
Kent	7
Auburn	10
Sumner	5
Puyallup	13
Tacoma	9
South Tacoma	5
Lakewood	5

Connections to:
Amtrak
Streetcar
Parking at all Souder stations except King Street

Interpreter 800-823-9230
Español 漢語 한국어 日本語
Tagalog русский язык Tiếng Việt

soundtransit.org 1-888-889-6368/TTY Relay: 711 | To request information in alternative formats call 1-800-201-4900/TTY Relay: 711 or email accessibility@soundtransit.org.

Schedule valid through September 2020

Link Light rail

Travel time in minutes

University of Washington	6
Capitol Hill	6
Westlake/Seattle	7
University Street	7
Pioneer Square	9
International District/Chinatown	9
Stadium	9
SODO	9
Beacon Hill	10
Mount Baker	10
Columbia City	10
Othello	12
Rainier Beach	12
Tukwila International Blvd	12
SeaTac/Airport	4
Angle Lake	4

Connections to:
Airport
Amtrak
Ferries
Monorail
Parking
Souder
Streetcar

Interpreter 800-823-9230
Español 漢語 한국어 日本語
Tagalog русский язык Tiếng Việt

soundtransit.org 1-888-889-6368/TTY Relay: 711 | To request information in alternative formats call 1-800-201-4900/TTY Relay: 711 or email accessibility@soundtransit.org.

Language lockup: use a template for this information on all printed materials. Always place at the bottom of the front (or back) of brochures.

Interpreter 800-823-9230
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EXAMPLES

Temporary signage

Temporary signage is essential for alerting and informing passengers in our stations and vehicles. Consistent use of fonts, iconography and colors give visual cues to understanding the sign's intention at a glance.

! Rider Alert SOUNDTRANSIT

Reduced fares on Link and Sounder

Effective June 1 – 30

Temporary Recovery Fares for Link (\$1) and Sounder (\$2) tickets are available at ticket machines and through the Transit GO Ticket app. These tickets will not provide transfer credit to other buses or trains. Riders using ORCA cards will pay regular fares but will receive transfer credit.

Stay up-to-date on schedule and fare changes.

Wear a face covering at all times on buses, trains, in stations and at bus stops.

Interpreter 1-800-823-9230
For more information, please call 1-888-889-6368 / TTY: 711

! Rider Alert SOUNDTRANSIT

Parking lot closure

June 20, 10 a.m to 5 p.m.

The TIBS North Lot will be closed Saturday, June 20 from 10 a.m. to 5 p.m.

All vehicles must be removed from the north lot by Friday, June 19 at 6 p.m. or will be towed at owner's expense and responsibility.

Interpreter 1-800-823-9230
For more information, please call 1-888-889-6368 / TTY: 711

Design templates

! Rider Alert SOUNDTRANSIT

Headline

Start-End Date

Content

Interpreter 1-800-823-9230
For more information, please call 1-888-889-6368 / TTY: 711

! Rider Notice SOUNDTRANSIT

Headline

Content

Interpreter 1-800-823-9230
For more information, please call 1-888-889-6368 / TTY: 711

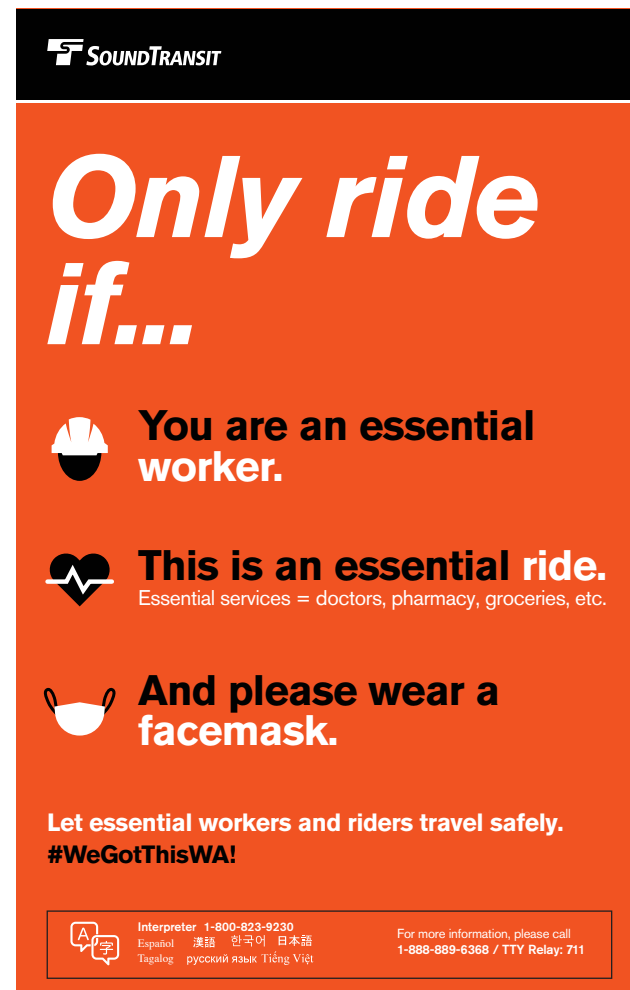
Templates have been created to ensure design consistency and information hierarchies.

EXAMPLES

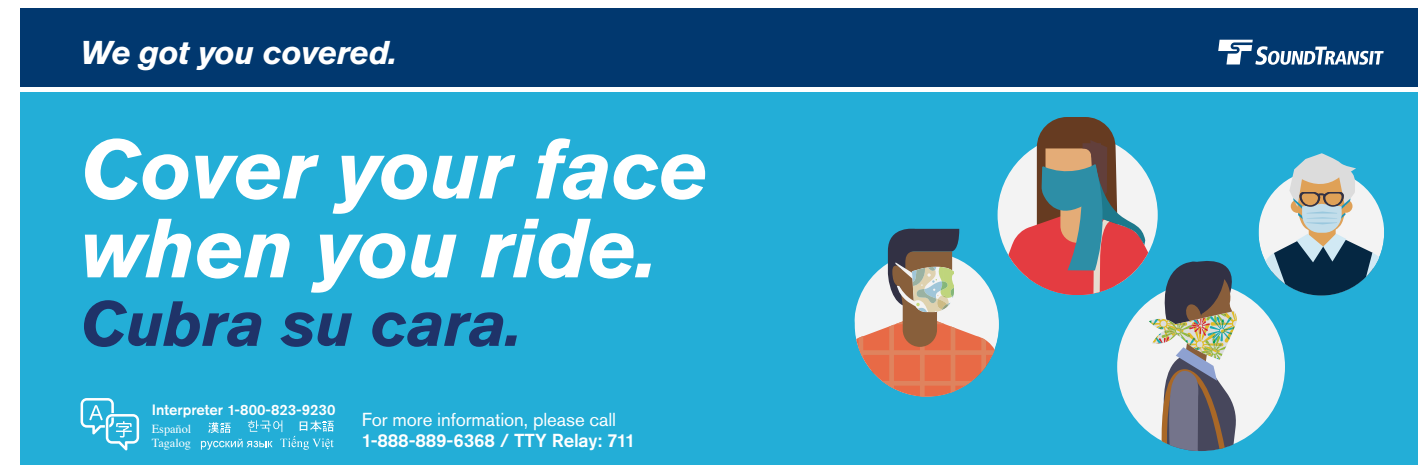
Promotional posters/banners

Promotional and public service posters and banners, unlike temporary signage, can have more personality because the messages are generally more broad and brand-focused. These are often placed in less visible locations, so they rely on bright colors and illustrations to capture the viewer's attention.

Vinyl poster



Channel card



Vinyl banner

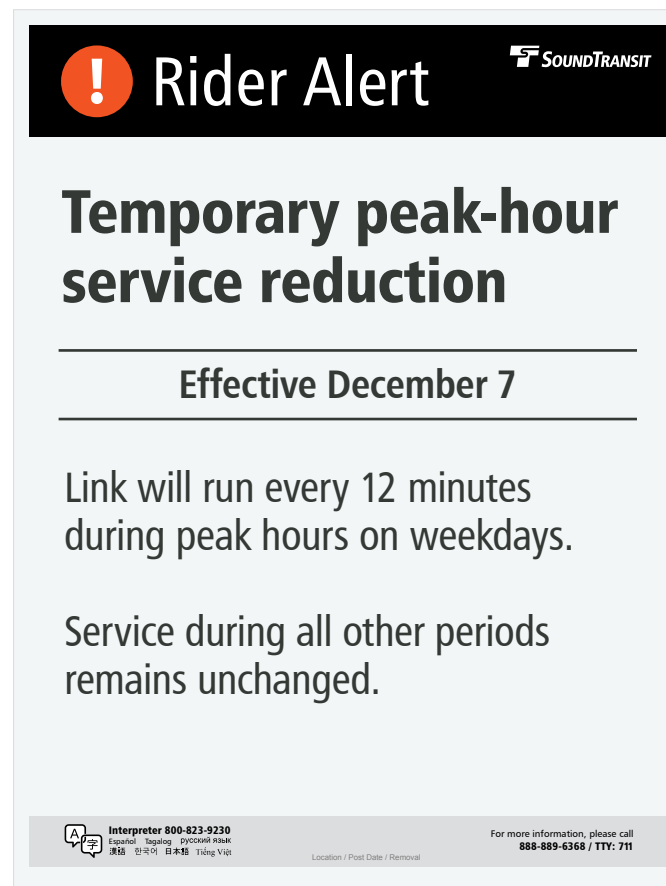



EXAMPLES

Service alerts

For most passenger communications, the messages are clear and simple. Use multiple touchpoints to ensure that riders get the information they need. Temporary signage, text messages and social media are applied to get the main message out to the public, and soundtransit.org is the hub for more detailed information.

Temporary signage



Rider Alert 

Temporary peak-hour service reduction

Effective December 7

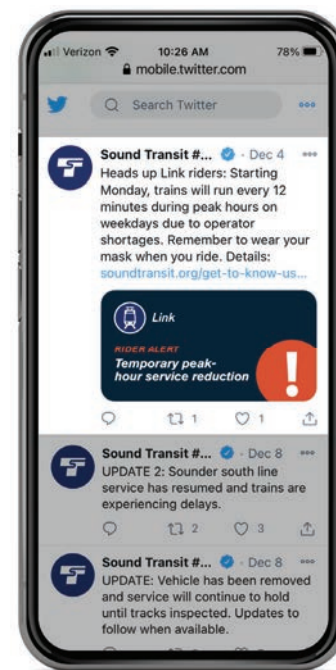
Link will run every 12 minutes during peak hours on weekdays.

Service during all other periods remains unchanged.

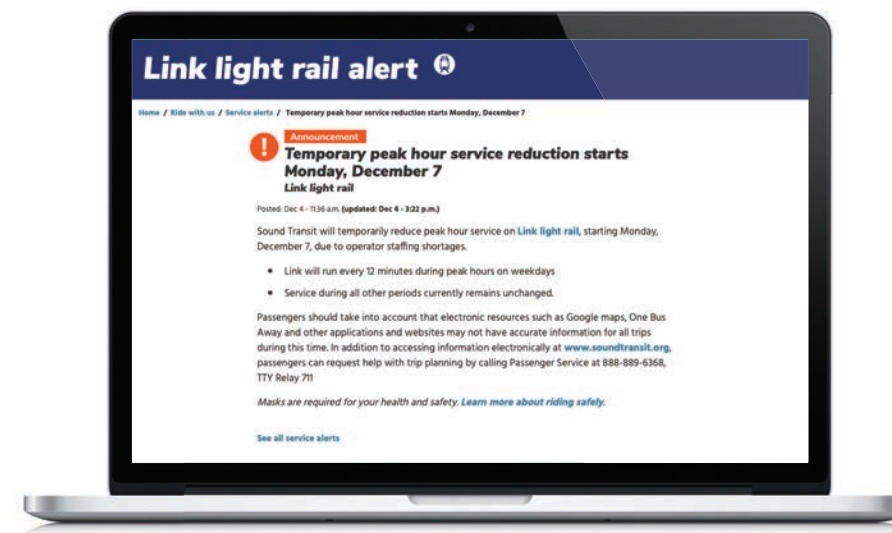
Interpreter 800-823-9230
Español Tagalog Русский язык
한국어 中文 廣東話 越南語

For more information, please call 888-889-6368 / TTY: 711

Organic social media



Soundtransit.org

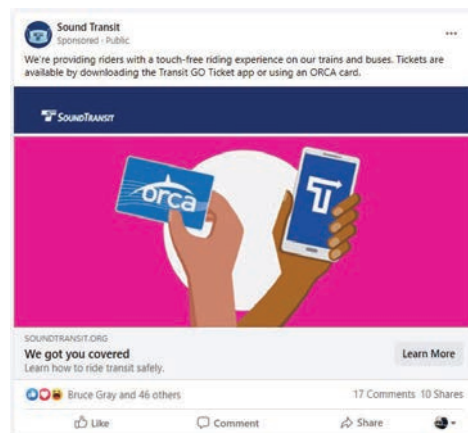


EXAMPLES

Campaigns

For big events, like system changes and station openings, a full campaign of communications is necessary to inform our riders at multiple touchpoints. Consistent messaging and graphic standards provide clarity, so our riders can understand the message and gain confidence in our services.

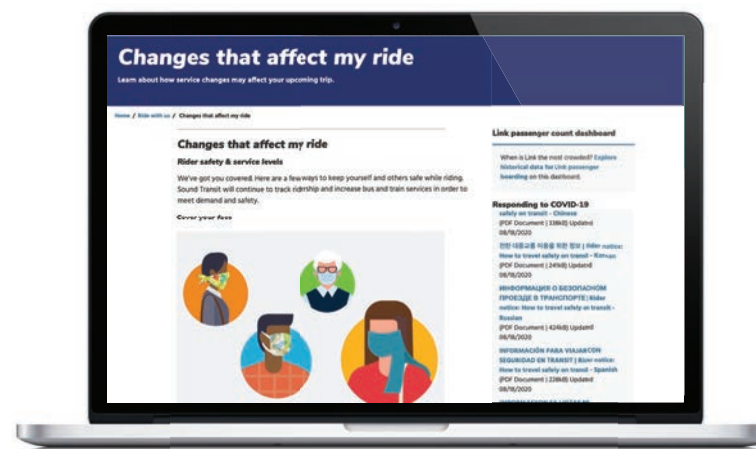
Paid social media



Organic social media



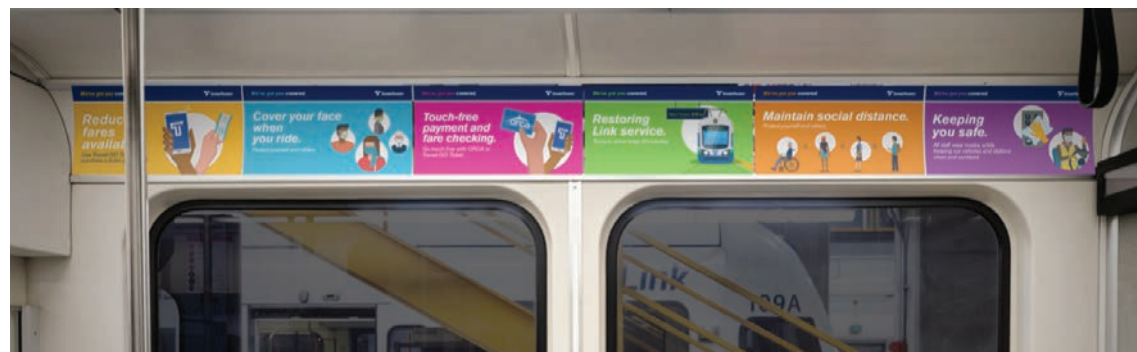
Soundtransit.org



Display sign



On-board posters/channel cards



In-station vinyl banners



For more information about this style guide and to access assets and templates, contact:

 ***STbrand@soundtransit.org***

