



BRAND GUIDELINES

# Colors

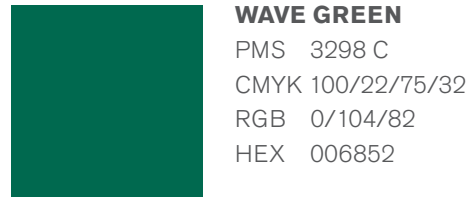
**AA** Colors meet the accessibility standard for sufficient contrast for readability. This applies in instances when text is placed on top of the color. Note the use of white text for darker colors and black text for lighter colors.

 Use these colors for project maps

 Use this color for ST Express bus service



**WAVE BLUE**  
 PMS 294 C  
 CMYK 100/70/5/40  
 RGB 0/46/109  
 HEX 002E6D



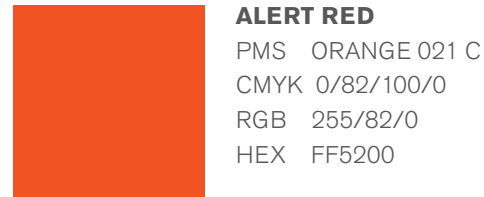
**WAVE GREEN**  
 PMS 3298 C  
 CMYK 100/22/75/32  
 RGB 0/104/82  
 HEX 006852



**WAVE TEAL**  
 PMS 632 C  
 CMYK 92/23/22/32  
 RGB 0/145/179  
 HEX 0091B3



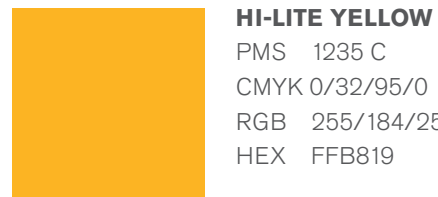
**ACTION PINK**  
 PMS 255 C  
 CMYK 5/96/0/0  
 RGB 229/26/146  
 HEX E51A92



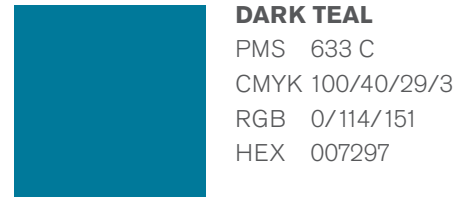
**ALERT RED**  
 PMS ORANGE 021 C  
 CMYK 0/82/100/0  
 RGB 255/82/0  
 HEX FF5200



**ACTION ORANGE**  
 PMS 144 C  
 CMYK 2/55/100/0  
 RGB 243/139/0  
 HEX F38B00




**HI-LITE YELLOW**  
 PMS 1235 C  
 CMYK 0/32/95/0  
 RGB 255/184/25  
 HEX FFB819



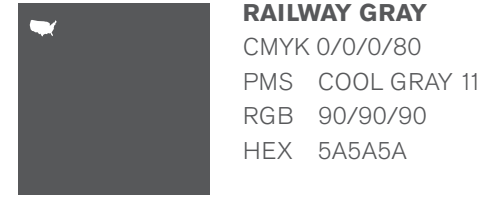
**DARK TEAL**  
 PMS 633 C  
 CMYK 100/40/29/3  
 RGB 0/114/151  
 HEX 007297



**PARKS GREEN**  
 PMS 30% 368  
 CMYK 18/0/30/0  
 RGB 208/231/187  
 HEX D0E7BB



**WATER BLUE**  
 PMS 60% 290  
 CMYK 16/2/2/0  
 RGB 213/231/243  
 HEX D5E7F3



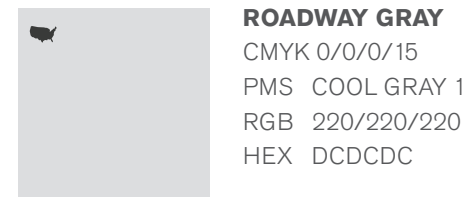
**RAILWAY GRAY**  
 CMYK 0/0/0/80  
 PMS COOL GRAY 11  
 RGB 90/90/90  
 HEX 5A5A5A



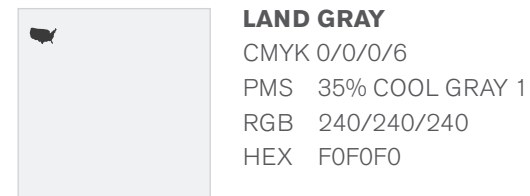
**HIGHWAY GRAY**  
 CMYK 0/0/0/65  
 PMS COOL GRAY 9  
 RGB 120/120/120  
 HEX 787878



**SERVICE GRAY**  
 CMYK 0/0/0/40  
 PMS COOL GRAY 6  
 RGB 170/170/170  
 HEX AAAAAA



**ROADWAY GRAY**  
 CMYK 0/0/0/15  
 PMS COOL GRAY 1  
 RGB 220/220/220  
 HEX DCD CDC

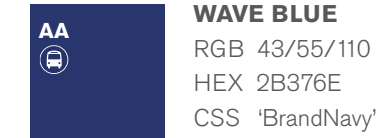


**LAND GRAY**  
 CMYK 0/0/0/6  
 PMS 35% COOL GRAY 1  
 RGB 240/240/240  
 HEX F0F0F0



## Soundtransit.org, online surveys and other agency microsites

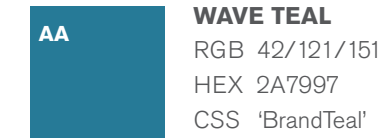
Optimized for desktop and mobile screens.



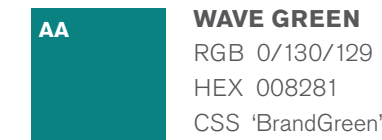
**WAVE BLUE**  
 RGB 43/55/110  
 HEX 2B376E  
 CSS 'BrandNavy'



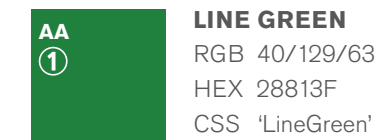
**ACTION PINK LINE PINK**  
 RGB 214/7/142  
 HEX D6078E  
 CSS 'BrandMagenta'



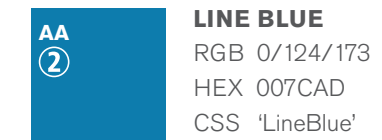
**WAVE TEAL**  
 RGB 42/121/151  
 HEX 2A7997  
 CSS 'BrandTeal'



**WAVE GREEN**  
 RGB 0/130/129  
 HEX 008281  
 CSS 'BrandGreen'



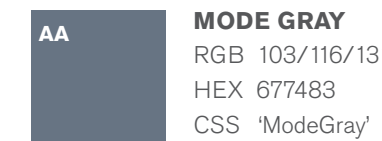
**LINE GREEN**  
 RGB 40/129/63  
 HEX 28813F  
 CSS 'LineGreen'



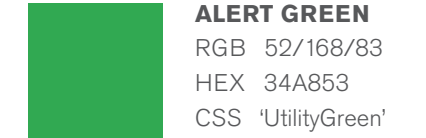
**LINE BLUE**  
 RGB 0/124/173  
 HEX 007CAD  
 CSS 'LineBlue'



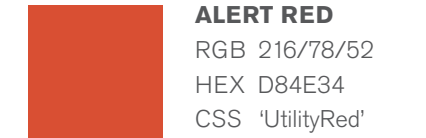
**LINE PURPLE**  
 RGB 167/79/196  
 HEX A74FC4  
 CSS 'LinePurple'




**MODE GRAY**  
 RGB 103/116/131  
 HEX 677483  
 CSS 'ModeGray'



**ALERT GREEN**  
 RGB 52/168/83  
 HEX 34A853  
 CSS 'UtilityGreen'



**ALERT RED**  
 RGB 216/78/52  
 HEX D84E34  
 CSS 'UtilityRed'



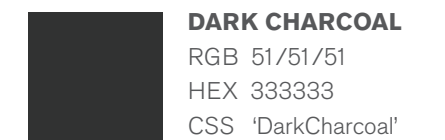
**HI-LITE YELLOW LINE YELLOW**  
 RGB 245/166/35  
 HEX F5A623  
 CSS 'UtilityOrange'



**LINE ORANGE**  
 RGB 243/139/0  
 HEX F38B00  
 CSS 'LineOrange'



**LINE LIGHT BLUE**  
 RGB 154/182/211  
 HEX 9AB6D3  
 CSS 'LineLightBlue'



**DARK CHARCOAL**  
 RGB 51/51/51  
 HEX 333333  
 CSS 'DarkCharcoal'



**CHARCOAL**  
 RGB 74/74/74  
 HEX 4C4C4C  
 CSS 'NeutralCharcoal'



**BEIGE**  
 RGB 245/245/245  
 HEX F5F5F5  
 CSS 'NeutralBeige'

## Service lines



**LINK 1 LINE**  
 PMS 361 C  
 CMYK 76/4/100/0  
 RGB 61/174/43  
 HEX 3DAE2B



**LINK 2 LINE**  
 PMS 299 C  
 CMYK 81/18/0/0  
 RGB 0/160/223  
 HEX 00A0DF



**LINK 3 LINE**  
 PMS 232 C  
 CMYK 6/85/0/0  
 RGB 237/64/169  
 HEX ED40A9



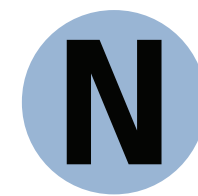
**LINK 4 LINE**  
 PMS 2582 C  
 CMYK 42/78/0/0  
 RGB 177/79/197  
 HEX B14FC5



**LINK T LINE**  
 PMS 144 C  
 CMYK 2/55/100/0  
 RGB 243/139/0  
 HEX F38B00



**STRIDE S1, 2, 3 LINE**  
 PMS 124 C  
 CMYK 7/36/100/0  
 RGB 235/169/0  
 HEX EBA900



**SOUNDER N & S LINE**  
 PMS 644 C  
 CMYK 39/20/7/0  
 RGB 154/182/211  
 HEX 9AB6D3