Hello, glad to meet you.

We are friendly, non-bureaucratic and welcoming to everyone. We use everyday language that is conversational and we avoid using jargon and acronyms. We use humor that is more of a wink than a pie in the face to connect more genuinely with our audience. And most important, we are people-focused and always looking to the future.

Our promise
All aboard. It means that all are welcome here — on board our vehicles, at our platforms and bus stops, and at meetings and events. It is a call to action and a statement of belief. We’re talking about the people we represent in our images, the stories we tell and who we invite into the process. We are committed to celebrating the diverse and multicultural region where we operate and live. Because regardless of the color of your skin, birthplace and culture, language, faith, gender, age or abilities, Sound Transit welcomes you.

Our personality
A brand’s personality is the set of characteristics you attribute to the brand. Use these to help guide how you communicate and tell the ST story.

Responsive Reliable Inclusive
Fun/Witty Innovative

Brand foundations
These inform the way we talk with our audiences.

Providing top-notch passenger experience
AUDIENCES: Those who use ST services, our riders, and potential riders.

Delivering on our promise
AUDIENCES: Those affected by our construction, and stakeholders.

Being accountable
AUDIENCES: Partners, stakeholders, elected officials, and tax payers.

Planning for the future
AUDIENCES: Our current and future riders.

Brand tagline
Ride the Wave
What does it mean to “Ride the Wave?” For our passengers, it means riding the wave of the future with state-of-the-art transit and taking back freedom: freedom from traffic, freedom from stress, and freedom from the high cost of driving. For ST staff it means riding the wave of innovation and freeing ourselves to be cutting edge and think outside the bus….or box!

Living the brand
We need to foster a people-focused culture that drives the agency’s brand and represents the diverse cultures that make up the Puget Sound area. Success depends on everyone doing their part. That means all of us should see ourselves as Sound Transit ambassadors. Each of us needs to be actively and passionately engaged in not only our work but also the mission of the agency.

Our brand is who we are. It’s more than a logo or a look. It’s how people perceive our agency based on their experience with it. Our brand is influenced by our interactions with the public and with each other. It’s affected by the way we answer phones, how we respond on social media or emails, or talk to customers at events, public meetings, and on station platforms.

Elevator pitch
Sound Transit provides fast, frequent and easy-to-use rail and bus options for everyone in the Puget Sound region. It offers a cost-effective and stress-free alternative to driving. ST can help people bypass congestion while connecting all communities and providing access to work, school, entertainment and life. All aboard.
Sound Transit, online surveys and other agency microsites

Soundtransit.org, online surveys and other agency microsites

Visual identity
soundtransit.org/brand

Logo

The most common visual element of the ST brand is the logo. Variations in the logo allow for horizontal and vertical use. The vertical logo is the preferred logo for most applications. The vertical logo is used when the horizontal version is impractical due to space limitations. These are the approved and official logos to be used consistently and faithfully in all agency communications. The Sound Transit logo paired with tagline is used only for marketing and rider information materials.

Colors

The Sound Transit color palette reflects a strong tie-in to the wave found on all our vehicles. An extension of colors was created to complement the wave colors.

Colors

WAVE BLUE
PM 358 C
CMYK 5/96/0/0
RGB 229/26/146
HEX E51A62

ACTION PINK
PM 356 C
CMYK 0/98/0/0
RGB 255/82/82
HEX F55858

ALERT RED
PM 081 C
CMYK 0/0/0/0
RGB 255/0/0
HEX F50000

RAILWAY GRAY
PM 078 C
CMYK 0/0/0/0
RGB 120/120/120
HEX 787878

HI-LITE YELLOW
PM 368 C
CMYK 0/0/0/0
RGB 255/204/51
HEX FFB819

ACTION ORANGE
PM 082 C
CMYK 0/0/0/0
RGB 255/82/0
HEX F58200

SERVICE GRAY
PM 099 C
CMYK 0/0/0/0
RGB 170/170/170
HEX AAAAAA

WAVE GREEN
PM 091 C
CMYK 0/0/0/0
RGB 154/182/211
HEX 9AB6D3

PARKS GREEN
PM 368 C
CMYK 0/0/0/0
RGB 255/204/51
HEX FFB819

WAVE TEAL
PM 363 C
CMYK 0/0/0/0
RGB 154/182/211
HEX 9AB6D3

DARK TEAL
PM 363 C
CMYK 0/0/0/0
RGB 154/182/211
HEX 9AB6D3

STbrand@soundtransit.org

Service lines

STbrand@soundtransit.org

Typography

Words communicate. So do typefaces. Typefaces serve as subtle visual cues to frame our messages and reinforce our identity.

PRIMARY
Azhidenz Grotesk

EMPLOYEE COMMUNICATIONS
Arial

CUSTOMER SIGNAGE (PERMANENT)
Humnst 777, Rotis Alt Bold

Maps

Find current service and future service maps at:
soundtransit.org/brand/maps

Photography

Our photos are light, bright and inviting. Strive for photography that contains happy, diverse riders to convey a sense of freedom and relaxation. Visit our photo library:
soundtransit.photoshelter.com

Graphic elements

A series of illustrations and simple and attention-getting icons:
soundtransit.org/brand/graphic-elements

Business templates and stationery

ST Powerpoint template:
soundtransit.org/brand/templates

ST employees can access the following agency templates and resources on the HUB:

Business cards
Letterhead
Memos
Meeting agendas
Email signatures

For more guidance on how to represent the Sound Transit brand, send questions to: STbrand@soundtransit.org