

# Getting to know the ST brand

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



## ***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.

***Read on for logos, colors, and more*** 

# Visual identity

[soundtransit.org/brand](https://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 horizontal 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.

 <b>WAVE BLUE</b> PMS 294 C CMYK 100/70/5/40 RGB 0/46/109 HEX 002E6D	 <b>ACTION PINK</b> PMS 255 C CMYK 5/96/0/0 RGB 229/26/146 HEX E51A92	 <b>DARK CHARCOAL</b> PMS 447 C CMYK 69/63/62/58 RGB 51/51/51 HEX 333333
 <b>ALERT RED</b> PMS ORANGE 021 C CMYK 0/82/100/0 RGB 255/82/0 HEX FF5200	 <b>ACTION ORANGE</b> PMS 144 C CMYK 2/55/100/0 RGB 243/139/0 HEX F38B00	 <b>RAILWAY GRAY</b> PMS COOL GRAY 11 CMYK 0/0/0/80 RGB 90/90/90 HEX 5A5A5A
 <b>WAVE GREEN</b> PMS 3298 C CMYK 100/22/75/32 RGB 0/104/82 HEX 006852	 <b>HI-LITE YELLOW</b> PMS 1235 C CMYK 0/32/95/0 RGB 255/184/25 HEX FFB819	 <b>HIGHWAY GRAY</b> PMS COOL GRAY 9 CMYK 0/0/0/65 RGB 120/120/120 HEX 787878
 <b>WAVE TEAL</b> PMS 632 C CMYK 92/23/22/0 RGB 0/145/179 HEX 0091B3	 <b>PARKS GREEN</b> PMS 30% 368C CMYK 18/0/30/0 RGB 208/231/187 HEX D0E7BB	 <b>SERVICE GRAY</b> PMS COOL GRAY 6 CMYK 0/0/0/40 RGB 170/170/170 HEX AAAAAA
 <b>DARK TEAL</b> PMS 633 C CMYK 100/40/29/3 RGB 0/114/151 HEX 007297	 <b>WATER BLUE</b> PMS 60% 290 C CMYK 16/2/2/0 RGB 213/231/243 HEX D5E7F3	 <b>ROADWAY GRAY</b> PMS COOL GRAY 1 CMYK 0/0/0/15 RGB 220/220/220 HEX DCD CDC
 <b>LAND GRAY</b> PMS 35% COOL GRAY 1 CMYK 0/0/0/6 RGB 240/240/240 HEX F0F0F0		

Use this color for ST Express bus service on maps.  
 Use these colors for project maps.

## Service lines

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

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

 <b>WAVE BLUE</b> RGB 43/55/110 HEX 2B376E	 <b>LINE GREEN</b> RGB 40/129/63 HEX 28813F	 <b>ALERT RED</b> RGB 216/78/52 HEX D84E34	 <b>DARK CHARCOAL</b> RGB 51/51/51 HEX 333333
 <b>ACTION PINK</b> RGB 214/7/142 HEX D6078E	 <b>LINE BLUE</b> RGB 0/124/173 HEX 007CAD	 <b>HI-LITE YELLOW</b> RGB 245/166/35 HEX F5A623	 <b>CHARCOAL</b> RGB 74/74/74 HEX 4C4C4C
 <b>WAVE TEAL</b> RGB 0/130/129 HEX 008281	 <b>LINE PURPLE</b> RGB 167/79/196 HEX A74FC4	 <b>LINE ORANGE</b> RGB 243/139/0 HEX F38B00	 <b>MODE GRAY</b> RGB 103/116/131 HEX 677483
 <b>WAVE GREEN</b> RGB 40/129/63 HEX 28813F	 <b>ALERT GREEN</b> RGB 52/168/83 HEX 34A853	 <b>LINE LIGHT BLUE</b> RGB 154/182/211 HEX 9AB6D3	 <b>BEIGE</b> RGB 245/245/245 HEX F5F5F5

**AA** Colors meet the accessibility standard for sufficient contrast for readability. This applies in instances when text is placed on top of a color.

Use this color for ST Express bus service.  
 Use these colors for service lines in interactive web maps and user interfaces.

## Typography

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

### PRIMARY

**Akzidenz 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](https://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](https://soundtransit.photoshelter.com)

## Graphic elements

A series of illustrations and simple and attention-getting icons:

[soundtransit.org/brand/graphic-elements](https://soundtransit.org/brand/graphic-elements)

## Business templates and stationery

ST Powerpoint template:  
[soundtransit.org/brand/templates](https://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**