# Getting to know the ST brand

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.



### **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



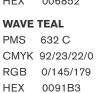
### Logo

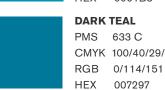
The most common visual element of the ST brand is the logo. Variations in the logo allow for horizontal and vertical use. The horizontal logo is the preferred logo for most applications. The vertical logo is used when the horizontal version is impractical due to space limitations. These are the approved 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.











#### **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



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





PMS 60% 290 C

RGB 213/231/243

D5E7F3

CMYK 16/2/2/0









**DARK CHARCOAL** 

CMYK 69/63/62/58

333333

PMS COOL GRAY 11

RGB 51/51/51

**RAILWAY GRAY** 

CMYK 0/0/0/80

RGB 90/90/90

HEX 5A5A5A

**HIGHWAY GRAY** PMS COOL GRAY 9

CMYK 0/0/0/65

**SERVICE GRAY** 

CMYK 0/0/0/40

HEX

HFX

RGB

RGB 170/170/170

120/120/120

787878

PMS COOL GRAY 6

AAAAA **ROADWAY GRAY** 

PMS COOL GRAY 1

RGB 220/220/220

DCDCDC

PMS 35% COOL GRAY 1

240/240/240

F0F0F0

CMYK 0/0/0/15

LAND GRAY

CMYK 0/0/0/6

PMS 447 C

HEX

HEX EBA900



PMS 644 C CMYK 7/36/100/0 CMYK 39/20/7/0 RGB 235/169/0 RGB 154/182/211

#### CMYK 100/22/75/32 0/104/82 006852 HEX





# Use these colors for project maps.

# Service lines



**LINK 2 LINE** PMS 299 C CMYK 76/4/100/0 CMYK 81/18/0/0



PMS 232 C CMYK 6/85/0/0 HFX FD40A9



CMYK 42/78/0/0

PMS 2582 C











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

LINE BLUE

RGB 0/124/173

HEX 007CAD

**LINE PURPLE** 

HEX A74FC4

**ALERT GREEN** 

RGB 52/168/83

RGB 167/79/196



**3** 

**LINK 1 LINE** 

PMS 361 C

**WAVE BLUE** RGB 43/55/110 HEX 2B376E



(1)

**(4**)







is placed on top of a color.











RGB 216/78/52 HEX D84E34

**ALERT RED** 



**HI-LITE YELLOW** RGB 245/166/35



(T)

**LINE ORANGE** RGB 243/139/0

HEX F38B00

HEX 9AB6D3

HEX F5A623



**LINE LIGHT BLUE** RGB 154/182/211



**MODE GRAY** RGB 103/116/131 HEX 677483



**BEIGE** RGB 245/245/245

HEX F5F5F5

DARK CHARCOAL

RGB 51/51/51

HEX 333333

**CHARCOAL** 

RGB 74/74/74

HEX 4C4C4C

Use this color for ST Express bus service.

① 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

# **Photography**

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

Our photos are light, bright and

# **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

**Business cards** Letterhead Memos Meeting agendas Email signatures

resources on the HUB: