



System Expansion communications

Style guide, v3.0 | January 2024

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第四大道淺層方案:《環境影響報告草案》車站的地面概念圖

4th Ave Shallow: Draft EIS Station at ground level

Welcome

If your role is to connect with the public and encourage engagement around our project development process, this guide is for you.

We're working to fulfill our mission to connect more people to more places. These guidelines outline our visual communication strategy for System Expansion.

For more resources, including System Expansion style guide assets and templates, contact:

 STbrand@soundtransit.org



Style strategy

As we expand our Link, Sounder, Stride bus rapid transit, and ST Express bus service into new areas, it's important that we introduce ourselves in the right way. After all, while we're creating a better and brighter future, we still affect people's lives, and sometimes our growth causes disruptions. So as we invite our new neighbors to help shape their future transit experience, let's do so in a positive, intentional, and inclusive way. This guide will show you how to do that by using engaging visuals and clear communication.

For those supporting the planning, design, and construction phases of System Expansion, we've created an easy-to-navigate and fluid customer experience journey to ensure our visuals and voice are consistent across all our customer touchpoints.



Customer journey

There are several ways we connect with our customers. We call these customer touchpoints, and each serves a distinct purpose. Working together, they create an easy and fluid customer experience. In this guide, we'll focus on what we consider our major customer touchpoints and how customers interact with them at various phases.

Alert

Notifications and advertisements — digital and print — with the sole purpose of clearly calling attention to a new engagement effort.

Involve

Built to inform and educate our customers, these touchpoints are content-rich and provide channels and tools to efficiently collect community feedback.

Update

To support audience retention, we stay in constant communication via email marketing throughout all phases of project development. We're also committed to maintaining fresh and relevant information on all project websites and channels.

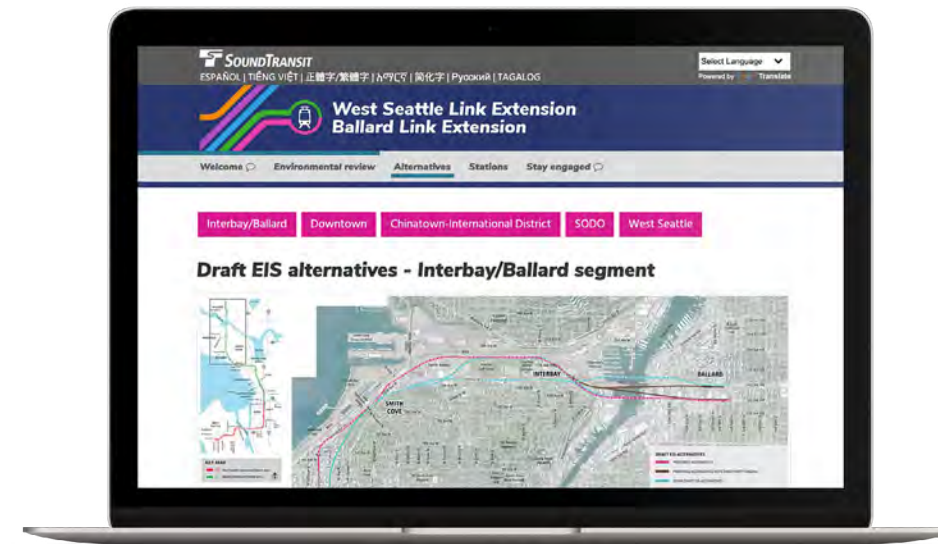
Major touchpoints

This guide covers our **12 major customer touchpoints**.

Alert

Involve

Update



- 1) Digital and print ads
- 2) Direct mail
- 3) Social media (paid)
- 4) Posters and flyers
- 5) In-vehicle notifications

- 6) Online open house or survey
- 7) Public meeting presentation
- 8) Public meeting displays
- 9) Public meeting leave behinds

- 10) Email marketing and updates
- 11) Project website(s)
- 12) Social media (organic)

Style expression

When presenting ourselves to the communities we're affecting, all our products should have a consistent look, feel and voice — in other words, a unified style expression. Ultimately, how we express ourselves will not only help our customers feel comfortable, confident, and represented as we move ahead, but will give them a glimpse into a future that offers a better quality of life.

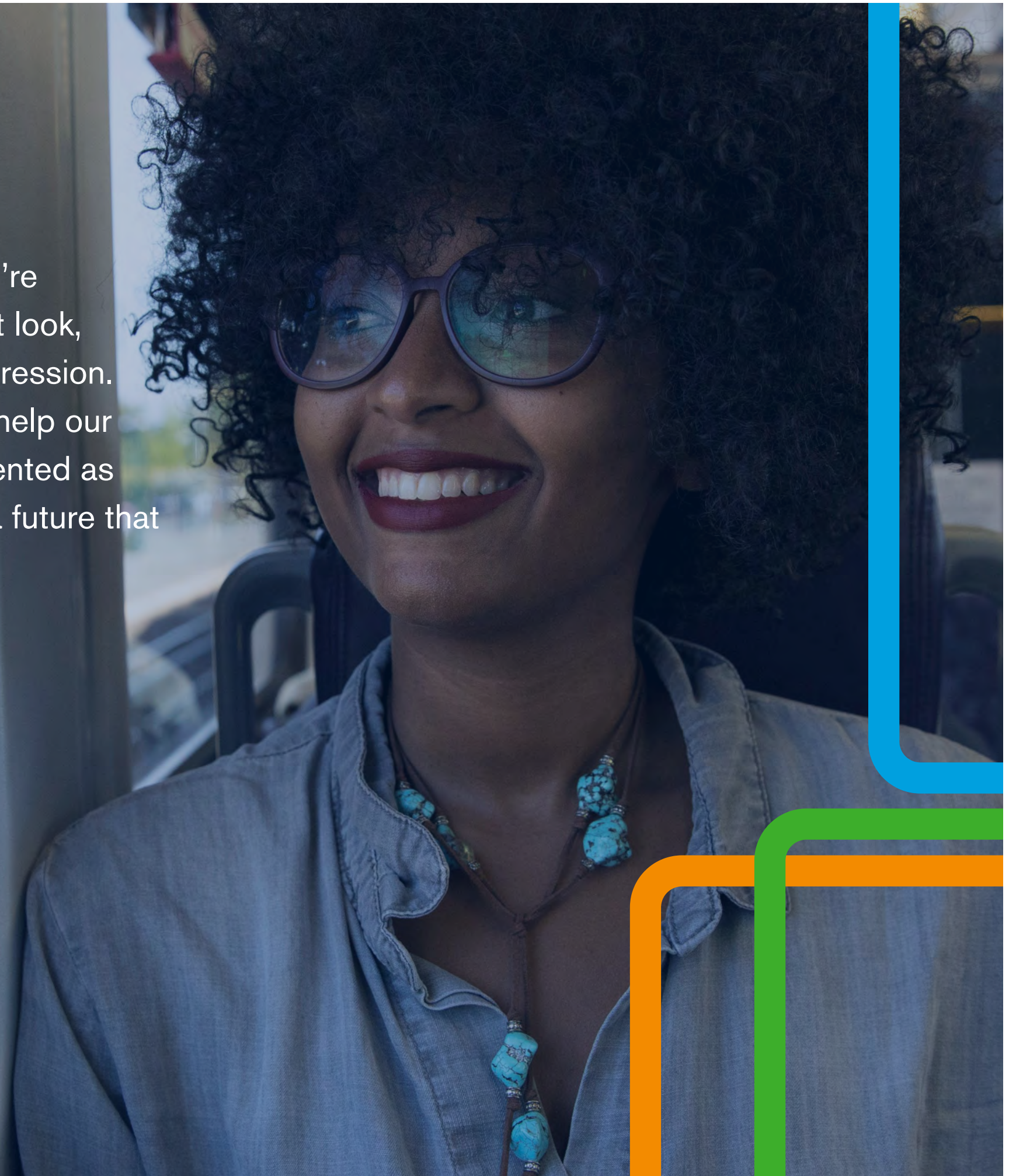
These elements make up our style expression:

Voice + tone

Colors

Typography

Graphic assets



Overview

These elements make up our style expression:

Voice + tone



Colors



Typography



Graphic assets



Voice + tone

Hello. We're Sound Transit.

Think of us as your smart, likable, sometimes witty friend that you can count on to give you straightforward information and trusted advice in friendly, helpful, and positive ways.

Our Voice + tone is:

Responsive
Reliable

Friendly
Empathetic

Knowledgeable
Competent

Genuine
Inclusive

These guidelines give you a few guardrails so that no matter what message you're communicating, and to whom, it all should feel like it's coming from the same place and with the same voice. They are by no means meant to be prescriptive, merely a compass that can help point you in the right direction.

Find additional writing guidance in our editorial style guide:

[🔗 **soundtransit.com/brand**](https://www.soundtransit.com/brand)

Customer insights

People's emotions change during each phase of project development. Knowing and understanding this will guide you in crafting messages that are helpful and empathetic.

Plan

Fear | Joy | Hope | Excitement

"How will it affect my life?" or "I'm excited and can't wait for this new change."

Design

Apprehension | Cautious optimism | Positivity | Excitement

"I hope the structures and stations look nice and fit in with the neighborhood." or
"These designs look good on paper. We'll see how everything looks once it's built."

Build

Excitement | Dread | Anticipation

"I'm excited and can't wait for this new service!" or
"How will this construction affect me (noise, access, etc.)?"

High-level messaging

When it comes to headlines, we want to make sure they reflect the genuine, empathetic, and competent nature of our voice. Tone may need to be adjusted to match a community's general sentiment when it comes to our expansion efforts.

Here are some examples of headlines that represent each project phase:

Plan

More transit options are on the way

Design

Your future station is taking shape

Build

We care about your neighborhood

Usage

Plan

Say this:

More light rail is on the way. Give us your feedback on the route and station locations we're currently studying in your area. Go online or join us at an open house in your neighborhood: soundtransit.org/everettlink

Not this:

Join the discussion. During early scoping, Sound Transit is seeking public input on alternatives to improve high capacity transit.

Design

Say this:

We want to hear from you. The Tacoma Trestle replacement is a big project, and your input is important. Join us for an open house and share your thoughts and ideas on certain design elements. RSVP at soundtransit.org/tacomatrestle

Not this:

Sound Transit wants to hear your thoughts on conceptual elements for the replacement of the Tacoma Trestle. Comments from the open house will help inform how the new trestle looks. Visit online at www.soundtransit.org/tacomatrestle.

Build

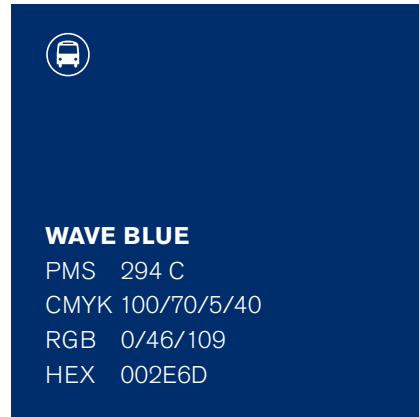
Say this:

Thanks for your patience as our crews continue to prepare the south tunnel portal site. We know this may be disruptive, but please bear with us as we work as quickly, efficiently, and safely as possible. Curious about what to expect when excavation begins and how it may impact you? Our Community Engagement staff is ready to answer your questions or meet with you in person: [206-703-1234](tel:206-703-1234)

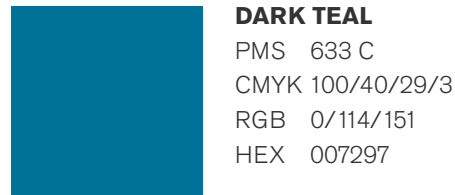
Not this:

Sound Transit's tunnel crews continue to prepare the south tunnel portal site. For more information about the excavation process, please contact Community Outreach staff at 206-703-1234.

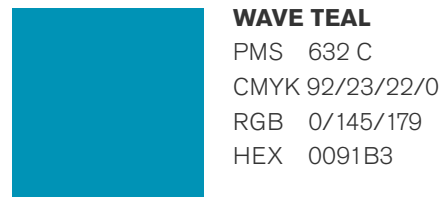
Colors



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



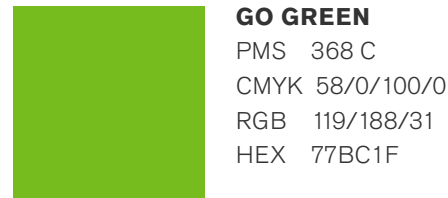
DARK TEAL
 PMS 633 C
 CMYK 100/40/29/3
 RGB 0/114/151
 HEX 007297



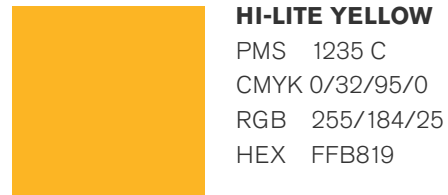
WAVE TEAL
 PMS 632 C
 CMYK 92/23/22/0
 RGB 0/145/179
 HEX 0091B3



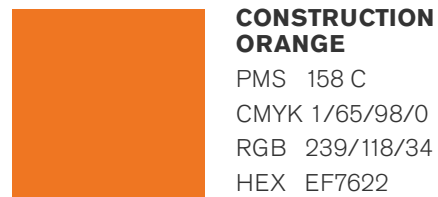
ACTION PINK
 PMS 255 C
 CMYK 5/96/0/0
 RGB 229/26/146
 HEX E51A92



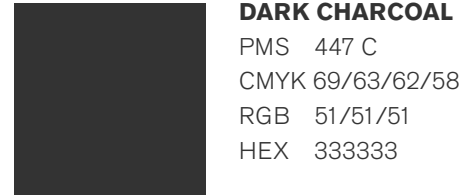
GO GREEN
 PMS 368 C
 CMYK 58/0/100/0
 RGB 119/188/31
 HEX 77BC1F



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



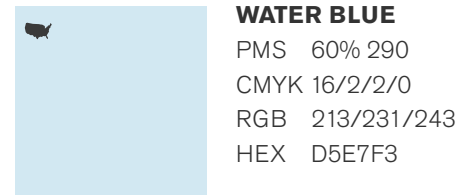
CONSTRUCTION ORANGE
 PMS 158 C
 CMYK 1/65/98/0
 RGB 239/118/34
 HEX EF7622



DARK CHARCOAL
 PMS 447 C
 CMYK 69/63/62/58
 RGB 51/51/51
 HEX 333333



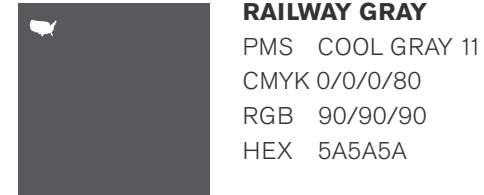
PARKS GREEN
 PMS 30% 368
 CMYK 18/0/30/0
 RGB 208/231/187
 HEX D0E7BB



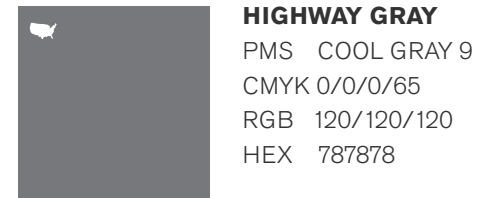
WATER BLUE
 PMS 60% 290
 CMYK 16/2/2/0
 RGB 213/231/243
 HEX D5E7F3




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



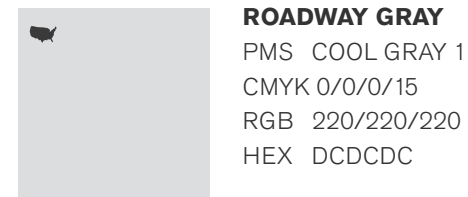
RAILWAY GRAY
 PMS COOL GRAY 11
 CMYK 0/0/0/80
 RGB 90/90/90
 HEX 5A5A5A



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




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




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

 Use this color for ST Express bus service.

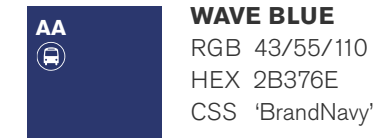
 Use this color for calls to action.

 Use these colors for project maps.

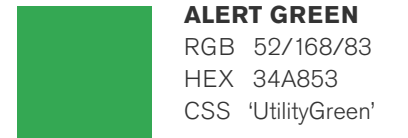
 Use these colors for service lines on interactive/responsive web maps.

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

Soundtransit.org, online surveys, and other agency microsites



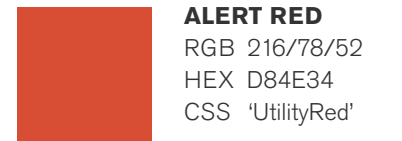
WAVE BLUE
 RGB 43/55/110
 HEX 2B376E
 CSS 'BrandNavy'



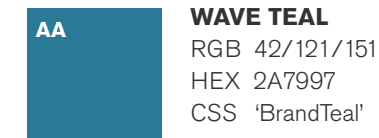
ALERT GREEN
 RGB 52/168/83
 HEX 34A853
 CSS 'UtilityGreen'



ACTION PINK
 RGB 214/77/142
 HEX D6078E
 CSS 'BrandMagenta'



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



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



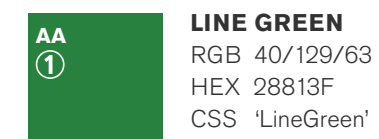
HI-LITE YELLOW
 RGB 245/166/35
 HEX F5A623
 CSS 'UtilityOrange'



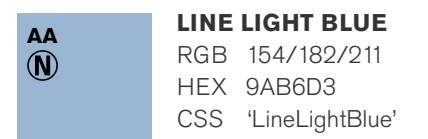
WAVE GREEN
 RGB 0/130/129
 HEX 008281
 CSS 'BrandGreen'



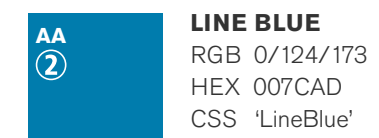
LINE ORANGE
 RGB 243/139/0
 HEX F38B00
 CSS 'LineOrange'



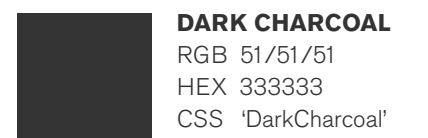
LINE GREEN
 RGB 40/129/63
 HEX 28813F
 CSS 'LineGreen'



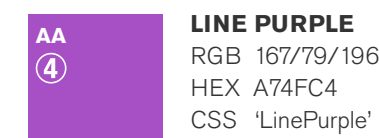
LINE LIGHT BLUE
 RGB 154/182/211
 HEX 9AB6D3
 CSS 'LineLightBlue'



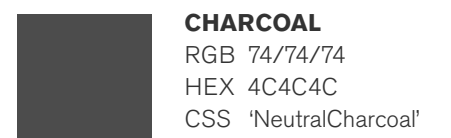
LINE BLUE
 RGB 0/124/173
 HEX 007CAD
 CSS 'LineBlue'



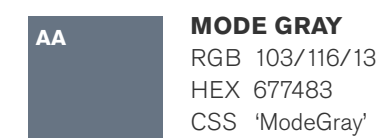
DARK CHARCOAL
 RGB 51/51/51
 HEX 333333
 CSS 'DarkCharcoal'



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



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



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



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

Typography

Words communicate, but so do typefaces. They offer up subtle visual cues to frame our messages, reinforce our identity, and complement our Voice + tone, which are positive, conversational, and competent. Our System Expansion typeface families consist of **Akzidenz Grotesk, Arial, Nunito Sans, and Hind.**

AKZIDENZ GROTESK

The train arrives in 2025

Check out the latest designs for your future station and get project updates:

➔ soundtransit.org/redmondlink

ARIAL

Stay ahead of construction

We're committed to minimizing disruptions

- Sign up to receive construction alerts
- Attend community events and project meetings

NUNITO SANS + HIND

Stride bus rapid transit

The Stride S1 and S2 lines will connect communities along I-405 and SR 518 from Lynnwood to Burien.

Get updates

Print, video, ads

Our core typeface, **Akzidenz Grotesk**, is the clean and clear complement to our full style expression. Use it for all print, video and environmental design-based engagement products as well as all advertisements.*

AKZIDENZ GROTESK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AKZIDENZ GROTESK BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

AKZIDENZ GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Font licenses can be purchased through the [H. Berthold Typefoundry website](https://www.berthold.com/).

Usage

Heading: Level 1 (H1)
Akzidenz Bold Italic, Wave Blue

Are you keeping up with construction?

Heading: Level 2 (H2)
Akzidenz Bold, Wave Blue

New service starts in 2024

Body copy
Akzidenz Regular, Dark Charcoal

Lynnwood Link construction is in full swing. When complete, light rail will extend into Snohomish County, serving four new stations. Future riders will enjoy fast, frequent, and reliable service between south Snohomish County and University of Washington, downtown Seattle, Sea-Tac Airport, and beyond.

Heading: Level 3 (H3)
Akzidenz Bold Italic, Dark Charcoal

More project benefits

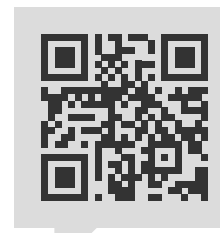
Bulleted list
Akzidenz Regular, Dark Charcoal, default bullets

- Four new stations serving Shoreline, Mountlake Terrace, and Lynnwood.
- Expanding 200th Street to include five (5) total lanes between 44th and 48th avenues next to the Lynnwood Transit Center and the new Lynnwood Transit Garage.
- Approximately 1000 combined new parking spaces at Shoreline South/148th and Shoreline North/185th stations.

Body copy emphasis (Bold)
Inline hyperlink
Akzidenz Regular, Wave Teal, underline

Questions?

Contact our Community Engagement team:
lynnwoodlink@soundtransit.org or 206-903-0000



QR code (on white)
Dark Charcoal bitmap,
Roadway Gray background,
minimum 1/2 inch

Call-to-action lead-in
Akzidenz Bold, Action Pink
Online call-to-action (on white)
Bold Italic, Action Pink, URL icon

Learn about the project and subscribe for email updates:

soundtransit.org/lynnwoodlink

Presentation and internal

Arial is our universal, platform-independent typeface — available to all. A cousin to Akzidenz Grotesk, use this font when creating communication materials and templates in Word or PowerPoint.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Usage

Heading: Level 1 (H1)

Arial Bold Italic, Dark Teal

What's next for ST Express?

Heading: Level 2 (H2)

Arial Bold Italic, Construction Orange

More connections, speed, and reliability

Bulleted list

Arial Regular, Dark Charcoal

- Speed and reliability improvements in the South Sound.
- More connections with Link light rail and new Stride bus rapid transit service.
- New park-and-ride in north Sammamish connecting more east King County neighborhoods to regional transit.
- Bus-on-Shoulder program provides opportunities to bypass congestion.

URL call-to-action

Arial Bold Italic, Action Pink, *URL icon*

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

Web

Our web and digital properties call for a more friendly and open-source typographic solution. Also complementary to our core typeface, **Nunito Sans + Hind** together set the standard on our agency website and engagement microsites.*

NUNITO SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HIND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NUNITO SANS BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

HIND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

Usage

Heading: Level 1 (H1)
Nunito Sans Black Italic, White

Puyallup Station improvements

Heading: Level 2 (H2)
Nunito Sans Black Italic, Dark Charcoal

Project highlights

Body copy
Hind Regular, Dark Charcoal

We're working to improve access to Puyallup Station for pedestrians, bicyclists, and drivers, including construction of a new garage (503 spaces), new surface parking (166 spaces), and pedestrian and bicycle improvements.

More parking spaces and better access for bikes and pedestrians will help you get to your train — and to wherever you're going — faster.

Inline hyperlink
Hind Bold, Dark Teal, underline (hover)

[Garage construction](#) begins in 2020 and will ready to open in 2023.

Primary button
Hind Bold, Action Pink

Get project news

Email address

Subscribe now

Graphic assets

A library of visual elements —
each piece crafted to work together
to tell our System Expansion story.

In this section you'll find guidance
on and examples of:

Service lines

Iconography

Illustrations

Project timelines

Maps

Station illustrations



Overview

A library of visual elements — each piece crafted to work together to tell our System Expansion story.

Service lines



Iconography



Illustrations



Project timelines



Evergreen assets



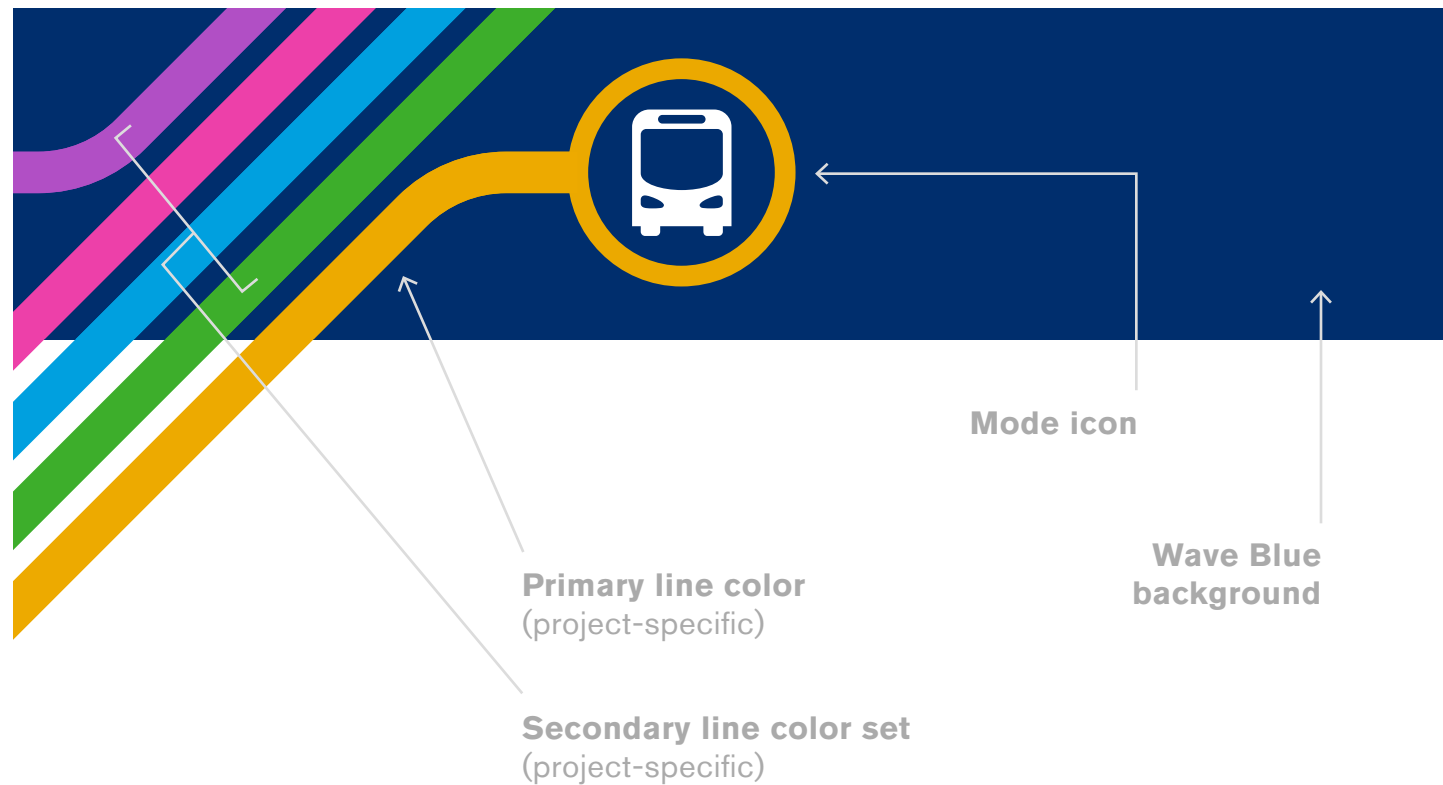
Dynamic assets



Service lines

Color plays an important role in the transportation services we provide. Operationally, color is a key part of the identity system — specific line colors represent specific service routes and modes. Our service line lockups act as a visual anchor for each System Expansion project package.

Anatomy of a service line lockup



Considerations



Usage

Do this:



Correct usage of mode icons, primary and secondary line colors, crop and background color.



Don't do this:



Too few secondary lines and primary line is off-center with mode icon.



Incorrect mode icon, color treatment and spacing between lines.

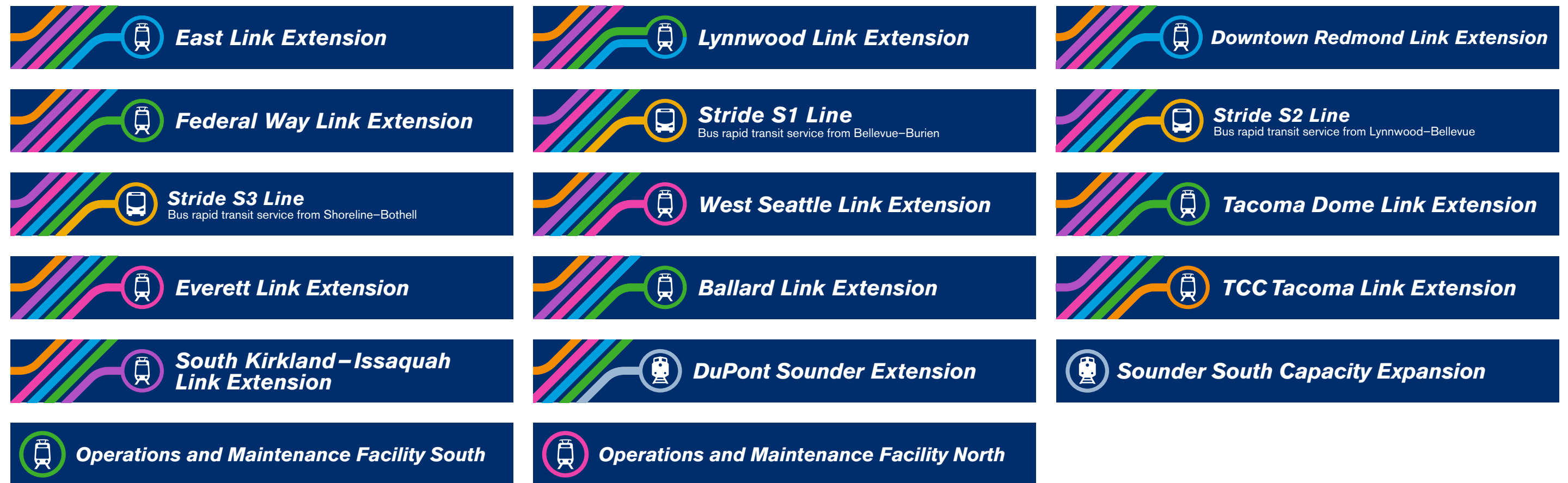


Improper use of background colors.



Project identification

To familiarize our passengers with future service conventions, we introduce service line and mode icon colors early when a project is still in the planning, design, and construction phases.



Design flexibility

Service lines are project-specific, part of our identity, and can act as a visual tool to guide the eye to important messaging — in color or black and white.

Ride with us
Looking for a stress-free, easy way to get around the Puget Sound? Just jump on Link light rail, a Sounder train, or an ST Express bus. Sound Transit is your connection to the opportunities you've been waiting for.
soundtransit.org/ride-with-us

Accountable and responsible
Sound Transit is governed by a board of directors made up of the state Secretary of Transportation and 17 elected officials who represent the cities and counties in the Sound Transit District.
soundtransit.org/board

Voter-approved system expansion

- Building a 116-mile light rail network from Everett to Tacoma, Seattle to Redmond, and South Kirkland to Issaquah.
- Stride bus rapid transit connecting Shoreline to Bothell, Lynnwood to Bellevue, Bellevue to Burien, and cities in between.
- Expanding the Sounder S Line with more frequent service, longer trains, and two more stations.
- Transit-oriented development creating walkable neighborhoods near stations.
- Improving connections to stations whether you walk, roll, bike, or drive.
- Reducing greenhouse gases, helping preserve our natural environment.

soundtransit.org/system-expansion

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

401 S. Jackson St., Seattle, WA 98104 | main@soundtransit.org | soundtransit.org
888-889-6368/TTY: 711 | To request information in alternative formats call 800-201-4900/TTY: 711 or email accessibility@soundtransit.org.

SOUNDTRANSIT // Powering progress

Stride S3 Line
Bus rapid transit service from Shoreline–Bothell

Community Engagement Guide
May 2023

SOUNDTRANSIT / Powering progress

Help shape your future light rail station
Chinatown-International District

Stations workshop | Dec. 3 at 5:30 p.m. | Union Station
soundtransit.org/ballardlink-plan

SOUNDTRANSIT
Powering progress

Iconography

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

Service modes



People/passengers



Communication



Enviro review



Stakeholders



*Above is a sample of the System Expansion icon library. [Request](#) the full library for all available options.

GRAPHIC ASSETS

Illustrations

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



Core elements

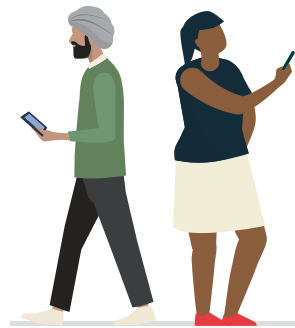
Use simple illustrations, like these, in combination with other shapes and elements to create dynamic visual graphics. These and many more are available in the Sound Transit illustration library.*



People/passengers



Accessibility



Diversity



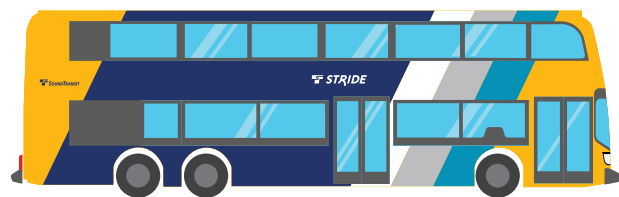
Construction workers



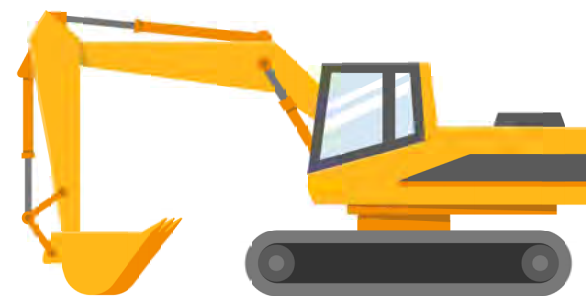
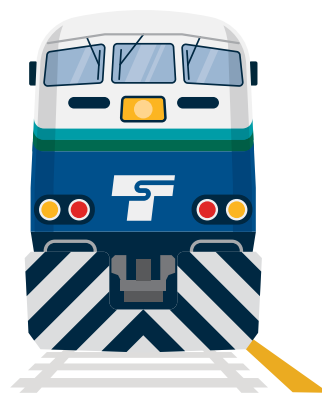
Bicycles



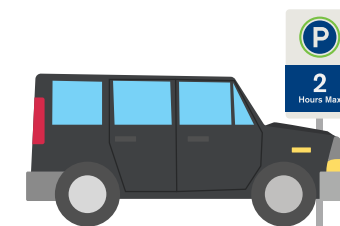
Communication



Sound Transit service vehicles



Construction vehicles/equipment



Cars/parking

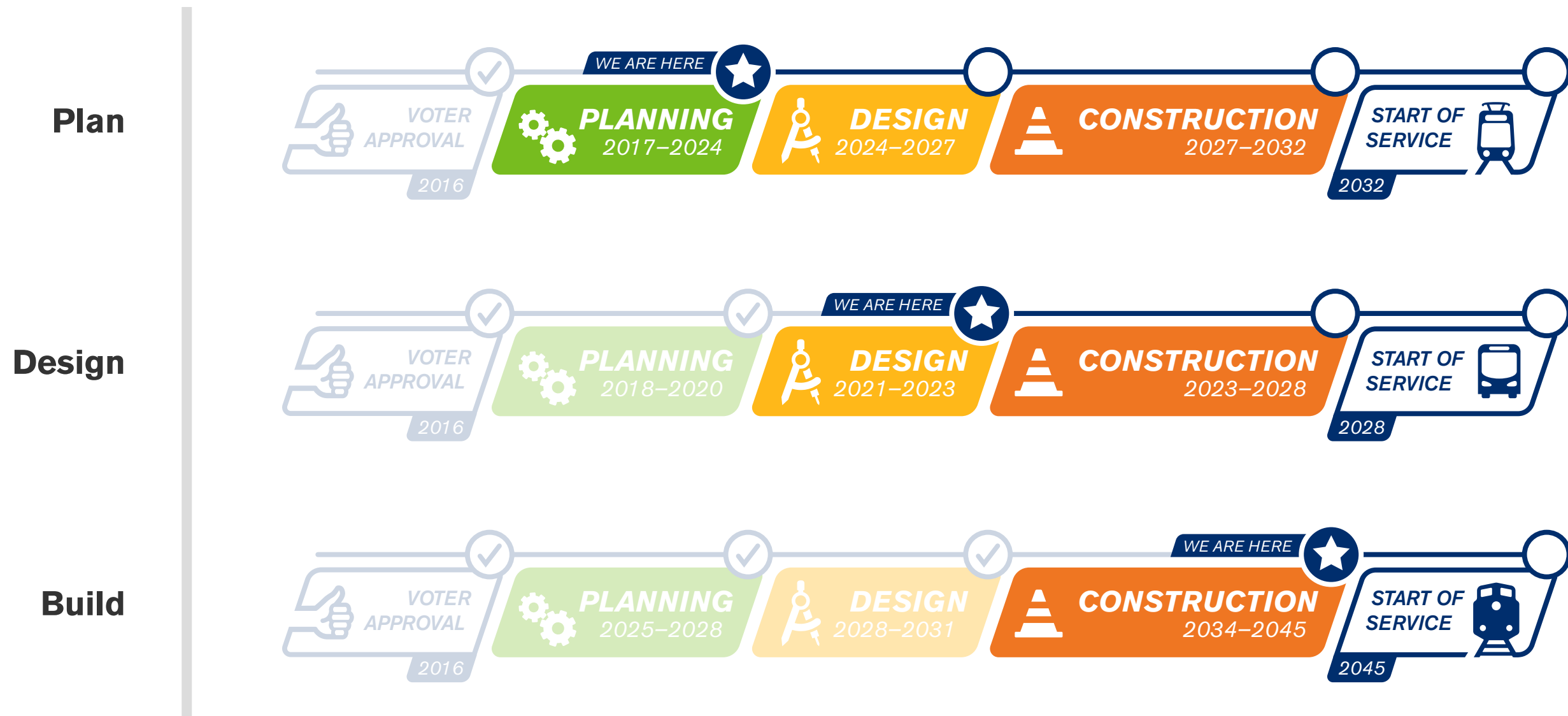


Service modes

*Find principles and tips for creating Sound Transit illustrations in the [Passenger communications style guide](#).

Project timeline

One of our most frequently used assets, the project timeline answers two important questions: **“Where are we in project development?”** and **“When does service start?”** It’s designed to adjust for less or more detail, depending on the communication need.*



*Timelines vary based on project information and type of service. This style is intended for non-web use.

Usage



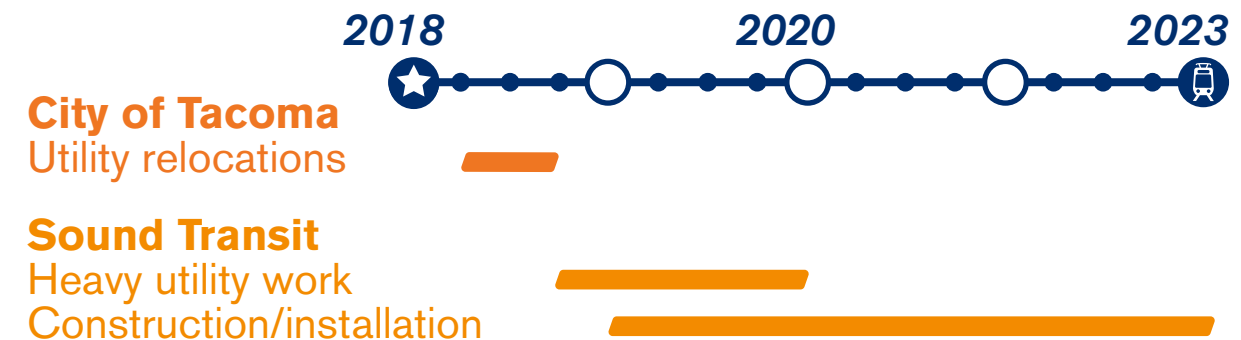
Final route and station designs
Procure and commission station and public art
Obtain land use and construction permits
PUBLIC INVOLVEMENT

Minor modifications:

Drop “Voter approval” section when appropriate, adjust placement of star icon, add subtext like “Scheduled,” expand one or more drawers to provide adequate detail, add star pointer icon to emphasize current activity.

Major modifications:

Simplify graphic elements to represent complex project activities, overlapping timelines, and/or multiple agencies.



Background color:



May appear on Wave Blue (primary) or white backgrounds. Adjust elements according to background color and to maximize legibility. Example to the left reflects Wave Blue background standards.

Evergreen assets

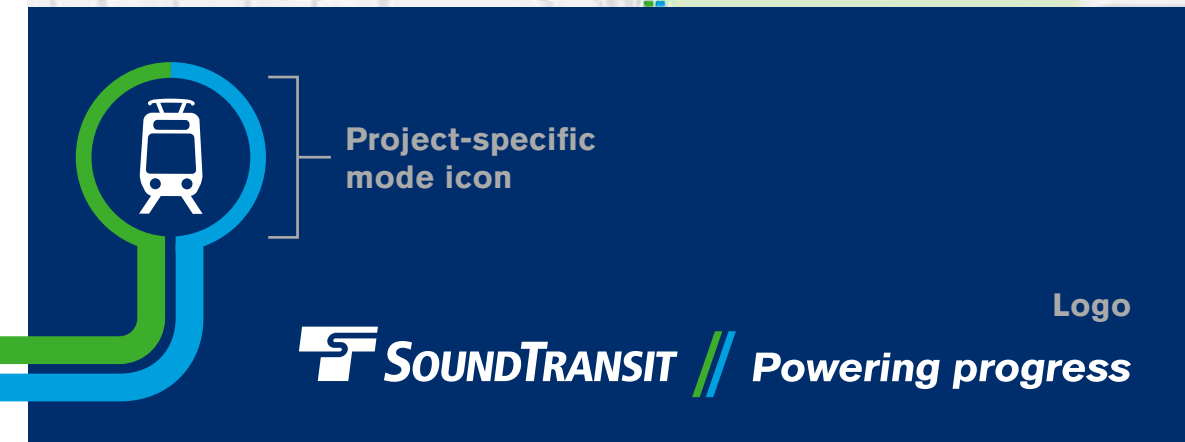
We rely on our evergreen assets to create a visual thread of consistency, acting as anchors in all of our templates throughout every phase of a project. They become familiar, recognizable, and associated with active projects and future service.

Project header lockup



Project timeline

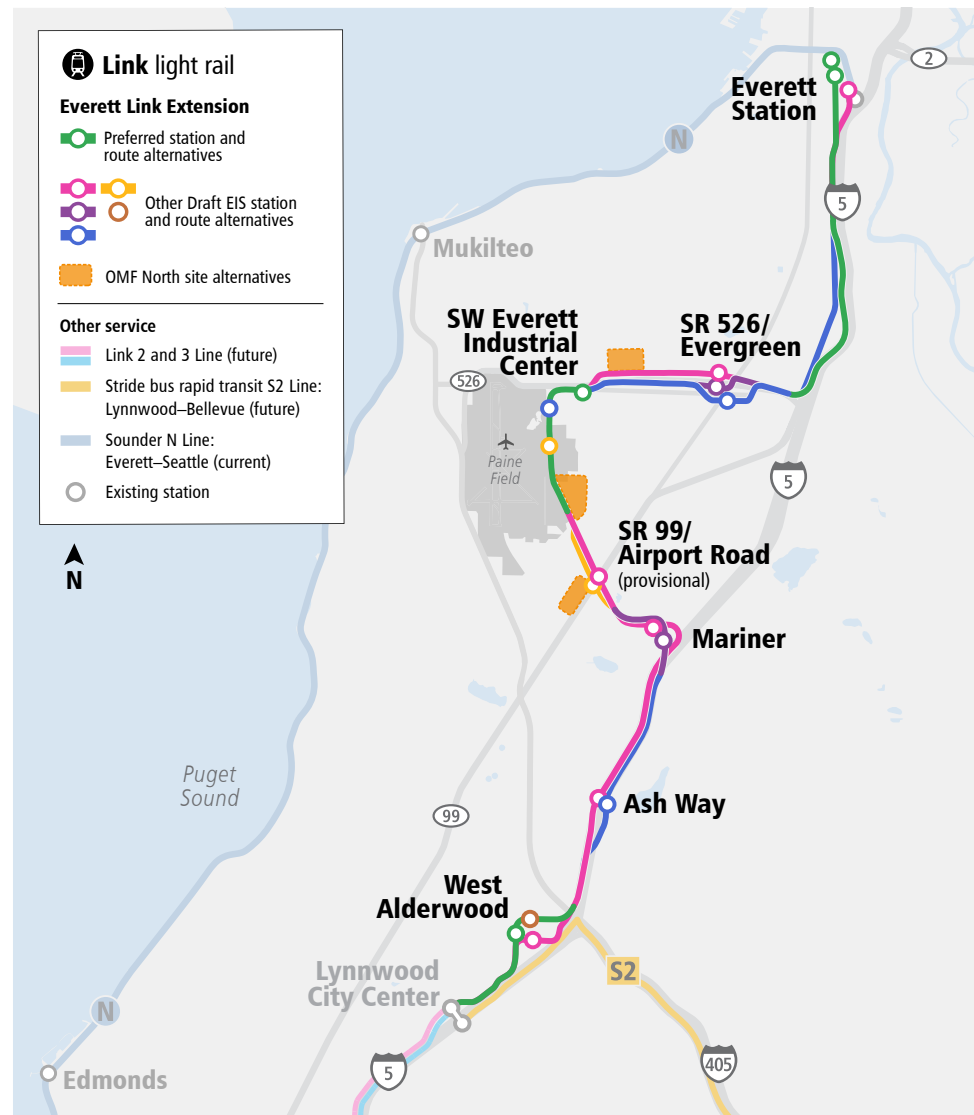
Project map



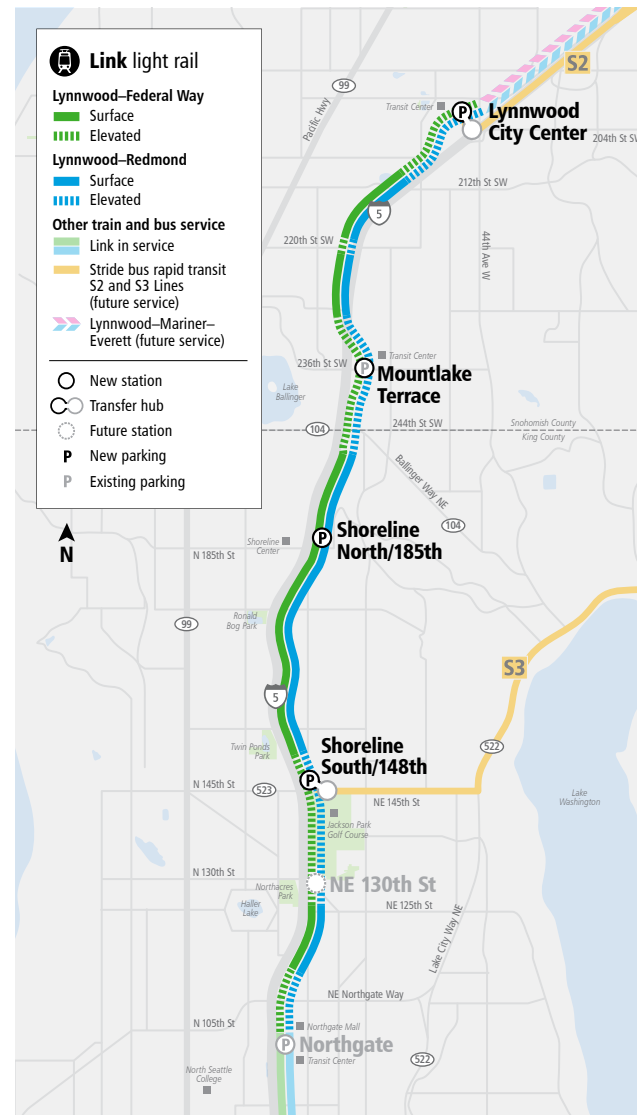
Service Lines

Project maps

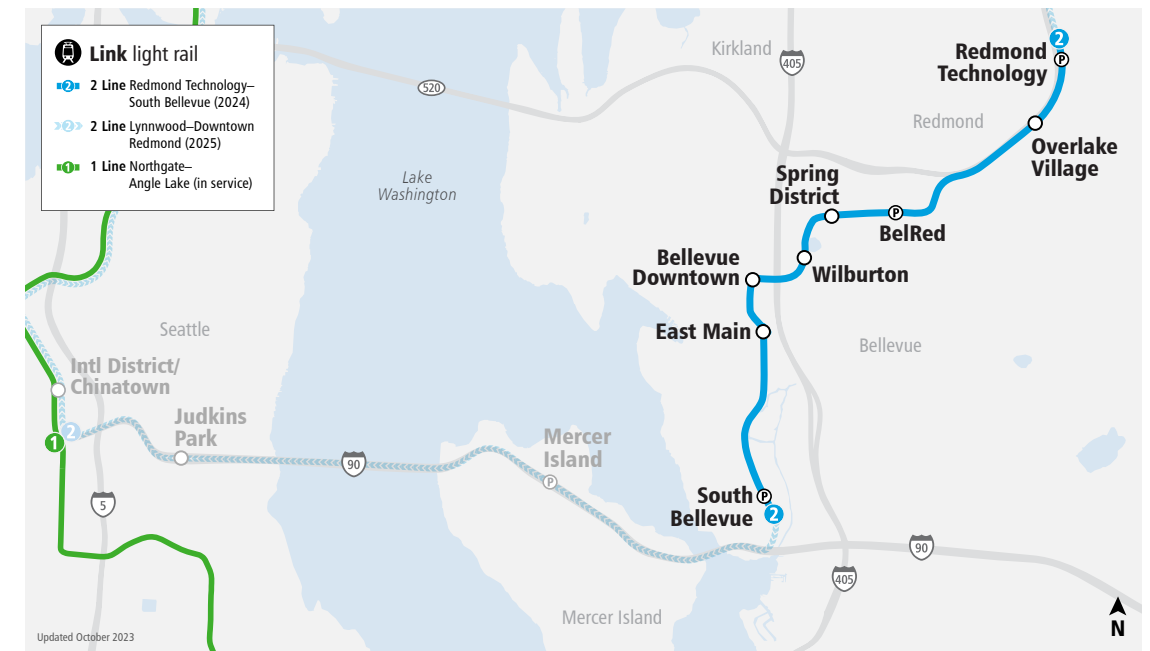
Maps are one of our most powerful communication tools and are used throughout the life of a project. While the foundational style stays consistent regardless of project phase, certain visual elements, like route line colors and styles, continue to evolve to tell the right story at the right time.*



Developing and identifying project routes
(Plan phase; see more detail on [page 34](#))



Project to be built
(Design and Build phases)

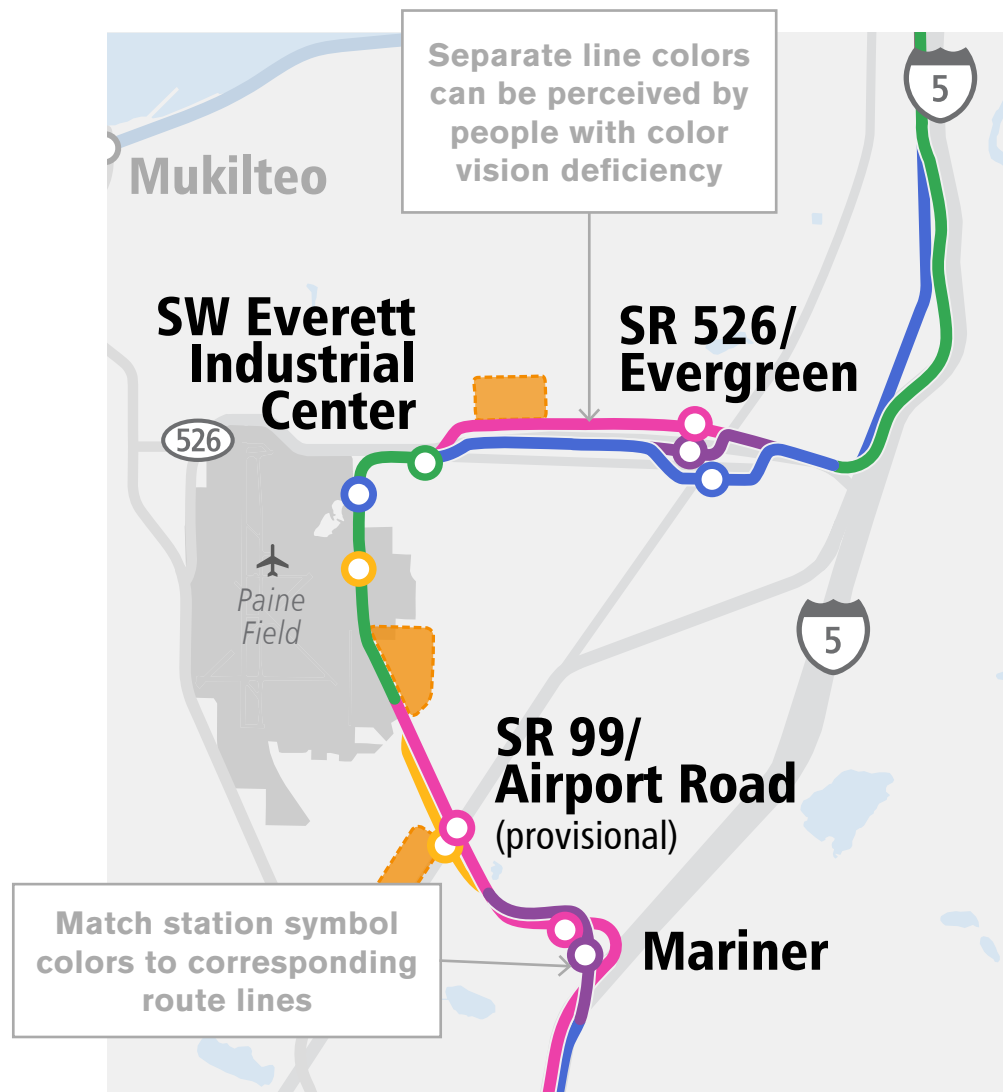


Pre-service (Build phase)

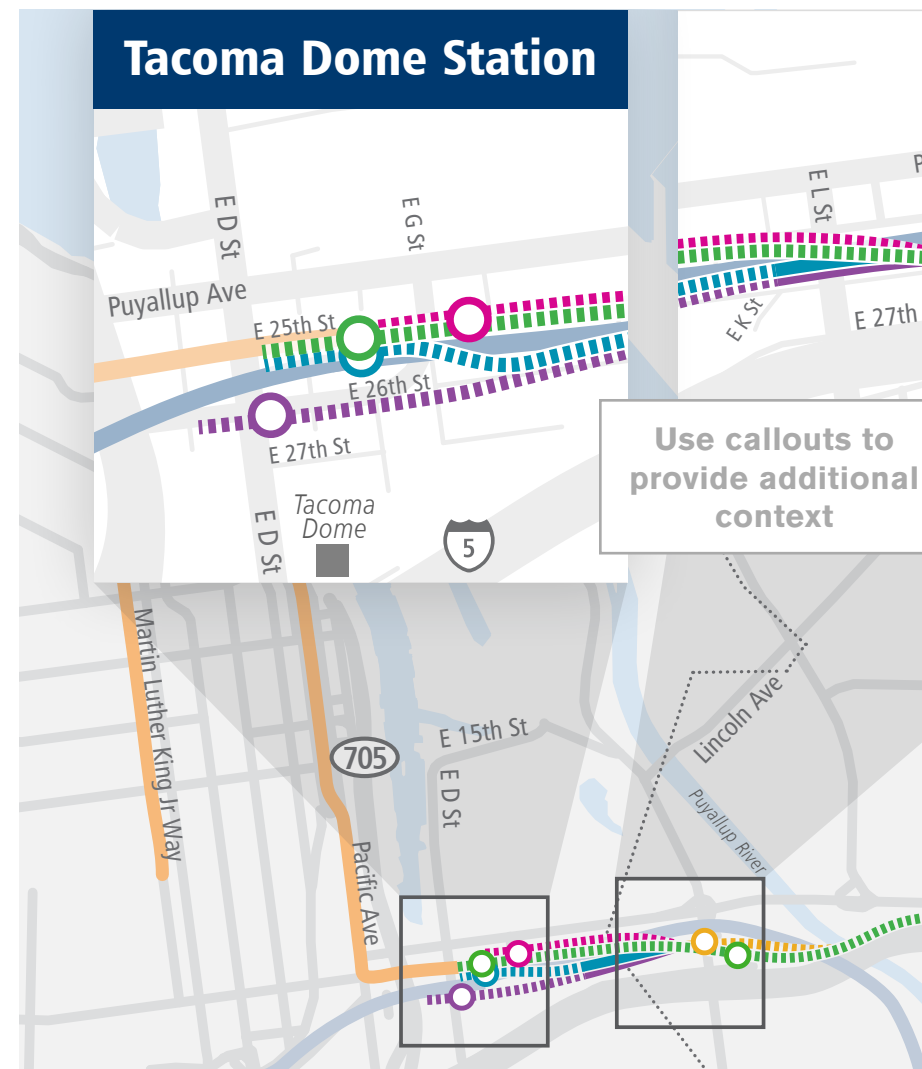
*For additional guidance on project map styles as well as assets and templates, send a request to STbrand@soundtransit.org.

Maps for planning

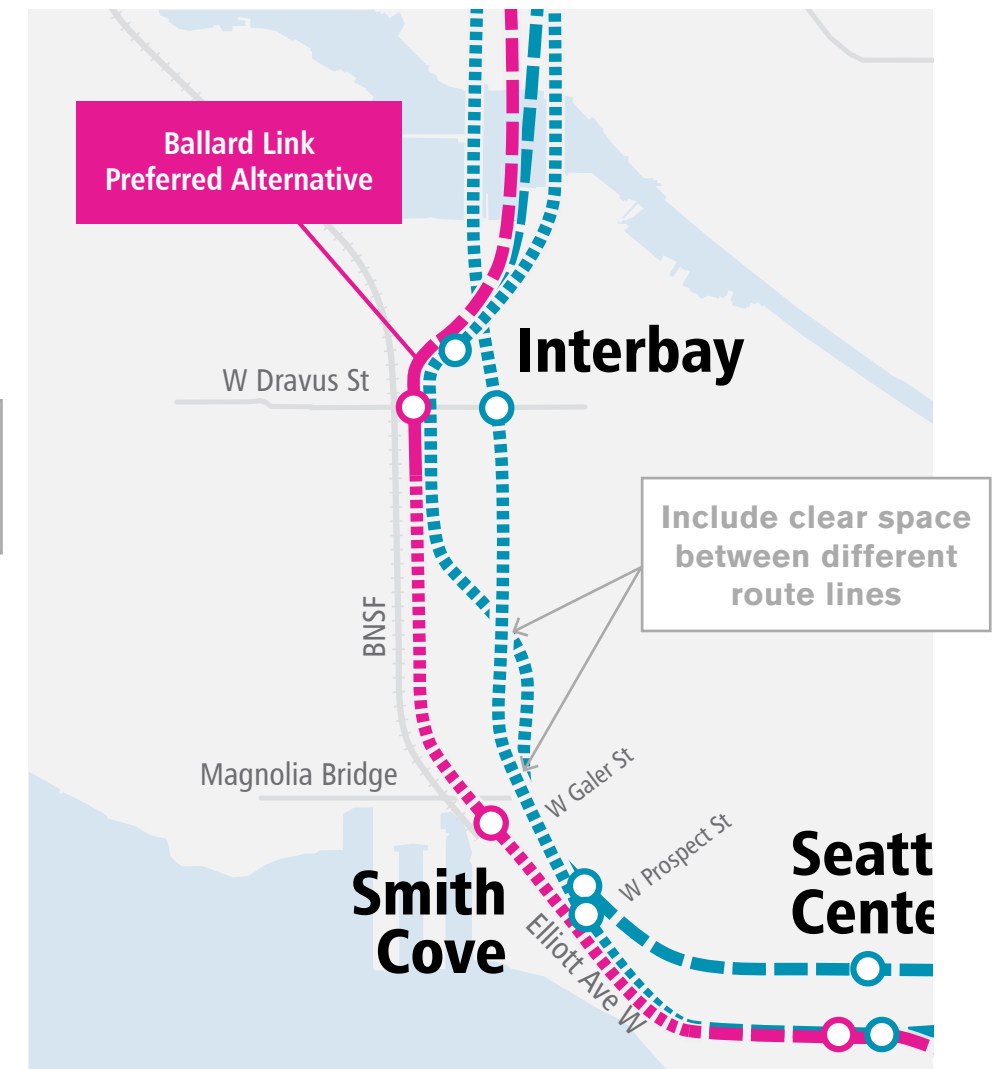
When a project is the planning phase — alternatives development through environmental review — our maps show progressively evolving sets of route and station alternatives, or options, being studied. Each alternative should be as easy as possible to identify for all audiences, including those with color vision deficiency.



Alternatives development
The most route/station options, route profiles not yet the focus, color palettes identified by project teams (PEPD).



Environmental review
Narrowing alternatives, route profiles introduced, option to include detailed station area callouts.



Environmental review
Preferred alternative identified, option to simplify colors.

Dynamic assets

Project development starts with a representative line on a map and progresses to a final route and fully conceived station designs. As projects take shape, our primary imagery dynamically adjusts, too. Dynamic assets are paired with evergreen assets to create the most relevant and consistent experience.

Plan

Where is it going? In the PNW, our unique topography includes large bodies of water, visually interesting coastlines, and various inlets and rivers. This distinctive environment is a big part of our regional identity, and this makes it easy to identify our communities by the water surrounding them. Our visual approach uses deep-blue hued aerial images and bold route lines to represent project locations in early planning.

Design

What will it look like? As a project moves to design, we shift to imagery that inspires; a glimpse into what a future station may look like. These photo simulations are views from a platform with a train set in the background and a focus on passengers enjoying new stations and service. General in nature, these station images depict the common architectural elements and features our stations share.

Build

Will I enjoy the ride? Our neighbors in project corridors are affected daily by construction. We help ease frustrations and see a brighter future through location-specific illustrations centered around lifestyle. This imagery speaks to the individual, the passenger experience just over the horizon, and conveys an improved quality of life.

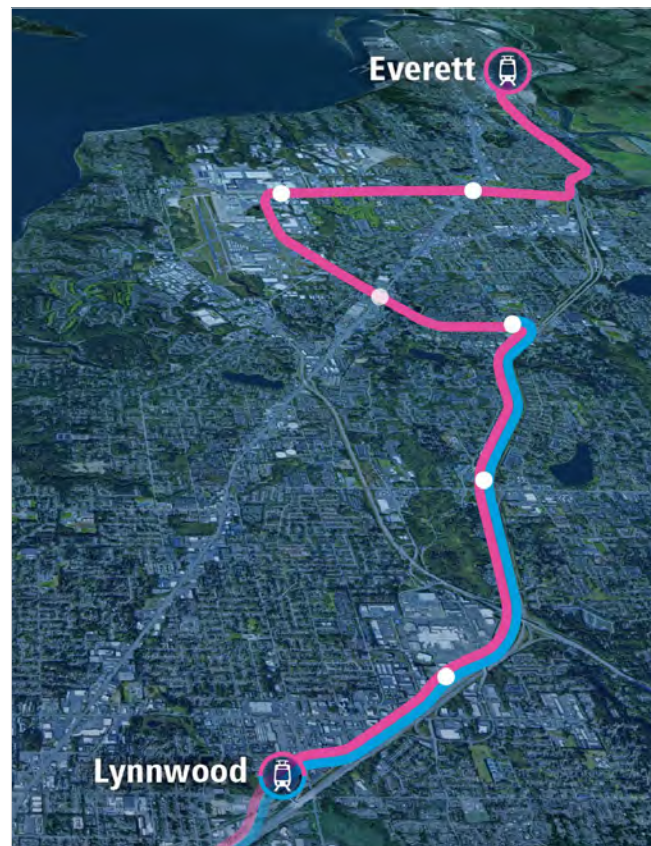
Examples

Plan

Design

Build

“Where is it going?”



Aerial map and route

Corridor-specific geography
Deep-blue hued aerial imagery
Bold, project-specific service lines and icons

“What will it look like?”



General station illustration

Photo simulations
Views from platforms
Vehicle in background
Focus on passengers enjoying stations and service
Common architectural elements and features

“Will I enjoy the ride?”

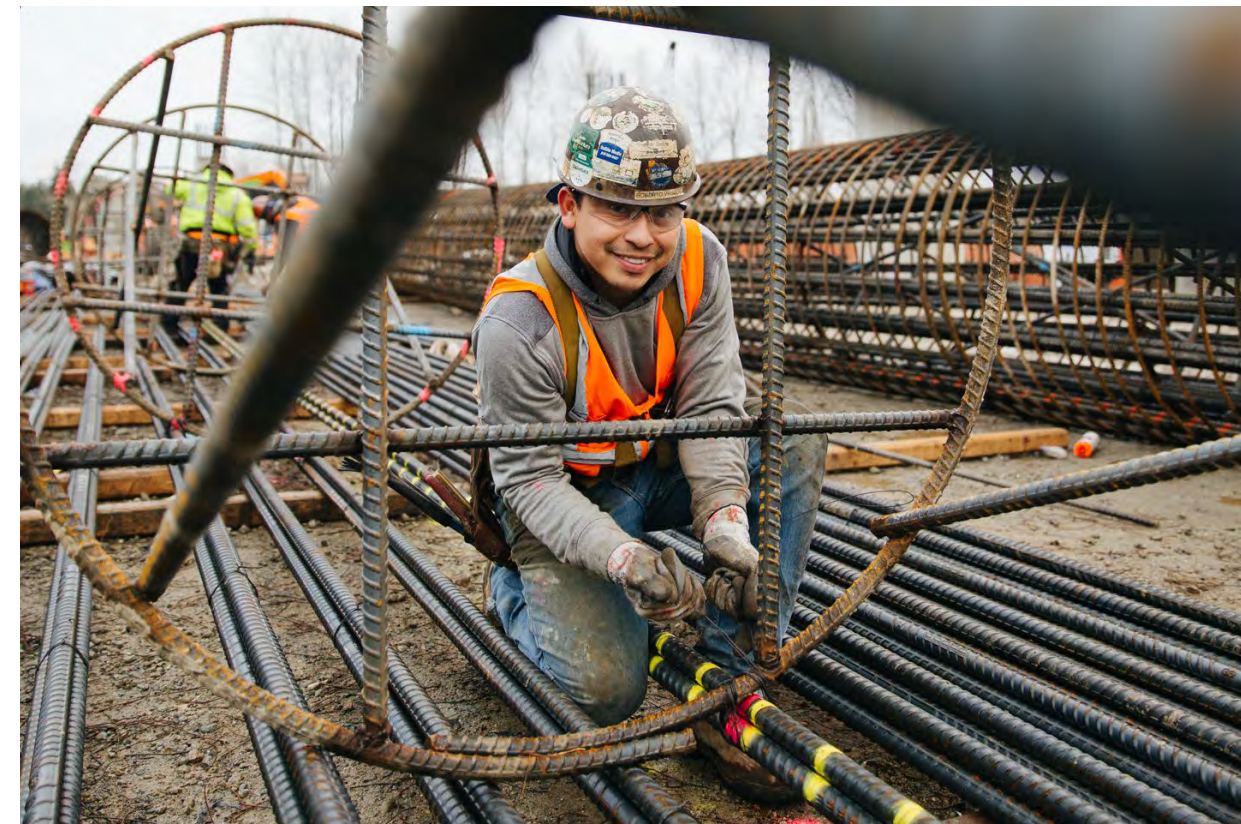


Site-specific station illustration

Photo simulations
Centered around location and lifestyle
Vehicle in background
Focus on passengers enjoying service
Neighborhood-specific architecture and landmarks

Photography

Before service starts, years of planning, designing, and building have gone into our projects. Our photography tells the story of the pre-operational journey; bustling public meetings, sky-high scaffolding, and the shine of finishing touches. Carefully curated photos reflect our promise to invite engagement, provide stations and shelters designed to meet the highest standards, and deliver a safe and accessible transit experience.



Looking for photos? Go to:

 [soundtransit.photoshelter.com](https://www.soundtransit.photoshelter.com)

Inspire engagement

In the planning and design phases, we encourage and welcome public involvement. Our neighbors and future passengers help shape our transit system with their insights on where a route should go and what their future stations should look like. Photos of our public meetings are light, bright, and capture authentic moments.

*Project phases: **Plan and Design***

Do this:



Small work groups and interactions between ST staff and meeting attendees; people in the foreground with displays in the background for context; interesting perspectives.
soundtransit.photoshelter.com

Don't do this:



Overly busy; anything that looks staged or contrived; people and/or meeting attendees who look angry or frustrated.

Connect with community

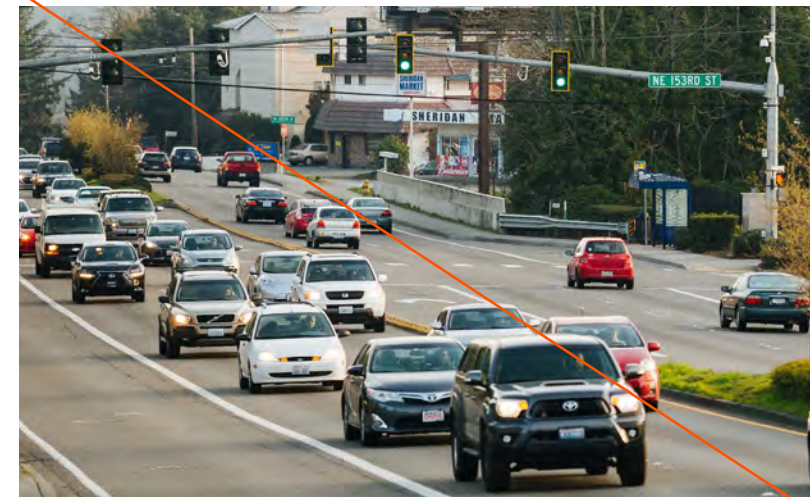
Often at the onset of a new project, it's our job to introduce ourselves to a new community or neighborhood in a welcoming and gracious manner. Having an understanding of each unique area, and its population, will help us better reflect the community, and the people who live there, in our photography.

*Project phases: **Plan and Build***

Do this:



Don't do this:



Overly general and lacking an interesting perspective or subject; photos without people.



Capture people and neighborhoods anticipating future service; represent diversity in both environment and people; tell an interesting story of local experiences with people + product shots.

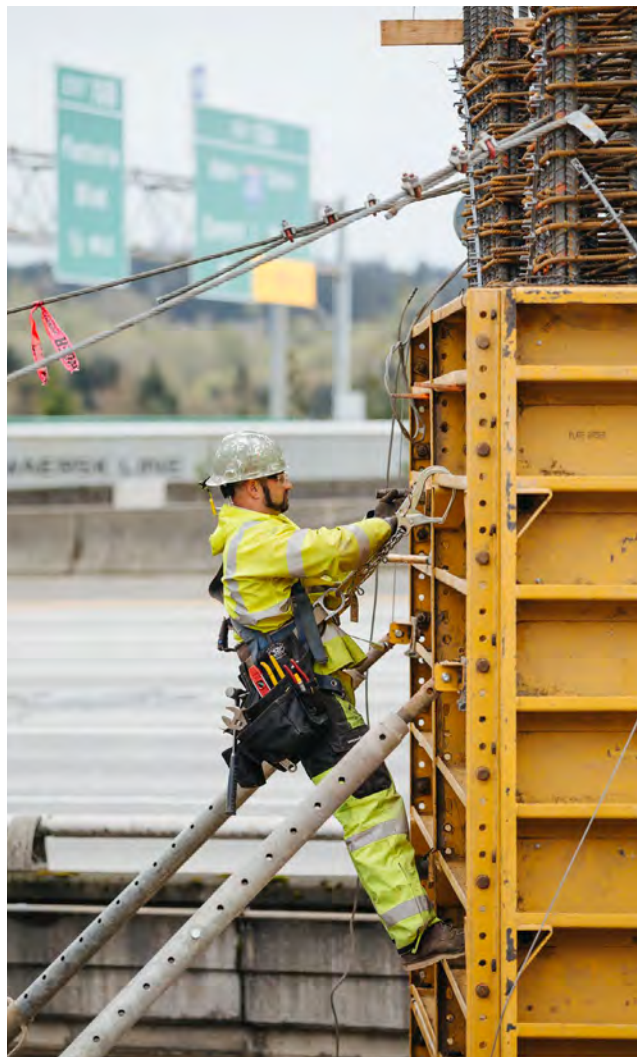
soundtransit.photoshelter.com

Build a legacy

We get to plan, design, and build engineering marvels; underwater tunnels, tracks on floating bridges, and sweeping overpasses connecting our service to the greater region. Our awe-inspiring construction photos capture the massive scale of our projects, the skilled workers who build them, and the progress our crews are making on these projects.

*Project phases: **Build****

Do this:



Illustrate project scale with people next to structures and equipment; represent diversity and show the skilled people who build our service; demonstrate safety requirements; compelling perspectives.

soundtransit.photoshelter.com

**Do share compelling construction images on social media to show progress.*

Don't do this:



Overly cluttered images with too much debris or equipment; photos that lack a focal point or strong subject.

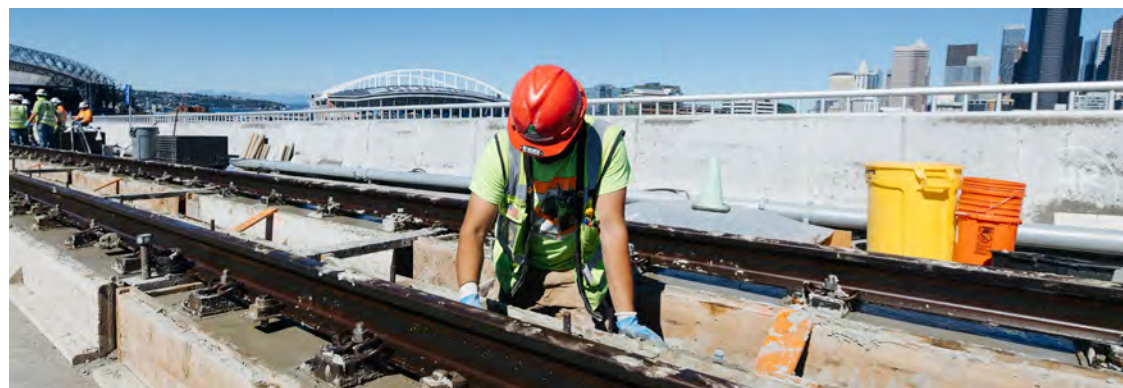
**Do not use construction photos to advertise a public engagement event or as hero images on high-level project collateral.*

Define the impact

Our neighbors located near our active construction sites are affected the most. They may experience feelings of anxiety and uncertainty about construction and have questions about noise, dust, and temporary access limitations. To ease their anxiety, we show them what to expect.

*Project phases: **Build****

Do this:



Descriptive images inside folios, flyers or alert emails that inform and educate those affected by construction; represent diversity and show the skilled people who build our service; demonstrate safety requirements and mitigation.

[soundtransit.photoshelter.com](https://www.soundtransit.com/photoshelter)

Don't do this:



Generic images that don't describe a specific construction activity; photos that lack a focal point or strong subject.

**Do not use construction photos to advertise a public engagement event or as hero images on high-level project collateral.*

Ride into the future

Transit projects take years to build and come with a myriad of short- and long-term inconveniences. For our neighbors, it can be easy to lose sight of the big picture and the benefits that future service and an expanded transit system can bring. So, we do our best to remind them of what's to come — convenient, safe, affordable, and accessible transit options.

*Project phases: **Plan, Design, and Build***

Do this:



Don't do this:



Photos with too many subjects and lacking a focal point; anything dark or gloomy; frustrated passengers or no passengers at all.



Photos focused on a diverse mix of happy and relaxed passengers both inside and next to vehicles; capture speed, size, and cleanliness of our vehicles; Platform images of passengers using the system with a visible vehicle and ST Wave in the background.

[soundtransit.photoshelter.com](https://www.soundtransit.com/photoshelter)

Project templates

 **SOUNDTRANSIT**

RIDE THE WAVE

To provide context and demonstrate how to apply these guidelines and assets, the following pages contain examples of templates for each of the three phases of project development. Take note of the consistent visual and voice flowing from one major touchpoint to another.

For access to these templates and more System Expansion style guide assets, contact:

✉ [**STbrand@soundtransit.org**](mailto:STbrand@soundtransit.org)



Plan

This is when a project is in the early stages of planning. It's our first opportunity to introduce a starting point for the project route and, in some cases, Sound Transit as a transit agency and service provider.

**West Seattle Link Extension
Ballard Link Extension** June 2018

More light rail is on the way

The West Seattle and Ballard Link Extensions will provide fast, reliable light rail connections to dense residential and job centers throughout the region. In addition, the new downtown Seattle light rail tunnel provides capacity for the entire regional system to operate efficiently.

Planning phase
Alternatives development

West Seattle extension

- 4.7 miles of light rail service from downtown Seattle to West Seattle's Alaska Junction neighborhood.
- 5 light rail stations (3 new and 2 expanded) between the Stadium area and Alaska Junction.
- Open for service in 2032.

Ballard extension

- 7.1 miles of light rail service from downtown Seattle to Ballard's Market Street area, including a new downtown Seattle rail-only tunnel.*
- 9 light rail stations (7 new and 2 expanded) between International District/Chinatown and Market Street.
- Open for service in 2039.

Questions?

Contact our Community Engagement team at 206-903-7229 or wsblink@soundtransit.org.

Subscribe to project emails and learn how to get involved:
soundtransit.org/wsblink

401 S. Jackson St. | Seattle, WA 98104
800-201-4900 / TTY: 711 | main@soundtransit.org | soundtransit.org

Project fact sheet

Digital display ad

SOUNDTRANSIT

Expanding light rail

Updates on route options, station planning

Tell me more

Planning light rail in your neighborhood

Share your feedback on route options
wsblink.participate.online

Comment online or at an upcoming open house:

West Seattle | Wednesday, Feb. 27 | 6-8:30 p.m.*
Alki Masonic Center, 4736 40th Ave. SW, Seattle, WA 98116

Ballard/Interbay | Thursday, Feb. 28 | 6-8:30 p.m.*
Ballard High School, Commons, 1418 NW 65th St., Seattle, WA 98117

Downtown | Thursday, March 7 | 5-7:30 p.m.*
Union Station, 401 S Jackson St., Seattle, WA 98104

*Presentation begins 30 minutes after start time.

SOUNDTRANSIT / Powering progress

Direct mail

Social media (paid)

facebook

2:16

4.4 1 Comment 6 Shares

Like Comment Share

Sound Transit 1d · 🌐

Speaking of West Seattle, check out the newest online open house to see the latest on station and route alternatives and where we stand with planning... See More

West Seattle and Ballard Link Extension

SOUNDTRANSIT.ORG
West Seattle and Ballard Link Open House
Smith Cove, Interbay and Ballard Stations

Learn More

517 184 Comments 67 Shares

Like Comment Share



Design

This is when our projects go through the various phases of design, the service route has been established, and we shift focus to the future station experience.

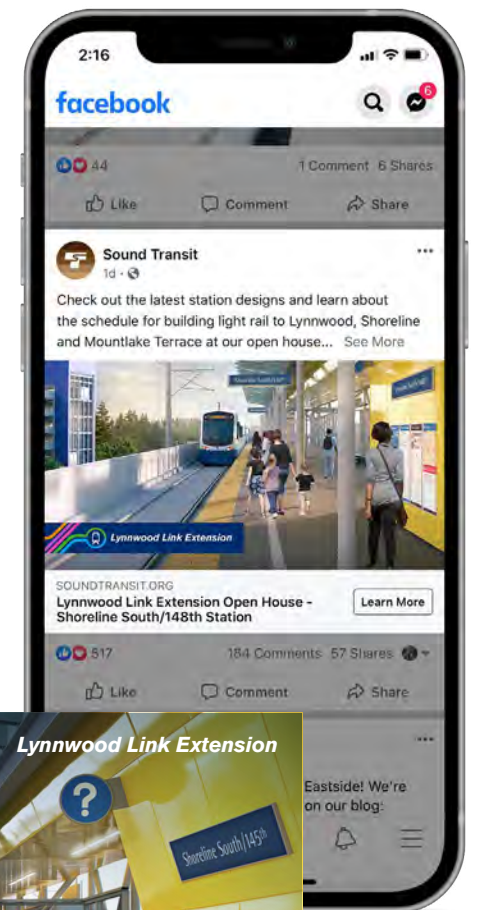


Project folio

Digital display ad



Social media (paid)



Direct mail



Build

This is when everything starts to take shape and construction starts to affect neighbors and communities. In this phase, we ease riders' and neighbors' frustrations by emphasizing the benefits of the future passenger experience and offer reassurance that we are here to help.

Guide to construction

Email alerts

Social media (organic)



Digital display ad



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

 ***STbrand@soundtransit.org***

