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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:

ęż 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.
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

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

Involve

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

Update

* 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**
- We’re listening

**Typography**
- OMF South

**Colors**
- Wave Blue
- Dark Teal
- Orange

**Graphic assets**
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  Friendly  Knowledgeable  Genuine
Reliable    Empathetic   Competent    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
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**

<table>
<thead>
<tr>
<th>Fear</th>
<th>Joy</th>
<th>Hope</th>
<th>Excitement</th>
</tr>
</thead>
<tbody>
<tr>
<td>“How will it affect my life?” or “I’m excited and can’t wait for this new change.”</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Design**

<table>
<thead>
<tr>
<th>Apprehension</th>
<th>Cautious optimism</th>
<th>Positivity</th>
<th>Excitement</th>
</tr>
</thead>
<tbody>
<tr>
<td>“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.”</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Build**

<table>
<thead>
<tr>
<th>Excitement</th>
<th>Dread</th>
<th>Anticipation</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I’m excited and can’t wait for this new service!” or “How will this construction affect me (noise, access, etc.)?”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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*
**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.

**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/tacomatreastle

**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/tacomatreastle.

**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

**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.

See the Sound Transit editorial style guide for additional writing guidance.
Colors

ACTION PINK
PMS 255 C
CMYK 5/98/0/0
RGB 229/65/146
HEX E5A92

WAVE BLUE
PMS 294 C
CMYK 100/0/5/40
RGB 0/160/223
HEX 00A0DF

DARK CHARCOAL
PMS 447 C
CMYK 51/51/61
RGB 51/51/61
HEX 333333

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

ACTION PINK
PMS 368 C
CMYK 53/8/0
RGB 229/214/118
HEX E5DB76

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

WAVE TEAL
PMS 632 C
CMYK 28/19/18
RGB 0/145/179
HEX 0091B3

GO GREEN
PMS 368 C
CMYK 58/0/100
RGB 1/19/188
HEX 77BC1F

RIVER GRAY
PMS 60% 290
CMYK 16/2/2
RGB 213/231/243
HEX D5E7F3

CONSTRUCTION ORANGE
PMS 158 C
CMYK 1/65/98
RGB 239/184/102
HEX F5A623

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

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

Hi-Lite Yellow
PMS 243 C
CMYK 73/32/95
RGB 255/184/25
HEX FFB819

Hi-Lite Green
PMS 216 C
CMYK 7/36/100
RGB 235/169/0
HEX EBA900

Service Lines

1 LINK 1 LINE
PMS 361 C
CMYK 81/18/0/0
RGB 61/174/43
HEX 3DAE2B

2 LINK 2 LINE
PMS 299 C
CMYK 6/85/0/0
RGB 0/160/223
HEX 00A0DF

3 LINK 3 LINE
PMS 292 C
CMYK 6/85/0/0
RGB 237/164/169
HEX ED40A8

4 LINK 4 LINE
PMS 2582 C
CMYK 7/26/0/0
RGB 177/197/197
HEX B14FC5

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

S1 STRIDE S1, 2, 3 LINE
PMS 124 C
CMYK 7/26/0/0
RGB 235/169/0
HEX EBA900

N SOUNDER N & S LINE
PMS 644 C
CMYK 39/20/7/0
RGB 154/182/211
HEX 9A8D03

BEIGE
PMS 361 C
CMYK 81/18/0/0
RGB 61/174/43
HEX 3DAE2B

ALERT RED
PMS 361 C
CMYK 81/18/0/0
RGB 0/160/223
HEX 00A0DF

ALERT GREEN
PMS 361 C
CMYK 81/18/0/0
RGB 0/160/223
HEX 00A0DF

Service lines

Use this color for project maps.
Use this color for calls to action.
Use this color for ST Express bus service.
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.

**The train arrives in 2025**

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

soundtransit.org/redmondlink

**Stride bus rapid transit**

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

**Stay ahead of construction**

*We’re committed to minimizing disruptions*

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

*Font licenses can be purchased through the H. Berthold Typefoundry website.
Are you keeping up with construction?

New service starts in 2024

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.

More project benefits

- 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.

Questions?

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

Learn about the project and subscribe for email updates:

soundtransit.org/lynnwoodlink
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.
What’s next for ST Express?

More connections, speed, and reliability

- 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.

soundtransit.org
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
```

**NUNITO SANS BLACK ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890
```

**HIND REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**HIND BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

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

Puyallup Station improvements

Project highlights

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.

Garage construction begins in 2020 and will ready to open in 2023.

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

- Mode icon
- Wave Blue background
- Primary line color (project-specific)
- Secondary line color set (project-specific)

**Considerations**

- Cropped or not? (product-specific)
- Double or single line color? (project-specific)
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.
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.
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.
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.*

*Above is a sample of the System Expansion icon library. Request the full library for all available options.
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.
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.*

*Find principles and tips for creating Sound Transit illustrations in the Passenger communications style guide.
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.
2010–2016
Final route and station designs
Procure and commission station and public art
Obtain land use and construction permits

PUBLIC INVOLVEMENT

2016–2019

DESIGN

Scheduled 2019–2023

START OF SERVICE

2024

2018
2020
2023

City of Tacoma
Utility relocations

Sound Transit
Heavy utility work
Construction/installation

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.
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.*

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

**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.

**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.

**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

“Where is it going?”

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

Design

“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

Build

“What 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
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
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](http://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:**

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.

Do this: [Image of floral arrangement]

Don’t do this: [Image of busy street]

Don’t do this: Overly general and lacking an interesting perspective or subject; photos without people.

soundtransit.photoshelter.com
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.*
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*

**Define the impact**

**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.

**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:

- 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

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.
Project templates

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

✉️ STbrand@soundtransit.org