

# Getting to know the ST brand

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



We're non-bureaucratic and down to earth. We avoid using jargon, acronyms and sesquipedalian bouts (using lots of big words). We're visionary and innovative. We're also witty, but with more of a wink than a pie in the face. Most important, we are friendly and customer-focused.

## Brand tagline

What does it mean to "Ride the Wave?" For our customers and potential customers, 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!

## RIDE THE WAVE

## Brand promise

Sound Transit offers freedom and flexibility with a more reliable, cheaper, safer and comfortable alternative to driving. This is our internal beacon. Use this as a guide for your communications:

## SOUND TRANSIT BEATS DRIVING

## Ideals

These represent our values as an agency. Use them to help guide how you communicate. If appropriate, use them in your messaging or simply use them to inspire you as you tell the ST story.

**Responsive**    **Reliable**

**Dependable**    **Fun/Witty**

**Progressive**    **Industrious**

## Foundations

These inform the way we talk with our audiences. Use at least one as you tell the ST story.

### ***Providing top-notch customer experience***

**AUDIENCE:** Those who use ST services, our riders.

### ***Delivering on our promise***

**AUDIENCES:** Those impacted by our construction and stakeholders.

### ***Being accountable***

**AUDIENCES:** Partners, stakeholders, elected officials and tax payers.

### ***Forward thinking***

**AUDIENCE:** Our future riders.

## Living the brand

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

When people do business with Sound Transit, ride our services or see our communications, we want them to think: dependable/reliable, innovative, industrious, progressive, fun/witty, non-bureaucratic.

We need to foster a customer-centered culture that drives the agency's brand. 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.

## How do we talk about our brand?

We need to tell the story of Sound Transit's successes and portray the agency in a positive light in day-to-day interactions at work and away from work. Talk about what ST stands for with your own words and passion, but use brand messaging as a framework. By consistently emphasizing that by "riding the wave" and leaving their cars behind, commuters can free themselves of stress and congestion, we can demonstrate how the agency is changing lives with "easy connections to more places for more people."

## Elevator pitch

Sound Transit provides fast, frequent and easy-to-use rail and bus connections for Puget Sound commuters and others who want freedom and flexibility in their daily commute. It provides a cost-effective and stress-free alternative to driving. ST can help people bypass congestion while giving them time to relax and catch up on work or reading. Plus ST helps cut back on trips to the pump and reduce wear and tear on the family car.

**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.

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

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

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

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.

## Typography

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

### MARKETING AND SYSTEM EXPANSION

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 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**