

ST brand

Getting to know the brand

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. And 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.

See Visual Identity on back



Logo, colors, graphic elements..etc.

ST brand

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. 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.

The agency logo consists of the ST mark (symbol) and the agency name. 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.



COLORS

The Sound Transit color palette reflects a strong tie-in to the wave found on all Sound Transit's vehicles. An extension of colors was created to compliment the wave colors.

WAVE BLUE CMYK: 100/70/5/40 RGB: 0/46/109 PMS: 294 C HEX: #002E6D	WAVE GREEN CMYK: 100/22/75/32 RGB: 0/104/82 PMS: 3298 C HEX: #006852	WAVE TEAL CMYK: 92/23/22/0 RGB: 0/145/179 PMS: 632 C HEX: #0091B3	DARK TEAL CMYK: 100/40/29/3 RGB: 0/114/151 PMS: 633 C HEX: #007297
STATION BLUE CMYK: 100/75/40/55 RGB: 1/38/57 PMS(C): 539 C HEX: #012639	ACTION PINK CMYK: 5/96/0/0 RGB: 229/26/146 PMS: 225 C HEX: #E51A92	GO GREEN CMYK: 58/0/100/0 RGB: 119/188/31 PMS: 368 C HEX: #77BC1F	HIGHLIGHT YELLOW CMYK: 0/32/95/0 RGB: 255/184/25 PMS: 1235 C HEX: #FFB819
CONST. ORANGE CMYK: 1/65/98/0 RGB: 239/118/34 PMS: 158 C HEX: #EF7622	ALERT RED CMYK: 5/98/100/1 RGB: 226/35/26 PMS: 485 C HEX: #E2231A	WATER BLUE CMYK: 16/2/2/0 RGB: 213/231/243 PMS: 60% 290 HEX: #D5E7F3	PARKS GREEN CMYK: 18/0/30/0 RGB: 208/231/187 PMS: 30% 368 HEX: #D0E7BB
LAND GRAY CMYK: 0/0/0/6 RGB: 240/240/240 PMS: 35% COOL GRAY 1 HEX: #FOFOFO	ROADWAY GRAY CMYK: 0/0/0/15 RGB: 220/220/220 PMS: COOL GRAY 1 HEX: #DCDCDC	SERVICE GRAY CMYK: 0/0/0/40 RGB: 170/170/170 PMS: COOL GRAY 6 HEX: #AAAAAA	HIGHWAY GRAY CMYK: 0/0/0/65 RGB: 120/120/120 PMS: COOL GRAY 9 HEX: #787878
RAILWAY GRAY CMYK: 0/0/0/80 RGB: 90/90/90 PMS: COOL GRAY 11 HEX: #5A5A5A	WEB COLORS Contact STbrand@soundtransit.org		

TYPOGRAPHY

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

Marketing & customer information
Akzidenz Grotesk font family

Agency communications
Arial

Permanent customer signage
Rotis Alt Bold

MAPS

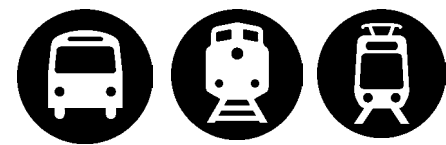
For current and future service maps, **visit** soundtransit.org/get-to-know-us/our-brand/maps

PHOTOGRAPHY

Sound Transit photos are light, bright and inviting. For vehicle shots, strive for photos that contain happy riders to convey a sense of freedom and relaxation. **Visit our photo library:** soundtransit.photoshelter.com

GRAPHIC ELEMENTS

A series of simple and attention-getting icons that represent Sound Transit's modes of service. These images should be used as functional markers at or near the actual ridership experience. **The icons** are best applied in station signage, on system maps or in timetables. They serve as informational symbols to assist the rider.



BUSINESS TEMPLATES & STATIONERY

ST Powerpoint Template: soundtransit.org/get-to-know-us/our-brand/templates
Find the following on Sound Transit's internal, employee-access-only website (**the HUB**):
Agency Business Cards
Agency Letterhead
Agency Memo
Agency Meeting agenda
Agency Electronic (email) Signatures

For all the details on how to represent the Sound Transit brand contact STbrand@soundtransit.org