Getting to know the ST 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. 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

Sound Transit connects more people to more places.
401 S. Jackson St. | Seattle, WA 98104-2826 | 1-800-201-4900 / TTY Relay: 711 | soundtransit.org
### 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.

- **WAVE BLUE**
  - PMS 294 C
  - CMYK 76/4/100/0
  - HEX 3DAE2B
  - RGB 61/174/43
  - CMYK 76/4/100/0
  - PMS 361 C
  - Mode: Cool Gray 1
  - This color is for Projects.

- **WAVE GREEN**
  - PMS 359 C
  - CMYK 0/100/80/0
  - HEX 007297
  - RGB 0/114/151
  - CMYK 92/23/22/32
  - Mode: Cool Gray 2

- **ACTION PINK**
  - PMS 255 C
  - CMYK 52/0/90
  - HEX E51A92
  - RGB 229/26/146

- **PARKS GREEN**
  - PMS 306 C
  - CMYK 50/30/80/0
  - HEX D6078E
  - RGB 214/7/142
  - Mode: Cool Gray 1

### Typography

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

### Maps

Find current service and future service maps at: 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

### Service lines

1. **ST Brand@soundtransit.org**
2. **123 Line**
3. **Soundtransit.org, online surveys and other agency microsites**
4. **Sounder N, S Line**

### Soundtransit.org

Online surveys and other agency microsites

### Links

1. **Link 1 Line**
   - PMS 361 C
   - CMYK 61/180/80/0
   - Mode: Cool Gray 1
   - HEX 3DAE2B
2. **Link 2 Line**
   - PMS 294 C
   - CMYK 0/0/80/0
   - Mode: Cool Gray 1
   - HEX 007297
3. **Link 3 Line**
   - PMS 232 C
   - CMYK 0/0/80/0
   - Mode: Cool Gray 1
   - HEX 007297
4. **Link 4 Line**
   - PMS 258 C
   - CMYK 0/0/80/0
   - Mode: Cool Gray 1
   - HEX 007297
5. **Link T Line**
   - PMS 144 C
   - CMYK 0/0/80/0
   - Mode: Cool Gray 1
   - HEX 007297
6. **Link S Line**
   - PMS 124 C
   - CMYK 0/0/80/0
   - Mode: Cool Gray 1
   - HEX 007297
7. **Link N Line**
   - PMS 644 C
   - CMYK 0/0/80/0
   - Mode: Cool Gray 1
   - HEX 007297

### Business templates and stationery

- **ST Powerpoint template:** soundtransit.org/brand/templates
- **ST employees can access the following agency templates and resources on the HUB:**

### Business cards and letterheads

- **Memos**
- **Meeting agendas**
- **Email signatures**

For more guidance on how to represent the Sound Transit brand, send questions to: STbrand@soundtransit.org

September 2020